CURRENT ISSUES IN TOURISM, GASTRONOMY, AND TOURIST DESTINATION RESEARCH

Edited by
Hera Oktadiana, Myrza Rahmanita, Rina Suprina
and Pan Junyang

ROUTLEDGE

CURRENT ISSUES IN TOURISM, GASTRONOMY, AND TOURIST DESTINATION RESEARCH

The book focuses on contemporary research on tourism, gastronomy, and tourist destinations presented at the 3rd Tourism Gastronomy and Destination International Conference (TGDIC 2021). It serves as a platform for knowledge and experience sharing and invites tourism scholars, practitioners, decision-makers, and stakeholders from all parts of society and from various regions of the world to share their knowledge, experience, concepts, examples of good practice, and critical analysis with their international peers. The research papers presented at the conference were organized into three main categories: tourism, gastronomy, and tourist destinations, written by authors from various countries such as Indonesia, China, India, Switzerland, UK, Portugal, and Hungary.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Preface

Dear honorable and distinguished guests,

It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 that is hosted by Trisakti School of Tourism in Jakarta, Indonesia. The conference, which has the theme of "Rebuilding and Reshaping Tourism Outlook", intends to bring together scientists, academics, researchers, and practitioners to discuss their expertise, research findings, and experiences in the era of Pandemic Covid 19. This year, the conference is held virtually on 2nd December 2021. We are honored to have Dr. (H.C.) Ir. Tri Rismaharini, M.T, The Minister of Social Affairs of the Republic of Indonesia as the keynote speaker. We are also delighted to have 5 invited speakers from international institutions: James Cook University, Australia; Guilin Tourism University, China; Hong Kong Polytechnic University, Hong Kong; RMIT University Vietnam, Vietnam; and World Women Tourism, Singapore; to give presentations related to the theme of the conference. Following the plenary session by the five speakers, there is also a parallel session in which the speakers have to attend the assigned room and present their paper. The speakers and authors of the paper come from various institutions in Indonesia, and from overseas, including China, India, France, Portugal, Switzerland, Hungary, and the United Kingdom.

We recognize the importance of paper dissemination through international publication. This year we are able to work on a publication with CRC Press, a member of Taylor and Francis group, as one of the leaders in the publication context.

The conference can be successfully held due to the efforts of numerous parties working together. First of all, I would like to offer my heartfelt gratitude to the President of Trisakti School of Tourism, Mrs. Fetty Asmaniati, SE., MM. and her team for their unwavering support in ensuring that the conference is organized on a regular basis. Secondly, I would like to thank all the co-hosting institutions, which include Universitas Pancasila, Swiss German University, Sekolah Tinggi Pariwisata Ambarukmo, and Institut Pariwisata dan Bisnis Internasional. Thirdly, our appreciation goes to all the sponsors and media partners as well as all parties that we cannot mention one by one. Last but not least my sincere appreciation goes to the committee members who have worked hard for the success of this conference.

We hope that all participants who attend this event benefit greatly from this conference. I am looking forward to meeting all of you at the next 4th TGDIC.

Myra

Dr. Myrza Rahmanita, M. Sc.
Chief of the Organizing Committee

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Welcoming speech

Assalamu'alaikum Wr. Wb.

Dear the Honorable guests, speakers and all distinguished participants. It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 hosted by Trisakti School of Tourism. Praise always to the God Almighty, who has bestowed His mercy and blessings on us all so that today we can be here at Trisakti School of Tourism to take part in this 3rd International Conference on Tourism, Gastronomy, and Destination 2021.

With full honor and happiness, I thank all the keynote speakers and presenters for their participation in this conference. Let us share information and research results at this conference. We believe this event is very strategic and meaningful not only to us, but also to the development of the Tourism and Hospitality industry in the era of Pandemic COVID-19. Through this activity, we expect that we can develop innovation and meet the demands of scientific, technological and socio-cultural development in the field of Tourism, Gastronomy, and Destination.

This 3rd International Conference on Tourism, Gastronomy, and Destination can be held because of the help of various parties, so that on behalf of the TGDIC 2021 committee, let me express a million gratitudes to all parties, and especially to all sponsors that have contributed to the success of this event:

1. James Cook University Australia
2. Guilin Tourism University China
3. Swiss German University, Jakarta
4. Universitas Pancasila, Jakarta
5. Sekolah Tinggi Pariwisata Ambarrukmo (Stipram) Yogyakarta
6. Institut Pariwisata dan Bisnis Internasional, Bali

We indeed still expect very much to be able to collaborate with all the sponsors in other events in the future. Wish you all the best and success participating in this this 3rd International Conference on Tourism, Gastronomy, and Destination.

Wassalamu'alaikum Wr. Wb.
Fetty Asmaniati, SE., MM
President

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The committee would also like to thank the participants of The 3rd TGDIC 2021, reviewers, and publication team who have collaborated together to ensure the production of both the conference and the proceedings. Our ultimate thanks is dedicated to the team from CRC Press, Taylor & Francis who provide a space for the research from our participant to be published and disseminated further.

Finally, we have a great expectation that the proceeding will be beneficial and useful for anyone.

The Organizing Committee
The 3rd TGDIC 2021

Destination

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Creating competitiveness of cultural tourist destinations based on stakeholder orientation, strategic capability, and shared value creation in Banten, Indonesia

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ABSTRACT: This study aims to determine the role of stakeholder orientation, strategic capability, and joint value creation on the competitiveness of Banten's cultural tourism destinations. This research is located in Banten Province, Indonesia. This research was conducted by distributing electronic questionnaires to 321 respondents. Furthermore, focus group discussions among stakeholders were conducted to balance and strengthen the data collected. The findings of the test results indicate that Stakeholder Orientation (OS), Strategic Capabilities (KS), and Shared Value Creation (PNB) have a significant role in the competitiveness variable of cultural tourism destinations. The results of the partial test found that the diversity of OS and KS was not significant for the competitiveness variable of cultural tourism destinations (DS). This means that in the future the OS, KS, and GNP indicators must be improved, especially the shared value creation (PNB) variable which has the biggest role.

Keywords: Competitiveness; Cultural Destination; Stakeholder Orientation; Strategic Capability; Shared Value Creation

1 INTRODUCTION

The positive image of a destination depends on its attractiveness and how it is managed (Ernawaty et al. 2018). According to Porter (1998), the success or failure of a destination is determined by competition. A competitive strategy is a search for a desired competitive position in the industry. Competing strategies create a profitable and sustainable position in the face of the forces that determine industry competition.

The diversity of cultural tourist destinations in Banten Province is an advantage, but this potential has not been supported by good cooperation among stakeholders, adequate capabilities, and good interaction between managers and tourists (Indrajaya et al. 2021). The lack of contribution of tourist destinations (in 2013–2017) to the development of Gross Domestic Product (PDRB) reflects tourism business activities that are still undeveloped. (Statistics of Banten Province 2018). Banten should produce better tourist visits if considered by its strategic position, bordering Jakarta, the capital of the country, and West Java and Sumatra Island. This is supported by the strategic infrastructure of Soekarno-Hatta International Airport in Tangerang City, the toll road that stretches from Tangerang to Merak, and the Merak Sea Harbor in Cilegon City. Another supporting factor is the construction of the Panimbang-Serang toll road to make access to Tanjung Lesung easier.

In terms of potential resources, Banten is included in the top 10 destinations in Indonesia with the number of foreign tourist visits in 2019 of 260,089 people, higher than that of Bromo, Tengger,

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Semeru/East Java (243,889), and Lake Toba/North Sumatra (258,822), but the level of tourism contribution to the PDRB is still below them, i.e., Banten (4.14%), East Java (14.63%), and North Sumatra (4.99%). And this position is still lagging behind the Thousand Islands/DKI Jakarta (17.67%) and Borobudur/Central Java Temple (8.47%) (Statistics Indonesia 2019).

The research problems are (1) what is the role of stakeholder orientation, strategic capability, and shared value creation on the competitiveness of Banten cultural tourist destinations? and (2) what are the practical benefits of this research outputs towards stakeholders? By examining the effects of these three variables on the competitiveness variables of cultural tourism destinations, Banten province has a model to improve the competitiveness strategy of its destinations and be able to compete with other provinces in Indonesia in terms of cultural tourism, e.g., Bali, Yogyakarta, Central Java, and Jakarta. By understanding the characteristics of each variable, it is also known what indicators shape it, and this will drive what programs should be run by stakeholders, especially the Banten Tourism Office which has the authority in policymaking.

This research is in the tourism and strategic management environment, especially cultural tourism, and in the context of destination management. The purpose of this study is to analyze and explore the role of stakeholder orientation, strategic capabilities, and shared value creation in the creation of the competitiveness of Banten cultural tourist destinations.

2 LITERATURE REVIEW

2.1 *Tourist destination*

According to Ritchie and Crouch (2010) tourist destinations define development strategies to provide value and benefits for all stakeholders who have a variety of goals.

2.2 *Culture*

Cultural resources can be developed into tourist attractions including (1) historical buildings, sites, monuments, art galleries, ancient cultural sites, and so on; (2) contemporary art and sculpture, architecture, textiles, handicraft and arts centers, design centers, artist studios, film industry and so on; (3) performing arts, play, traditional dance/sendratari, regional songs, street theaters, photo exhibitions, festivals, and other special events; (4) religious relics such as temples, mosques, sites and the like; (5) activities and ways of life of local people, educational systems, studio/sanggar, traditional technology, local ways of working and living systems; (6) travel (trekking) to historical places using unique means of transportation (Pitana 2009).

2.3 *Competitiveness*

Competitiveness according to Grimstad (2014) is coordination that promotes greening which is a genuine concern for the environment. Based on Corte and Aria (2016) it is a new opportunity to gain a competitive advantage.

2.4 *Stakeholder orientation and competitiveness of cultural tourist destinations*

Wright et al. (1995) state that externally and internally oriented businesses influence the opportunity to compete for more than the focus of the orientation of the internal environment alone.

2.5 *Strategic capabilities and competitiveness of cultural tourist destinations*

Capability is the most intangible aspect of a company's resources and the most important for determining success rate (Spanos and Prastacos 2004).

2.6 *Shared value creation and competitiveness of cultural tourist destinations*

Research from Ahmad et al. (2011) shows that there is an influence between business partnerships (shared value creation) and competitive advantages. The research of Tan and Sousa (2017) states that marketing business partnerships increase competitive advantage.

3 METHODS

Data were collected through survey methods using questionnaires. According to Bougie and Sekaran (2013), the advantages of electronic questionnaires are their wide range, cost-effectiveness, quick and precise delivery, respondents can fill out questionnaires comfortably, and live questionnaire results data are recorded.

The analysis unit in this study is a cultural tourist destination in Banten Province while this research population of the cultural tourist destination in Banten Province is 591. The observation unit is a stakeholder of cultural tourism destinations in Banten Province, including the Local Government Tourism Office (City and Regency), Generasi Pesona Indonesia (Genpi), Industry and Business Actors Association (ASIPA), Association of Tourist Travel Bureaus (ASITA), Indonesian Guide Association (HPI), Tourism Pioneer Group (Pokdarwis), and Kang Nong/youth Banten Community.

With reference to Kelloway (1998), the sample size for the structural equation model (SEM) is at least 200 observations. The characteristics of this research model involve 54 research indicators, so that a sample of at least 54 multiplied by 5 is a minimum size of 270 and 321 samples were taken. Kerlinger (2000) states that simple random sampling is a method of selecting from a population in a certain way so that each member of the population has an equal chance of being elected. With Likert's Summated Rating (LSR) then the variables to be measured are spelled into indicators, and the indicator is used as a basis for compiling instruments in the form of questions or alignments (Sugiyono 2008). Focus group discussions using open-ended questions to allow participants to give answers accompanied by explanations (Krueger 1998).

The study used descriptive analysis and multivariate analysis. In analyzing data that concerns respondents' assessment of research variables, steps include four steps (Walpole et al. 1993). According to Bollen and Long (1993), structural equation modeling can be done through stages consisting of four steps.

Table 1. Variable operationalization.

Variable	Dimension	Indicator
Stakeholder orientation of cultural tourist destinations	Stakeholder	Cooperation, trust, information sharing, long-term commitment
	Reputation	Competence, excellence, customer trust, experience
	Management	Generation of services, ideas, processes, products, creative
	Business experience in partnerships	Adaptation, integration, organizational skills, competent resources
Strategic capabilities of cultural tourist destinations	Social media knowledge	Optimal, performance improvements, new opportunities, potential customer ideas
	Strategic capabilities of management	Job description, recruitment
	Business resources	Assessment of employee participation work, distribution of training information, quality, service, efficiency, location, equipment
	Organization performance	Growth, customer satisfaction, job satisfaction

(Continued)

Table 1. Continued.

Variable	Dimension	Indicator
Shared value creation of cultural tourist destinations	Usage value	Digital capabilities, networks, mechanisms, programs, friendly users
	Platform engagement	Social networks, blogs, online stores
	Local community-tourist social interaction	Benefits, welfare of locals, satisfaction of tourists, educational process
Competitiveness of cultural tourist destinations	Environmental resilience	Human resources, fast information, competence
	Tourist destination performance	Accountability, independence, fairness, healthy competition
	Competitive advantage	Superior quality

Table 1 shows that there are 4 variables studied, 14 dimensions, and 54 indicators.

Table 2. Sample distribution

Categories	Destination	Sample
Art Attractions	81	44
Living Culture	12	7
Cultural Heritage Area	3	2
Cultural Heritage Sites	28	15
Cultural Heritage Structure	41	22
Cultural Heritage Objects	95	52
Cultural Heritage Buildings	73	40
Sacred Tomb	258	140
Total	591	321

Table 2 shows the breakdown per category of cultural tourist destinations used as a sample.

4 RESULTS AND DISCUSSION

4.1 *Results*

Banten is a province in Indonesia, located on the westernmost island of Java and established in 2000, formerly part of West Java Province (see figure 1). Banten's area is 9,160.70 km^2. Banten Province consists of 4 cities, 4 districts, and 154 sub-districts.

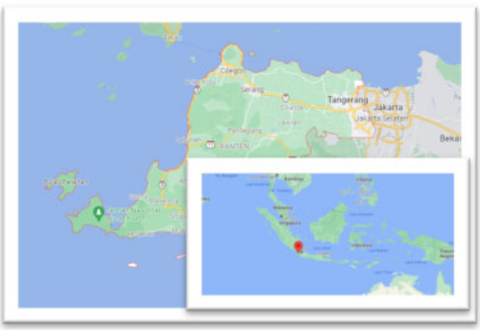

Figure 1. Map of Banten.

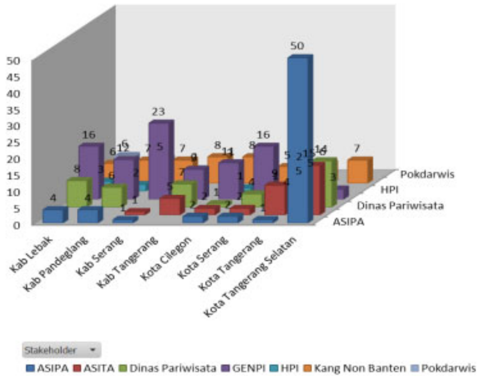

Figure 2. Profile of respondents based on their origin and association.

Figure 2 shows the respondents' profiles based on the origin of the region and the origin of the association/institution. Based on the origin of the region, the total number of respondents was 321, and their origin can be broken down as follows: the city of South Tangerang (89), Lebak Regency (43), Pandeglang Regency (36), Serang Regency (34) Tangerang Regency (32), Serang City (32), Tangerang City (30), and the city of Cilegon (25). As for the category of associations/institutions, Genpi has the most respondents (95), ASIPA (64), Kang Non Banten (54), Tourism Office (44), ASITA (34), Pokdarwis (18), and HPI (12) had the fewest.

4.2 *Discussion*

Role of Stakeholder Orientation, Strategic Capabilities and Shared Value Creation on the Competitiveness of Cultural Tourist Destinations.

The results of running LISREL are given in Figure 3.

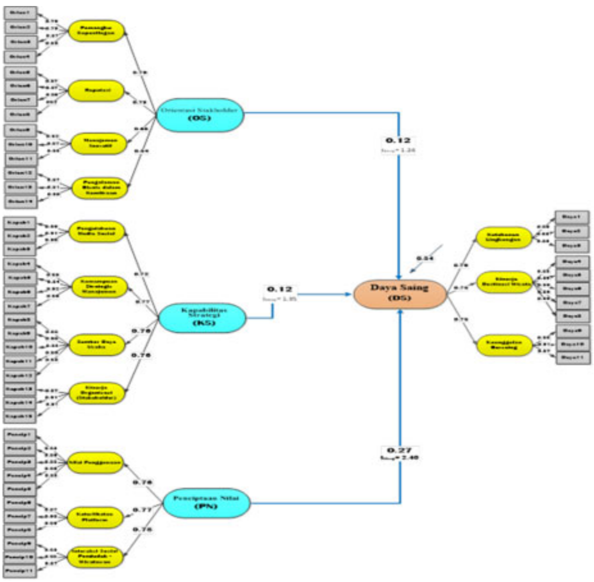

Figure 3. Path diagram of stakeholder orientation of cultural tourist destinations, strategic capabilities of cultural tourist destinations and creation of shared value of cultural tourist destinations to the competitiveness of cultural tourist destinations.

Based on Figure 3 the following structural equation can be produced:

$$\mathrm{DS} = 0.12 * \mathrm{OS} + 0.12 * \mathrm{KS} + 0.27 * \mathrm{PN} + \zeta 2$$

The structural model above explains that the higher the Stakeholder Orientation of Cultural Tourist Destinations, Strategic Capabilities of Cultural Tourist Destinations and the Creation of Value With Cultural Tourist Destinations, the better the Competitiveness of Cultural Tourism Destinations in Banten Province.

Table 3. Test results show the partial and simultaneous influence of independent variables on dependent variables.

	Hypothesis	Estimate Coefficient	S.E.	t test	R^2
1	Stakeholder Orientation, Strategic Capabilities and Shared Value Creation → (Competitiveness of Tourist Destinations)	R2 =0.16 F-test = 19.873**			
2	Stakeholder Orientation → (Competitiveness of Tourist Destinations)	0.12	0.096	1.24	0.03
3	Strategic Capabilities → (Competitiveness of Tourist Destinations)	0.12	0.088	1.36	0.03
4	Creation of Shared Values → (Competitiveness of Tourist Destinations)	0.27*	0.11	2.40	0.10

*Significant at (=0.05 (*t* table = 1.96).
**Significant at (=0.05 (*F* table = 2.63).

Based on Table 3 and the results of LISREL calculations, there is a significant influence of stakeholder orientation of cultural tourist destinations, strategic capabilities of cultural tourist destinations, and creation of shared value of cultural tourist destinations on the competitiveness of cultural tourist destinations, because the F-test =19,873 which means F-test > F table. The results of this hypothesis test follow the author's expectations that indeed the three variables—stakeholder orientation, strategic capabilities, and shared value creation—have an important role in the formation of the competitiveness of cultural tourist destinations in Banten.

As for partially, only the creation of shared value of cultural tourist destinations has a significant influence on the value because t-test > T tables. These results support the research of Achmad et al. (2011) that states there is an influence of business partnerships (shared value creation) on competitive advantages. Also the theory of Tan et al. (2017) states that marketing business partnerships increase competitive advantage.

On the other hand unexpectedly, the Orientation of Stakeholders and Strategic Capabilities of Cultural Tourism Destinations does not have a significant influence on the Competitiveness of Cultural Tourist Destinations, because the t-test Stakeholder Orientation is 1.24 which means t-test < T table. The t-test of Strategic Capability is 1.36 which means t-test < T table. This finding contradicts the results of the study by Wright et al. (1995) that state that externally and internally oriented businesses influence the opportunity to compete for more than the focus of the orientation of the internal environment alone. Furthermore, related to the Strategic Capability variable, the results of this finding are different from the results of Dalgic and Leeuw's research (1994) that state that unique capabilities or competencies are one of the important dimensions in marketing niches. And it is in contrast to the results of Spanos and Prastacos's research (2004) that state that capability is the most intangible aspect of a company's resources and the most important aspect for determining the success rate.

But despite all that, one finding obtained in the results of the hypothesis test simultaneously indicates that the creation of shared value is the most significant variable for the competitiveness of cultural tourist destinations.

The results of the hypothesis test in Table 3 state that simultaneously all variables of Stakeholder Orientation (OS), Strategic Capability (KS), and Shared Value Creation (PNB) have a significant influence on the Competitiveness of Banten Cultural Tourist Destinations (DS), but the OS and KS variables are not significant on partial tests. Thus it can be interpreted that all three variables should work together or be related to each other. OS, KS, and PNB should be applied together in the formation of variables in the competitiveness of cultural tourist destinations. In its application, the preferred variable is the Creation of Shared Value, which is further supported by Stakeholder Orientation and Strategic Capabilities.

Indicators that need to be considered by academics, business, community, government, and media in the Shared Value Creation variable include (1) digital capabilities, networks, mechanisms, programs, friendly users (dimension of Usage Value); (2) social networks, blogs, online stores (dimension of Platform Engagement); and (3) benefits, the welfare of locals, the satisfaction of tourists, educational process (Dimension of Social Interaction between Local Community-Tourist).

5 CONCLUSION AND IMPLICATIONS

There are two valuable things to learn in this research process: first, the creation of shared value is a variable that plays an important role in the competitiveness of cultural tourist destinations. This means that the data collected to prove that the creation of shared value has crucial roles in the competitiveness of cultural tourism destinations has been successfully carried out in this study and is in accordance with expectations. The second is the results of partial hypothesis tests that state that OS and KS variables do not have significant roles in the formation of competitiveness of cultural tourist destinations, which can be interpreted that the data collected from the sample do not succeed in proving that OS and KS play an important role in DS. It needs to be reviewed whether the number of samples taken needs to be increased, or indeed whether intervening variables that can strengthen the role of OS and KS against DS are needed to be included in this study, or whether the intervening variable needs to be reviewed.

The implication for future research is that it is necessary to increase sample numbers by adding new respondents, such as travelers who have not been involved in the study, considering that tourists have an important role in assessing the performance or level of competitiveness of destinations. Next it is important to find the right variable to be used as an intervening variable or moderation variable that can increase the impact power of the OS and KS to DS. If it is associated with the age of the Internet of things (IoT) today, then digital marketing strategies can be an option.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The effect of tourism attraction on customer satisfaction in Citorek Gunung Luhur Village, Indonesia

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ABSTRACT: Banten is one of the provinces in Indonesia that has natural and cultural potentials that can be developed as tourist attractions. One of the tourism objects that has great potential is the "Negri di atas awan" of Luhur Mountain. This study was conducted to determine the effect of tourist attractions on visitor satisfaction. The research method was quantitative descriptive and involved distributing questionnaires to 100 respondents. The average value of visitor satisfaction is 3.28. The result of the correlation coefficient test is 0.706. The coefficient of determination test results show that the variable influence of tourist attraction affects the visitor satisfaction variable by 49.8%. The simple linear regression test results in the equation $Y = 18.702 + 0.623X$. The t-test result shows that t count > t table is 9.867 > 1.660; therefore, it can be interpreted that there is an effect of a tourist attraction on visitor satisfaction.

Keywords: Tourist attraction; Customer satisfaction; Citorek village

1 INTRODUCTION

Regarding the quality of tourism products, various parties from the government, managers, and local communities claim that tourism products in their area are attractive and of good quality, but not all tourism products are attractive (Damanik & Weber 2006:13). Plog in Damanik and Weber (2006:13), states that those who assess the quality of tourism products are tourists because tourists enjoy the tourism. This is because the standard measure of the quality of tourism products, as determined by the manager, does not necessarily meet the quality standards of tourists (Payangan 2014:159). Payangan (2014:159) reveals that developing products or service quality standards to meet the standards expected by tourists can result in tourist satisfaction.

The first factor is a tourist attraction as it is an important part of a destination because it plays an important role in motivating tourists to visit a destination (Pitana & Diarta 2009:130). Tourism objects are generally divided into three, namely: (1) natural attractions; (2) cultural tourism objects; and (3) special interest tourism objects (Sunaryo, 2013:25–27). The second factor is accessibility, viewed as the ease for tourists to reach their destination (Yoeti 2008:163). The third factor is amenities, which include various supporting and supporting facilities for tourists when traveling to their destination (Sunaryo 2013:29). The three factors of tourism products can be used in destinations to meet the needs and expectations of tourists (Yoeti 2008:163).

Lebak Regency is one of the regencies in Banten Province. Lebak Regency has an area of 3,426 km^2 and has a strategic location because it is quite close to the DKI Jakarta province. One of the villages in Lebak Regency is the village of Citorek Gunung Luhur which has a tourist attraction that is being developed and is named "Negeri diatas Awan." The main factor that causes "Negeri diatas Awan" to experience a decline in visitors is that tourism in the country above the cloud is not yet known by the wider community in Indonesia and abroad. Conditions of infrastructure such as directions, information centers, community tourism awareness behavior, and health protocol

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standards must be improved in welcoming and serving tourists to support tourism activities. In addition, local people should not only rely on domestic tourism above the clouds as the only tourist attraction because if the weather is bad then tourists cannot enjoy the scenery leading to disappointment which will have an impact on the level of visits and tourist satisfaction, especially when viewed with regard to the distance of the journey. Kampung Ciusul, Citorek Kidul Village, requires innovations such as making photos or entertainment attractions, outbound tours, hot air balloons for taking pictures, tents for camping tours, special culinary tours and souvenirs to attract and increase visitor satisfaction and the economy of the local community.

Based on the background that has been mentioned, this study aims to find an overview of state tourism above the clouds of Citorek Village, Gunung Luhur, to find out the tourist attractions offered by his country's tours above the clouds of Mount Luhur, and to find out the accessibility to the tourist sites of "Negeri diatas Awan" of Mount Luhur. In summary, the research questions are given as follows:

a. What are the tourist attractions in Citorek Gunung Luhur?
b. How is tourist satisfaction in Citorek Gunung Luhur?
c. What is the effect of tourist attractions on visitor satisfaction in Citorek Gunung Luhur Village?

2 LITERATURE REVIEW

2.1 *Tourism attraction*

A tourist attraction is anything that has an attraction and value to be visited and seen (Nyoman 1994). Meanwhile, according to Yoeti (2012), a tourist attraction is anything that has an attraction for someone to visit certain tourist areas. Based on the opinions of these experts, the author gives the limit of tourist attraction as everything that can be enjoyed, felt, and seen by humans so that it creates feelings of satisfaction and physical and spiritual pleasure as entertainment.

The framework of the development of tourism destinations consists of the main components as follows: (1) Objects of attraction which include the uniqueness and appeal of nature, culture, and artificial. (2) Accessibility which includes the ease of transportation facilities and systems. (3) Amenities that include supporting and supporting tourism facilities. (4) Public facilities (Ancillary Service) that support tourism activities. (5) Institutions who have the authority, responsibility, and role in supporting the implementation of tourism activities. (Cooper et al. in Sunaryo 2013:159). The existence of tourism objects and attractions is the most important link in tourism activity, this is due to the main factor that makes visitors or tourists visit tourist destinations being the potential and attractiveness of these attractions (Noviyanti 2020).

A tourist attraction is anything that triggers a person and group of people to visit a place because it has a certain meaning, for example, the natural environment, historical heritage, or events (Warpani & Warpani 2007). A tourist attraction is something that can be seen or witnessed through a show that is specially organized for tourists. So tourist attractions are distinguished from tourist objects (tourist objects) because tourist objects can be seen or witnessed without paying (Yoeti 2013). A tourist attraction is a thing or something that causes tourists to come to a place. (Bagyono 2012). Tourist attractions in principle must meet three requirements, namely something to see, something to do, and something to buy (Bagyono 2012). A tourist attraction is a tourist destination in the form of man-made or natural forms and has an attraction for tourists to visit (Gantina et al. 2020).

2.2 *Tourist satisfaction*

Satisfaction is a person's feelings of pleasure or disappointment that arise as a result of comparing performance (results) with existing reality. If the performance is below expectations, the consumer is not satisfied. If performance exceeds expectations, then the customer is very satisfied or happy (Kotler 2020).

Tourist satisfaction is a condition where the needs, desires, and expectations of customers can be met through the products that are consumed (Daryanto dan Setyobudi 2014). It is a function of the customer assessment of service quality, product quality, and price (Zeithaml 1990). There are several ways that marketers can increase customer satisfaction (Saladin 2013). Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between the impression of the real/actual product performance and the expected product performance (Sangaji et al. 2014). Customer satisfaction is the level of one's feelings after comparing the perceived performance (performance or results) with their expectations (Sunyoto 2013). Customer satisfaction can be measured based on literature studies. There are five main dimensions of customer satisfaction, namely product quality, price, service quality, emotional factors, cost, and convenience (Daryanto dan Setyobudi 2004) (Figure 1).

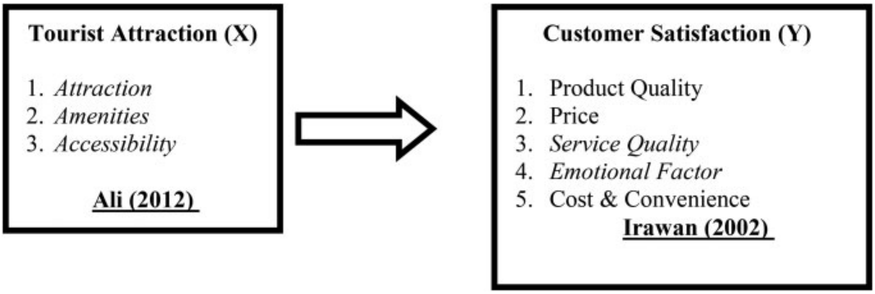

Figure 1. The framework of tourist attraction to customer satisfaction.

3 METHODS

The research area is in the state tourism above the clouds which is located in Citorek Kidul Village, Gunung Luhur, Cibeber District, Lebak Regency, Banten Province, Indonesia. The research method used in this study is a quantitative approach using a descriptive analysis method with a data analysis unit, namely, domestic tourist visitors with a total population of 102,349 visitors using a sample of 100 respondents with the random sampling method. Data collection procedures using primary data obtained from field surveys and data analysis were used in this study, namely, validity test, reliability test, descriptive statistical test, correlation test, coefficient of determination test, simple linear regression test, and T-test; all data were processed using the SPSS program. The study was conducted from March to June 2021.

4 RESULTS AND DISCUSSIONS

The tourist destination "Negeri diatas Awan" is located in the village of Citorek Kidul. Mount Luhur has a height of around 901 meters above sea level (masl). This beautiful view can be enjoyed by tourists who visit around 05.00 WIB until 08.00 WIB. Mount Luhur can be categorized as a tourist area that is quite rapidly growing. It was discovered by workers who were repairing the provincial road connecting northern and southern Lebak in September 2018. After that, the photo was uploaded to the social media of Instagram and YouTube which then went viral, and a collaboration with Mount Halimun Salak National Park (TNGHS) built several state tourism facilities above the clouds. The facilities built include access roads, mosques, and several photo spots. "Negeri diatas Awan" can present a natural tourism atmosphere and of course can spoil your eyes by enjoying the vast expanse of clouds.

"Negeri diatas Awan" is an environmentally oriented tourist spot that combines recreation with the freshness of nature, expanses of clouds, and photo areas. "Negeri diatas Awan" is located in Citorek Kidul Village, Cibeber District, Lebak Regency, Banten. "Fresh and Natural" is the motto of this country's tourist attraction above the clouds which is in line with clean, comfortable, safe, and natural environmental conditions where 80% of the area is a green open area and only 20% is buildings. Various interesting recreational rides are found in the country above the clouds, including giving visitors the opportunity to take pictures at the three photo spots that have been provided to enjoy the clouds, as well as camping facilities. Facilities and natural beauty are presented to pamper tourists in order to make tourists happier and feel at home when visiting.

4.1 *Validity and reliability test*

The validity test is measured by using df = n − 2 = 312 − 2 = 310 respondents. With a tolerance level of 5%, we get r table 0.113. All statements on the perception variable (X) ranged from 0.156 to 0.602 or > r table. Thus all statements on the perception variable are valid. Attitude variable statement (Y) ranged from 0.273 to 0.651 or > r table. Thus, all statements on the attitude variable are valid. The reliability test of the perception variable is 0.856 and the attitude variable is 0.921, meaning that the reliability is good (Cronbach's Alpha > 0.8).

4.2 *Respondents' profile*

Table 1. Demographic data.

Aspects	Descriptions	Percentage (%)
Sex	Male	44
	Female	56
Age	15–21 years	38
	22–28 years	54
	29–35 years	8
Educational background	High school	49
	Diploma IV/ bachelor's degree	51
Income	Under IDR.1.000.000,-	48
	IDR.1.000.000,- - IDR.3.500.000,-	21
	IDR.3.500.000,- - IDR.5.000.000,-	10
	Above IDR.5.000.000,-	21
Occupation	Student	73
	Private Employee	10
	Civil Servant	2
	Entrepreneur	9
	Household wife	3
	Others	3
Domicile	Banten	30
	Others	70
Travel with	Alone	10
	Family	35
	Friends	42
	Groups	1
	Others	12
Visit Frequency	1 Times	49
	2 Times	39
	3 Times	10
	> 3 Kali	2

Table 1 shows the criteria of respondents as follows: the number of male and female respondents the majority is female (56%), the majority are aged 22–28 years (54%), income under 1 million (48%), occupation is student (73%), Domicile Other (70%), and travel with Friend (42%).

4.3 *Perception*

Table 2. Frequency and mean variable of perception

No.	Variable and sub-variable	Mean of indicator	Mean of sub-variable
	Attraction		
1	Visiting the land above the clouds is what I love about Citorek Village, Gunung Luhur	3,49	3,54
2	Taking pictures with the background of the country above the clouds is what I like about Citorek Village, Gunung Luhur	3,69	
3	Nature tourism is what I like about Citorek Village, Gunung Luhur	3,50	
4	One of the attractions of camping or Camping is the thing I like most in Citorek Village, Gunung Luhur	3,35	
5	Watching sunsets, sunrises and clouds is what I really like in Citorek Village, Gunung Luhur	3,67	
	Amenities		
6	All photo spot attractions above the noble mountain clouds are still quite good, well-maintained, and safe to operate	3,34	2.94
7	Clean and well-maintained toilets	2,87	
8	Information Center available	2,53	
9	A clean, comfortable, and safe place of worship is available	3,16	
10	A well-maintained and clean food stall or Restaurant and Cafe	3,07	
11	Spacious and clean parking	3,11	
12	Citorek Village has an inn (Homestay/camping tent) that is well maintained, comfortable and clean	2,93	
13	Various trash cans are available	3,14	
14	Brochures and maps are available for tourist attraction area information	2,58	
15	There is a place to buy souvenirs (Souvenirs)	2,66	
	Accessibility		
16	The road to the village is not too far from the city center	2,92	3,07
17	Condition of the road to tourist attractions (Already paved)	3,33	
18	There is a signboard (Sign System)	2,92	
19	Citorek Gunung Luhur Village is easy to access or find	3,12	

Based on the interpretation of the intervals in Table 2 for descriptive statistical analysis, the highest value is 3.54 in the attraction sub-variable. Based on the assessment criteria, the attraction sub-variables are categorized as very good and very interesting. This shows that the tourist attraction of the country above the clouds of Mount Luhur is very interesting for visiting tourists.

The mean value of the accessibility sub-variable was 3.07 which could be categorized as good, while the amenities sub-variable got a value of 2.94 which was categorized as good and attractive. It can be concluded that accessibility to country tours above the cloud is attractive to visiting tourists, and the amenities contained in country tours above the cloud are attractive to visiting tourists.

From the three indicators, it can be seen that the indicator that gets the lowest mean/average value is the amenities indicator with a value of 2.94. Although this score is categorized as good, it gets the lowest score. This is due to factors such as the lack of detailed information contained in the information center, the availability of brochures at the information center which is limited and only available in some tourist areas, the absence of typical country tourism souvenirs above the clouds of Mount Luhur, and some respondents think that the homestay facilities can be further improved.

4.4 *Tourist satisfaction*

Table 3. Frequency and mean variable of tourist satisfaction.

No.	Variable and sub-variable	Mean of indicator	Mean of sub-variable
	Product Quality		
1	I am satisfied with the diversity of existing tourist attractions	3,22	3,31
2	I am satisfied with the tourist facilities provided	3,13	
3	I am satisfied with the easy access to Citorek Village, Gunung Luhur	3,14	
4	I am satisfied with the panoramic view of the clouds offered	3,57	
5	I am satisfied with the natural scenery that exists	3,49	
	Price		
6	Affordable admission price	3,53	3.36
7	Affordable photo ticket prices at photo spots	3,44	
8	I am satisfied with the affordable accommodation price	3,21	
9	Affordable prices for food, drinks, and souvenirs	3,27	
	Service Quality		
10	I am satisfied with the officers who provide excellent service throughout	3,26	3.30
11	Friendly service at food stalls/restaurants/cafes	3,33	
	Emotional Factor		
12	I want to return to Citorek Village, Gunung Luhur	3,24	3,29
13	I will recommend the Citorek Gunung Luhur Village tourist spot to others	3,34	
	Cost and Convenince		
14	I am satisfied with the ease of access to telecommunication networks and the internet	3,02	3,13
15	I am satisfied with the ease of access to information about Citorek Gunung Luhur Village from the internet and social media	3,21	
16	I am satisfied with the ease of finding food and drinks in Citorek Village, Gunung Luhur	3,17	
17	I am satisfied with the ease of finding health and safety facilities in Citorek Village, Gunung Luhur	3,12	

Based on the interpretation of interval in Table 3 for descriptive statistical analysis, the highest value is 3.36 for the price sub-variable. Based on the assessment criteria, the price sub-variables are categorized as very good and very satisfied. This shows that visitors are very satisfied and feel that the price of admission tickets is very affordable, as are the photo prices at photo spots, homestay prices for one night, and prices for food and drinks on country tours above the clouds of Mount Luhur.

The mean value of the product quality sub-variable is 3.31 which can be categorized as very good and very satisfied, the service quality sub-variable gets a value of 3.30 which can be categorized as very good and very satisfied, the emotional factor sub-variable gets a value of 329 which is categorized as very good and very satisfied, while the cost and convenience get a value of 3.13 which is categorized as good and satisfied. It can be concluded that tourists are satisfied with the cost and convenience and tourists are very satisfied with very affordable prices, very good product quality, excellent service, and tourists will highly recommend country tours above the clouds to others.

From the five indicators above, it can be seen that the indicator that gets the lowest mean/average value is the cost and convenience indicator with a value of 3.13. Although this score is categorized as good, it gets the lowest score. This is because in some tourist areas access to the telecommunication network is not supported, there is a lack of variety of food and drinks sold in the tourist area of the country above the cloud, there is no official website for domestic tourism above the cloud, and it is necessary to improve health and security facilities in the tourist area of "Negeri di atas awan" of Mount Luhur.

4.5 *Coefficient of determination test result*

Table 4. Coefficient of determination test result.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706[a]	**.498**	.493	5.293

a. Predictors: (Constant), Daya Tarik Wisata.

R Square value is 0.498. This shows that 49.8% of visitor satisfaction is influenced by the tourist attraction in the country's tourism above the clouds of Mount Luhur. As for the rest, namely 50.2% visitor satisfaction is influenced by other factors outside of this study.

5 CONCLUSION AND IMPLICATIONS

Based on the results of descriptive statistical analysis, it is shown that the total average of variable X is 3.18 so it is included in the attractive category for visiting. Taking pictures with "Negeri di Atas Awan" as a background is an interesting thing for tourists in Citorek Gunung Luhur Village. This is evidenced by the attraction sub-variable with this statement getting the highest average value. The results of the descriptive statistical analysis showed that the total average of the Y variables was 3.28 so that it was included in the category of very satisfied to visit. Tourists are very satisfied with the cloud clumps found in Citorek Village, Gunung Luhur, this is evidenced by the sub-variable of product quality with the statement getting the highest average value. The results of the coefficient of determination test indicate that tourist attraction has an influence of 49.8% on the satisfaction of visitors who come to "Negeri di Atas Awan" of Mount Luhur.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Community participation for sustainable tourism model in Tulamben, Bali

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ABSTRACT: Tulamben, Karangasem, Bali is worldwide known for coastal and underwater tourism, with consistent growth in the ocean area, spread along the coastline of this village. This research aims to find the range of the adjustment process by the community that has been involved in tourism development. The range of community participation in Tulamben's development of tourism is measured in the form of quantitative research using questionnaires that relied on the level of community participation established by Arnstein Sheery with the purposive sampling technique. The level of consultation shows that the government asks for inputs from the community after pieces of information are provided. In conclusion, there is a necessity for the programs to be shaped by a suggestion from the needs of the community and they must implicate the community directly for tourism development following the nature and strength of the community itself.

Keywords: Community, Participation, Sustainable, Tourism, Tulamben, Bali

1 INTRODUCTION

Indonesia become one of the most beautiful holiday destinations worldwide. Filled with potential such as clear and clean waters, adequate tourism infrastructure, countless bays of unrivaled beauty, and comfortable climate conditions, it is safe to say that there are ideal conditions for Indonesia to become a center for underwater tourism. Tulamben as the part of beautiful Bali northern coast is a suitable option to appeal to and expand tourism with this special interest and has the potential to become one of the most ideal destinations in all of Indonesia for coastal and underwater tourism activities. With other benefits, such as the longest and most diverse coastline and as a country of extensive panoramic beauty, an ideal location geographically, relatively safe and civilized government, all year round pristine and warm waters, the seabed with countless variants without significant hazards or extreme weather phenomena, and also with the support of modern diving laws and favorable international conditions as another advantage, Tulamben can easily develop with further growth as an underwater tourism destination.

The involvement of the community itself is one of the key factors in the tourism development process. Community participation is voluntary and must be sustainable. Rather than as an object of development, the participation referred to above is the participation with the view of the community as the subject of every construction rule. The development of a mindset by looking at the community as a regulatory subject that has a diversity of behavior is carried out to involve the community as a whole. Through the process, beginning from the planning, application, and control of the use of space, an assessment system will appear as a development activity that has been brought up and will become a suggestion for the next development process.

To be aware of the social justice aspect in a program that is adapted to the purpose and expectation of the community, a participatory approach is carried out in the hope of creating agreements and rules in society. It also builds up the sense of ownership of development programs to follow their aspirations, which in turn can realize efficient and effective progress. This participatory approach needs to be done because: (1) at the planning stage, people mostly understand the needs that they

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have, so it is necessary to direct the production of an optimal and proportional spatial plan to various activities, to avoid the supposition and excessive distribution of space; (2) at the application stage, the community will maintain the use of space under the planned allocation, to avoid conflicts over space utilization; (3) at the control stage, the community feels it owns the responsibility for the maintenance of space that is harmonious, comfortable, and beneficial for future development.

For this reason, research is needed to find a tourism development model that arises from the actual conditions of the community itself. Thus study aims to specify the stage and the form of participation as well as the components that affect the tourism development in Tulamben. This research also hopes to create an overview that can be used as policy guidance for the duties of the community to support sustainable tourism development.

2 LITERATURE REVIEW

2.1 *Tulamben diving sites*

The Tulamben dive site began to develop with the site of the US Liberty ship, which can be divided into three phases: early (1942–1979)—the first phase; pioneering (1980-2005)—the second phase; and development (2006–present)—the third phase.

In the first phase (1942–1979) the occupations of most of the population were as fishermen, farmers, limestone mines in the sea, and gardening on dry and barren lands caused by the eruption of Mount Agung. In this phase, the socio-economic conditions of the people in Tulamben had a very low income and they were classified as one of the poorest villages in Bali.

In 1942–1945 a very important historical moment happened in World War II for the people of Tulamben Village, when the US Liberty was shot by a torpedo by an Axis ship in the Lombok Strait on January 11, 1942. The Dutch ship Van Gent was assigned to hold the rescue and assisted US liberty to the seaport in Singaraja, but due to its heavily defective state, the trip was obstructed and ths ship was finally stranded in the coastal area of the village of Tulamben.

At first, the community especially the local people never predicted that the wreck would give big benefits to their earnings at an economic level. So, they still carried out their usual routines as fishermen, limestone miners, and farmers. Spearheaded by Mister Hien a diving Travel Agent from Denpasar in 1987 the tourists began to visit Tulamben Village area and he charged one thousand rupiahs (Rp 1.000, 00) per set to transport diving equipment and took several tourists to dive off the beach of Tulamben village. As time went by, the impact caused by visitor visits in the Tulamben village area got bigger. However, when the number of tourists continued to increase, a problem arose where the services provided by the local community became disorganized, which was caused by unfair competition between fellow residents. This was finally resolved wisely by the local adat apparatus, Bendesa I Nyoman Kariasa, by establishing, for the first time, a service organization for the guest (Porter/Helper). The provisions and agreements for profit sharing become a system whose management is regulated by the customary village by deducting 20% of the income earned every day for the traditional village and the remaining 80% can be owned by the working community. The next problem was the limited parking space in the area around the US Liberty Shipwreck which was increasingly crowded with many tourist visits. To simplify the problem, a parking lot was made on May 5, 2004, for the convenience of tourists in loading and unloading goods.

With the purpose of conserving the surrounding environment of the US Liberty shipwreck for the growing number of tourists visiting Tulamben, the Karangasem regency local government$ became involved. However, the intervention of the local community did not make the residents feel calm but instead made the community restless. Tulamben village people felt uneasy since the government assigned rules to prohibit the public to catch fish within 100 meters radius around the shipwreck. The conflict lasted for three years, but after being reconciled by the traditional village chief or Bendesa of Tulamben this problem could be solved. Around 1980–1997, there was an increasingly rapid growth in the level of tourist visits, both foreign and domestic. This was seen with additional infrastructures like two parking lots, in front of the boat to the west part (behind Puri Madha Hotel) and close to the dive drop-off spot to increase the safety and comfort of tourists. There was also another addition for accommodation facilities like Hotel Paradise and Hotel Dreams, which were pioneered by Patrick Schwarz, a Swiss businessman, which emerged as the first hotel and restaurant facilities in Tulamben. They began construction in 1984 and began operating in 1986.

Around 1997 the development stage as a tourist destination began. Entrepreneurs at the local, national, and foreign levels were competing to put their capital into the Tulamben area. The surrounding community also did not want to be left behind in taking advantage of the opportunities that existed and were gradually starting to dive into the world of tourism and hospitality. Family hotels and villas, restaurants, dive operators, and other facilities related to diving tourism were built on land that is considered strategic by investors. The construction of these facilities was concentrated along the coastline and throughout the village, while there was still plantations on lands located behind the village and farther from the shoreline, whereas the rest of the land that is less productive was used for agricultural land.

Cooper et al. (1995) suggest that there are four components that must are necessary for a tourist attraction, namely (1) attractions, such as attractive nature, charming regional culture, and performing arts; (2) accessibility such as local transportation and the existence of transportation terminals; (3) facilities such as accommodation, restaurants, and the availability of travel agents; and (4) ancillary services, i.e., tourism organizations required for tourism services such as destination marketing management organizations, conventional bureaus, and visitors. This makes Tulamben Village meet the criteria as a tourist attraction coupled with an interesting component because US Liberty is supported by six dive point locations, underwater natural beauty, and natural panoramas on land. Another thing that makes Tulamben Village a developing tourist destination meeting the requirements of the tourist destination criterion is the accessibility component, supported by swift transportation because it is on the major traffic route connecting Karangasem Regency with Buleleng. This makes this location easy to access, either from the provincial capital or from the district capital. The components of the tourism organization needed for existing ancillary services in the village of Tulamben include diving operators, porters/helpers, tour guides, message, jukung, retribution management, and security services.

2.2 *Sustainability in the tourism industry*

Saarinen (2014) examines the significance of a commitment to tourism industry sustainability because it aims to help developing countries to progress and become self-reliant. Various theories state that creating constructive effects, both socio-cultural and environmental, is the type of ethical consumption that is focused on ecotourism (Coghlan & Gooch 2011; ;upoli et al. 2014; Lyons et al. 2012). This effect, in addition to providing a positive economic impact, also becomes a criterion for tourism that is considered sustainable. According to Stoddard et al. (2012), sustainable tourism is defined as “the long-term maintained tourism activity which produces good benefits for the economic, natural, social, and cultural environment, in a sustainable area.” Another definition of sustainable tourism is “tourism that takes a full value of current social, future economic, and environmental impacts and meets the needs of industry, local communities, visitors, and the environment,” as stated by the United Nations Environment Program (UNEP) and the World Tourism Organization (WTO) (Saarinen 2014). Recently the idea of sustainability has become an important concern and has become a part of routine everyday life (MacCannell 2012). Therefore, today’s society is starting to realize how much influence humans have on the surrounding environment. But certain responsibilities come together with this awareness and today’s tourists are starting to demand more sustainable tourism (Saarinen 2014). Sustainability has implications on social, economic, and environmental aspects—these three aspects together are referred to as the Triple Bottom Line (TBL). These three aspects need to be calculated to get a good picture of the sustainability of an existence. (Hollosa et al. 2012; Saarinen 2014). However, Saarinen (2014) states that the economic aspect usually has a greater focus than the other two, although in the sustainability process these three areas are equally important.

2.3 *Community-based tourism and community participation*

Community-based tourism is a type of tourism that encourages community participation in planning, development, management, and ownership (Asker et al. 2010; Hausler & Strasdas 2003;

Tasci et al. 2013; UNWTO-STEP Foundation 2014;. In addition to community participation, other characteristics of community-based tourism are small scale, have an educational component and product interpretation, and promote environmental, social, and cultural importance (Hausler & Strasdas 2003). The Mountain Institute (2000) states that community-based tourism should contribute to providing economic benefits to local communities and providing products that are socially and environmentally responsible.

Arnstein (1969) states that community participation allows the distribution of abilities/strengths to all members of society so that they can achieve something. Arnstein shares eight types of community participation that are structured like a ladder of participation. The bottom of the ladder shows the type of participation with the lowest level, and the higher the position of the ladder, the higher the level of participation. The eight types of participation, according to Arnstein, from the lowest level to the highest level are: manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. These eight types of participation are further divided by Arnstein into three groups of types of participation. Types of manipulation and therapy were grouped as "non-participation," types of information sharing, consultation, and placement were grouped as "degree of tokenism," and partnerships, delegated power, and citizen control are grouped as "citizen degrees of power." Pretty (1995) divides participation into seven types, consisting of manipulative participation, passive participation, participation through consultation, material incentive participation, functional participation, interactive participation, and self-mobilization. Manipulative participation is the least desirable type of participation, while self-mobilization is the most desirable type. The typology of community participation proposed by Pretty (1995) emphasizes the importance of motivation in the application of a participatory approach, while Arnstein's (1969) typology shows that participation is essentially related to ability and control (Cornwal, 2008). Community participation is one of the important characteristics of community-based tourism (Hausler & Strasdas 2002; Tasci et al. 2013). Community participation in every stage of tourism development in tourism destinations is even said to be the main condition for its success (Pitana 1999; Prasiasa 2013).

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3 METHODS

Research requiring community participation in tourism development based on the participatory approach in Tulamben, Bali became the focus of deep research on a case that is being studied as one particular object. The case research study is meant to examine closely the circumstances thoroughly and the background of a condition that is currently happening, as well as the environmental interactions of a specific social unit. Institutions, individuals, communities, or groups can be the subject of the research. Many relevant sources can be used for the data of this case research study, various parties also can be used for data collection.

The quantitative method was chosen to meet the objectives of this research to know the stage of, its mission, and the execution of the development of sustainable tourism, relying on the participation of local communities in the coastal areas of Tulamben.

The research method used was a quantitative survey and regulatory impact analysis approach with the participation of the typological community. Respondents in this study were taken from residents who had taken part in formulating tourism development in Tulamben. The criteria for the respondents chosen were the senior citizens of the local community to find out the prospects and potential of tourism development in Tulamben. The research stage obtained data based on the quantification of tourism development using the the questionnaire completed by 70 respondents within the local community in Tulamben.

The data processing technique that was used was primary data processing directly collected from respondents through questionnaires. Predetermined weight and value was given to respondents' answers to each question as a way to process the data (Tables 1 and 2).

Table 1. Research analysis.

Analysis	Method	Description	Result
Level of community participation	RIA analysis with quantitative description through frequency distribution	Analyze the level of community participation in Tourism Development in Tulamben	Magnitude levels of community participation as measured by typology Arnstein

Table 2. Community participation rate calculation in sustainable tourism development in Tulamben.

Variable	Scale	N	%	B	NXB
Level of participation in implementation phase	Not participating in the implementation of the program	9	12,90	1	9
	Participate in the implementation of the program but for the government only.	9	12,90	2	18
	Participate in the implementation of the program for the benefit of the community only.	14	20	3	42
	Take an active discussion in the implementation of the program.	15	21,43	4	60

(Continued)

Table 2. Continued.

Variable	Scale	N	%	B	NXB
	Participate in the implementation of the plan and give some influence to the program implementation.	10	14,29	5	50
	Participate in the implementation of the program and share responsibility with the government.	7	10	6	42
	Participate in program execution and have the authority to make dominant decisions throughout the execution of the plan.	3	4,29	7	21
	Participate in program implementation and have the power to plan, implement and oversee the implementation of the program.	3	4,29	8	24
Total		70	100		266

4 RESULTS AND DISCUSSIONS

This section analyzes the level of participation in tourism development in Tulamben. The number of respondents was 70 people from the community who were involved in the discussion process and Forum Group Discussions for development in general, especially the Tulamben development vision model from ecotourism.

The determination of the level of participation in the participation category based on the table above can be calculated as follows: there is one question for each closed variable with 8 answer choices with scores ranging from 1 to 8. Scores are based on the order of 8 levels of household participation by Sherry Arnstein. So the minimum score obtained for each individual (1×1) is 1, the maximum score obtained for each individual (1×8) is 8, and thus when the sample size is 70, it can be seen that the minimum score for the level of community participation (70×1) is 70 and the maximum score (70×8) is 560.

By knowing the minimum and maximum scores, the interval distance is known, $(560 - 70)/8 = 61.25$. So when Arnstein's typology is used to determine the level of community participation, it is:

1. Citizen Control, score 498.75 to 560.00
2. Delegation of Authority, score 437.50 to 498.75
3. Partnership, score 376.25 to 437.50
4. Placement, score 315.00 to 376.25
5. Consultation, score 253.75 to 315.00
6. Informing, score 192.50 to 253.75
7. Therapy, score 131.25 to 192.50

   Manipulation, score 70.00 to 131.25

From this level it will be concluded where the level of participation applies in tourism development in Tulamben.

In order to assess community participation in the program execution stage, the appraisal level was appointed to Sherry Arnstein Ladder's eight public participation steps. Based on the level of participation at the implementation stage, fifteen people (21.43%) actively participated in the discussion of the program execution. Fourteen people (20%) took part in the execution for the public interest. Ten respondents (14.29%) participated in the execution of the plan and gave some influence to implement the program. Meanwhile, nine people (12.90%) took part in government programs to fulfil their personal obligations only. Nine other people (12,90%) chose not to participate in the program implementation. Then seven people (10%) participated in implementing the program execution and shared responsibility with the government. Three people (4.29%) participated in program execution and had dominant authority to make decisions throughout the execution of the plan. Three other people (4,29%) participated in program implementation and had the authority to plan, implement and oversee the program's implementation.

5 CONCLUSION

The total score earned from the analysis is 266 so that the level of community participation is included in the category of consultation level. At the consultation level, it can be explained that the level of appearance in meetings or discussions is caused by the fact that the government invites the public to give an opinion after the information is provided to them. It is proven by the presence of community representatives who are involved in the preparation of a general plan for the development of sustainable tourism in Tulamben. Two-way dialogue has taken place between the government and the people involved to supply suggestions and active discussions. Although two-way dialogue has been carried out, this method still has a low success rate because there is no guarantee that people's concerns and ideas will be taken into account. The methods used are neighborhood general meetings and public hearings. This Consultation Level falls under the tokenism/reward level or Tokenism Level, a participation level where people are listened to and permitted to debate, but unable to have the assurance that the decision-makers will account for all inputs given. Simultaneous tourism development also gives a benefit in bringing intention in a diverse area. The intention here is the implicate or attachment of the connection among at least two variables.

In this context, three clear intentions can be found in developing sustainable tourism based on community participation from the research development of the Tulamben ecotourism model, namely social, economic, and environmental implications. Maybe this can be classified as a presence intention of tourism potential feature, but, whatever the name is, this third intention deserves to be identified as a constructive impact of the long chronicle of tourism area development.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Evaluation of landscape visual quality: Waduk Darma Kuningan tourism destinations, Indonesia

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ABSTRACT: Waduk Darma located, in Darma District, Kuningan Regency, is one of the leading tourist destinations in West Java, Indonesia. This study aims to evaluate the visual quality of the Waduk Darma Kuningan landscape as a tourist destination in West Java. The research method uses a quantitative descriptive approach. The research data were obtained from the activities of taking field photos, observations, and literature studies as well as distributing questionnaires to respondents using a sample of 102 people. The research analysis method used the Scenic Beauty Estimation (SBE) method. Based on the research results, the classification of high beauty quality (H) is found in Landscapes 1, 13, 16, 12, 15, 4, 2, 14, 3, 9, 6, 8, 5. Meanwhile, for the classification of medium beauty quality (M) is found in Landscape 7, 10 and 11. Then there is no category of low beauty quality classification (L) with a value of -20.

Keywords: Nature-Based Tourism, Scenic Beauty Estimation, Tourist Attraction, Visual Quality, Water Recreation.

1 INTRODUCTION

As an artificial lake that was built since the Dutch and Japanese colonial times from 1965 to 1972, the Darma Reservoir (hereinafter referred to as Waduk Darma) has become a source of water to irrigate agricultural land and the needs of PDAMs, Indonesia regional water utility companies, for the people of Kuningan Regency and Eastern Cirebon. Darma Reservoir is one of the leading tourist destinations in West Java. The advantages of the Darma Kuningan Reservoir as a tourist destination are the visual quality of the natural scenery of the lake, mountains, comfortable air temperature, recreational facilities, and the diversity of tourist activities carried out. Since 2019, the Darma Kuningan Reservoir has been declared a "West Java International Tourist Destination" by Ridwan Kamil, the Governor of West Java.

In the current Millennial and Digital Era, tourist destinations that have interesting and unique views/visual qualities will be visited by many tourists. Although the issue of the Covid-19 pandemic has been around since the beginning of 2020, which has caused the tourism sector to experience a tremendous economic decline, with the "New Normal" tourism conditions in Indonesia will gradually recover as well. Likewise, destinations with the potential for attractive visual qualities, either naturally or artificially, will again become "instagrammable" photo spots.

According to Budiyono and Solistyari (2016), the higher the visual quality of a landscape, the more diverse the landscape structure and generally natural in nature. This shows that the tendency of human preferences determines the beauty of a high landscape if the landscape is in natural conditions. However, until now there has been no evaluation of the visual quality of the landscape of the Darma Kuningan Reservoir. Based on these conditions, it is necessary to evaluate the visual quality of the Darma Kuningan Reservoir landscape. The evaluation carried out was to assess the visual quality of the Darma Reservoir landscape through Scenic Beauty Estimation (SBE)

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and Semantic Differential (SD). SBE and SD are survey methods to assess landscape aesthetics based on perception. SBE is a method of estimating aesthetic quality through comparison. The SBE concept is an interactive concept and the assessment includes the perceived condition of a landscape and the appraisal criteria of the assessor (Daniel & Boster 1976). The aim of this study in general is to evaluate the visual quality of the Darma Kuningan Reservoir landscape as a tourist destination in West Java among the Millennial Generation.

2 LITERATURE REVIEW

2.1 *Tourist destinations*

According to Law No. 10 of 2009 concerning Tourism, tourist destinations are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complete the realization of tourism. Tourist destinations or tourist attractions are places where all tourism activities can be carried out with the availability of various facilities and tourist attractions for tourists (Suwena in Susanto 2016). To support their existence there needs to be a main element that must be a concern so that tourists can be calm, safe, and comfortable visiting (Susanto 2016).

Tourist destinations should meet several conditions, namely the availability of something that can be seen, can be done, and can be purchased (Yoeti in Susanto 2016). According to Cooper in Suwena in Susanto (2016) tourist destinations must be supported by four main components known as 4A, namely attractions, amenities, accessibility, and ancillary services.

2.2 *Tourist attractions*

Tourist destinations are grouped into four attractions, namely (Witt in Basiya and Hasan in Nurlestari 2016): (1) natural attractions include natural scenery in the form of land and sea; (2) the tourist attraction of buildings and architecture (building attraction), includes historical, modern architectural buildings, archaeological remains and monuments; (3) specially managed tourist attractions (managed visitor attractions), include areas managed by the government or private parties such as amusement parks, zoos and city parks; (4) cultural tourism attractions include museums, cultural festivals, music, traditional dances, and cultural villages.

Natural tourist attraction is everything that has uniqueness, beauty, authenticity, and value in the form of diversity of natural wealth as a target or destination for tourist visits. The importance of authenticity in determining the quality of tourist attractions in terms of originality and authenticity (Damanik & Weber in Hermawan 2017). Analysis of tourist attractions is carried out using an assessment of natural landscape diversity, view quality, commodities and agricultural activities, settlements and arts or crafts (Soemarno, Philip et al. in Adjam et al. 2013).

2.3 *Landscape*

The placement of functional and aesthetic landscape elements will make the landscape arrangement of the tourist area optimal. The arrangement of elements by utilizing landscape visuals can increase the number of visitors in an area so that it can provide economic value to the area. The presence of visuals can be an indicator of the state of the quality of a landscape, site, or landscape (Budiyono & Solestyari 2016). The arrangement of physical objects and human activities forms the environment and the relationships of the elements in it are the greatest characters in forming an area (Gosling in Tumangkeng et al. 2017). Landscape has three meanings, namely landscape as a landscape (landscape painting), landscape as a landscape with a biophysical appearance (ecological landscape), and landscape as an interpretation and field experience of a person (Kay and Alder in Khakim 2008). Observing a landscape can provide diverse psychological perceptions and feelings and generate symbolic value (Steinitz in Khakhim et al. 2008). Attention to the visual aspects of the landscape is related to perception. The visual function can give meaning to how a landscape can react to the observer (Falero and Alozo in Khakhim et al. 2008).

These components are perceived by humans. Perception arises not only in the visual context but is associated with what is heard, smelled, and felt in the environment, in addition to feelings, memories, and associations imagined by humans (McWilliam in Firmansyah 2011). Landscape is an outdoor environment (natural or built) that can be directly perceived by observers when visiting and using the environment. Natural and artificial elements, physical and biological sources can be visually identified therein. This definition refers to the landscape as a visual property or environmental character (Macaulay in Firmansyah 2011).

2.4 *Visual quality*

Visual quality is a special attribute that exists in the visual system which is determined by cultural values and intrinsic physical properties (Smardon in Tumangkeng et al. 2017). Visual sign is a feature of the object or visual source offered, so that observers can interpret an environment as something that has meaning. These signs can be searched for in elements and relationships between elements or arrangements (Bentley in Gultom in Tumangkeng et al. 2017).

Visual quality is the beauty that is felt by individuals based on their experiences so that they can recognize a meaningful form in a certain object with vibrations or stimulation of beauty (Masri in Hartono 2017).

A visual character that has attractiveness is a dynamic formal character that can be achieved through a comprehensive view in the form of a serial vision, having a dominant visual unit that has diversity in an integrated continuity and patterned to form a unique unity (Cullen in Tumangkeng et al. 2017). Visual appearance can be in the form of a building or environment that is able to present composed elements with a certain pattern so as to produce its own expression (Bentley in Tumangken et al. 2017).

Adriani et al.'s research (2016) shows that the visual quality of landscapes with high SBE values has visual characteristics in the form of natural landscapes, dominated by mountains, hills, plantations and high diversity of vegetation. Natural landscape features are visual potentials that provide comfort for humans, causing a high value of respondents' preferences. Landscapes that have moderate SBE values are landscape features that have visual characteristics in the form of landscapes that have experienced human intervention, namely a visual combination of natural landscapes such as mountains, hills, and vegetation with built-up land in the form of settlements and other structured buildings.

3 METHOD

3.1 *Methods*

This research was conducted using two methods to analyze it, namely the SBE (Scenic Beauty Estimation) methods. Data analysis was performed using non-parametric statistics to test respondents' preferences. Visual quality estimation is carried out using the Scenic Beauty Estimation (SBE) method to estimate the value of landscape beauty based on certain panoramas (Daniel & Boster 1976). Analysis of the visual quality of the area was carried out by evaluating the aesthetic quality using the SBE (Scenic Beauty Estimation) method.

The visual quality assessment was carried out by purposive respondents who came from Trisakti Tourism College students, namely Diploma IV of the Travel Business Department, class of 2018 and S1 students of Tourism Hospitality, class of 2018, who have background knowledge about tourist destinations and have visited the research location, as many as 102 respondents. The assessment carried out by respondents has a rating scale of 1-10, namely from very dislike to very like. The values obtained are then processed by finding the average z value for each photo which is then entered into the SBE formula. Then the criteria were analyzed based on the level of beauty, namely high, medium and low. The SBE formula is as follows:

$$SBE_x = (Z_x - Z_0) \times 100 \tag{1}$$

where SBE = the estimated value of the scenic beauty of a landscape to x; Z_x = average value of landscape z to x; Z_0 = the average z value of a given landscape as a standard.

In total, there are 16 photos of landscape documentation that will be assessed for their visual quality. The respondents gave a score from 1 (bad view) to 10 (good view). The landscape views selected to be assessed by the respondents include reservoir views showing the surrounding landscape conditions such as mountainous landscapes, reservoir area landscapes, landscape views at sunrise and sunset, aquaculture fish cage landscapes, and landscape views showing visitor boat docking areas. Documentation of this landscape view is taken from various sides of the Darma Kuningan Reservoir, namely pictures taken from the Darma Reservoir Tourism Area itself, from outside the reservoir, which is taken from an area that is administratively into Jagara Village, some goes to the administration of East Sakerta Village and also the Village Cipasung and the last one is from the boat while traveling above the Darma Reservoir. The sixteen selected landscape documentation can be seen in Figure 1.

Figure 1. The sixteen selected landscape of the Darma Kuningan Reservoir.

4 RESULTS AND DISCUSSION

The classification is divided into three, namely landscapes with high beauty quality (T), medium beauty quality (S), and low beauty quality (R). Visual quality assessment using Scenic Beauty Estimation (SBE) on the attractiveness of Darma Kuningan Reservoir tourist destinations obtained results that were classified into two classifications, namely landscapes with high beauty quality and landscapes with medium beauty quality and landscapes with low beauty quality. Based on the results of the SBE calculation, the value obtained was not found to have a low beauty quality value or a value below -20. The results of the assessment conducted by respondents on the visual quality of the attractive landscape of Darma Reservoir tourist destinations, based on the classification of high beauty quality (T) are found in Landscapes 1, 13, 16, 12, 15, 4, 2, 14, 3, 9, 6, 8, and 5 which are sorted from the lowest to the highest SBE value in this classification. Meanwhile, the classification of moderate beauty quality (S) is found in landscapes 7, 11, and 10. Each landscape in each classification has been sorted from the lowest value to the highest value. Visual quality assessment using the SBE method occurs in Figure 2.

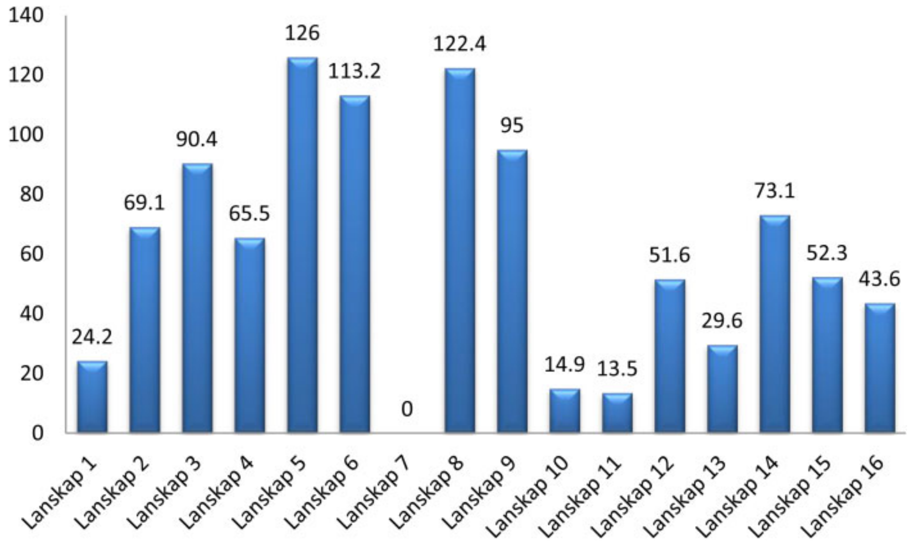

Figure 2. Result of scenic beauty estimation chart (SBE).

The result obtaining visual quality scores in the high visual quality classification obtained five landscapes with the largest values, namely those located in landscape 5 with an SBE value of 126, landscape 8 with an SBE value of 122.4, landscape 6 with an SBE value of 113.2, and landscape 9 with an SBE 95 value, and landscape 3 with an SBE value of 90.4. These landscapes scored highly (Figure 3) compared to other landscapes.

In accordance with the research results of Adriani et al. (2016), Adriani et al. (2020), and Yulianti et al. (2020) this study located in the Darma Reservoir also shows that the visual quality of a landscape with a high SBE value has visual characteristics in the form of a natural landscape, dominated by mountains, hills, high vegetation, waters (reservoirs), sky views, and grass. Natural landscape features are visual potentials that provide comfort for humans, causing the high value of respondent preferences Adriani et al. (2016).

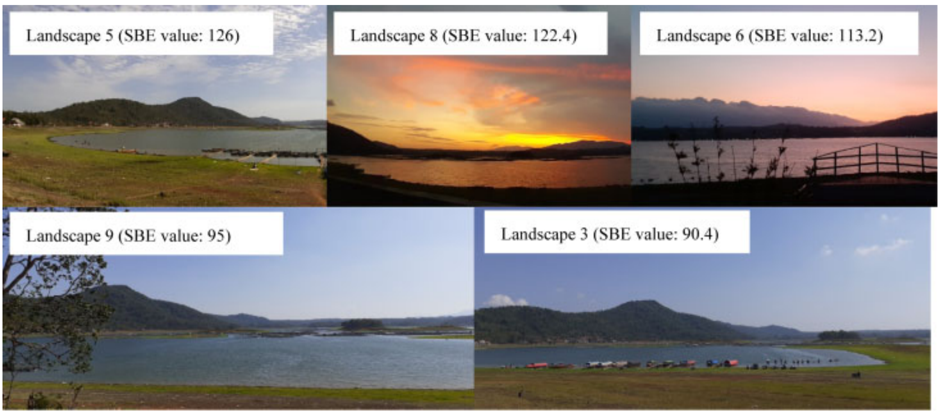

Figure 3. Examples of landscapes with high visual quality value.

Meanwhile, the smallest visual quality scores classified as medium visual quality were located in three landscapes, consisting of landscape 7 with an SBE value of 00.00, landscape 11 with an SBE value of 13.5 and landscape 10 with an SBE value of 14.9. Landscapes that scored in the medium quality classification (Figure 4) were influenced by the visualization of various impressions. One of the influences of respondents' assessment of the landscape is influenced by the characteristics and conditions of the landscape. Landscapes that have moderate SBE values are landscape features that have visual characteristics in the form of landscapes that have experienced human intervention, namely a visual combination of natural landscapes such as mountains, hills, and vegetation with built-up land in the form of settlements and other buildings in this case cages or fisheries.

Figure 4. Example with medium visual quality value.

5 CONCLUSION

The results of the assessment conducted by respondents on the visual quality of tourist attraction landscapes in the Darma Kuningan Reservoir using the Scenic Beauty Estimation (SBE) method were classified into three, namely landscapes with high, medium and low beauty qualities. Based on the classification of high beauty quality (T) it is found in Landscape 1, 13, 16, 12, 15, 4, 2, 14, 3, 9, 6, 8, and 5. Meanwhile, the classification of Medium beauty quality (S) is in Landscape 7, 10, and 11. Then there is no category of low beauty quality classification (R) with a value of -20. Each landscape in each classification has been sorted from the lowest value to the highest value. The highest visual quality score in the high visual quality classification was in landscape 5 with an SBE score of 126. Meanwhile, the lowest visual quality score was obtained in landscape 11 with an SBE value of 13.5.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Competitive and sustainable tourism destination products of national tourism strategic area in Sentarum and surroundings

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ABSTRACT: This research is proposed to study and analyze core resources and attractors from tourism products in Sentarum—the national tourism strategic area—and its surroundings to be competitive and sustainable. This research used a verification and development method with a qualitative approach. The analysis technique in this study used a point rating scale. Regarding sustainable tourism, the surrounding tourism villages, such as Malembah, Sepandan, Setulang, and Lanjak Deras, have been optimally developed to support the Sentarum Lake Betung Kerihun National Park Agency and WWF West Kalimantan. This condition has led to the preservation of the environment, culture, and the existence of Sentarum Lake and Betung Kerihun and the improvement of awareness and knowledge of village communities regarding sustainable tourism.

Keywords: Tourism Product, Destination Competitiveness and Sustainability, Sustainable Tourism, National Tourism Strategic Area, Core Resources Attractors, Supporting Factors Resources

1 INTRODUCTION

Tourism is an important industry that makes a significant contribution to national and local budgets. Today tourism is considered one of the largest industries in the world. This industry has an impact on business sectors such as hotels, restaurants, airlines, and travel agencies. The rapid growth of tourism industry competition has made a tourism destination continuously improve various facilities to meet the needs of tourists, as well as find ways to promote tourist attractions (Hudson et al. 2004). To attract tourists, the tourism industry must focus on destination competitiveness. Understanding competitive tourism indicators can influence a tourist's decision to visit a destination. Ritchie and Crouch (2003) define destination competitiveness as the ability to create value to improve local and national welfare by better managing assets and integrating these relationships into economic and social models. Ritchie and Crouch (2003) show that measuring destination competitiveness, attractions and resources are the (main) determinants in promoting tourism.

The present study uses the theory of core resources and attractors (attractive factors and resources) and supporting factors and resources (supporting factors and resources) from the destination competitiveness and sustainability model (competitiveness and sustainability) (Ritchie 2003) which focuses more on destination products. According to Government Regulation No. 50 of 2011, some areas in Indonesia have the main functions of tourism or the potentials for the development of national tourism which has an important influence in one or more aspects, such as economic, social, and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and known as the National Tourism Strategic Area. By RIPPARNAS 2011, the vision of tourism development in Indonesia is that tourism development in Indonesia is carried out sustainably and can encourage regional development and people's welfare. Indonesia has 88

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national tourism strategic areas, one of which is the Sentarum national tourism strategic area and its surroundings.

Lake Sentarum National Park (LSNP) is one of the conservation areas in Kapuas Hulu Regency, West Kalimantan Province, which is located upstream of the Kapuas River (±700 km from the mouth of the Kapuas). The area (±132, 000 ha) consists of a collection of seasonal lakes (23%) and several swamp forest formations (±49%) which are unique and rich in biodiversity (Giesen & Aglionby 2000). It functions as a natural dam that functions as a supply of fresh water in the dry season and preventing flooding in the rainy season, balancing local climate conditions, maintaining the stability of the surrounding ecosystem, regulating the quality and amount of water for the Kapuas River Basin, habitat for various types of fauna and flora, and become a source of livelihood for the surrounding community. This flooded swamp forest area which contains large and small rivers is one of the pride of Indonesia, where this forest is very rare in the world. For approximately ten months of the year, Lake Sentarum is flooded by the Kapuas River and becomes a stretch of wetland. LSNP area is the most important place for West Kalimantan Province in terms of ecology and economy, namely as a regulator of water management and the largest source of fish production, as well as other natural resources such as the typical honey of Lake Sentarum.

However, at present, the LSNP area has experienced quite severe environmental damage and degradation, mainly due to various types of human activities in and around the area. The LSNP area always experiences forest fires every year. From 1973 to 2009, the burned area was more than 27,000 ha (Sentarum National Park 2011). The forest fires were caused by natural phenomena and human negligence factors and have resulted in the natural damage of endemic flora and fauna in Kapuas Hulu Regency. If the prevention actions are not taken, gradually tourism products and the development of sustainable tourism in the village will not run well. The present study investigates the competitive and sustainable tourism destination products in Sentarum's national tourism strategic area and its surroundings.

2 LITERATURE REVIEW

2.1 *Tourism destination competitiveness*

According to Ritchie and Crouch (2003) in The Travel & Tourism Competitiveness Index 2015, the destination competitiveness and sustainability model is a collection of theories that shape and help clarify researchers' understanding of the factors that affect competitiveness and sustainability of a tourism destination. From the collection of these theories, five pillars and the factors that influence them are formed. The five pillars are qualifying and amplifying determinants; destination policy, planning and development; destination management, core resources and attractors, and supporting factors and resources.

In this study, the researcher limits using only two pillars, namely Core Resources and Attractors (CRA) and Supporting Factors and Resources (SFR). Because these two pillars are more directed to the explanation of tourism products in a destination that can be seen from various points of view related to the destination. In the Core Resources and Attractors, there are seven indicators, namely, (1) physiography and climate; (2) culture and history; (3) market ties; (4) a mix of activities; (5) special events; (6) entertainment; and (7) tourism superstructure. Meanwhile, in the Supporting Factor and Resources indicator, there are five indicators, namely, (1) infrastructure; (2) accessibilities; (3) facilitating; (4) enterprise; and (5) political will.

2.2 *Sustainable tourism development*

Sustainable tourism is the result of sustainable tourism development. Eadington and Smith (2015) explain that sustainable tourism is a form of consistent social nature and customary values that provide opportunities for guests and hosts to enjoy the positive impact process of interacting and sharing experiences. La Vina et al. (2003) in Forms of Sustainable Tourism 2012 explain that sustainable tourism according to "Indicators and Sustainable Tourism: Literature Review" explains in more detail the principles of sustainable tourism. In a socio-cultural context, sustainable tourism can provide a satisfying and beneficial experience for tourists, participation of stakeholders in decision-making, promote intergenerational justice, respect local communities, and improve the quality of life of local communities. In terms of the economy, sustainable tourism can give new sources of income (economic diversity), increase economic activity and growth in rural areas, encourage external infrastructure investment, increase markets for local producers, increase job opportunities, and support the local economy. In the aspect of the environment, sustainable tourism can manage natural areas, maintain and enhance natural and cultural heritage, and reduce over-consumption and waste.

3 METHOD

This research used a verification and development research method with a qualitative approach. Verification research was conducted on a particular population or sample to test the established hypothesis. The population in this study were tourist destinations located in Sentarum National Tourism Strategic Area and its surroundings, namely Melembah Village, Sepandan Village, Setulang Village, and Lanjak Deras Village. The point rating scale model was used to analyze the collected data. Researchers used a point rating scale to generate statistical data on observation sheets to make it easier for researchers to obtain data. The rating scale is not limited to measurement alone, but to measure respondent perceptions of other phenomena, such as a scale to measure socioeconomic status, institutions, knowledge, abilities, activity processes, and others.

4 RESULTS AND DISCUSSION

Kapuas Regency is one of the regencies in West Kalimantan province. The district capital is in Kuala Kapuas. It consists of 17 sub-districts and has a population of 329,646 people with a classification of 168,139 men and 161,507 women (the results of the Indonesian Population Census 2019). Based on data for Kapuas Regency 2019, this area has an area of 14,999.00 km2 or 1,499,900 ha with a population of 356,382 people and a population density of 23.76 people/km^2. The district capital is in Kuala Kapuas. One of the national tourism strategic areas in West Kalimantan is Sentarum. SLNP is one of the national parks located on the island of Borneo. These 132.000_{ha} national tourism strategic areas traversed by the Kapuas River, the area around the longest river in Indonesia has an endemic ecosystem and is a habitat for various flora and fauna, including several endangered species. SLNP is a nature conservation area that can be used for research, knowledge, cultural education, cultivation, tourism, and recreation purposes. In this study, four tourist villages surround the SLNP area which attracts visitors besides visiting the national park area. Four villages with various interesting attractions in the Sentarum Lake Area are as follows.

Malembah Village is one of the villages located around the waters of the SLNP area. One of these areas is an area currently occupied by residents in Malembah Village. Activities that tourists can do in this potential forest are observing wildlife in their natural habitat, and there is a tracking path to the research station through two hills and swamps. There is Merebung Lake, Kasim Lake, Balaiaram Lake which is the natural habitat of Arowana fish. The Lemboyan River that surrounds Meliau Hamlet is used as the main access for the Meliau Hamlet community to carry out their activities. In addition, in the village of Malembah, there is Peninjau Hill which is a place to see Sentarum Lake from a height. Tourists who come to Meliau Village can stay at Betang House owned by residents in which some booths have been developed into homestays. Around Lake Merebung, there is also a floating house which is commonly used for anglers to rest.

Sepandan Village is a village that has very abundant tourism potential. Both in terms of nature tourism, culinary tourism, and agrotourism that developed in the village. Sepandan Village is also one of the villages that are well developed and managed by the Betung Kerihun National Park – Sentarum Lake which also involves other stakeholders in developing the village. To get to Sepandan

Island, tourists must use a speedboat with a distance of about 15–20 minutes from the departure point. In addition, other tours such as tracking, bird watching, and canoeing. One of the objects in this area is Tekenang Hill, which is one of the hills like an island that just appears above the expanse of lake waters. The Tekenang Hill area is one of the hills located in the middle of the lake in the Sentarum Lake area. This hill has a height of about 130 meters above sea level so it is ideal for hiking trails and it takes 20–25 minutes to reach the top. On the hill, you can see the landscape of Sentarum Lake and this place is the most favorite location to take pictures of Sentarum Lake from above.

Setulang Village, located in the Sentarum Lake National Park Area, is one of the traditional villages whose authenticity is still very well preserved to this day. The people who live in this village are Dayak tribes whose work is dry land (field) farmers. Meanwhile, the people in Sentarum Lake catch and cultivate fish, cultivate forest honeybees, and do farming. Most fishermen are traditional fishermen who use small fleets, so their fishing areas are not far from residential locations. Setulang Village is famous for its main commodity, Sentarum Lake Typical Honey, which is considered to have a high selling value. Sentarum Lake honey is one of the souvenirs that are in great demand by both domestic and foreign tourists because of its properties. Local people in Setulang Village harvest bees in a traditional way, harvesting bees is also one of the main attractions for tourists who see it. Harvesting honey traditionally can also be categorized as a socio-cultural attraction. This means that honey from the Sentarum Lake area has been recognized for its purity from a mixture of chemicals and its management that is hygienic and based on environmentally friendly sustainability.

Lanjak Deras Village is administratively included in the Mentebah District, Kapuas Hulu Regency, Lanjak Deras Village has an area of $\pm 8.2198\ km^2$. Topographically, the village of Lanjak Deras is classified as a highland because it is located at an altitude between 750 and 1,200 m with an average air temperature of 25°C and an annual rainfall of 0.29 mm/year. The people of Lanjak Deras Village are predominantly Dayak and are Christian. Lanjak Deras Village also has natural tourist attractions that are no less beautiful than other tourist attractions in Kab. Kapuas Hulu. For the distance traveled from Putussibau about three hours to Lanjak Deras Village, after arriving at this village tourists can continue the journey to the tourist attractions, the distance traveled is also quite short to reach the tourist attractions in about 30 minutes and the accessibility in this village is quite sufficient.

Analysis of the data found by the researchers after the researchers researched the field and according to the point rating scale, then the data for these four villages (Malembah Village, Sepandan Village, Setulang Village, and Lanjak Deras Village) were processed by the researchers into a study as follows.

Malembah village is a traditional village that is thick with customs and traditions typical of the Iban Dayak. Thus, Malembah Village is visited by tourists with special interest in tourism. So, the analysis obtained by the researcher is that Malembah Village is currently being developed into a tourist village with a focus on ecotourism, cultural tourism, nature tourism, and heritage tourism. Based on these findings, the researcher's analysis of Malembah Village is as follows: Malembah Village gets a score of 3. This is because the scenery that can be seen from Malembah Village is good with views of Sentarum Lake, Lemboyan River, Merebung Lake, Kasim Lake, and Balairam Lake is a separate point of interest for domestic and foreign tourists.

Analysis of Sepandan Village based on the findings, the researchers concluded that Sepandan Village has the potential for nature tourism, cultural tourism, creative tourism, and culinary tourism. Researchers identify the data findings per indicator as follows: the village of Sepandan is hot and not cold. However, the surrounding scenery is one of the attractions that has a competitive value compared to the surrounding villages, namely Tekenang Hill and Sepandan Island. In the village of Sepandan, tourists can see firsthand the process of making handicrafts equipped with colorful beads which are one of the most popular souvenirs from Kalimantan.

Based on actual data from interviews conducted by researchers in the field, for indicators of competitiveness and sustainable tourism in Lanjak Deras Village, the following results were found; In Lanjak Deras Village, you can find views and endemic flora and fauna found in this village. In this village, tourists can see directly the Jelutung traditional ceremonies which is a tradition that developed in this village it's called the Iban Dayak Gawai Ceremonies, and also the typical

Ikat Tenun in Lanjak Deras Village which uses natural dyes from plants called Ethnobotanical Ikat Tenun. In addition, special foods can also be found in this village such as Grilled Toman Fish, Grilled Semah Fish, Coffee, Wet Crackers, and Ice Peanut.

In this study, researchers used the theory of tourism competitiveness proposed by Ritchie and Crouch (2003). Researchers apply this theory in four villages in National Tourism Strategic Area Sentarum and its surroundings. After that, an analysis was carried out using the Point Rating Scale data analysis technique proposed by Reips and Funke (2008) to answer the research questions that had been raised. From the results of the analysis, researchers can carry out implications for CRA and SFR that researchers support or agree with the theory. The theory of CRA and SFR and their components are appropriate when applied to the National Tourism Strategic Area Sentarum and Surrounding destinations. Regarding sustainability tourism, Malembah Tourism Village, Sepandan Tourism Village, Setulang Tourism Village, and Lanjak Deras Village are villages that are already optimal, as indicated by the full support of the Sentarum Lake Betung Kerihun National Park and WWF West Kalimantan which preserves the environment and culture with the existence of Sentarum Lake and Betung Kerihun as well as awareness and knowledge of the village community regarding sustainable tourism.

5 CONCLUSION AND IMPLICATIONS

Each village is equipped with a homestay, although it is minimal, and the local community is also familiar with tourism activities and making tourism a driving factor for the economy. This can be seen by the existence of the home industry, both from the production of local community crafts and typical honey produced at home. Typical food which is a tradition from each village is also one of the attractions to attract tourists to visit because these four villages have special foods such as toman fish, wet crackers, coffee, etc. that cannot be found in other areas. Tourism stakeholders in the village have also been running under the procedures for implementation so that the development and management in the four villages will be more optimal and sustainable in the future. Full assistance was also carried out by the District Youth, Sports, and Tourism Government Office. Kapuas Hulu, WWF West Kalimantan, KOMPAKH (Kapuas Hulu Tourist Operator), and the Sentarum Lake Betung Kerihun National Park Office to develop the village and promote the village to the wider community.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Destination image and visitor satisfaction: The role of visitor satisfaction as an intervening variable

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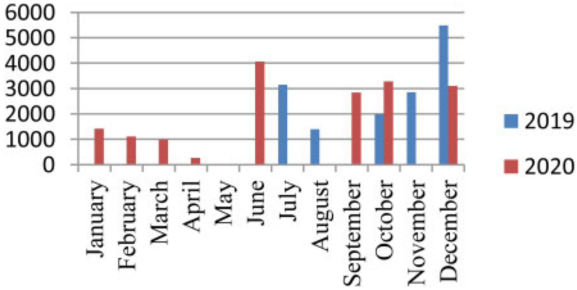
ABSTRACT: The aim of this study was to determine and analyze the influence of cognitive destination image and affective destination image to revisit intention at Tanjung Lesung Beach in Pandeglang, Indonesia. The research method used was quantitative and the population in this research was visitors coming to Tanjung Lesung Beach in 2020 (33,424 people in total). The results showed that both cognitive destination image and affective destination image have a positive and significant impact on tourist satisfaction. Cognitive destination image has no significant effect on the revisit intention. In contrast, the affective destination image has a positive effect of revisiting intention. Tourist satisfaction has a significant positive effect on revisit intention, and it is also an intervening variable. Because cognitive destination image and affective destination image have become the main attraction of visitors when visiting a destination, visitor satisfaction is a component that is usually given priority when visitors intend to revisit.

Keywords: Affective Destination Image; Cognitive Destination Image; Revisit Intention; Tourist Destination; Visitor Satisfaction

1 INTRODUCTION

As an archipelagic country, Indonesia has many coastal tourist destinations. According to Nuryanti (2019), this marine tourism destination is one of the advantages of the Indonesian tourism industry. One of the factors of public interest in visiting coastal tourism is the image of the tour. Rajesh (2013) said that in identifying tourist destinations, image is the central part. The destination's image is a collection of one's impressions, inspiration, hopes, and emotions in a place (Assaker & Hallak 2013). Çoban (2012) said that a positive destination image would make visitors satisfied. This satisfaction will affect the loyalty of visitors to revisit the tourist destination (Hanif et al. 2016). One of the beaches in Indonesia is Tanjung Lesung Beach. Tanjung Lesung Beach has been inaugurated as a particular economic tourism area since February 2015 (KEK Tanjung Lesung 2021).

Table 1. Number of visits to Tanjung Lesung Beach. The year 2019 and year 2020.



Source: Tanjung Lesung Management, 2019 and 2020.

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However, data on visits during 2019–2020 experienced significant fluctuations every month (Table 1). On the other hand, visitor testimonials for 2018–2021 from official tourism websites such as Pantainesia and TripAdvisor (*Jelajahi Tanjung Lesung* 2020; *Pantai Tanjung Lesung* 2020) show visitor dissatisfaction due to the lack of facilities and destination image both cognitively and affectively on Tanjung Lesung Beach. At the same time, this aspect is an intervening variable in the interest of visitors to revisit. Previous research (Wijono 2014) showed that interest in revisiting needs to be seen from various aspects, including the destination's image, visitor satisfaction, and the facilities available at the tourist destination.

Based on this explanation, this research aims to complement previous research by focusing on analyzing cognitive and affective destination images and their effects on revisit intentions. The variable that influences it is visitors' satisfaction with Tanjung Lesung Beach. There has been no similar research in this tourist destination. The results of this study are expected to add to the repertoire and knowledge and improve the rate of return of tourists to Tanjung Lesung beach. The research question that can be formulated are: (1) What is the cognitive destination image on Tanjung Lesung Beach and its effect on visitor satisfaction? (2) What is the affective destination image on Tanjung Lesung Beach and its effect on visitor satisfaction? (3) What is the cognitive destination image at Tanjung Lesung Beach and its effect on revisit intention? (4) What is the affective destination image at Tanjung Lesung Beach and its effect on revisit intention? (5) What is visitor satisfaction at Tanjung Lesung Beach and its effect on revisit intention? (6) What is the indirect effect of cognitive destination image at Tanjung Lesung Beach on revisit intention with visitor satisfaction as an intervening variable? (7) What is the indirect effect of the affective destination image on Tanjung Lesung Beach on revisit intention with visitor satisfaction as an intervening variable?

2 LITERATURE REVIEW

A. Cognitive destination image

"Cognitive destination image refers to the rational interests (attributes) of the destination. Cognitive destination image refers to belief. The destination image refers to the impressions and knowledge of destination attributes (San Martín & Rodríguez del Bosque 2008). Çoban (2012) defines the cognitive destination image as six parts, namely: touristy attractions, basic facilities, cultural attractions, touristy substructures and access, natural environment, variety, and economic factors."

B. Affective destination image

The destination image refers to the feelings and emotions of tourists towards the destination, which is called affective destination image (San Martín & Rodríguez del Bosque 2008). The components of the affective destination image represent the feeling of the destination Stepchenkova and Li Xing in in (Hallmann et al. 2015). Vicol and Zait (2014) define the affective destination image as four parts, namely: pleasant, awakening, relaxing, and exciting. However, this research only used pleasant, relaxing, and exciting.

C. Visitor satisfaction

According to Kotler and Keller (2008), visitor satisfaction is a feeling that a person feels disappointed or happy, which is the result of comparing the perceived performance of the product (or outcome) with the visitor's expectations. Visitor satisfaction measures the overall quality of visitor opinions on each destination Prayag in Çoban (2012). Kotler (2004) proposes that satisfaction is the suitability of the service with expectations, the suitability of the service with the price paid, and perceived visitor satisfaction. This research will use two indicators from Kotler (2004): the suitability of the service with expectations and perceived visitor satisfaction.

D. Revisit intention

The concept of revisit intention can also be expressed through the desire to recommend, i.e., visitors express a desire to revisit a destination and to recommend it to other people because they have satisfaction in their travel experience. This satisfaction experience will be part of the word of mouth marketing. Mouth and customer loyalty (AB 2018). Therefore, this research refers to the research of Baker and Crompton (in Lin 2014) using two dimensions of revisit intention interest, namely:

1. Intention to recommend
Intention to recommend or intend to recommend a tourist destination to others.
2. Intention to revisit
Intention to revisit or wanting to revisit tourist destinations.

E. Theoretical framework

Based on the discussion above, this research examines "Cognitive Destination Image," which contains six indicators; "Affective Destination Image," which contains two indicators; "Visitor Satisfaction," which contains three indicators; and "Revisit Intention," which contains two indicators, which lead to the formation of a conceptual framework as depicted in Figure 1.

The hypotheses formulated by the researcher on this study are as follows:

Direct effect hypothesis:

H1: There is a direct, significant, and positive effect between cognitive destination image and visitor satisfaction.
H2: There is a direct, significant, and positive effect between affective destination image and visitor satisfaction.
H3: There is a direct, significant, and positive effect between cognitive destination image and revisit intention.
H4: There is a direct, significant, and positive effect between affective destination image and revisit intention.
H5: There is a direct, significant, and positive effect between visitor satisfaction and revisit intention.

Indirect effect hypothesis:

H6: There is an indirect, significant, and positive effect on cognitive destination image towards revisit intention, with visitor satisfaction as an intervening variable.
H7: There is an indirect, significant, and positive effect on affective destination image towards revisit intention, with visitor satisfaction as an intervening variable.

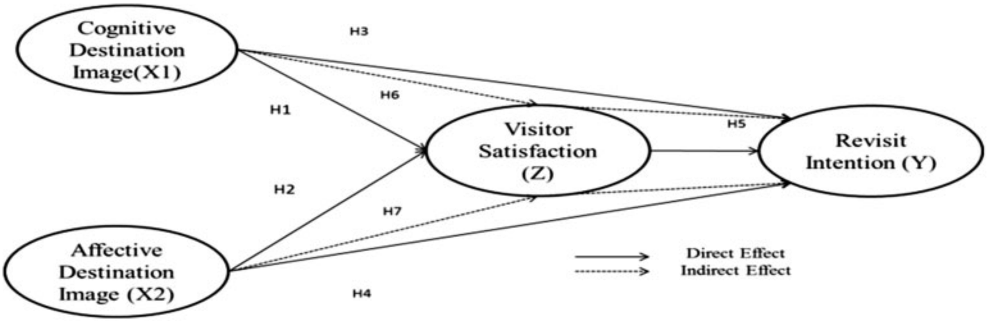

Figure 1. Theoretical framework adopted from Çoban (2012), Vicol and Zait (2014), Kotler (2004), Baker and Crompton in Lin (2014).

3 METHODS

Visitors of Tanjung Lesung Beach were the respondents for the research. The number of visitors in 2020 was 33.424 people, which acted as the population of this study. The sample size using Solimun's formula, i.e., using indicator times five, was 275 respondents who become participants in this research. The data were collected through an online questionnaire by Google Forms during May and June 2021. The questionnaire contained 55 statements using the 5-point Likert Scale. The participants were chosen by the simple random sampling technique, which is selection based on a person that has visited Tanjung Lesung Beach and can provide the information needed in this research. The data analysis was conducted through a quantitative method using Structural Equation Modeling-Partial Least Squares. Statistical data were processed using SmartPlS version 3.0. The data were tested through two steps: outer model test and inner model test. The outer model test was conducted through validity and reliability test to make sure the questions of the variables were valid and reliable to represent the variables. The inner model test was conducted through two-tailed analysis to discover the influence of each variable.

4 RESULTS AND DISCUSSION

4.1 *Description of respondents*

From the results obtained, the description of the respondents consists of gender, age, area of origin, education level, occupation, income, and who arranged the trip.

Table 2. Description of respondents.

Gender	Male 44% Female 56%
Age	17–25 years 32% 26–35 years old 35% 36–45 years 23% 46–55 and >56 years 10%
Place of Origin	Banten Province 57% DKI Jakarta Province 14% West Java Province 24% Others 5%
Level of education	Elementary/Junior 8% Senior High School 17% Diploma 8% Bachelor 64% Postgraduate 3%
Occupation	Employees 37% Civil Servant 19% Student 13% Housewife 12% Other 19%
Income	< IDR 1,000,000 13% > IDR 1,000,000-Rp 5,000,000 55% > Rp5,000,000-Rp10,000,000 27% > Rp10,000,000 5%
Organizing a trip	Private 93% Via Travel Agency 7%

4.2 *SEM-PLS analysis*

a. Outer model

In the outer model, the data were counted to find the validity and reliability of the data. In smart pls, the validity test was divided into two categories: convergent and discriminant validity. The data passed for convergent and discriminant validity in this research because the value was above 0.7. Therefore, the next step of counting data is reliability. In smart pls it is called composite reliability. In this research, the data has passed for the composite reliability because the value is above 0.7. The next step of the data calculation is the inner model to find the R-Square and hypothesis test.

b. Inner model

- *The R-square*

The *R-Square* value for Visitor Satisfaction (Z) is 0.798. These results explain that the large percentage of visitor satisfaction can be explained by the contribution of cognitive destination image and affective destination image by 79.8%. *The R-square* value for revisit intention (Y) is 0.790. These results explain that the large percentage of interest in revisit intention can be explained by the image quality of cognitive destination and affective destination images with a contribution of 79%.

- Hypothesis testing

Hypothesis testing is done by looking at the t-statistics value. The value hypothesis can be accepted if the t-statistic value is above 1.96 (two-tailed). The table below shows the hypothesis testing that has been done by counting using the smart pls application:

Table 3. Hypothesis testing.

Direct Influence				
	Original Sample	T Statistics	P Values	Information
X1->Z	0.173	4.839	0.000	Accepted
X2->Z	0.766	18,813	0.000	Accepted
X1->Y	0.060	1,517	0.130	Rejected
X2->Y	0.121	2,302	0.022	Accepted
Z->Y	0.737	11,704	0.000	Accepted
Indirect Effect				
	Original Sample	T Statistics	P Values	Information
X1->Z-> Y	0.128	4,123	0.000	Accepted
X2->Z-> Y	0.565	11,956	0.000	Accepted

Source: Primary Data Processing Results, 2021.

In this research, seven hypotheses were counted. Five hypotheses were direct effects, and two hypotheses were indirect effects using an intervening variable. The first hypothesis there is the influence of the cognitive destination image on visitor satisfaction. The calculation showed that the value of the hypothesis test was *t-statistic* of 4.839, thus above 1.96. It also showed that the count of p-value is 0.000, thus below 0.05. It means cognitive destination image has a significant influence on visitor satisfaction. This aligns with Çoban's (2012) research, which showed that there is a positive influence of cognitive destination image on visitor satisfaction.

The second hypothesis showed that there is the influence of the affective destination image on visitor satisfaction. Calculation showed the value of the hypothesis test was *t-statistic* of 18.813, thus above 1.96. It also showed that the count of p-value is 0.000, thus below 0.05. It means affective destination image has a significant influence on visitor satisfaction. The results of this research also align with the case of Artuger et al. (2013), showing a positive effect of affective destination image on visitor satisfaction.

The third hypothesis showed that there is no effect of cognitive destination image to revisit intention. Calculation showed that the value of the hypothesis test was *t-statistic* of 1.517, thus below 1.96. It also showed that the count of p-value is 0.130, thus above 0.05. It means cognitive destination image has no significant influence on revisit intention. This is the same as previous research conducted by Stylos et al. (2016) that showed that cognitive destination image does not affect revisit intention.

The fourth hypothesis showed that there is the influence of affective destination image to revisit intention. The calculation showed that the value of the hypothesis test was *t-statistic* of 2.302, thus above 1.96. It also showed that the count of p-value is 0.022, thus below 0.05. It means affective destination image has a significant influence on revisit intention. The outcome of this research supports the research by Ahmad (2018). The results analyzed indicate that the affective destination image influences revisit intention.

The fifth hypothesis showed that there is the influence of visitor satisfaction to revisit intention. The calculation showed that the value of the hypothesis test was *t-statistic* of 11.704 above 1.96. It also showed that the count of p-value is 0.000, thus below 0.05. It means tourist satisfaction has a significant effect on revisit intention. The sixth hypothesis is the influence of cognitive destination image to revisit intention with visitor satisfaction as an intervening variable. Calculation showed that the value of the hypothesis test was *t-statistic* of 11.956, thus above 1.96. It also showed that the count of p-value is 0.000, thus below 0.05. It means cognitive destination image significantly influences revisit intention with visitor satisfaction as an intervening variable. The seventh hypothesis is the influence of affective destination image to revisit intention with visitor satisfaction as an intervening variable. Calculation showed that the value of the hypothesis test was *t-statistic* of 4.123, thus above 1.96. It also showed that the count of p-value is 0.000, thus below 0.05. It means the affective destination image significantly influences revisit intention with visitor satisfaction as an intervening variable.

5 CONCLUSION

As with any research, this research has a limitation that needs to be considered when interpreting its findings. First of all, this research explored only visitors that visited Tanjung Lesung Beach as a tourist destination. This research sought to offer advice to the management of Tanjung Lesung Beach. The management of Tanjung Lesung Beach should pay attention to the infrastructure that has been provided at the beach. Due to this, the research found that visitors who were not fully satisfied with the cognitive destination image became more hesitant in terms of revisit intention. This research answers the seven research questions that have been proposed. First, the current research proposed that both cognitive and affective destination image have significant and positive direct effects on visitor satisfaction (hypotheses 1 and 2).

Affective destination image and visitor satisfaction have significant and positive direct effects on revisit intention (hypotheses 4 and 5). Unfortunately, cognitive destination image does not affect revisit intention. Cognitive and affective destination image has a significant and positive indirect effect on revisit intention through visitor satisfaction (hypotheses 6 and 7). In this research, overall cognitive and affective destination image has a significant and positive effect on visitor satisfaction. This research's most significant contribution is its investigation of the indirect effect of cognitive and affective destination image on revisit intention through visitor satisfaction. These results imply that the indirect effect of cognitive and affective destination image on revisit intention was recognized via the intervening effect of visitor satisfaction. Despite the accepted belief that revisit intention will come when a visitor is delighted in both cognitive and affective destination image, this research found that the effect of cognitive destination image toward revisit intention is relatively weak compared to affective destination image. Further studies can be undertaken by researchers who can use this journal as a guide and find other aspect variables that can increase interest in revisit tourist destinations.

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Evaluation of Banyuwangi's new normal tourism strategy to maintain the sustainability of tourism development during the COVID-19 pandemic

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ABSTRACT: The purpose of this study is to evaluate the implementation of the new normal tourism strategy to determine the effectiveness of the implementation of the strategy and as an effort to restructure the strategy in accordance with the development of the tourism sector. The design of this study uses a Mixed Method of Explanatory Sequential Mixed Methods, a quantitative approach is carried out by analyzing tourism development data shown through hotel occupancy data, number of visits, and facts obtained from reliable sources. The qualitative approach was carried out by conducting interviews with tourism actors. The results showed that Banyuwangi Regency tourism tended to be able to survive the COVID-19 pandemic, the percentage of hotel occupancy before (in 2019) and during the COVID-19 pandemic did not experience much change, it even tended to increase at the end of 2020, while the number of tourist visits in 2020 of 2,594,977.

Keywords: Banyuwangi; COVID-19; New Normal Tourism Strategy

1 INTRODUCTION

Banyuwangi Regency is a regency located at the eastern tip of the Java island and has a beautiful natural appearance. Banyuwangi's natural appearance in the form of tropical rain forests, mountains, beaches, and the ocean, as well as cultural diversity, is the basic capital for the development of the tourism sector, especially the development of potential tourist attractions. The Goverment of Banyuwangi intensively develops the tourism sector through strengthening tourism-based economic sectors. This effort shows tangible results as evidenced by the increasing number of domestic and foreign tourist visits every year. Data (banyuwangikab.go.id, 2021) show that in 2015 the number of domestic tourist visits was 1,727,958 people, which increased by 307.2% to a total of 5,307,054 people in 2019. Foreign tourist visits also showed an increase from 45,569 people in 2015 by 101,622 people (a 223% increase) in 2019.

The COVID-19 pandemic that occurred in early 2020 had a comprehensive impact on all sectors, including the tourism sector. According to the Indonesian Chamber of Commerce (Tempo Business 2021), the loss of the tourism sector during 2020 was 10 trillion Rupiah due to the COVID-19 pandemic. The government's Large-Scale Social Restrictions (PSBB) policy resulted in limited travel activities which had an impact on the negative growth of the tourism sector. As a result, many entrepreneurs and tourism business actors experienced losses or even closed their businesses, resulting in a large number of the tourism workforce facing unemployment.

Before the COVID-19 pandemic, the development of the tourism sector tended to increase every year. Apart from the increasing number of tourists every year, it can also be seen from the increasing number of events in the Banyuwangi calendar. In 2020, 123 events were planned and had to be canceled as a result of the PSBB policy to break the transmission of COVID-19. People who depend on the tourism sector as their livelihood lose income due to reduced tourism activities. Many tourism

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destinations had to be closed and many events had to be postponed, causing the tourism sector to become one of the sectors most hampered by the COVID-19 pandemic. Banyuwangi Regency in July 2020 launched a new normal tourism strategy which contains six strategic points to maintain the sustainability of the development of the tourism sector in Banyuwangi. These strategies are strengthening human resource knowledge about health, regulating service hours, hygiene and health certification, strengthening tourist attraction referrals, strengthening accommodation services, and regulating tourist attractions. These six strategies have been implemented since mid-2020. The strategy initiated by the Banyuwangi district government is felt to have no significant impact on the development of the Banyuwangi tourism sector in 2020. This phenomenon occurs because many variables cannot be measured so that the policies prepared do not have a real impact.

An evaluation of the implementation of the strategy must be carried out to determine the effectiveness of the implementation of the strategy considering the COVID-19 pandemic has not ended and as an effort to restructure the strategy in accordance with the development of the tourism sector. The evaluation must be carried out thoroughly and involve all stakeholders in order to be able to get a complete picture of the implementation of the strategy. The number of variables that cannot be predicted and estimated properly causes the evaluation to be urgent in order to maintain the existence of Banyuwangi district tourism to continue to grow and develop. Evaluation is also needed to be able to prepare Banyuwangi district towards green tourism as tourism restarts.

2 LITERATURE REVIEW

UNWTO (2017) states that a destination is a physical space that has physical and administrative boundaries that includes a mix of services, products, and attractions. Tourism has a very strategic and important role in development. In the 21st century, attention to tourism has become very widespread, because it is realized that tourism brings benefits to countries that receive tourist arrivals (tourist receiving countries). Likewise with Indonesia, the government wishes to develop tourism as an industry with the aim of accelerating the process of increasing business opportunities, employment opportunities, increasing income distribution of the community, especially for those who are working in the tourism sector industry. Several sectors related to tourism include (a) travel agents and tour operators, (b) transportation, (c) accommodation, (d) restaurants, (e) entertainment enterprises, (f) tourism attractions, (g) shopping center, (h) money changers, and (i) retail stores (Yoeti 2016).

In terms of tourism development and development in Indonesia, nationally and regionally, the government has prepared several regulations to ensure that tourism can run as it should while continuing to prioritize sustainable tourism and still referring to the concept of Sustainable Development Goals (SDGs), which have been set by the United Nations (UN)) and UNWTO (United Nation World Tourism Organization) which oversees world tourism. Indonesia itself has passed regulations in Law Number 10 of 2009 concerning Tourism which started from the definition of tourism, and covers the components that exist in tourism, the principles and functions of tourism, the principles of tourism implementation, national tourism development, the role of the government and local governments in tourism, the role of entrepreneurs, the rights of tourists, and the obligations of tourists (Sedarmayanti, 2018; Richardson, 2004).

Ridwan (2012) and Polo and Dolores (20101) suggest that there are five approaches to tourism development planning that need to be known and applied in tourism development and development, namely: (1) Local community empowerment approach, (2) Sustainable approach, (3) Systematic approach, (4) Regional approach, and (5) Approach from the supply and demand side. Richardson and Fluker (2004) and Pitana and Diarta (2009) say that a person's decision to travel is influenced by the strength of push factors and pull factors. These push and pull factors are internal and external factors that motivate tourists to travel. The driving factors are generally socio-psychological (person-specific motivation), while the pull factors are destination-specific attributes (Islam & Jubery 2016; Lagarense 2003). Damanik and Weber (2006) state that from an economic perspective tourism arises from the elements of demand and supply between tourists and tourist destinations (tourism destinations). These two elements are like a coin that has two sides that cannot be separated. Without tourist demand, all kinds of existing tourist attractions will be of no use, and vice versa without tourist attractions, tourists will have no place to travel (Dharmawan et al. 2014; Rashidpour et al. 2010).

3 METHODS

This research design uses a Mixed Method with Explanatory Sequential Mixed Methods model/type. This is a data collection method that begins with the collection of quantitative data, then continues with the collection of qualitative data to help analyze the data obtained quantitatively, so that the research results are descriptive of a general picture (generalization). The steps or stages of the Explanatory Sequential Mixed Methods research design are as in Figure 1.

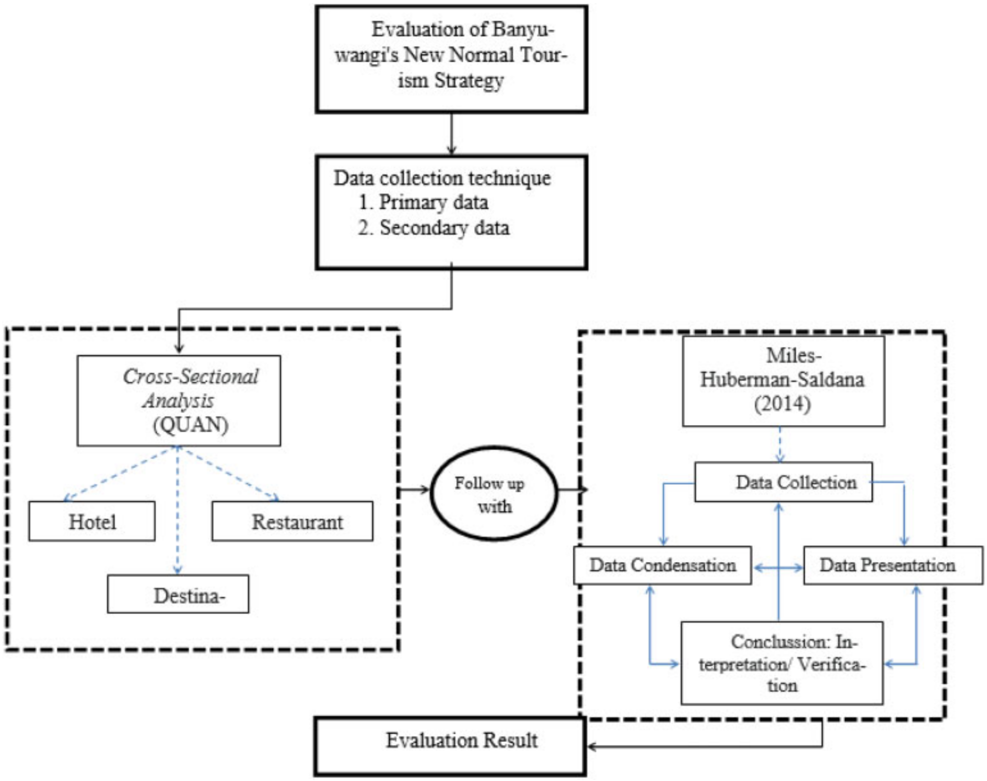

Figure 1. Research framework for new normal tourism strategy evaluation.

4 RESULTS AND DISCUSSIONS

4.1 *Implementation of the new normal strategy of Banyuwangi Regency*

1. Strengthening knowledge of human resources about health

   During the COVID-19 pandemic, the definition of excellent service changed. Where previously it focused on the comfort and experience of tourists, now it increases the knowledge about health protocols. Tourism actors are required to be able to implement and educate regarding health protocols to break the spread of COVID-19. The Banyuwangi district government through the Culture and Tourism Office and the Health Office conducts standard operating procedures (SOP) training for the COVID-19 health protocol to tourism actors including tour guides, hotels, and restaurants. This exercise aims to ensure the safety and security of tourists from COVID-19 when visiting Banyuwangi. This training is expected to improve the perceived quality of Banyuwangi tourism which intensively improves the quality of its tourism so as to increase the brand loyalty of tourists to make return visits to Banyuwangi.

2. Regulating the service hours

   The government regulates the service hours of tourism attractions in Banyuwangi. Service hours apply for a full week before the pandemic and then there are restrictions on opening times. Each attraction must close at least 1 day a week. This is intended so that every tourist attraction carries out a sterilization process with disinfectants to prevent the spread of the COVID-19 virus. The sterilization process is carried out thoroughly in closed places and to objects commonly held by tourists. In addition to sterilization activities, limiting operating hours can also provide opportunities for natural tourist attractions to carry out the process of self-improvement.

3. Hygiene and health certification

   Banyuwangi Regency conducts hygiene and health certifications for restaurants, restaurants, hotels, and tourist attractions to see how the COVID-19 health protocol SOP is implemented. Every tourist spot (restaurants, restaurants, hotels, and tourist attractions) that has passed this certification will get a new normal sticker that must be affixed to the front or in a place visible to visitors and tourists. Banyuwangi Regency also conducts regular monitoring of places that have been certified to ensure the implementation of health protocols is carried out consistently.

4. Strengthening tourist attraction referrals

   Ease of access to information is a primary need for tourists because it is a consideration for tourists in making decisions to visit an attraction. The COVID-19 pandemic has caused the motivation of tourists to become increasingly complex with variables. The security and readiness of a tourist attraction against the COVID-19 pandemic are factors that influence tourists' decisions to visit. The Banyuwangi district government is trying to bridge the gap between tourism businesses and tourists through the provision of the Banyuwangi Tourism App. This application aims to help tourists to preview the condition of tourist attractions related to COVID-19 before deciding to visit. This application also has several features that can make it easier for tourists to plan a safe and comfortable trip.

5. Strengthening accommodation services

   The strengthening of accommodation services is carried out through the homestay program, village tourism experience packages, and private outdoor tourism staycations. The homestay program for upgrading is carried out through improving facilities and infrastructure as well as improving the quality of tourism human resources so that homestay competitiveness increases so that it can provide alternative accommodation other than hotels. Village tourism experience packages are carried out by offering natural and inexpensive tour packages that can generate local business. A private outdoor staycation tries to provide a unique staycation experience for tourists by combining camping activities with hotel-like facilities.

6. Arrangement of tourist attractions

   The arrangement of tourist attractions is regulated by limiting the capacity of visitors, the use of personal protective equipment (PPE) for business actors, and the duration of attraction time in one activity. This arrangement aims to ensure the readiness of business actors to welcome the new era of customs. Business actors must comply with regulations so that the guarantee of the safety of tourist attractions can be provided to tourists. Limiting the capacity of visitors is done to prevent the formulation of tourists when the tourist attraction takes place. PPE for business actors aims to prevent the spread of the COVID-19 outbreak and also as an image that can provide a sense of security for tourists. Limiting the duration of the visit is an anticipatory measure for tourists who have not been able to visit an attraction.

4.2 *Evaluation of new normal tourism strategy implementation*

Evaluation of the implementation of the strategy is carried out with two approaches, namely quantitative and qualitative approaches. The quantitative approach is carried out by looking at tourism development data shown through hotel occupancy data, number of visits, and facts obtained from reliable sources. The qualitative approach was carried out by conducting interviews with tourism actors, namely academics, tourism business players (hotels, airlines, airport managers), the Banyuwangi Indonesian Hotel and Restaurant Association (PHRI), Banyuwangi Indonesian Tour Guide Association (HPI), Banyuwangi Tourism Actors (P2B), Banyuwangi Tour Agent Association (ATAB), Tourism Awareness Group Association (Pokdarwis) Banyuwangi], and local government (Banyuwangi Culture and Tourism Office)

Data shows that Banyuwangi district tourism tends to be able to survive the COVID-19 pandemic. A survey conducted by Google Consumer Survey (April, 2020) shows that 33% of tourists choose beaches and 28% of tourists choose the outdoors as a tourist destination to visit after the pandemic ends. Banyuwangi has many beaches (Red Island, Bangsring, Grand Watu Dodol, Cacalan, Mustika, Green Bay) and has many open nature tourism (Alas Purwo National Park, Meru Betiri National Park, Ijen Crater Nature Park), thus Banyuwangi has the potential to become a tourist destination when the COVID-19 pandemic ends. A weekly survey conducted by traveloka.com (April 2020) shows that Banyuwangi ranks third with a value of 9% after Bali and Yogyakarta as the consumer's preferred domestic tourist destination.

The Coordinating Minister for Maritime Affairs and Investment of the Republic of Indonesia issued a letter regarding the realization of official trips and meetings to Tourism Destinations on July 6, 2020, stating that seven ministries/state institutions under the coordination of the Ministry of Maritime Affairs and Fisheries were to carry out official trips and meetings to Banyuwangi, Bali, Borobudur, Lake Toba, Kepualauan Riau, Labuan Bajo, Likupang, and Mandalika to absorb the rest of the 2021 official travel budget of 4.1 trillion rupiah. This activity aims to assist and encourage national economic growth and have a positive impact on areas that are heavily dependent on the tourism industry.

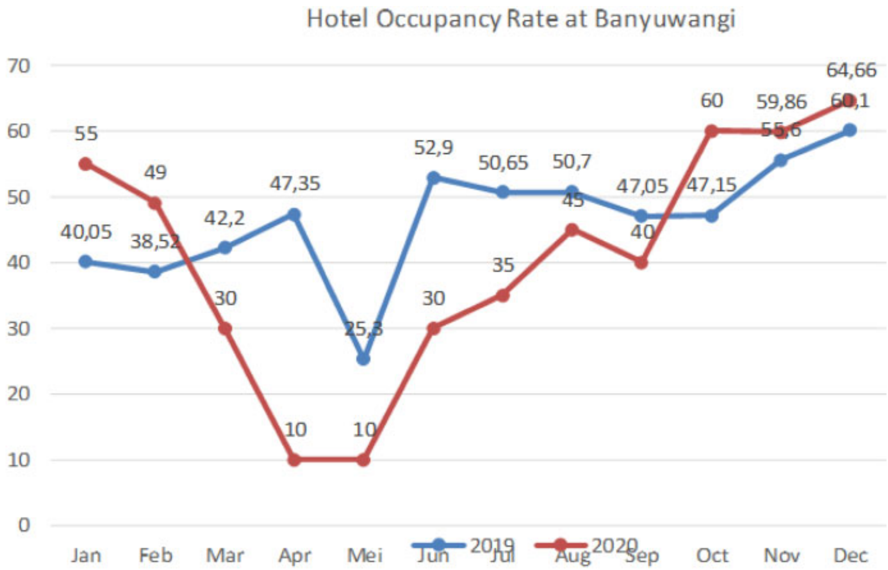

Figure 2. Hotel occupancy rate percentage in Banyuwangi.
Source: Indonesian Hotel and Restaurant Association (PHRI) Banyuwangi (2021).

Data from PHRI (Figure 2) shows that the percentage of hotel occupancy before (in 2019) and during the COVID-19 pandemic (in 2020) did not experience much change. In April to June 2020 occupancy decreased drastically by up to 10% due to a circular letter from the Banyuwangi Regent to close all tourist destinations and there were 25 hotels and restaurants temporarily closed. From October to December 2020 the percentage of hotel occupancy rates was higher than in the same months in 2019. The data shows that occupancy in these three months as higher during the pandemic than before the pandemic. Based on our brief interview with the head of the PHRI, it was stated that the number of official trips from ministries/state agencies to Banyuwangi contributed greatly to the increase in the percentage of hotel occupancy in the three months (Figure 3).

Figure 3. Number of tourist visits to Banyuwangi.
Source: Banyuwangi Culture and Tourism Office (2021).

When the COVID-19 pandemic occurred, the Banyuwangi Regency Government revised the target for the number of tourist arrivals in 2020 to 540,867 people, but the realization of tourist arrivals in 2020 was 2,594,977 people (2,579,460 domestic tourists and 15,517 foreign tourists). The realization, which reached 479.8% of the achievement target, illustrates that Banyuwangi tourism was able to survive during the COVID-19 pandemic in 2020. Banyuwangi tourism actors always try to adapt to the COVID-19 pandemic by implementing health protocols to ensure the safety and comfort of tourists.

The research team conducted a focus group discussion (FGD) at the Banyuwangi State Polytechnic by inviting tourism business actors in Banyuwangi. Participants who attended the FGD event were representatives from the Banyuwangi Regency Culture and Tourism Office, Angkasa Pura 2 Banyuwangi, Garuda Airline, Citilink Airline, Indonesian Hotel and Restaurant Association (PHRI) Banyuwangi, Indonesian Tour Guide Association (HPI) Banyuwangi, Banyuwangi Tourism Actors (P2B), Banyuwangi Tour Agent Association (ATAB), Banyuwangi Awareness Group Association (Pokdarwis), Hotel Santika Banyuwangi, and the Banyuwangi State Polytechnic Tourism Business Management study program. The FGD was conducted with the discussion topic of Banyuwangi tourism: restart or decline. Each representative expressed his opinion on the topic based on the conditions of their respective organizations. The researchers got many findings from participant representatives and many ideas were submitted to be able to collaborate with each other to ensure business growth and development during the pandemic. All participants agreed that Banyuwangi tourism was ready to survive the COVID-19 pandemic. The aviation sector stated that the implementation of the new normal tourism strategy had a positive impact on the resilience of Banyuwangi tourism in the face of the COVID-19 pandemic. Both airlines (Garuda and Citilink) stated that interest in Banyuwangi was still high and to maintain this interest, Banyuwangi should make business breakthroughs such as ticket bundling of entrance to tourist attractions with lodging tickets. In addition, lobster has the potential to be a new culinary tourism attraction in Banyuwangi.

The tourism community and associations in Banyuwangi stated that the new normal tourism strategy helps business actors to adapt their business to new habits. Banyuwangi tourism began to make a paradigm shift from quantity to quality. The percentage of money spent by tourists must be increased and market segmentation needs to be shifted to high-end tourists. The new normal tourism strategy is able to regulate technical aspects but there needs to be synergy between business actors and local governments regarding determining the status of COVID-19 in Banyuwangi. Collaboration and synergy of all parties are needed to ensure that Banyuwangi tourism continues to survive during the COVID-19 pandemic.

The hotel and restaurant sector stated that the implementation of the new normal tourism strategy had a positive impact on the stability of the percentage level of occupancy rates in Banyuwangi. Business actors in Banyuwangi need to make efforts to increase tourist trust by consistently implementing health protocols. The equipment grant provided by the Ministry of Tourism and Economy for the implementation of health protocols must be maintained and routine repairs carried out. Academics stated that the new normal tourism strategy was able to create a new image for Banyuwangi tourism. The consistent application of health protocols is able to foster tourist perceptions about the readiness of Banyuwangi tourism to face the COVID-19 pandemic. The application of the new normal tourism strategy can strengthen the Banyuwangi brand destination by increasing tourist confidence to visit Banyuwangi.

The Banyuwangi district government stated that the new normal strategy needs to be applied consistently by all parties. Supervision activities will be accompanied by strict sanctions for business actors who do not implement health protocols properly. Coordination and collaboration of all tourism business actors is needed to ensure the growth and development of the tourism sector in Banyuwangi in the face of the COVID-19 pandemic.

5 CONCLUSION AND IMPLICATIONS

Based on the results of the research and explanation above, several conclusions can be drawn, including the following: (1) The implementation of the new normal strategy in Banyuwangi Regency includes strengthening human resource knowledge about health, regulating service hours, hygiene and health certification, strengthening tourist attraction referrals, strengthening accommodation services, and regulating tourist attractions. These six strategies have been implemented by the Banyuwangi Regency Government since mid-2020 and tend to be able to survive the COVID-19 pandemic; (2) Evaluation of the implementation of the new normal strategy in Banyuwangi Regency can be said to be in line with expectations, this can be seen from the data on the percentage of hotel occupancy, from October to December 2020, which shows that the percentage of hotel occupancy rates was higher than in the same months in 2019. Tourist arrivals in 2020 amounted to 2,594,977 people (2,579,460 domestic tourists and 15,517 foreign tourists) or an increase of 479.8% from the initial target. Evaluations from tourism actors through focus group discussions (FGD) all agreed that the implementation of the new normal strategy needs to be applied consistently by all parties, and in addition that the implementation of the new normal tourism strategy can strengthen the brand destination of Banyuwangi by increasing the confidence of tourists to visit Banyuwangi.

The implication of this research is that it is hoped that the Banyuwangi Culture and Tourism office will always monitor and develop all tourist destinations in Banyuwangi, and renew tourist access facilities to make it easier for local and foreign tourists. The policies that have been set from the beginning that are the policy focus of the Regency Culture and Tourism Office Banyuwangi are for sustainable tourism development, and during the COVID-19 pandemic they were more towards maintaining strict health protocols, limiting operating hours, and limiting visitor capacity.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Community-based coffee agrotourism Sirung Tanjung development, Cipasung, Kuningan Regency (actor-network theory perspective)

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ABSTRACT: The early stage of coffee agrotourism Sirung Tanjung development revealed the relation between human and non-human actors in the village of Cipasung. This study uses a phenomenological inductive qualitative method, carried out by conducting observations, interviews, and focus group discussions at the location of the Cipasung community-based tourism, especially agro-tourism pioneers. The results of the study show that there is a process of interaction between networks that act as actors, actants, translations, and intermediaries in the process of creating a social order for Coffee Sirung Tanjung Agrotourism, Cipasung Community-Based Tourism, Darma District, Kuningan Regency, West Java Province.

Keywords: Actor-Network Theory; Coffee Agrotourism; Community-Based Tourism

1 INTRODUCTION

The relationship between human and non-human actors in this tourist destination research observes the social and technical relations of actors involved in the management of the Sirung Tanjung coffee agrotourism Pilot Project, so that there is a transformation from simple technology to post-harvest processing, roasting, and manual coffee drink presentation, to the use of tools, which is more modern and produces more attractive espresso drinks in Cipasung Community-Based Tourism, Kuningan Regency.

ANT's approach that discusses social and technical values contested in management needs to be followed because social and technical values become programs that have similarities and equal positions. The study conducted by van der Duim (2007) only discussed ANT's analysis of tourismscape, technical and social relations in tourist destinations (Johannesson 2005), and had the theme of Vikings in European tourist destinations (Johannesson 2010). ANT provides reinforcement on the character of ontology that appears in the dynamics of tourism (Ren 2011). Then the research conducted by (Johanesson et al. 2016) in a tourism and destination arrangement that involved visual technical elements and infrastructure had implications for human actors, such as tourists, tour planners, and the tourism industry. An evaluation was conducted 10 years after van der Duim's first article (2017) on *tourismscape* in the ANT discussion, and it stated the significance of the technical element and people who collaborate in tourist destinations (van der Duim et al. 2017; Johanesson et al. 2016). Other researchers (Trianggono et al. 2018) characterize ANT by contesting the existence of networks, actors, actant, translations, and intermediaries in a natural tourist destination.

However, the above research has not discussed the coffee agro-tourism that was studied using ANT as an analytical tool. Therefore, the research that we undertake has the novelty of the existence of actors and discourses, and it is possible to see the relationship between actors and the discourse that binds these relations. Therefore, this study will map the network of socio-technical systems and identify nuclei that have a significant influence on the operation of the socio-technical system of the Sirung Tanjung coffee agro-tourism.

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However, there are several obstacles that led to the formulation of the problem in this study; the relation is not identified yet between human and non-human actors, network, actant, translation, and intermediaries of Sirung Tanjung Coffee Agrotourism. Based on the problems mentioned above, the research questions that must be answered are: (1) who are the actors involved in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism? (2) How was the network of Sirung Tanjung Coffee Agrotourism, Cipasung Community-Based Tourism formed? (3) How does the actant control the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism? (4) How does the translation occur in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism? and (5) How does the intermediary link between actors occur in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism?

This conceptual objective is to observe the policies of agro-tourism destinations in Kuningan Regency in the socio-cultural, and economic context. Specifically, this conceptual objective includes the identification of actors, both visible and hidden, who are involved or have the potential to influence the socio-technical system of coffee agro-tourism in Cipasung Community-Based Tourism, Kuningan Regency. The practical objective has implications for efforts to intervene on the socio-technical system of the agrotourism of Kopi Sirung Tanjung, which has been mapped on socio-technical actors in coffee agro-tourism, which refers to the geographical, economic, and social conditions of the local community, local tourism and agriculture authorities, and local coffee industries.

2 LITERATURE REVIEW

2.1 *Coffee agrotourism*

As a tourism product, agrotourism is visited by tourists with a relationship between visitors and plantation nature, visitors to the plantations, and the authentic relationship between visitors and the authenticity of agriculture in a destination (Flanigan et al. 2014). One of the agro-tourism commodities is coffee production which has become a global trend in society.

Almost every country has its own specialty coffee. In Indonesia itself, coffee has long been a leading commodity. Indonesia ranks fourth as the world's largest coffee exporter (Utami et al. 2020). Furthermore, the post-harvest process includes the process of peeling the skin of coffee beans with a pulper machine, removing the epidermis with a huller machine, the fermentation process, grading the size of wet coffee beans (grading), and roasting. The results of research (Mardinais & Syaputra 2020) state that the type of raw material will affect the taste of the product produced. Green beans are a product produced from processing cherry beans. While the second alternative product chosen after green beans is roasted coffee. This process requires skills and experience to produce roasted coffee according to consumer demand, and it can be sold in powder form to resellers or direct stores.

After the coffee beans have undergone a roasting process, the next step is to market them to coffee shops, then the grinding process is carried out and they are made into coffee drinks using an espresso machine or manual brew. In this stage the determinants are coffee shop facilities (Fadhilla & Deliana 2019), coffee taste, and service quality dimensions. Research (Purnami et al. 2019) shows that physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant effect on the satisfaction of visitors to Bali Pulina agrotourism.

2.2 *Actor-Network Theory (ANT)*

ANT is described as a conceptual framework for exploring collective sociotechnical processes, paying particular attention to scientific and technological activities (Bijker & Law 1992; Callon 1993, 2001; Hughes 1993; van der Duim R 2007). The Actor-Network Theory does not distinguish between science (knowledge), technology, or artifacts (Ren 2011), and has equivalence between human and non-human actors (Ren et al. 2012; van der Duim et al. 2013).

It is assumed that nothing has a reality or form beyond the validity of the relationship (Bijker & Law 1992). The study explores and characterizes the web and the practices that carry it. Like other material-semiotic approaches (Law 2009), the Actor Network Theory approach describes heterogeneous material and non-material relationships that generate and remodel all kinds of actors including the microcosm and macrocosm of the universe (Johannesson & Baerenholdt 2020;; Stinson & Grimwood 2018; Yuliar 2009; van der Duim & Caalders 2008). In this study, tourism destinations as technological products, as artifacts, as non-human actors, are used as the root of the ontology of tourist destinations providing an alternative and special opportunity, not mass tourism activities presented by humans.

There is a relationship between human and non-humans in tourist destinations (Johannesson 2005), and a relationship between destination artifacts and tourism (Johanesson et al. 2016). Actor Network Theory in tourism also involves stakeholders in the tourist area, so that the elements of network, actor, actant, translation, and intermediary in tourism research are an inseparable unit (Latour 2004) in (Trianggono et al. 2018).

2.3 *Conceptual framework*

Figure 1 is the theoretical framework in this research that conceptualized after literature review above.

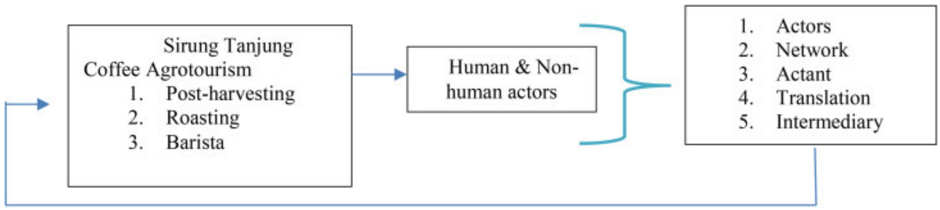

Figure 1. Conceptual framework.

3 METHODS

This research was phenomenological study at the Sirung Tanjung Coffee Agrotourism Pioneer, Coffee Farmers Group Cipasung Community-based Tourism, Darma District, Kuningan Regency as one of the attractions of agro-tourism. The theoretical description shows that this research is a socio-technical writing, qualitative participatory method used to identify the value of the contestation (Rachman & Tekol 2020), between the actors involved in the management (Arnaboldi & Spiller 2011; Sayes 2014) of this agro-tourism.

The profile of the actors included in the primary data source information were obtained by means of interviews. An in-depth semi-structured interview guide was designed, and respondents were individually asked open-ended questions, based on a review of the literature in agrotourism management in the village. Also qualitative research was used to address a number of different types of objectives in the research process and some participants were conducted in small numbers and sometimes in informal situations (Veal 2018).

Research on the Actor-Network Theory using an inductive phenomenological method (Creswell 2007) to analyze the contested actors and also using 'notes from the field' story, introduces the idea of Actor Network Relations in sustainable tourism in Kuningan Regency with five characteristics of field work:(1) 'the field', (2) acting in a network, (3) following human actors, (4) following non-human participants, and (5) identifying and tracing 'tokens' (Beard et al. 2016). The research schedule is carried out in 2021 by taking the research location in Kuningan Regency, West Java Province from September 2020-August 2021.

4 RESULT AND DISCUSSION

4.1 *Network on the Sirung Tanjung coffee agrotourism*

This section has agreed that ANT revealed a convergent trajectories networking (Bijker & Law 1992; Johannesson & Baerenholdt 2020; van der Duim et al. 2013) between human actors (academician, business, government, community, and media) and non-human actors (coffee science, processing technology of post-harvesting, and espresso). The concept "*from seeds to cup*" by this community is well understood so there is a strong desire to make it in a more serious form, especially in the post-harvest process which so far has only relied on simple technology, for example, the process of peeling coffee cherry skin is done by simple manual methods, drying until it becomes green beans.

After that, the green beans are roasted using only the concept of roasting using a frying pan by which of course the results are not as good as using a special roasting tool. Likewise, the process of becoming a coffee drink using only the manual brew method will be different from the results using the espresso machine process (Figure 2).

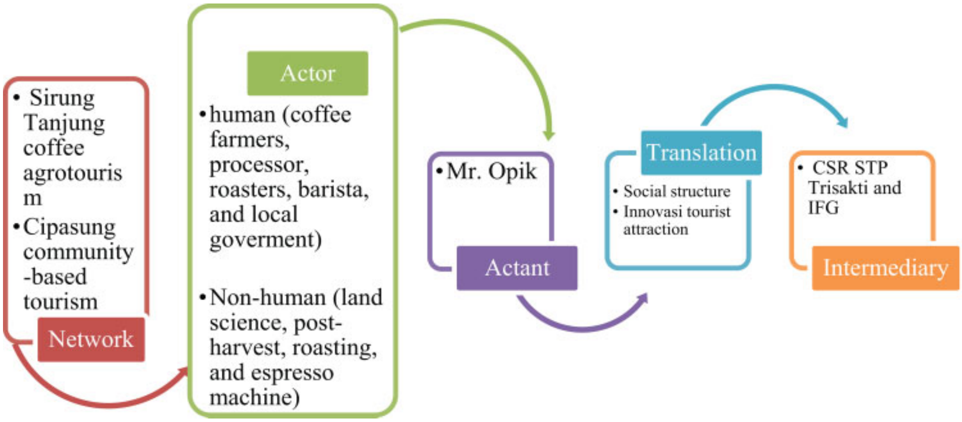

Figure 2. ANT on coffee agrotourism Sirung Tanjung.

The concept of networking is practiced with a broader and deeper understanding when there is an offer to obtain Corporate Social Responsibility (CSR) funds from a subsidiary of a state-owned company in the financial sector. The process of using the concept of science and technology (as non-human actors) is realized in a proposal which is then tested by question and answer through a zoom meeting between STP Trisakti and the Indonesia Finance Group (IFG), and also strengthened by the role of social actors by conducting field visits at Cipasung Community-Based Tourism in September 2020.

4.2 *Actors in the Sirung Tanjung coffee agrotourism pioneer*

Actors involved in farming processes include social and science & technology actors. The role of farmers in managing coffee plantations from planting, maintaining, and harvesting red cherry coffee cherries is a must for farmers. Likewise, coffee tree care requires a strong variant of the disease that often damages coffee trees, namely leaf rust. This part of research has agreed that ANT empowered and contested human and non-human actors in delivering coffee culture at the village (van der Duim & Caalders 2008; van der Duim et al. 2013, 2017).

The actors involved in the post-harvest process are divided into two, the post-harvest process which consists of the grader, pulper, huller, and roasting processes. The grader process (sorting of cherry seeds according to size) is done manually by sorting the seeds that have been harvested by farmer groups. The pulper and huller process is carried out by manually peeling the coffee cherry from the seeds using a pestle and using a rice husk peeler rented from the farmer, and roasting process.

The next processes are the services of coffee drinks, which is better known as a coffee shop and the profession of the person who drinks this coffee is called a Barista. Prior to the *Conti Espresso* machine, coffee performers in this farmer group only served coffee using the manual brew method, and also used the Vietnam Drip technique, and also served ground coffee. A serving like this must always prepare hot water from a thermos that is always filled with hot water. The results of the coffee served are certainly not as good as if the coffee was processed with an espresso machine.

Coffee presenters (baristas) as social actors interact and network with simple technology actors in serving coffee drinks.

4.3 *Actant at the Sirung Tanjung coffee agrotourism pioneer, Cipasung community-based tourism*

Actants are actors who are able to control and dominate the process of interaction and praxis in all social actors and technical actors in pioneering coffee agrotourism in Cipasung Community-Based Tourism. The actant here is the head of the coffee farmer group, Mr. Taufik Hermawan (Mr. Opik). This research has agreed that ANT contested an actor that has the ability and competency in coffee culture management, so-called actant (Callon 1993; Trianggono et al. 2018). The actant played an important role to connect all stakeholders (human actors) and operating the coffee processing non-human actors.

Evidence that the actant plays a very important role can be seen from the social skills of the coffee community in Kuningan Regency, which are able to bring coffee lovers, the agriculture office, STP Trisakti and other parties related to coffee management to the Saung Kadu location. When guests come to Saung Kadu, coffee is served with very simple technology and manual brew is served in a simple saung. It is this social communication ability that attracts researchers to raise the Sang Kadu coffee group by applying for CSR funds.

The scientific and technical ability of the actant (Mr Opik) was seen during technical discussions about coffee plants in Kuningan Regency, including the importance of coffee production in the upstream areas managed by coffee farmers. The quality of the coffee harvested must be of high quality, namely red cherries, and farmers do not just pick the green coffee cherries. The actant's desire to introduce Liberica Cipasung coffee means that competition for other types of coffee (Arabica and Robusta) in the coffee business arena has been led by international class coffees, such as Gayo Wine and Flores Bajawa. In fact, the largest production capacity in Indonesia for coffee is from Lampung Province. Liberica coffee is a strategy in introducing Cipasung coffee products. The actant also has the ability to manage post-harvest, roasting and barista equipment.

4.4 *Translation of the Sirung Tanjung coffee agrotourism pioneer*

The translation of the agro-tourism pioneering process is found in the elements of the social actors of Sirung Tanjung coffee farmer groups and technical (non-human) actors of post-harvest, roasting, and barista equipment from CSR IFG. These two elements serve as the starting point for the translation of the concept of simple coffee processing into complex coffee processing because it will adapt a lot to the specifications of the equipment and the competence of the people who operate modern coffee processing equipment (Bijker & Law 1992; ;allon, 1993, 2001; Hughes,1993; Law 2009).

The current concept of a coffee shop will prioritize the quality of service to guests who come which include the quality of the coffee shop atmosphere (tangible), empathy for guests (empathy), fast movement to guest needs (responsiveness), in accordance with the atmosphere of the coffee drinking environment (reliabilities), and lastly, there is a guarantee of the distinctive Liberica coffee taste from this shop (Assurance) (Purnami et al. 2019).

In these circumstances, the paradigm of understanding the Standard Operational Procedure (SOP) in post-harvest, roasting, and espresso drinks is important to provide the same good quality if made (served) by different personal staff in this agro-tourism. Likewise, with the concept of agrotourism in which there is coffee education, the provision of coffee learning materials is the main attraction for other visitors, not just buying coffee and its processed products.

4.5 *Intermediary on the Sirung Tanjung coffee agrotourism, Cipasung community-based tourism*

Trisakti School of Tourism (STP Trisakti) and IFG became intermediaries because they played a role in providing assistance and guidance to the Cipasung Community-Based Tourism. Actually the role of STP Trisakti was to focus on tourism activities in this village. However, in its journey from 2018, Cipasung Community-Based Tourism has not shown significant results to bring in visitors and tourists. Something is not working properly. It is suspected that community participation and the value of togetherness have not been well established in this village.

Researchers directly connected farmer groups with CSR activities from the Indonesia Finance Group (IFG) in the form of proposals for submitting funds. In the process, STP Trisakti conducted due diligence with CSR to find out the background of the proposal submission and ensure the benefits and benefits for recipients of CSR funds. There was an important message from the CSR funders during the due diligence with the zoom meeting, that the CSR fund is intended for coffee farming and for coffee farmer groups, not for tourism yet.

STP Trisakti and IFG, as the intermediaries, play roles in establishing relationships with interested parties in the management of this coffee agro-tourism Pilot Project, by communication both in writing and verbally to the *Conti Espresso* machine distributor team, post-harvest coffee machine distributor, CSR IFG, Kuningan Regency management (Regent, Regional Secretary, Head of Bappeda, Head of Tourism Authority, and Head of Agriculture Authority), Cipasung Village officials, and the coffee community in Kuningan Regency.

5 CONCLUSIONS

Based on the discussion about the Sirung Tanjung Coffee Agrotourism Pilot Project, it can be concluded that: (1) the network that occurs in this phenomenon shows the existence of elements of social actors and technical (non-human) actors who form a forum for farmer organizations in the village that will carry out post-harvest productivity by processing coffee into green beans, roasting and serving coffee drinks; (2) the social actors involved in this phenomenon include Academic, Business, Government, Community, and Media (ABGCM), which complement each other for the development of tourist villages. Meanwhile, non-human actors can be seen from the scientific concept of plantations, and post-harvest, roasting, and barista coffee processing technology; (3) the actant in this phenomenon is the chairperson of the Sirung Tanjung coffee farmer community (Mr. Opik) who has the capacity for social communication, especially among the coffee community, especially Liberica. Likewise, technical skills regarding the use of post-harvest, roasting, and barista tools, and even plantation science; (4) the translation process is triggered by the willingness of farmer groups (translational social elements) to innovate coffee groups in a real and accepted the technological elements offered by CSR in the form of technical actor elements (translational technical elements) post-harvest coffee processing tools, roasting, and an espresso machine, and (5) the intermediary in this phenomenon is the Trisakti School of Tourism (STP Trisakti), which has played a role in Cipasung Community-Based Tourism since 2018, and IFG that shares their CSR fund.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Millennials preference on China's domestic tourism destination in new normal period

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ABSTRACT: In the post-epidemic period, tourists, especially millennials, are increasingly pursuing tourism and tourism experience. It has become an important topic for government staff, developers, and businessmen to analyze the factors that influence the preferences of millennials' tourism destinations. Based on the original research on the destination choice preference of millennials, this study makes an in-depth study on the millennials in Guangzhou during the post-epidemic period and constructs a research model on the destination choice preference of millennials in the post-epidemic period. Using empirical analysis, based on the data of questionnaire survey and SPSS tool, this paper analyzes the hypothetical model and concludes that the preferences of domestic tourism destinations of millennials in the post-epidemic period are positively correlated with individual differences, external information stimulation, destination factors, and destination value perception.

Keywords: millennial, tourism destination, tourism preference, a new moral, China

1 INTRODUCTION

Cao et al. (2019) said that millennials refer to the generation born in the 20th century after entering the 21st century, that is, the generation born from 1984 to 1995. According to the data of the sixth census of China's population, millennials account for about 20% of China's population, the number is about 240 million, and the number of millennials in the world has reached 1.8 billion. They occupy 50% of the tourism retail market, making two long-distance trips on average every year, and one-third of millennials make four long-distance trips on average every year, with a market value of $3.5 billion (UNWTO 2016).

In 2019, Guangzhou received a total of 223.0452 million tourists, an increase of 9.23% year-on-year. The annual tourism revenue totaled 400.819 billion yuan, an increase of 10.9% year on year. In terms of population statistics of Guangzhou, the resident population of Guangzhou in 2020 is 15,174,000, with an average annual growth rate of 3.33%, among which millennials account for about 30% of the total population, which is about 4.5 million. Therefore, the domestic tourism destination preference of millennials in Guangzhou is representative.

There are countless studies on the travel destination, travel mode, and social mode of Millennials. It can be said that the research on millennials has already had sufficient evidence in various fields and aspects, and the analysis on the impact and development trend of the tourism industry in the post-epidemic period has also been relatively mature. However, there are few studies on the

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tourism destination preference of millennials in the post-epidemic period, and most scholars study the public's preference for tourism destinations instead of millennials. This study combines the special post-epidemic period with the special groups of millennials and focuses on the tourism destination preferences of millennials in the post-epidemic period, thus filling the gap in tourism research of millennials in the post-epidemic period.

2 LITERATURE REVIEW

2.1 *Tourism destination preference*

According to Zhang (2018), tourism destination preference refers to the influence of the differences of tourists' personality characteristics on tourism behavior. Personality includes interests, hobbies, abilities, temperament, personality, etc. The study of tourism preference can be carried out from the age, occupation, educational background, gender, and living environment of tourists. This study divides the influencing factors of millennials' preference for tourism destinations into four indicators: individual tourist's differences, external information stimulus, destination factors, and destination value perception.

2.2 *Individual tourist's differences*

That individuals' perceptions of tourist destinations may be different due to their demographic characteristics, and there are two groups of tourists' characteristics that affect their behavior, time budget, and psychological desire (AlKahtani et al. 2015).

This study holds that the individual difference factors affecting individual differences of tourists mainly include individual income, leisure time, travel motivation, and physical condition.

2.3 *External information stimulus*

The influencing factors of destination preference are divided into two categories: personal factors and information (Beerli & Martin 2004). The characteristics of decision-makers are determined by the individual differences of tourists, and the decision-making process is reflected in the various products in the tourism market, which become the stimulating factors of the buyers' purchasing decisions using advertising, promotion, and personal promotion. External information stimulation includes marketing advertisement and group influence (Liu 2012). Now the internet and social media play an important role as the main information source (Rahmanita et al. 2016).

2.4 *Destination factor*

After the external stimulating input factors have an impact on tourists, the process of information collection, analysis, and alternative destination screening begin. In this process, the factors that have a significant impact on tourism decision-making are mainly reflected in the related attributes of destinations, including climate conditions, tourism resources, safety conditions, tourist reception facilities, friendly attitude of residents, distance, transportation, and other factors (Huang 2009).

2.5 *Destination value perception*

The process of tourists' choice of destination is a process of measuring their perceived utility by comparing their travel expectations, travel preferences, and the time, money, and energy consumed to realize tourism (Li 2013).

This paper chooses playtime and tourism budget as variable factors to determine the influence of tourists' value perception on destination preference.

2.6 *Hypothesis*

Hypothesis 1: The domestic travel destination preferences of millennials in the post-epidemic period are related to individual differences

Hypothesis 2: Millennials' domestic travel destination preferences in the post-epidemic era are positively correlated with external information stimuli

Hypothesis 3: There is a positive correlation between the domestic travel destination preferences of millennials and destination factors in the post-epidemic period

Hypothesis 4: There is a positive correlation between the preference of domestic tourism destinations of millennials in the post-epidemic period and the destination value perception.

3 RESEARCH METHODOLOGY

3.1 *Research approach*

In this study, quantitative research and online questionnaire survey are used to find millennials aged 26-37 and invite them to fill out the questionnaire. The questionnaire consists of two main parts. The first part is the context option of sample basic information, and the second part is Likert's five-component measurement method, which ranges from "completely inconsistent" to "completely consistent", and gives scores of 1, 2, 3, 4, and 5 respectively.

3.2 *Sample*

In this survey, the SLOVIN formula was used to determine the number of respondents, and the error range was 6%. According to the formula: n=N÷(1+Ne), it can be calculated as $4,500,000 \div (1 + 4,500,000 \times 0.06 \times 0.06) = 278$. Therefore, the number of interviewees in this study should be more than 278.

4 RESULTS AND DISCUSSION

4.1 *Description of the research area*

In this study, questionnaires were distributed and collected for millennials in Guangzhou, aiming at analyzing the travel destination preferences of millennials in Guangzhou, in terms of educational background, there are 232 samples of undergraduate education, accounting for 61.48%, and 93 samples of master's degree, accounting for 23.43%, which is similar to the educational background distribution of millennials, and the samples are generally representative.

From the perspective of income, the sample data mainly focus on the monthly disposable income of 5,000-8,000 yuan, accounting for 51.04%, which is more than half of the total sample; Samples below 3000-5000 yuan accounted for 23.9%; Samples below 3000 yuan accounted for 14.15%. In terms of disposable time, the sample data mainly focused on the disposable time of 3-7 days (accounting for 39.91%) and less than 3 days (accounting for 38.05%). Because most millennials have started work, the monthly income available for travel is generally 3,000-5,000 yuan, and due to work arrangements, the time available for travel is generally statutory holidays or annual leave within 7 days

4.2 *Results and discussions*

4.2.1 Results

The questionnaire survey results and scores of the preference for external stimulus information, destination factors, and destination value perception are shown in Table 1.

Table 1. External stimulus information, destination factors & destination value perception.

	Topic Item	Grade
External information stimulation	Friends' opinions have an influence on your choice of travel destination.	3.5
	The opinions of travel companions have an influence on your choice of travel destination.	3.64
	The opinions of KOL on the Internet have an impact on your choice of travel destination.	3.22
Destination factor	The climate of the destination has an influence on your choice of destination.	3.93
	The safety status of your destination has an impact on your choice of destination.	4.18
	The reception facilities of the tourist destination have an impact on your choice of travel destination.	3.86
	The residents' friendliness of a tourist destination has an impact on your choice of travel destination.	3.84
	The distance of your destination has an influence on your choice of destination.	3.59
	The traffic conditions of your destination have an impact on your choice of destination.	3.74
Destination value perception	Composition of tourism expenditure.	–

4.2.2 Discussion

4.2.2.1. Individual differences of tourists

The results show that the factors affecting tourists' destination preference are: (a) The main motivation of tourists has nothing to do with individual differences, and most tourists pursue the pleasure of traveling brought by leisure and play. (b) The influence of advertising and marketing methods on tourists' destination preference is related to the factors of educational background and disposable time in individual differences of tourists, and travelers with higher educational backgrounds and longer disposable time are more susceptible to the influence of online celebrity strategy sharing. (c) The influence of tourist destination resources on tourists' destination preference is related to the factors of educational background, disposable income, and disposable time among individual differences of tourists. Tourists with higher educational backgrounds prefer to visit areas with a strong historical and cultural atmosphere, while tourists with more disposable income and disposable time prefer to participate in adventure areas such as cycling adventures.

4.2.2.2. External information stimulation

The results show that the factors affecting tourists' destination preference are: (a) the main motivation of tourists is closely related to the opinions of tourists' relatives and friends, and the opinions of travel companions, and has a great relationship with the recommendation of online KOL. (b) The influence of advertising and marketing methods on tourists' destination preference has a great relationship with the opinions of tourists' relatives and friends and travel companions, and has a great relationship with the recommendation of online KOL. (c) The influence of tourist destination resources on tourists' destination preference is closely related to the opinions of tourists' relatives and friends, the opinions of travel companions, and the recommendation of KOL on the Internet. The more affected by the three factors, the more tourists prefer scenic spots, characteristic landscapes, and other beautiful areas.

4.2.2.3. Destination factor

The result shows that the factors that affect tourists' destination preference, such as tourism motivation, tourism advertising marketing methods, and tourism destination resources, are all related to destination factors, among which tourism motivation and tourism destination resources have a greater influence on destination factors. Moreover, tourists are generally more concerned about the safety of tourist destinations, which is also the most important factor affecting tourists' choice of destinations, followed by the climate of destinations and tourist reception facilities, while the distance of destinations is one of the least important factors.

4.2.2.4. Destination perception

The results show that the vast majority of tourists spend the most on food and accommodation expenses, followed by tickets. Factors affecting tourists' destination preference: tourism motivation, tourism advertising marketing methods, and tourism destination resources are all greatly related to destination perception, among which tourism motivation and tourism destination resources have a greater impact on destination factors.

5 CONCLUSION

5.1 *Conclusion*

(1) There is a positive correlation between the preferences of domestic tourist destinations of millennials and individual differences in the post-epidemic period. The main motivation of tourists has nothing to do with individual differences of tourists and does not change because of individual differences. The influence of advertising mode on tourists' destination preference is related to the factors of educational background and disposable time in individual differences of tourists. The influence of tourist destination resources on tourists' destination preference is related to the factors of educational background, disposable income, and disposable time.

(2) There is a positive correlation between the preferences of domestic tourism destinations of millennials and external information stimulation in the post-epidemic period. The main motivation of tourists is closely related to the opinions of tourists' relatives and friends, and the opinions of travel companions, and greatly related to the recommendation of online KOL. The influence of advertising mode on tourists' destination preference is closely related to the opinions of tourists' relatives and friends and travel companions, and greatly related to the recommendation of online KOL. The influence of tourist destination resources on tourists' destination preference is related to the opinions of tourists' relatives and friends, the opinions of travel companions, and the recommendation of KOL on the Internet.

(3) There is a significant positive correlation between the preferences of domestic tourism destinations of millennials and destination factors in the post-epidemic period. Tourism motivation, tourism advertising marketing methods, and tourism destination resources are all related to destination factors, among which tourism motivation and tourism destination resources have a greater impact on destination factors. Moreover, tourists are generally more concerned about the safety of tourist destinations, which is also the most important destination factor affecting tourists' choice of destinations.

(4) There is a significant positive correlation between the preferences of domestic tourism destinations of millennials and the perception of destination value in the post-epidemic period. Tourism motivation, tourism advertising marketing methods, and tourism destination resources are all greatly related to destination perception, among which tourism motivation and tourism destination resources have a greater impact on destination factors.

5.2 *Suggestions*

In the post-epidemic period, the tourism industry in all parts of the country gradually recovered. The key to increasing tourism revenue in various provinces and cities lies in how to increase local tourism competitiveness, to strive to build a city that is more in line with tourists' destination preferences, and to increase tourists' travel tendencies. According to the angle of this study, from the point of view of tourism products, the product suppliers of tourism destinations should focus on developing knowledgeable, historic, educational, and cultural "cultural characteristic tour" tourism products given the preferences of millennials who are eager to immerse themselves, like mountains and rivers, and expect to meet with cultural history. They should pay attention to excavating their cultural connotations, integrating with local natural scenery, and developing tourism projects. At the same time, we should make good use of network marketing, especially the travel sharing of well-known network personnel.

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Tourism

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Reflexivity on qualitative tourism research methodology

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ABSTRACT: This article challenged an over-fixed entity about the insider/outsider stance on the account of qualitative tourism research in the social science research methodology. Via introducing the concept of emergence in critical realism, contingency, and multiple-linear thinking, this article elucidates a contemporary merging borderless world forwarded by modern infinitive technological development. Findings show that tourism researchers' have individual preferences and pending needs to jump out of the inside/outside innate prejudice and positionality. The conclusive discussion reintroduces Heidegger's phenomenological "being" concept as a final resolution with an in-between stance for a quest for a comparatively more objective and comparatively neutral standing point for social science researchers in the tourism sector.

Keywords: Tourism Research Methodology; Insider; Outsider; Critical Realism; In-Between

1 GENERAL INSTRUCTIONS: INSIDER/OUTSIDER DICHOTOMY IN SOCIOLOGICAL RESEARCH

The main academic concern about this article is to problematize the methodological dualism in social science research, to find out a comparatively more neutral positionality in the social science methodological quest. Qualitative research methodology takes in survey questionnaires to investigate the perception of the survey targets, leading to more interpretative approaches to the social science analysis (Dwyer & Buckle 2009; Opdenakker 2006; Schwandt 1994). The invasive methodology of data collection, the method of selecting data, the presumptions of the existing stance of the researchers, the validity, reliability, as well as credibility are more or less under vigorous criticism in the realm of the qualitative empiricism approach. This essay aims to analyze the following queries about the qualitative research: What is the social researcher's relation with the research actor/agency/signifier/researched? How do these relations affect the result of the research outcome itself? What measurements can be implemented for better outcomes of social research conducts? Could ethnographers' genealogical embedded live experiences be effective for their scientific research practice itself? What if a standing point of the researcher is confronted with a contradictory paradox as being a "good researcher" or a "good local"? How could a researcher build a relationship with local informants if not as a mentor, order-giving dictator, or political activist?

The angle to witness the locality, as we mentioned earlier, has a dichotomy of insider versus outsider. The emic and etic approaches, derived from "phonemic" and "phonetic" points of view from linguistic structures, were initiated by Pike (1954). The emic approach is an outsider's faithful description over the interviewee's voices of description, own perceptions, or their beliefs, while

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the etic perspective is the observer's efforts to gather descriptive life-story and data, which are subjected to reorganized, systemized analysis and comparison (McCutcheon 1999).

The impertinence of assertive declaration that social knowledge presented to be neutral, objective, impartial, and value-free could be, as a matter of fact, merely a partially arbitrary and socially biased dogmatism. The methodological dichotomy of dividing insider and outsider perspectives is affecting the implementation and outcome of the research practices, casting both positive and negative influences on the social science research. A vigorous debate will be initiated to the rejection of this injustice statement and resolute articulation of extreme distinction of insider and outsider problems. In the social science domain, the research itself will be affected by the researcher and the agency/actor/social phenomena/structure, also called the researching target. A reflection of the relationship and interaction between researcher and researched becomes crucially important to conduct the social science practice because the research itself is not implemented in a vacuum environment, same as an inexistence of a pure flawless smooth surface. A certain relationship between a socialist or anthropologist, the dialectic ontology locus, the epistemology preferences, the methodological executive, and the implementation of research practice processing itself are all intertwined with the two parties' interactive negotiations, as well as cooperative and mutual understandings. It is seemingly impossible for researchers not to select a stance or prejudice to start a social and anthropology research and description. Post-positivism researchers believe that the mentality and action of the researched target are in a materialistic existence and that the subjectivity of the researcher is genetically separated from the research object. It is the researcher's obligation or responsibility to dig into the object's information and rationality of action, or causality. Deductive parlance and relatively impartial consequence can be summarized, expelling the impartial negative influences from the research results. The constructivism paradigm deems the ontological reality as the outcome of mutual interaction between the two parties, both of whom construct the result with a bilateral understanding and common perception.

This essay proceeds by introducing phenomenology and a critical realism point of view. With these previous illustrations in mind, we could see that the researchers and the research objects have different positions, and could be playing different functions or holding varied perspectives on specific moments, and these perspectives are provisionally changing within the different periods or diverse social contexts, leading to a different mode of interaction, and finally profoundly affect research outcome. In the meantime, the current world is changing drastically with the upheaval development of modern information technology, transportation, telecommunication, and cyber-space connection. This complexity leads to the debating locus of this essay: we, as social researchers, need to choose our stance as a thorough distinction of insider or outsider, relating ourselves to the researched entity? Or can we seek a better stance of observing and analyzing social phenomena through an inside-out or outside-in perspective, by standing in-between?

2 DEBATES OF INSIDER AND OUTSIDER PERSPECTIVE DICHOTOMY

Semantically, the distinction between insider and outsider could be apprehended as follows. Insider, in other words, can be interpreted as a native researcher, who belongs to the same cultural community with the research objects, with a shared or common ideology, habitus, and modes of behavior or life experiences, in the same social context and has a linear genealogical cultural background. An outsider is directed to those outside observers, who have an exotic social backdrop and who would need to resort to surrogates, clientages, actors, or agents by observing, interviewing, listening, and digging to the behavior and thought of the observed objects. Geertz (1974) pinpointed a web-weaving cultural backdrop embodied in the symbolic signatures and semiotics that need to be deciphered by the anthropologist's as well as the native's perspectives. A group of dichotomy pair words can be extracted from Geertz's literature: cultural subjectivity or objectivity; experience near or distant; first- or third-person narration; phenomenology or objectification; cognitive or behavior-oriented. The demarcation of the internal and external dialectic of articulation became a contemporary locus of the predicament in modern anthropological query.

2.1 *The insider perspective of methodology in social science*

The need for interpretation is most evident in anthropology. Anthropologists usually do not have an insider's implicit understanding of the society or culture they study, and so they much develop an explicit scheme of interpretation if they are to do any explanatory work at all (Fay 1996). Generally speaking, being an insider means that the two parties of researching relationships are under the same cultural backgrounds, the researcher has an indigenous background in the researching atmosphere, and it is a transitive shift from an intimate friend to an observer with rational analytical capacity. It is not easy to establish a rapport with the people being studied, Elaine Burns conducted midwifery research in 2010, and she explored the challenges of conducting an observational study of postnatal interactions, between midwives and women when the researcher was a midwife observing in familiar midwifery settings as an "insider." The advantage in the study setting, interpretation of inherent embodiment, and socially constructed informant contact are explicitly obvious (Burns et al. 2012). Since an insider has a common live background with a seemingly same living experience, it has generally been assumed that easier access, more insightful questions, and a more authentic fieldwork schedule could be implemented in social studies. Insiders have their competitive edges as to digging out more tenuous links between social phenomena since an indigenous exegesis has its innate precedence to a proper explanation and interpretation.

The disadvantages as an insider are also explicit in terms of its unanticipated role ambiguity, a moral and ethical challenge, culturally entrenched role expectations arose from the role positioning of the researchers. An insider, being regarded as one of the members of the group, would be expected to fulfill the obligatory expectations, rather than simply doing anthropological observations. As being mentioned in the advantages as an insider that it is easier to establish a rapport interaction with the peers, but advantage can also be in a paradoxical dilemma, as (Hammersley 1995) illustrated that, as an insider, it is easy to miss out on some things that they take for granted or what is referred as over-rapport. They argued that the analysis on social science accounts would be unreliable due to the researchers' rapport connection to the interviewees because of the accounts of the interviewees.

2.2 *An outsider view on methodological concern in social sciences*

One most competitive advantage for an outside researcher to conduct ethnographic research in an exotic environment is the proper innate distance that existed between the researcher and the researched .(Bartunek 2008). One of the first facets of these advantages is the distance. The Da Vinci masterpiece the "Mona Lisa" could better be viewed from a proper distance for its aesthetic mystery, the same as the social structure and the tacit interconnection linkages between the observed people and things. A psychological and spatial distance would enhance the capability to witness the phenomenon and hierarchical social structure with a panoramic cognitive scenario presumably in mind. An inter-societal comparison researcher probably firstly stems from the cultural differences and societal shocks, while the cultural shock itself could interconvert into a focal interest for an outside anthropologist. The second advantage is a cultural comparison and relativism point of view. Outsiders were cultivated, educated, influenced in a different atmosphere, so their cultural background could serve as a different cultural ideology and a priori knowledge to help to understand the exotic culture, through binarily selecting and filtrating other cultures, which contains indicatory values (Breen 2007; Griffith 1998; Merriam et al. 2001). Besides the distance and the comparative advantage, the third advantage of the outsiders is that they are more independent and could treat as more privileged when facing dissenting or disputing topics since outsiders would care less about the local people's praxeological patterns, or they could be more independent to the social norms of the local people, i.e. they would be less restricted to the social regulations (Milligan 2016). Besides, outsiders could view the social reality from a more "objective perspective" than from the insider's view. Here the objective is quoted with a mark means that this objective is a comparative sense of connotation, with a comparatively neutral stance during the research practice.

The disadvantage as an outsider is also obvious. Being an outsider cutting in a research atmosphere that was not an indigenous familiar, is yet defined as a competitive edge in terms of interpreting the metaphorically narrated discourses, discovering the implicitly running disciplines, explaining the insinuations that the interviewees expressed, or in some extreme cases, unfolding some disguising phenomena which are deliberately misleading by informants. The observed behavior, collected data, or the recorded dialogues between interviewees and the interlocutor could be viewed as some phenomenological evidence or empirical manifestation, unfolding some sort of humanistic focuses, while like an iceberg, what we could touch and see is the cap on the surface above sea level, events as we put it another way, while the patterns of behavior, structures, and mental models that beneath the seawater need to be leveraged, interpreted, and revealed. An outsider's delineation and description from outside observation are born to be interrogated or questioned, from the very first standing point. A dogmatic postulation from a mere outsider's perspective would result in a vague fallacy over the conducted research, forging a misleading conceptualization on the factual existing reality. Then, as social research workers, how do we interpret the dynamic merging world of modern technology?

3 CRITICAL REALISM PERSPECTIVE TO UNDERSTAND THE MERGING TOURISM SOCIAL PHENOMENA

Bhaskar was best known as the initiator of the philosophical movement of critical realism (Archer et al. 2013). Critical Realism was one of the approaches that defend the critical and emancipatory potential of rational (scientific and philosophical) inquiry against both positivists, broadly defined, and postmodern challenges. That was the foundation limestone of cognitive science, a multi-disciplinary philosophical works casting influences on psychology, neurosciences, and artificial intelligence. Hume's philosophical masterpieces also influenced Kant whose idealism philosophy witnessed domination during the 19th century, advocating that the human mind creates the structure of the human being, that reason is the source of morality. Generations later, Ram Roy Bhaskar initiated transcendental realism, rejecting and criticizing both Hume's empiricism and Kant's transcendent idealism.

Bhaskar (1998) defined the previously mentioned empirical and metaphysical analysis which mistakenly perceived the world as an epistemic fallacy, resulting in a systematic dissolution of the idea of a world. The world reality is not a static structural fixation, but rather perpetually changing dynamically. Bhaskar, as one of the key scholars to propose the concept of critical realism, initiated that knowledge of the world is structured in a differentiated and constantly changing way, that the sequence of the world is independent of the order of thought, independent of its causal laws and human activities, and the ontological world has an accidental property of something in special circumstances (Archer et al. 2013; Bhaskar 1998, 2016). In a multi-determined, multi-leveled, multi-linear, multi-relational, multi-angular, multi-perspective, multiply determined and open universe, emergence situates the widespread phenomena of dual, multiple, complex, and open control (Archer et al. 2013). It is regarded as a reasoning process by splitting into a two-folded dilemma. The dialectic theory from Aristotle's citation of Zeno and Elea and deployed his renowned paradox of motion, to Socrates' philosophical Q&A dialogue mode for pursuing the truth. Bhaskar has also adopted what Hegel and Marx's dialectic theory by dividing things into two paradoxical and contradictory sides.

4 THE REALITY: A CHANGING CONTEMPORARY BORDERLESS WORLD

The local theory relates to the location and place where people live, but it is not merely a bounded identification of locality. Interpreting the local theory does not mean that we witness it as a fixed unity, rather, we need to view it as a changing relation, a situated locality that view as emerging practice. The only regular pattern of practice we are certain of is its uncertainty, and social reality is a contested, conflicting, mobile and situated meaning. The key to the interpretation of locality not only lies in the choice of the anthropologist but also existed in the interaction, communication, negotiation, and contextual forming relationships between the two parties, both researcher and the researched. The paradoxical issues of the ontology of human beings in the era of technology development, especially within the context and on the brink of artificial intelligence break-through, and a drastically changing world of cyberspace reformed our interpretation of the borderless world.

When human being succumbs to the application of machines, just as entrusting our power to the apparatuses that are beyond ourselves, mingling the distinctness of distance and proximity, and resulting in the merge of physical intimacy and screen pornography, which is changing our world fundamentally. The sense of otherness becomes devoid due to the emergence of the screen, which surreptitiously conjured away the distinction of self and other. Virtual reality is either closer or farther to the human mentality, by creating closer images of virtual reality or making human beings more alienated compared with the traditional way of existence. Being absorbed or embedded with prostheses of functional machinery, people could be extended with more capabilities and be open to more possibilities. The most intriguing conclusion of Jean Baudrillard's essay on this topic was that the extraordinary success of artificial intelligence has set human beings free from the ambiguity and puzzle of the relationship between humans and the outer world. That is to say, regardless of whatever perspective we are getting in the social study, we are all confronted with the world of modern technology, in which our insider/outsider worldview becomes more void and vaguer than in the previous eras.

5 POSITIONING OF TOURISM SOCIAL INTELLECTUALS AND RESEARCHERS

Reflexivity over the ambivalent of being an ethnographer has been caught by the desire to cease and comprehend the truth and would confront with a complexity of the unsettled objectivity-subjectivity challenge. An intellectual is a literate independent individual who is intertwined and trapped in a certain web of social relations. So, the starting point of an intellectual could be studying issues in his/her indigenous environment or studying issues outside his/her surrounding atmosphere. Positioning of intellectual in the sociology research and their functions, performances, and efficacy, influences on the social phenomenon, and structure. According to Gramsci, as being elucidated in one of the books, there are no such independent intellectuals and the social groups have their own intellectuals (Bates 1975; Gramsci 1971, 2010). According to Gramsci's idea, intellectuals have independent positions to different classes, a dichotomous service to civil society (composed by private organizations like schools, churches, clubs, journals, etc.). Putatively proclaimed neutrality is a mere fallacy claim of the news agencies, media, newspapers, TV programs, and publicity agencies, etc. While the ruling class exerts direct dominion through the political society, which was the ruling class policy exerting and exercising bodies. Intellectuals enter the political society as "salesmen" of the mainstreaming society and cultural ideology. That is the successful creation of the hegemony concept in the Gramsci discussion. Society, according to Bourdieu, is objectively institutionalized in cultural capital and shaped in the stratification structure. The roles of cultural producers are expected to stand on the positive and active stratification, under the patronage of the cultural and credential market. Social existence and social relations in the new scenario of power relation requires intellectuals to re-position in the stratification institutions, by fulfilling the role as a qualified cultural producer. Bourdieu employs another terminology of intellectuals that is "symbolic labor," by which he drew from Weber's religious laborers who demonstrated a qualified creation of religious belief and social consensus to religious doctrines, leading as specific groups of disciples to reach an understanding and acceptance to the religious belief. Symbolic labors, assigned by Bourdieu, should master the specialized conceptualization power that they should be considerately legitimate proper definitions and suitable modes of expression to the social-cultural market, to help forward the progressive ruling class to lead the society marching towards a more successful development. An unconsciously self-positioning endeavor for the related research topics of anthropologies would be a doomed conundrum.

6 METHODOLOGICAL POSITIONALITY OF HOW TO FOSTER A RAPPORT RELATIONSHIP

If we look at the definition of insider/outsider, we may follow with another question: an insider/outsider of what/who/which? A country? A community? A sort of phenomenon or epiphenomenon? A religious communion? Or a marginalized group of people? There is a categorical and culturist connotation in this definition. Before we address ourselves as a tourism ethnographer or social researcher, we have already entitled ourselves with implicitly or explicitly a complexity of social status: gender, nationality, class clarification, political stances, religious beliefs, specific community, etc. This self-definition presumed us with a social position when we are getting ourselves into the situation, be it a community, a social phenomenon, a marginalized group of people, or targeting successful social celebrities, etc. It will be more realistic to put the sociologist and anthropologist in a relatively closer relationship to a multiplicity of social features of a heterogeneous population composition (Aguilar 1981).

There is a growing literature on the inequities present in all phases of social life, including research activities where these inequities are framed in terms of power-based relationships between the researcher and the researched .(Merriam et al. 2001). Critical Realism theory views it as a powerfully related linkage also, as Bhaskar argues "that when I come to totality and holistic causality, that emergent social things are existentially constituted by or contain their relations, connections and interdependencies with other social (and natural) things" (Archer et al. 2013). Outsider's perspective has its difficulty on the starting point when "getting in" the in-situ territory. Many scholars are entangled through the dichotomy of an insider/outsider distinction. James Banks' educational theory on contemporary society proposed a positionality variation by introducing sub-positioning or sub-structural variations. By introducing another two variations, namely indigenous and external, Banks divided the separated angle into four-fold distinctions. Indigenous insiders are those "who endorse the unique values, perspectives, behaviors, beliefs, and knowledge of his or her indigenous community, and who can speak with authority about it" .(Banks 1998). The innate culture could not win his/her heart, nonetheless, "the indigenous outsider has assimilated into an outside culture…the indigenous outsider is seen by indigenous or local people as an outsider who is doing research" (Liamputtong 2010). This typology of cross-cultural category also mentioned about the external insider was defined as an individual socialized within another culture, but gained insights, beliefs, experiences, preferences, and attitudes from where he/she conducts the study. The misconceptions, partial understandings, and shaggy research conducted on the local values or social norms of the local people would lead to a shortage of appreciation or misinterpretation. That is one of the origins of prejudice in social science. This explicitly politically prejudiced video could serve as a proper example of the locus of the debate about an external outsider.

7 CONCLUSION AND REFLECTION: PHENOMENOLOGICALLY BEING A SOCIOLOGIST AND AN ANTHROPOLOGIST

The article is contributing to the current academic circle in methodological debate in social sciences and anthropology due to the following reasons. The article investigates the existing literature on the current perspectives of insider/outsider dichotomy and introduced a critical realism theory to understand the constantly borderless world full of contingencies. It is one of the first pieces of literature to summarize the concept of "being" as a state of mind to stand in-between for the intellectuals of social sciences and anthropology. A stance of in-between must be proposed in terms of the methodological debate. A Heidegger's conceptualization of phenomenological being (Heidegger 1977, 1996, 2002) seems to show its vestige over here, as well as the critical realism about the dynamic and changing of the world, the emergence of new conflict, upcoming relations. The positionality change is a merging contingency in the locus discussion of critical realism. These positions can shift, as Narayan (1993) has noted, that the diversified indicators including personal education, sexual orientations, class classification, races, or mere contact length could be quite different regarding the researcher's insider or outsider statuses.

The dichotomy of insider/outsider turned out to be a vaguer discussion, as being discussed in this article, that we could witness three aspects: the merging modernity and infinity from the Bhaskar's theories; the ontological debate of being from Kant to Heidegger; and the contemporary borderless world intertwined with technological modernity. It is high time that we propose an insider-outsider identification shift amid an interpenetrating, interweaving, trans-tangled status in the power relations of the observed society and cultural entity. Hence when we mention identification entity, we tend to be more viewing it from the critical realism perspective that the entity itself is permanently and dynamically changing and emerging, in a specific range of space and a certain period. A pre-reflective stance between the discussions of insider/outsider problems is that as an anthropologist, regardless of whatever topic we focus on, we should not undergird ourselves on a unitary entity and a priori one-sided propensity, or an extreme two-sided dichotomy. The most important locus for an anthropologist and the ontological preferences that we attend to is not the ostensible subjectivity that we projected to the observed social phenomena, but that what we need to embed in our observatory conduct are a positively participatory consciousness and objective involvement. It is a matter of "with" rather than "about." Here comes an inside-out angle and an outside-in perspective can be adduced to. Qualitative research practice can be the conduct of mutual-ontological practice between the researcher and the research target. It is a multi-perspective, multi-dimension, and dynamic process. It can be an inside to outside transition or an outside to inside process. This is not a one-way process or vice versa, but it is a multiple-dimensioned methodology that both the two parties interact, negotiate, compensate, communicate, construct to a constructing and provisional "existing reality." Qualitative social research is an art of understanding and interpretation of the implicit or explicit social existence, of which both the researcher and the researched agents need to be devoted in the endeavor and create a promising atmosphere to mutually and multiply constructing the ontological and epistemological research target itself. In the parlance, the critical realism and phenomenology approaches provide us valid practical methodology and fertile foundation to enhance solid and thorough qualitative research practices, which are also demanding the ethnographers to be committed wholeheartedly and immersed into the endeavor with heart and soul. Others could be part of us, and we could be engaged in others' worlds. It is the mutual interaction that helps us form a more fulfilling dialectical unification as independent social study researchers with justice, righteousness, benevolence, commitment, and empathic engagement. Before we started to work as an anthropologist or a researcher in the social field, we must realize that being a human is one of the key premises before starting the endeavor.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Travelers' behavior intention analysis on the utilization of Health Alert Card (E-HAC) during the COVID-19 pandemic: An implementation of Unified Theory of Acceptance and Use of Technology (UTAUT) model

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ABSTRACT: Electronic Health Alert Card (E-HAC) apps are an effective tool to analyze traveler behavior in Indonesia. This study was conducted to analyze the traveler behavior by confirming the relationships between factors influencing technology acceptance by utilizing the UTAUT approach and also the satisfaction of E-HAC users in Indonesia during COVID-19, which have not been examined in previous studies. The research context is the Indonesian travelers who traveled during the pandemic. The researchers have collected data from 163 respondents through an online survey. This study contributes to government agencies, healthcare, and tourism service providers in developing strategies and policies to strengthen E-HAC services as a digital health passport that will boost travelers' confidence and encourage them to use applications to support Indonesia's tourism recovery program.

Keywords: Traveler behavior; Behavioral intention; Technology acceptance; UTAUT Model; E-HAC, satisfaction

1 INTRODUCTION

One major health-related risk dealt with by travelers is the ongoing pandemic caused by COVID-19. The significant impact of the health-risk avoidance due to the COVID-19 pandemic is considered high and is influencing the loss of tourism revenue with the value of US$ 1.2 trillion. This has become the highest decrease in tourism export revenues (UNWTO 2020). Indonesia also experienced losses dramatically due to the pandemic, particularly in the tourism sector (Wachyuni & Kusumaningrum 2020). There was a decrease in the total number of tourists as described by the Central Statistics Agency (BPS) by 7.62 percent. Tourism has become adapted to and resilient to various environmental, political, and socioeconomic challenges as a highly vulnerable industry (Chien 2017). According to the World Travel and Tourism Council, the global condition in the tourism and services industries was expected to return to normal within 10–35 months (WTTC 2020). The results of a large travel sentiment survey conducted in October 2020 showed that the need to travel remains strong with the provision of additional support. Sixty-three percent of respondents planned to spend the same time or more after their first study in April 2020 when the epidemic would near the end, against 57 percent (Wyman 2020).

Apart from the forecast of travel intent, COVID-19 has transformed the perception of travel danger enormously, which is still promising beyond this pandemic (Matiza 2021; Zenker et al. 2021). The pandemic has had an influence on travel behavior and traveling decisions over the next 12 months. In another study, participants were most worried about accommodation, recreational facilities, and public transit health, safety, and hygiene and will play a major influence in post-COVID 19 trip choices (Nazneen et al. 2020). Because of the wide-ranging, extensive influence of

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COVID-19, the business needs to make tourism and comportments robust. This will help travelers to minimize their concerns through appropriate handling of health hazards. In Indonesia, the Indonesian Ministry of Health, in this case, the Directorate of Health Surveillance and Quarantine, Directorate General of Disease Prevention and Control, developed and launched in April 2020 a digital health passport called E-HAC (Electronic Health Alert Card) for airline and seaports passengers. Therefore, further research on E-HAC acceptance by analyzing the traveler behavior is very important to allow for more safe and enjoyable travel experiences to and from Indonesia, domestically and internationally, which hopefully will increase travelers' satisfaction in the new normal era. The use of the Unified Theory of Acceptance and Use of Technology (UTAUT) model by adding variables (perceived COVID-19 risk and travel satisfaction) is applied to predict the acceptance of E-HAC from the perspective of travelers during the COVID-19 pandemic. It is essential to determine whether EHAC will affect the behavior intention of all flight passengers in Indonesia, which will lead to their satisfaction level.

2 LITERATURE REVIEW

2.1 *The technology adoption model*

There are many approaches and models to analyze the level of technology adoption and also to forecast the uptake of new technologies. The most familiar model is called Technology Acceptance Model or TAM by Davis (1989). Despite being the most modern adoption theory, UTAUT has shown its validity and reliability in technology adoption studies in a range of situations (Kukuk 2020). The performance expectancy in the UTAUT Model is found to be very critical as behavior intention's predictors (Venkatesh et al. 2016).

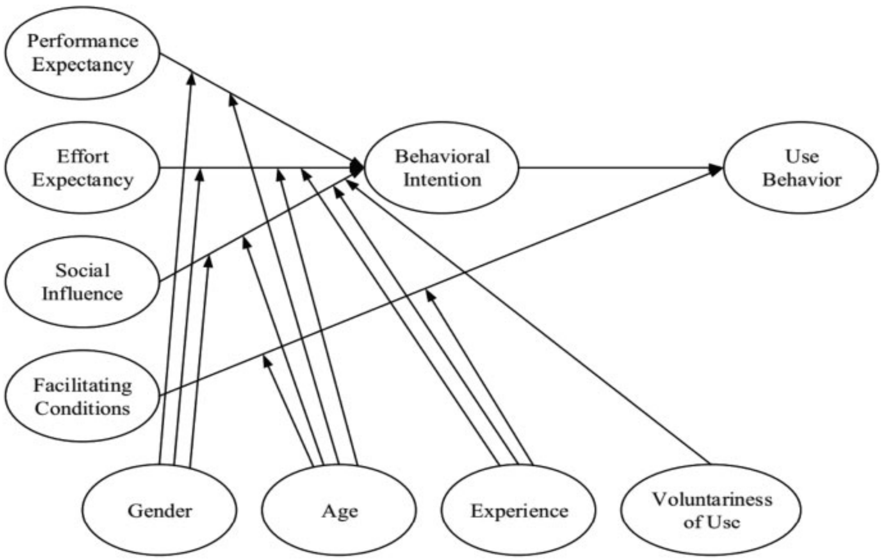

Figure 1. The model of UTAUT (Venkatesh et al. 2016).

As explained in Figure 1, the UTAUT model was to use technology and then identify its subsequent usage behavior. The focus includes performance expectancy, effort expectancy, social influence, and facilitating conditions.

2.2 *Behavior intention*

Behavior Intention (BI) is considered to show how intent the persons are willing to show their effort and how much determination they are preparing towards their performing behavior (Venkatesh et al. 2016). BI has been proven as the model which has frequently been used in measuring the acceptance of technology. Behavioral intention and actual use behavior are highly correlated and behavioral intention is a predictor of actual user behavior. It was found that the behavioral intention toward the consumers' use of technology is still highly connected even though in the new market (Alan et al. 2018; Gretzel et al. 2020).

2.3 *Electronic Health Alert Card (E-HAC) use*

Global cases of COVID-19 continue to increase. In Indonesia, the number of COVID-19 cases also continues to increase both due to local transmission and cases brought by travelers from abroad or outside the region (imported case). The passports must be protected, user-controlled, reliable, and widely accepted for international travel. Problems would arise in the case of the absence of agreed-upon standards, thus travelers could find themselves in a situation where documentation that is deemed acceptable by one airline is not acceptable for another.

3 METHOD

3.1 *Data*

The research used a google forms survey for data collection due to the current COVID-19 pandemic, and time efficiency. Respondents will be more at ease answering the query because they can do so at any moment, and the survey will be easier to complete online. Furthermore, integrating pilot testing before conducting the survey mitigates such a detrimental aspect. Duplicate documents and files that lack information such as the location and date of entry are removed from the dataset.

This study used the respondents with a selected range of age between 18 and 54 years old, considered as productive age people who traveled to and from Jabodetabek during the COVID-19 pandemic from April 2020 to April 2021 using an airplane and used E-HAC for their traveling. The respondents will be classified based on several aspects such as "age," "travel destinations," "travel period," and "E-HAC use." This study also applied non-probability sampling using purposive sampling. The sampling size used was 140 respondents. This approach was used based on the explanation by Hair et al. (2010) that the formula of minimum sample size for SEM can be calculated through several indicators used added to the number of latent variables, then multiplied by the parameters used. It was equal to the following calculation; (22 + 6) x 5 = 140 respondents. The final step is to carry out the sampling procedure, which is accomplished by distributing questionnaires.

3.2 *Method*

To prevent invalid findings, data screening was performed by choosing questionnaires that were entirely completed on all measurement scales. The method of detecting and correcting (or removing) inaccurate or faulty data from a text, chart, or database is known as data screening. In this analysis, the scale of variables is ordinal. About the relational structures, we evaluated the respondent's point of view and/or perception of the questionnaires. This was in the Likert scale 1–5 format. Empirical data were collected from a total of 170 respondents. The resulting data sample was of 163 valid questionnaires which used E-HAC. The questionnaire for this study was divided into three sections. The first section consisted of the question identifying the respondent's profile, such as age, domicile, educational background, and income. Section 2 consisted of questions regarding UTAUT dimensions (14 questions). Section 3 explained the intention to use Behavior and satisfaction in using E-HAC service (8 questions).

3.2.1 *Descriptive statistic analysis*

Both independent and dependent variables in the study were subjected to descriptive data analysis, which revealed the mean, standard deviations, and range of scores for each variable, known as univariate descriptive analysis. Meanwhile, for bivariate descriptive analysis, the common objective is to efficiently characterize or evaluate the strength of connections between variables, or to discover links between components utilized to create a descriptive statistic. Correlation (and regression analysis), as well as measures of association derived from tables, enable the construction and visualization of such connections. Both of the descriptive statistical analyses are used to explain patterns and general trends in data collection (Kumar 2018).

3.2.2 *Inferential statistic analysis*

To do the inferential statistical analysis, the data from the survey were analyzed using structural equation modeling (SEM) by LISREL software, version 8.8. Furthermore, through the implementation of inferential statistics, the pattern by focusing on a smaller group can be generalized to the larger group. SEM has been quite commonly used by many worldwide researchers who focus on research study design confirmation, not just explaining the phenomenon.

SEM is a confirmatory rather than exploratory method, meaning it looks at the relationship between variables and constructs, also known as loading, using theory. The minimum indices in SEM include the model of chi-square, the Goodness-of-Fit (GFI), CFI, and also the RMSEA. However, according to Hair (2014), there are no clear guidelines that allow researchers to choose a particular index that best fits their needs.

3.3 *Table and figure*

This study is integrating performance expectancy, effort expectancy, social influences, and social influences, which are constructs for the acceptance of E-HAC technology. First, the study examined the relationship of the performance expectancy, effort expectancy, social influences, and social influences toward Behavior intention to use E-HAC. Finally, the study looks at the relationship between Behavior intention and traveler's satisfaction in using E-HAC. Figure 2 shows the research model.

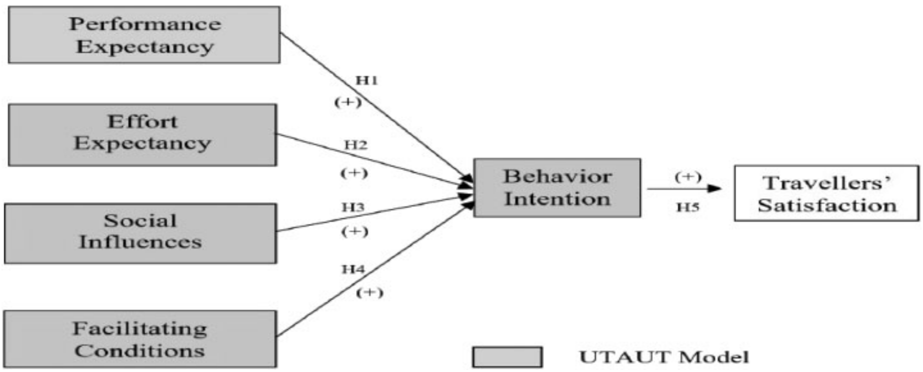

Figure 2. Research model.

Testing for normality uses the Kolmogorov-Smirnov test because the data in the study were more than 30 samples. In the Kolmogorov-Smirnov test, the data are said to be normal if the significance value is $>\alpha$ (0.05). The following is the result of normality testing for each variable:

According to the results in Table 1, it can be concluded that the significant value of the Effort Expectancy (EE) variable $> \alpha$ (0.05). It means the distribution of data is normal. While for the other variables, the results were not normal where the significant value was $< \alpha$ (0.05).

Table 1. Normality test result.

		Performance Expectancy (PE)	Effort Social Expectancy (EE)	Influence (SI)	Facilitating Behaviour Condition (FC)	User Intention (BI)	Satisfactoin (TS)
N		163	163	163	163	163	163
Normal		10.45	15.13	10.65	15.45	11.05	18.42
Parameters[a,b]	Std. Deviation	2.359	3.074	2.311	2.627	2.489	3.581
Most Extreme	Absolute	.112	.102	.133	.153	.121	.121
Differences	Positive	.105	.089	.126	.153	.118	.121
	Negative	−.112	−.102	−.133	−0.89	−1.121	−.102
Kolmogorov-Smirnov Z		1.436	1.304	1.701	1.953	1.547	1.549
Asymp. Sig. (2-tailed)		.032	.067	.006	.001	.017	.017

Table 2. KMO test result.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.815	
Bartlett's Test of Sphericity	Approx. Chi-Square	435.603
	df	15
	Sig.	.000

In this study, the researchers used the Kaiser Meyer Olkin (KMO) and Bartlett's Sphericity Test. KMO value of > 0.5 and Sig. of Bartlett's test that is close to 0.00 indicate that the sampling is suited for factor analysis. For this study, the KMO Value was 0.815 with sig.0.00. For the anti-image correlation matrix, Hair et al. (2006) if the value > 0.5, it means it can be accepted. However, if the value is between 0.5 and 0.7, it means medium. The good interpretation is only the values between 0.7 and 0.8. Table 2 shows the results from KMO as Anti-image metrics analysis.

Table 3. KMO test result.

Construct/Variable	Previous Study Cronbach's Alpha	Reference	Cronbach's Alpha
Performance Expectancy (PE)	0.900	Tavares et. al.,	0.828
Effort Expectancy (EE)	0.930	2018	0.892
Social Influence (SI)	0.970	Venkatesh et al.,	0.854
Habit (HB)	0.870	2012;	0.884
Facilitating Condition (FC)	0.860		0.842
Behavior of Intetsion (BI)	0.950		0.932
Travellers' Satisfaction (TS)	0.889	Bhattacherjee (2001); M.-J. Kim, Chung, and Lee (2011)	0.947

A reliability test aims to determine the measurement's stability and accuracy. Cronbach's alpha is often used in reliability testing to assess the accuracy of reliability or the consistency with which respondents answer questions. Cronbach's alpha is a measure of how reliable something is. It typically ranges from 0 to 1. The closer Cronbach's alpha coefficient gets to 1, the better the internal accuracy of the scale's products. Table 3 shows the reliability of the variables in this study.

4 RESULTS AND DISCUSSION

4.1 *Results*

Performance expectancy was significantly associated with effort expectancy ($r = 0.250$, $p < 0.01$), social influences ($r = 0.474$, $p < 0.01$), facilitating conditions ($r = 0.156$, $p < 0.05$), Behavior intention ($r = 0.443$, $p < 0.01$) and travelers' satisfaction ($r = 0.587$, $p < 0.01$). Effort expectancy was significantly correlated with social influences ($r = 0.449$, $p < 0.01$), facilitating conditions ($r = 0.579$, $p < 0.01$), Behavior intention ($r = 0.517$, $p < 0.01$) and travelers' satisfaction ($r = 0.441$, $p < 0.01$). Social influence was significantly correlated with facilitating conditions ($r = 0.429$, $p < 0.01$), Behavior intention ($r = 0.627$, $p < 0.01$) and travelers' satisfaction ($r = 0.567$, $p < 0.01$). Facilitating conditions was significantly correlated with Behavior intention ($r = 0.590$, $p < 0.01$) and travelers' satisfaction ($r = 0.380$, $p < 0.01$) and Behavior intention was significantly correlated travelers' satisfaction ($r = 0.708$, $p < 0.01$). The study also conducted measurement analysis by analyzing the Standardized Factor Loading (SFL) and t-value for its Construct Reliability (CR) and the Variance Extracted (AVE), the Standardized Root Mean Square Residual (SRMR) with a cut-off value of less than or equal to 0.05 (Hoque & Sorwar 2017), the Non-Normed Fit Index (NNFI) or Tucker- Lewis Index (TLI) with a cut-off value of greater than or equal to 0.9, the Comparative Fit Index (CFI) with a cut-off value of greater than or equal to 0.9, and Incremental Fit Index (IFI) with a cut-off value of greater than or equal to 0.9. In this study, five hypotheses are established to examine: (H1) the relationship between performance expectancy and Behavior intention (H2) the relationship between effort expectancy and behavior intention (H3) the relationship between facilitating conditions and behavior intention (H4) the relationship between social influence and behavior intention (H5) the relationship between behavioral intention and user satisfaction. The results of the hypotheses testing above shown that three out of five hypotheses were supported (H1, H4, and H5).

Hypothesis testing on Lisrel version 8.8 is seen based on the t-statistical value or t-value. Based on the t-table, the t-table value in this study was 1.96. Furthermore, the hypothesis is accepted if the value of t-count > t-table (1.96).

Figure 3. Research model (structural model analysis (t-value).

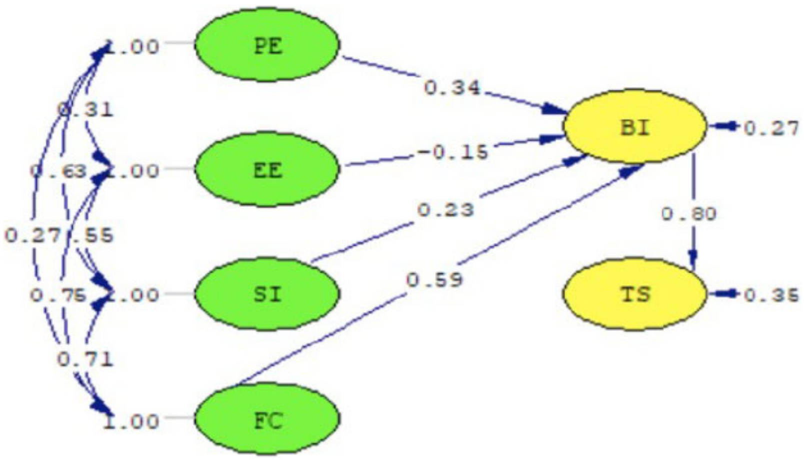

Figure 4. Structural model analysis (structural coefficient).

Table 4. Structural model – goodness fit indices.

Fit Indices	Values	Remarks
χ^2/df	1.59	Good Fit
RMSEA	0.054	Good Fit
SRMR	0.069	Good Fit
GFI	0.86	Good Fit
NNFI/TLI	0.97	Good Fit
CFI	0.98	Good Fit
IFI	0.98	Good Fit

Explanatory

Testing of the coefficient of determination of the SEM model on Lisrel can be seen from the R2 value. Based on the output of Lisrel, the R2 value for each SEM model is obtained as follows:

1. SEM model analysis of PE, EE, SI, and FC towards BI
   From the measurement, the value of R2 is 0.73. This means that the independent variables (PE, EE, SI, and FC) have an effect of 73% on the BI variable (as the dependent variable), while the remaining 27% is influenced by other variables not used in this study.
2. SEM model analysis of BI towards TS
   From the measurement, the R2 value is 0.65. This means that the independent variables (PE, EE, SI, FC, and BI) have an effect of 65% on the TS Variable (as the dependent variable), while the remaining 35% is influenced by other variables not used in the study.

4.2 *Discussion*

Based on the explanation above, the factors influencing consumers' acceptance and use of E-HAC as one of the health-surveillance apps while traveling have been analyzed by adopting the UTAUT approach. One of the reasons is to gain a better understanding of users' needs and requirements in an airplane traveling as part of COVID-19 risk mitigation. The result of this study suggests that performance expectancy (PE) has a significant positive effect on behavior intention (BI) with a structural coefficient of 0.34 and an at-value of 2.63. Thus, hypothesis H1: *"Performance expectancy will* *significantly affect behavior intention"* is supported.The predicted benefit from utilizing a certain technology is referred to as performance expectancy. In the case of contract tracing applications, a benefit may be enhanced health or getting illness information more quickly (Chao, 2019). The result of this study suggested that effort expectancy (EE) has a non-significant effect on behavior intention (BI) with a structural coefficient of −0.15 and an at-value of −1.04. Thus, hypothesis H2: "*Effort expectancy will significantly affect behavior intention"* is not supported.Several studies found that IT usage is influenced significantly by performance expectancy and facilitating conditions. On the other hand, IT adoptions were not influenced by effort expectancy and subjective norms (Dzimiera 2017). The result of this study suggested that social influence (SI) has a non-significant effect on behavior intention (BI) with a structural coefficient of 0.23 and an at-value of 1.14. Thus, hypothesis H3: "*Social influence will significantly affect behavior intention"* is not supported.Social influence has no significant impact on the intention to use the service. The results of several existing research match with the current result. This might be explained from a study in Indonesia, that the COVID-19 pandemic has shaped travel behavior to be more individualized and customer-oriented (Gupta & Dogra 2017). The result of this study suggested that facilitating conditions (FC) have a significant positive effect on behavior intention (BI) with a structural coefficient of 0.59 and an at-value of 2.64. Thus, hypothesis H4: *"Facilitating conditions will significantly affect behavior intention"* is supported.In other words, users of E-HAC in this case the citizens of Indonesia will be unable to use the services (Division, 2018). The result of this study suggests that behavior intention (BI) has a significant positive effect on travelers' satisfaction (TS) with a structural coefficient of 0.80 and an at-value of 9.94. Thus, hypothesis H5: "Behavior intentions will significantly affect travelers' satisfaction" is supported (Huang et al. 2020).

5 CONCLUSION

This study marks a breakthrough in many developing countries efforts to analyze factors impacting the acceptability of E-HAC services by travelers, notably in Indonesia during the COVID-19 pandemic. The new study confirms previous findings and adds to the evidence that performance expectation and facilitating conditions are important for E-HAC adoption in Indonesia. The results suggest that performance expectancy is the strongest determinant of behavior intention, followed by facilitating conditions. To increase acceptability and utilization of E-HAC services, a successful roadmap must be created and connected with the commercial, and non-profit healthcare providers. This study also provides evidence that the user behavior, in this case, behavior intention, is an important predictor to user satisfaction, meaning travelers who used E-HAC has high satisfaction in terms of E-HAC services. This study has numerous practical implications for Indonesian authorities interested in increasing the rate of E-HAC adoption. To begin with, it produces new quantitative knowledge on the critical aspects that influence E-HAC use in Indonesia. Second, this study produced trustworthy data that may be applied to the target respondents. Third, this study examines to what extent the current UTAUT approach in Indonesia is shifting related to the new technological services (i.e., E-HAC services). One limitation of this study was the small number of users and controls. The findings, however, should be taken with a larger sample size to generalize to Indonesia's behavior intention toward this e HAC technology.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Forest bathing opportunities as a new trend of tourism in Indonesia on the new and next normal era

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ABSTRACT: The COVID-19 pandemic has prompted a change in tourism and a shift in tourist preferences. Forest Bathing as NEWA (Nature, Eco, Wellness and Adventure) is predicted to become a new tourism trend. This article discusses how tourists are becoming aware of healthy living behaviors and the need to release boredom and stress due to staying at home too long. The vast forest landscape and the high diversity of biodiversity in Indonesia are the principal capital for the development of Forest Bathing. This article uses a literature study method by studying books and scientific articles related to Forest Bathing. This article aims to introduce Forest Bathing tourism activities and their potential in Indonesia, find potential locations for Forest Bathing, and prepare human resources and supporting facilities. This article is expected to make a theoretical contribution to improving forest sustainability through the development of Forest Healing activities by forest communities and other relevant stakeholders.

Keywords: Shirin-Yoku; Forest Bathing; Sustainability; Wellness Tourism; Nature Tourism; Ecotourism

1 INTRODUCTION

The COVID-19 pandemic has affected the characteristics of world tourists. The World Tourism Barometer (UNWTO 2020) predicts that during the recovery period, domestic tourism will dominate. This is due to several factors, including the availability of vaccines, the transparency of the government in opening tourism activities in their country, and the economic condition of the world community, which has not fully recovered due to the pandemic. The Ministry of Tourism and Creative Economy (2021) predicts that Hygiene, Low-Touch, and Less-Crowded tourism services (hospitality) will be the main choice for tourists and thus tourist destinations in Indonesia are starting to compete to obtain Cleanliness, Health, and Safety Environment certificates. CHSE). Tourist preferences are also predicted to shift towards "micro tourism" where the distance and duration of travel will be shorter in this form of tourism. With a closer distance, tourism mobilization can be easily reached using private vehicles, thus avoiding crowds. For the choice of destinations, the Ministry of Tourism and Creative Economy predicts that in the new normal era (during the pandemic) and next to normal (post-pandemic), tourists will tend to choose the Nature, Eco, Wellness, and Adventure (NEWA) tourist attraction.

After the pandemic, crowded urban life is no longer the top dog, and the trend of mass travel and hunting for instagramable spots is starting to be abandoned. NEWA tourism will begin to be favored by tourists who are tired of being at home for too long. Taking a walk in a natural tourist attraction that offers fresh air, natural beauty, free from pollution and viruses, and away

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from crowds of people will be a much sought-after luxury. With its natural resource wealth (ranked 17th in the world (WEF 2019)), Indonesia holds a lot of NEWA potential. For example, in terms of Conservation Areas under the Ministry of Environment and Forestry's auspices, there are 54 National Parks, 134 Nature Parks, 34 Grand Forest Parks, and 80 Wildlife Sanctuaries (Prihadi 2020) that can be developed for NEWA tourism.

This healing activity or health therapy carried out in the forest was introduced by Qing Li, Head of the Forest Medicine Group in Tokyo, in 1980 with the term "Shinrin-Yoku" which was later translated into English as "Forest Bathing," a term to describe the activity of walking in the forest with the aim of recovery therapy. In Indonesia, this activity has been developed by Hikmat Ramdan since 1990 and is known as "Healing Forest" (Forest Digest 2020). Research conducted by White et al. (2019) proves that forest ecosystems can restore physical and mental health. Spending 120–300 minutes a week enjoying the beauty of nature and blending with the ecosystem is good for increasing the body's immunity from virus attacks.

This study aims to introduce Forest Bathing as an alternative form of new tourism in the new and next normal era to tourism actors. The combination of nature-based tourism and wellness tourism is the right combination to be practiced, considering that the permit to reopen tourist destinations has just been carried out by the Government of the Republic of Indonesia. This new tourism concept needs to be introduced to tourists immediately to avoid the possibility of returning to the mass tourism phenomenon, which is not in line with health protocols but also endangers the carrying capacity of the environment around tourist destinations.

2 LITERATURE REVIEW

The term of Forest Bathing was first introduced in Japan as Shinrin-Yoku, in 1982, as a response to the increasing amount of urbanization, which resulted in high levels of community stress. Forest Bathing is interpreted as a short and relaxing activity in a forest area for health therapy (Li 2010) and is now generally recognized as a relaxation activity in Japan (Li 2007). Many previous research results have stated that Forest Bathing has proven to reduce anxiety, depression, stress and anger. (Kotera 2020) both in young people (Lee et al. 2011; Yamaguchi 2006) and adults (Chen 2018; Morita et al. 2007). It improves physical and spiritual health (Wen et al. 2019) and it increases body immunity (Li 2010), and thus this method began to receive special attention from the medical community and researchers (Wen et al. 2019). During the COVID-19 pandemic, Forest Bathing or forest therapy is in demand in Japan and is starting to become a worldwide trend. In Southern Italy, research results show that there has been a decrease in the number of deaths due to COVID-19, one of which is due to the influence of Forest Bathing (Roviello & Roviello 2021). In Indonesia, Forest Bathing activities, which are better known as healing forests, have begun to be in demand by the public since the pandemic and have been proven to be able to reduce stress, anxiety, and excessive fear (Wahyudi et al. 2021) against viruses, death, and economic impacts.

The shift in the characteristics of "sunlust" tourists to "wanderlust" due to the pandemic will encourage the revival of the Wellness Tourism trend in Indonesia (Kemenparekraf 2019), where this travel activity has the primary goal of recovering and balancing the body, mind, and spirit. In contrast to medical tourism, wellness tourism is carried out by healthy people, so the goal is not to seek care or treatment (Global Spa Summit 2011), but rather to fulfil universal values, achieve and improve themselves; get away from the crowds and seek peace; seeking meaning in life and self-transformation; and seek experience and authenticity (Kemenparekraf 2019). Wellness consists of several dimensions, namely, physical, mental, environmental, spiritual, and social.

Forest Bathing activities focus on walking—taking a leisurely walk to enjoy nature, not being adventurous—and not merely recreational. It is enough to walk around the forest, enjoy what is in the forest, leave all your gadgets, and interact with nature (Firdhani 2009). Tourists can enjoy the outdoors by activating all their five senses, such as seeing the scenery, listening to the sound of birds, smelling the scent of wet soil, holding leaves while walking leisurely (Yu et al. 2017), or tasting the fresh river water. For a more structured experience, tourists can also do meditation activities in the forest for 2 to 3 hours, with instructions from a professional guide (Fitzgerald 2019). Forest Bathing is ideally carried out in a forest area,

> *"Forest Bathing is not exercise, or hiking, or jogging. It is simply being in nature, connecting with it through our senses of sight, hearing, taste, smell, and touch. Shinrin-yoku is like a bridge. By opening our senses, it bridges the gap between us and the natural world" (Li 2018).*

3 METHODS

The data collection method used in this research is a literature study. The author reviews several scientific publications related to Forest Bathing. Most of the previous studies discussed more Forest Bathing in terms of health, both physically and spiritually. While in this study, researchers want to see Forest Bathing from a tourism point of view. Therefore, we have included several references related to nature tourism and wellness tourism. The Government Regulation of the Republic of Indonesia related to the implementation of tourism activities during the COVID-19 pandemic is the primary reference in writing this article because the author realizes that without the implementation of health protocols, the practice of developing Forest Bathing in Indonesia will be challenging to implement soon.

4 RESULTS AND DISCUSSION

In mid-September 2021, the Government of the Republic of Indonesia has gradually permitted tourist destinations to open, including nature tourism. Several health protocols that need to be implemented are: limiting the number of visitors from 100% of capacity (will be increased to 50% according to the evaluation results), all activities are one-day trips (no overnight stays), officers and tourists are required to keep their distance and avoid physical contact during the visit, and the use masks and sanitizers/wash hands before entering natural tourism areas (Kemenparekraf 2020). In addition, tourists are also required to fill in their personal data in the Peduli Lindungi application before entering the tourist area as an initial screening.

4.1 *The potential of forest bathing in Indonesia*

In 2020 Indonesia has a forest area of 95.6 million ha or 50.9% of the land area (MENLHK 2021); with such an area of forest, Indonesia certainly has the potential for Forest Bathing. Several conditions must be met so that the forest is suitable for Forest Bathing activities: air temperature, humidity, clarity, radiant heat, wind speed, nature sounds (waterfall sound, bird sound, leaf friction etc.), organic compounds released by trees (alpha-pinene and d-limonene), and atmosphere (heat or cold, haunted or bright, noisy or quiet, dull or colorful) (Li 2010).

In Japan, the forest used for Forest Bathing must have more than two routes/routes, each route having a different "theme" or experience in Forest Bathing. Forest Bathing participants may walk across more than one route. Paths suitable for Forest Bathing should meet the criteria of gentle slope, wide roads, and well-maintained paths. There are clear directional signs, free of air and noise pollution. Moreover, there is a flow of water from rivers, ponds, lakes, waterfalls, various plants, 2 km long path or about 5 km round trip, lush trees, forest manager-therapy guides, and restroom facilities (Li 2010).

The best location for Forest Bathing is in a wooded area, but if that's not possible, it can also be done in other natural landscapes such as parks, lakes, beaches, or even yards—make sure the location is relatively quiet, peaceful, and there is not too much distraction (TripTrivia 2020). In Indonesia, the areas that can be recommended for Forest Bathing are:

1. Forests located in Conservation Areas such as National Parks, Natural Tourism Parks, or Grand Forest Parks, taking into account natural conditions that are still natural and sustainable due to

conservation and visitor management practices that have taken into account the area's carrying capacity. So that there is little possibility of crowds, noise, pollution, and other distractions.

2. Forests outside conservation areas such as Botanical Gardens, Arboretum Parks, and Green Open Spaces in urban areas—as long as they are free from noise and pollution. The consideration is that the forest ecosystem in this area has been formed, but the management of visitors has not been considered.
3. Tourism forests such as pine forests and mangrove forests can be considered the location of Forest Bathing as long as they can apply visitor management techniques and pay attention to the carrying capacity of a form of tourism that leads to special interest tourism, not mass tourism.

4.2 *Proposed forest bathing activities*

There is no limit to what activities can be done at Forest Bathing because the key to its success lies in applying mindfulness and healing techniques to each activity. However, Li (2018) recommends arranging the activities offered to the tourist for their psychological needs. Some examples of Forest Bathing activities are leisurely walking in the forest, yoga, eating in the forest, hot bathing, meditation, aromatherapy, Nordic walking, and plant observation. Forest Bathing tourism activities are carried out with the aim of recovery, not just looking for beautiful scenery or selfie photo spots, and also not for testing adrenaline such as adventure tourism.

The design of the activities above aims to provide an overview of the theme of activities that can be carried out during Forest Bathing and can be modified based on the resources owned by each

Title			
"Aromatic Wave"	"Refill Negative Ions"	"Down to Earth"	"Silence Patience"
Description			
Smelling and sniffing the various natural scents released by the trees, the smell of wet earth and essential oils coming from the forest	Charge negative ions in the body by going to waterfalls and rivers with water currents that cause water to splash into the air	Get closer to nature by hugging trees, touching the ground, walking barefoot and sitting and lying between tree roots.	Leave technostress by turning off electronic equipment, enjoying nature sounds, birds chirping, leaf scraping by doing meditation, yoga or breathing exercises
Location			
Forest areas with trees that secrete -pinene and limonene compounds such as cypress, pine, orange, ylang, eucalyptus	Waterway with heavy current	A track with a safe path and a comfortable texture on the feet	An area with the sound of splashing water, a bird population that is awake and cool.
Target market and group size			
Health-motivated adults or older Small group	Youth and adults are interested in health Small group	Youth and adults are interested in health Small group	Health-motivated adults or older Small group
Seasonality			
Dry season	After rainy season	Dry season	Rainy season

location. It hopes that the activities carried out during Forest Bathing involve the six human senses to get the maximum benefit.

4.3 *Forest bathing tourist segmentation*

In this study, researchers tried to target the segmentation of Forest Bathing tourists using the Wellness Tourism market segment approach. Based on the six dimensions of wellness, according to the Global Wellness Institute (2018), Forest Bathing tourists are predicted to be those who seek mental, spiritual, and emotional dimensions while traveling. The description of activities and subjects for each can be seen in Table 1.

Table 1.

SEEK (What are you looking for)	DO (What is being done)	WHO (Who does it)
Mental Dimension	Body Fitness – Mind: Yoga Meditation Breathing	1. Yoga practitioner 2. A community that is concerned about health and mindfulness issues
Spiritual Dimension	Fulfillment of Spiritual Needs Meditation Contemplation Self-reflection	3. Office workers/students/anyone who wants to refresh, 4. Urban people who want to find a new atmosphere that is more calm and peaceful 5. Millennials who are in the self-discovery stage
Emotion Dimension	Self-Improvement Retreat Stress management Read Listening to music	6. Adults seeking spiritual peace 7. Middle up group who prefer exclusivity 8. Groups experiencing technostress

Source: Modification of the wellness tourism product component table (Kemenparekraf 2019).

5 CONCLUSION

The pandemic has resulted in a shift in tourist preferences, which has encouraged tourism actors to think creatively in developing new tourism models that suit the needs of tourists. Wellness tourism is recommended for study because it is predicted that it will also be sustainable as well as becoming a trend in the new and next to normal. The human need for tranquility, peace, and to be away from stress is increasing. The practice of Forest Bathing can be developed in Indonesia because of its high natural resource potential and deserves to be considered a part of wellness tourism. In addition, Forest Bathing can also conserve Indonesia's forests by involving community elements.

This research is a preliminary study, so that there are still opportunities for further research to be carried out. The scope of further research may include preparation of tour packages, management techniques, development, marketing of Forest Bathing, and others.

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Tourism policy and stakeholder's dilemmas in the post-COVID-19 era – A case study of Guilin Tourism Co., Ltd.

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ABSTRACT: The COVID-19 pandemic has had a catastrophic impact on tourism around the world, especially in Guilin, China. This article uses stakeholder theory to study the dilemmas of interest between tourism stakeholders in the context of Guilin's tourism sector. This article uses semi-structured interviews in qualitative research to study the dilemmas of interest among travel companies, governments, tourism practitioners, and tourists during the COVID-19 period. This article attempts to raise and solve an existing problem: how to reduce the impact of the crisis on tourism-related stakeholders during the crisis. The research results show that balancing the dilemmas of interest among tourism stakeholders, consolidating the adaptive survival foundation, and formulating a tourism crisis management system are the key solutions to avoid the impact of the tourism crisis on China's national conditions.

Keywords: Tourism policy Stakeholders' dilemma; Tourism crisis management; COVID-19 shad period

1 INTRODUCTION

The promulgation of the policy involves dilemmas of interest among different stakeholders. This article studies the dilemmas of intrinsic interests among tourism stakeholders. The ultimate goal is to understand how to balance the dilemmas between tourism stakeholders. During COVID-19, the application of benefit-sharing theory to the tourism industry has resumed development and has become a popular research subject. The original "benefit sharing" refers to the sharing between stakeholders in the local community (Foxlee 2007). In the past ten years, the term "benefit sharing" has been widely used by industry academics (Söderholm & Svahn 2015) The development of the tourism industry involves many dilemmas of interest. Typical dilemmas of interest include (ocal governments, tourism companies, people engaged in tourism-related work, and tourists. This article attempts to raise and solve an existing problem: how to reduce the impact of the crisis on tourism-related stakeholders during the crisis? Using the governance framework as the basic framework for the implementation of tourism policies, the study found that balancing the dilemmas of interest between tourism stakeholders, consolidating the adaptive survival foundation, and formulating a tourism crisis management system are the key solutions to avoid the impact of tourism crises on China's national conditions.

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2 LITERATURE REVIEW

This article is based on the stakeholder theory to realize the sustainable development of stakeholders in the context of COVID-19. One of the important factors of sustainable tourism development is the cooperation between different interest groups. The development environment of each community is different, and the development trend is also different. Therefore, the sustainable development strategy needs to understand the surrounding environment of the local community and the interest relationships between stakeholders (Rinaldi 2017) For the sustainable development of tourism, it is very difficult to find a balance between stakeholders in different social backgrounds. This balanced relationship includes response measures (Hall 2011), links between community tourism systems (Adiyia et al. 2015), and links between local communities (Kirsten & Rogerson 2002). The tourism system itself is complex, flexible, and adaptable. When stakeholders are affected, stakeholders will experience changes (Jones & Weaver 2008). From the current scholars' point of view, it is not difficult to see that different policies affect the cooperative relations between tourism stakeholders under different social backgrounds, and the policies in the tourism system have a profound impact on stakeholders.

3 METHODS

3.1 *The research methodology*

This article uses a qualitative case analysis method, based on the Stakeholder Theory, to summarize the information of the government's annual report, the annual report of the enterprise, and the annual operation report of the scenic spot, and prepare the interview questions of the interviewee. The author uses a semi-structured interview with research subjects, and the questions raised mainly revolve around the following three questions: 1) What are the impacts of policies on you? 2) Do you support the promulgation of the policy? 3) What other policies do you think should be promulgated? To understand the dilemmas of interest among stakeholders during the COVID-19 period, four stakeholder groups (tourism companies, local governments, tourism practitioners, and tourists) are selected, and five people are selected from each group to conduct interviews. The interview date was June to July 2020, with a total of 20 face-to-face interviews, each of which lasted from about half an hour to an hour. Sorting out the interview data reveals that there are multiple interest relationships among the interest groups behind the interviewees.

3.2 *The research site – Guilin Tourism Co., Ltd.*

The research site is Guilin Tourism Co., Ltd. Guilin Tourism Co., Ltd. was established on April 29, 1998. The company is mainly engaged in tourism services and tourism services-related businesses. The main business includes cruise passenger transportation, scenic tourism business, hotels, road travel passenger transportation, taxi business, etc.

Guilin Tourism Co., Ltd. owns the core tourism resources of Guilin: Two Rivers and Four Lakes Scenic Area, Yinziyan Scenic Area, Longsheng Hot Spring Scenic Area, Fengyuyan Scenic Area, Zijiang Tianmen Scenic Area, and cooperates with the company's controlling shareholder Guilin Tourism Development Corporation to construct the famous scenic spots in Guilin City—Seven Star Scenic Spot and Xiangshan Scenic Spot; the company owns 100% equity of the five-star hotel Guilin Lijiang Waterfall Hotel; the company owns 33 newly renovated Lijiang star cruise ships with a total of 3,274 seats, occupying approximately Guilin City 28.59% of the total number of star-rated cruise ships on the Lijiang River; the company has 313 taxis, accounting for 13.8% of the total number of taxis in Guilin; and the company has 149 large and medium-sized tourist buses, accounting for about 5.46% of the total number of tourist buses in Guilin.

4 RESULTS AND DISCUSSION

Tourism companies, governments, tourism practitioners, and tourists have a balanced interest relationship in the sustainable development of tourism. When COVID-19 came, this relationship was broken, and a strong dilemma of interest occurred between these stakeholders. dilemmas between travel companies and the government, dilemmas between travel companies and tourism practitioners. dilemmas between travel companies and tourists. Over time, the dilemma between them was not resolved and the dilemmas escalated, which could cause panic and social unrest. Trying to alleviate a dilemma requires decision-making, which requires balancing the interests of many stakeholders (Phil Franks 2018). Stakeholders need fair negotiation and decision-making. The following are real interviews with dilemma subjects:

4.1 *The dilemma of tourism practitioners and tourism enterprises under the policy*

The dilemma of interest between tourism practitioners and travel companies lies in the stagnation period of COVID-19, and employees are unpaid for work at home. The epidemic has brought many new problems to labor relations, and the epidemic has directly led to the paralysis of travel companies. Some enterprises have also experienced some labor disputes. Some workers reported:

> *The company now doesn't even have security guards to work, and the company can't pay wages at all now. We wait for work at home endlessly. I have a wife and children, and all my sons and daughters count on my salary. Mortgage and car loans are both problems. If I have not resumed work and production, I may have to steal it.* (LJS [Pseudonym] 2020)

Tourism companies are facing tremendous social pressure because the closure of the city is fatal to the tourism industry. No order means no tourists and no income. If wages are not paid, employees face unemployment. Tourism companies have brought employment opportunities to employees, and employees have brought benefits to tourism companies. There is a sharing of benefits between the two.

4.2 *The dilemma of the city government and travel agency under the policy*

During the COVID-19 period, the government forced the closure of public places, causing all hotels, transportation, and entertainment places within the business scope of tourism companies to close. Several products with the largest share of tourism companies have been forcibly closed, causing the company to face a state of stagnation. The resumption of work and production still needs to wait for a new government notice. The company's human resources manager said:

> *Although the government gave us a sum of money for emergencies, how long can this money last? If we do not resume work and resume production, we will not be able to pay wages, and our employees will go hungry with us.* (WX [Pseudonym] 2020)

To help tourism companies get out of the predicament as soon as possible, local governments have issued a series of policies to help companies. It is not difficult to see that the government and enterprises share the same benefits. During the crisis, travel companies stagnated due to government policies and were unable to generate new fiscal revenues. After the domestic crisis improved, the government introduced new tourism policies for tourism companies to support the accelerated recovery of the tourism industry.

4.3 *The dilemma of tourists and travel agencies in the context of policy*

Most of the dilemmas of interest between tourists and travel companies stem from the issue of order cancellation during the COVID-19 period. Tourist Ms. Qiao had booked a travel itinerary after January 25, 2020. After the outbreak, Ms. Qiao requested the travel agency to terminate the travel contract on January 22. At this time, the notice of the Ministry of Culture and Tourism of China has not been issued. Therefore, the travel agency at that time made the refund by the travel contract. The following month, Ms. Qiao contacted the travel agency again, requesting an increase in the refund amount under the force majeure regulations, but the travel agency refused because the contract had been resolved. The following are the original words of the interview with Ms. Qiao:

> *I contacted the travel agency and wanted them to return all the money to me, but they only refunded me 30% by the rules of impending refund of orders before the epidemic. When the epidemic came, I wanted to go to Guilin to see the landscape. Plus, air tickets and accommodation, I have lost thousands of dollars before I go out to travel!* (QL [Pseudonym] 2020)

Facing the COVID-19 pandemic, China has launched a city lockdown strategy. Due to force majeure affecting the travel itinerary, the travel contract cannot be performed. Both parties can request the termination of the contract and partial or full exemption from liability. However, in real life, the content of each travel contract is different. In order to deal with it, it is necessary to combine the specific content agreed in the travel service contract, such as travel date, travel location, and tourist's own factors, to determine whether the parties to the contract enjoy the right of cancellation, and the specific refund amount in the future. A marketing manager of Guilin Tourism Co., Ltd. said in an interview:

> *At that time, the epidemic came too suddenly, and too many orders were returned. We are not prepared at all. We are going to dock with scenic hotels and restaurants in advance. Unsubscription of orders requires a process, and there is not enough manpower. Our cash flow has also been affected to a certain extent, and it is impossible to unsubscribe from all orders in a short period.* (BCL [Pseudonym] 2020)

For consumers, travel is a special way of pursuing a healthy life, while travel agencies allow consumers to realize this desire through their own services, and at the same time obtain certain economic benefits. Therefore, in general, it is in the common interests of both parties. Due to the outbreak of the epidemic, China enforced a city lockdown policy plus the promulgation of tourism regulations. Therefore, the contract cannot be performed and even disputes arise. In this regard, the author believes that the two parties should understand each other to avoid the intensification of contradictions and try to deal with differences in a mild manner. Ensure full communication between tourists and tourism companies, and there is a time limit for refunding orders to tourism companies, but tourism companies must not use policy as a reason to convert refunded deposits into consumer vouchers or other forms of compensation. Only by reaching a consensus can there be long-term sustainable tourism development.

4.4 *Co-creation among tourism stakeholders*

Studies have shown that sustainable tourism policies need to link stakeholders. To understand the dispersed stakeholders with different interests, formulating these policies to drive the local economy to increase participation and fairness, see Murphy (2012) Although the state provides corresponding policies, the implementation of policies to localities will produce certain differences (Stoffelen & Vanneste 2016). The following are policy adjustments made in response to the epidemic.

1. Incorporate public tourism security crisis management into the global tourism system and issue emergency plans. Improve the overall sanitation of the tourism environment to pave the way for the development of sustainable green tourism. For example, tourist attractions need to be equipped with necessary consumables, including toilet paper, cleaning fluid, and disinfectants. Give play to the guiding and promoting role of the cultural tourism industry in responding to emergencies related to cultural tourism and improve the emergency response level of the cultural tourism industry.
2. Reshape the image of Guilin as a safe tourist destination. As the current inbound tourism is greatly affected by COVID-19, starting from the second quarter, it has shifted to the development of the domestic tourism market to stabilize people's hearts from the inside out. To realize the economic recovery of tourism and drive the entire tourism development and consumer market, it is necessary to plan new major promotional activities and increase foreign promotional funds.
3. The internal improvement of the tourism industry during the COVID-19 shutdown. Tazhijia Online 3311 "New Starting Point Mode" is worth learning. Work from home, group work, and

online training. Supplement the imperfect summary analysis of 2019, supplement and improve the ideas for the implementation of the strategy in 2020 and make up for the thinking that usually does not have time to do; study and deploy the strategy implementation in 2020 in advance; improve personal ability and learn professional courses. In response to the safety of employees during the epidemic, Tazhijia Online 3311 "New Starting Point Model" not only protects the interests of employees but also gives the company new plans.

Tourism decision-making is inseparable from the interesting relationship between the government, tourism companies, tourism practitioners, and tourists. Tourism companies undertake the interesting relationship between the government and tourists. Tourism companies are the mainstay and need the assistance of the government and tourists to close contact. Assessing the assistance relationship between stakeholders is the most important step in my opinion because it connects the interest relationships between the four groups.

Identifying and categorizing the interest relationships between stakeholder groups is the primary goal of stakeholder analysis. They contribute to the formulation of balanced policies. There may be dilemmas among interest groups, but in fact, they will share interests. The decision-making process of stakeholders is complicated, and it needs to maintain an interesting relationship between each stakeholder. It is important to involve all stakeholders in decision-making, and stakeholders may overreact if they feel that they are not taken seriously. Explain that stakeholder participation helps avoid dilemmas (Bramwell & Lane 2011). So far, the development of the tourism industry is still restricted by COVID-19. How stakeholder groups coordinate and cooperate to combat COVID-19 is a key factor in achieving industry recovery. As the policy promulgator and implementer, the government should provide financial support for the economic difficulties of the tourism industry during COVID-19, such as tax cuts and relief subsidies. The implementation of COVID-19 prevention and control measures ensures that people's travel safety is guaranteed. At the enterprise level, tourism companies need to formulate tourism crisis management plans, and strengthen professional tourism training for employees. In the face of insufficient financial resources, it is not recommended to reduce the economic pressure on the enterprise through layoffs, consider whether to transform flexibly, try a new travel model in the face of changes in travel, and lead employees to adapt to COVID-19 to survive and face difficulties together. At the employee level, during the stagnation period of the tourism industry, improving the professional skills and knowledge of the tourism industry will lay a good foundation for the tourism industry to usher in recovery after COVID-19. At the tourist's level, strictly abide by the regulations issued by the government, and carry out tourism activities in a safe and orderly manner. When stakeholders cooperate and coordinate with each other to achieve a unified goal, the erosion of COVID-19 will not affect the new starting point for future tourism recovery.

5 CONCLUSION

Through the application research of stakeholder theory in tourism policy, this article researches the communities (tourism companies, government, tourism practitioners, and tourists) centered on Guilin Tourism Co., Ltd. The governance model is constructed based on the stakeholder theory system, and the reaction of stakeholders to policy formulation is analyzed from four different perspectives. Studies have shown that the process of formulating policies in the tourism industry to balance the dilemmas of interest among various stakeholder groups is very complicated, and it requires a high degree of participation and fairness mechanisms. The sustainable development of tourism in the context of COVID-19 is difficult and is affected by many aspects. The closure of the city and the people staying at home are a devastating blow to the tourism industry. Therefore, there will be fierce dilemmas in the tourism community. Tourism companies will need to help themselves to survive and develop. The government needs to formulate policies and assistance, tourism practitioners need to consider changing jobs, and tourists face difficulties in tourism. The benefit-sharing mechanism is conducive to the in-depth analysis of the beneficial relationship between stakeholders. It can clearly identify and classify the relationship between stakeholders. The formulation of policies has far-reaching impacts. Different stakeholder groups may have positive or negative impacts. The benefit-sharing mechanism needs to be adjusted flexibly by policy development. Balancing the dilemmas of interest among tourism stakeholders, consolidating the basis for adaptive survival, and formulating a tourism crisis management system are the key solutions to avoid the impact of the tourism crisis on China's national conditions. The tourism community environment includes many stakeholders, among which there are more complex dilemmas. This article focuses on analyzing the dilemmas between stakeholders from the level of tourism companies, governments, tourism practitioners, and tourists. In the future, China's tourism industry will usher in a new recovery, and the sustainable development of the tourism industry will face new challenges. The author hopes that other industry scholars can continue to study the dilemmas of stakeholders in the new sustainable tourism trend.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The importance of stakeholder's collaboration between corporation and local communities in the Indonesian tourism industry

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ABSTRACT: Collaborative activities in the tourism industry should be adequately developed. In particular tourism cases, the investor disregards the local community's role in developing tourism areas. This article aimed to identify the effectiveness of the collaboration carried out by the corporate-based tourism industry with local communities. The location of this research is Pasar Parkiran Jatim Park, Indonesia. Data were collected through direct observation, questionnaires to the local community, and documentation. The study results indicated that inter-stakeholders significantly implemented collaborative activities in the Pasar Parkiran Jatim Park, Indonesia. This effectiveness can be seen from the increasing income received by local communities from tourism activities in these locations. Although it has been effective, the director of Pasar Parkiran needs to take a list of the business carried out by local communities so that business diversification can be maintained, and no business competition occurs.

Keywords: Stakeholder's Collaboration; Tourism Industry; Jatim Park; Pasar Parkiran

1 INTRODUCTION

1.1 *Background*

Tourism has been one of the leading growth sectors in recent years. Based on this phenomenon, tourism can become an economic driving strength in the form of a source of foreign exchange for the Republic of Indonesia. In this case, Indonesian tourism's growth can be seen from the increasing number of foreign tourist entries in the last five years. Naturally, the increasing number of tourist visits is followed by the economic impact on tourist sites. The economy is built from tourist expenditure during activities. Some of the expenditures made by tourists are received directly, and the present tourism industry/business perceives the benefits. The tourism industry includes transportation, accommodation, food and drink, and other tourism service industries.

Meanwhile, increasing tourist visits and expenditures can generate local income and trigger national economic development (Utama 2011). In addition, the expenditure of tourists also performs an essential role in national foreign exchange earnings, equivalent to other foreign exchange sources, including oil palm and gas. It is undeniable that the high contribution of state foreign exchange, the increase in regional original income, and the ability to absorb labor make the tourism sector receive attention to continue to be developed as a strategic industry so that there is equitable development (Muljadi 2012).

Economic growth caused by increased tourism activity triggers investors to play a role in potential areas. Large-scale investments are generally in the form of investment in the provision of tourist attractions. Investment ideally requires considerable costs, so that it requires investors who have the same mission, namely tourism development. Some areas that have tourism potential in Indonesia and are supported by investors include DKI Jakarta, Batu City - East Java, Badung Regency - Bali, Lombok NTB, and several other areas in Indonesia. Through this investor's contribution, tourism

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development in the area can improve, and economic growth can be seen. However, this growth cannot be caused solely by investors.

In the tourism development of an area, the involvement of other stakeholders is also essential. The involvement is not only in a passive form but also actively can be seen. Penta helix tourism stakeholders must be seen in advancing tourism. This is necessary considering that each represents an essential role in the success of tourism development. Collaboration is one of the essential pursuits in tourism activities. Through this collaboration, it is hoped that cooperation will emerge that can provide mutual benefits. Furthermore, this collaboration can encourage each group to contribute to their respective fields (Fairuza 2017). Thus, these activities can generate tourist activities in a tourism destination through the provision of tourist needs.

Investors or tourism managers cannot provide all of the tourists' needs, so the role of other stakeholders, in this case, needs to be done in collaboration with the private sector with the community in tourist locations. This collaboration can be in the form of meeting needs that tourism managers have not provided. In tourism activities, attraction elements cannot stand alone. A tourism owner/manager cannot only provide a recreation area without other components to support the smooth flow of tourist activities in that location. Therefore, it is necessary to have facilities and accessibility to support these activities. Tourism owners can carry out the fulfillment of these needs through a collaborative process between stakeholders. The availability of these three elements can provide a positive image of a tourism destination (Abdulhaji & Yusuf 2016).

Specifically, this study discusses the collaboration between investors/tourist managers and local communities in tourist attractions in Indonesia. The research location was determined, namely the Pasar Parkiran Jatim Park, Indonesia. The scope of this study discusses how effectively the impact of collaboration is felt by each tourism industry stakeholder in the Pasar Parkiran Jatim Park, Indonesia. In some literature related to the tourism industry, it is still infrequent to discuss the two stakeholders' effectiveness in the collaboration. Most of them only discuss the involvement of local governments as stakeholders and regulators together with investors or between investors providing tourist attractions and investors providing accommodation services. Regarding the massive growth of tourism and the awareness of local people to contribute to the tourism industry in their area, this research is expected to answer and provide a recommendation that can be used as a basis for making tourism policy in Indonesia.

1.2 *Research objectives*

This research was started from a lack of optimal stakeholders in utilizing cooperation between organizations in the tourism industry. Primarily seen in cooperation, most investors only cooperate with the central and local governments to clarify the tourism management regulation. Many investors abandon social values by empowering local communities as partners in the success of tourism activities in the tourism destination.

Specifically, this study tries to describe effective collaboration to be one of the references in tourism research. The effectiveness evaluates from the impact of income each stakeholder receives in the implementation of tourism activities. The company owner receives income from entrance tickets and business tenant rental, while the local community benefits from tourist expenditures at the destination.

2 LITERATURE REVIEW

According to Sentence (Pitana & Diarta 2009), tourism is a combination of aspects and relationships that arise in the interaction of tourists, businesses, governments, and local communities in the process of attracting and serving these tourists and others. This phenomenon can be interpreted as tourism is an activity that should be formed by several actors. Not only involved in a passive form, of course, but each stakeholder must also be actively involved. Each plays a role following the capacity they have. Furthermore, tourism is one of the sectors driving economic growth factors, creating and maintaining jobs where most people work in the tourism industry (Mirela et al. 2017).

Sentence (UNWTO & Council 1995) discussed that tourism consists of people who travel and stay outside of their usual place of residence for a certain period to have fun, business, and other purposes. Therefore, the needs of tourists while in tourist locations need to be provided and fulfilled by tourism actors in tourist visiting areas. To meet the needs of tourists while at tourist sites, business people can cooperate with other stakeholders, in this case, the central government and local governments as the owners of tourism development authorities. Indirectly, the provision of tourist needs will impact the length of stay of tourists when visiting a tourism destination. The more facilities available, the more opportunities for tourists to spend their vacation time in the area.

One of the vital components in the tourism industry is tourist attractions (Vanhove 2005). However, in general, these components require other attributes to complement tourist activities. In addition to tourist attractions, accommodation, and other facilities, services deemed necessary to be provided in a tourist area are also needed. With the availability of all the facilities owned in the area, it can increase its competitive advantage. Competitive advantage itself is a concept that can bring companies to get more significant profits than the average profitable in other tourism destinations (Evans 2016). Therefore, a tourist attraction is expected to be able to highlight its competitive advantage strategy.

3 METHOD

This article is compiled through a conceptual approach developed by Keynesians. The Keynesian Multiplier effect can indicate the achievement and effectiveness of collaboration built by stakeholders in the tourism industry. The criteria in assessing the Keynesian Local Income Multiplier number are: 1) If the value is less than or equal to zero (≤ 0), then collaboration in the destination cannot be categorized as effective because the community has not received the perceived impact of existing tourism activities; 2) If the value is between zero and one ($0 < \times < 1$), then the destination in its tourism activities raises suitable collaboration activities although it is still not optimal so that the effectiveness value is also still lacking due to the low economic impact value, especially on people's income; and 3) If these values are greater than or equal to one (≥ 1), then the destination in its tourism collaboration activities has effectively provided an economic impact, especially on people's income. The objects studied in the writing of this paper are the tourism manager of the Pasar Parkiran Jatim Park and local communities. They offer and provide supporting facilities for tourism activities at that location. The samples in this research are the owners of the tourism sites, Food Court businessmen, Souvenirs and Gifts Kiosk, Toilets, and Labor: employees on games arena, Food Court employees, Souvenirs and Souvenir Kiosk employees, and toilet attendants. The ratio calculations used in this study are:

$$\frac{D + N + U}{E} \tag{1}$$

where:
E = tourist expenditure (in Rupiah)
D = SMEs owner earnings or local community direct income from E
N = Labor earnings or local community indirect income from E
U = Labor expenditures or local community induce income from E

This paper is prepared with a model describing the tourism industry's current phenomena, especially those directly related to collaboration between stakeholders. The following section describes the theoretical basis and literature review. Furthermore, the findings in the field are presented to be discussed further to obtain appropriate recommendations.

4 RESULTS AND DISCUSSION

4.1 *Result*

4.1.1 *Tourist demographic and geographic data*

Tourist respondents' characteristics who visited the Pasar Parkiran Jatim Park relating to their age were not significantly different. Based on the total number of 50 respondents, 58.00 percent of the respondents are female, and the rest are male (42.00 percent). Furthermore, the age of visitors was dominated by productive age under 30 years, i.e., 82.00 percent. These characteristics are appropriate for the facilities and attractions offered by the Pasar Parkiran Jatim Park, namely rides that youth enjoy. However, based on the data received, there are also tourists over 40 years old, precisely 4.00 percent, and 12.00 percent were 31-40 years. Regarding the game's attraction created by the operator, this theme park has a segment of young visitors who want to spend the night enjoying the games provided during their stay in Batu City.

Tourists who come to Batu City, especially those visiting Pasar Parkiran Jatim Park, are dominated by Bachelors, both those who have graduated and those that are still students. The percentage of tourists with a higher education level is 48 percent, followed by high school graduates at 38 percent. The rest are diplomas (8.00%), Junior High School (4.00%), and Elementary School (2.00%). The Pasar Parkiran Jatim Park location leads to tourists' dominance with a higher education level, as it is close to the center of the student city of Malang. There are many universities and other colleges in the city, and thus students spend their vacation time in Batu City.

The education level group correlates with visitors who come to the Pasar Parkiran Jatim Park, which is dominated by students at 44.00 percent, followed by private employees 36.00 percent; state-owned enterprises (BUMN) employees make up 8.00 percent, and civil servants and housewives each are 6.00 percent. Likewise, with the amount of income owned by tourist respondents who visited the Pasar Parkiran Jatim Park where 56.00 percent earned up to Rp. 1.500.000. Meanwhile, 12.00 percent of tourists earn more than Rp. 3,500,000. This is reasonable based on the average tourist visiting the Pasar Parkiran Jatim Park being young tourists who are still students and private employees. This average income will affect tourist expenditure in tourist sites. The higher the income, the more likely there is to be a high level of consumption at tourist sites. Meanwhile, geographically, tourists who visit Batu City, especially Pasar Parkiran Jatim Park, are regional tourists who come from Batu City, Malang City, and Malang Regency. 70.00 percent of tourists come from the area while the remaining 30.00 percent are tourists who come from outside the region. When visiting tourist sites, 78.00 percent of tourists use motorbikes, and the remaining 22.00 percent are car users, both private and public transportation. Examining the limited condition of public transportation in Batu City and Pasar Parkiran tourist attraction's operating hours, tourists prefer private vehicles to public transportation.

4.1.2 *Local stakeholders demographic data*

Based on the results of a survey that has been given to respondents, local stakeholders in tourist attractions have, on average, been involved/entrepreneurship for 27 months. The average capital of the people involved in entrepreneurship is IDR 5,020,400. The average capital is for purchasing an investment in equipment and raw materials before being processed into products for sale. Apart from being business owners in tourist sites, local people are also involved in other things such as maintaining toilets, as workers in SMEs, and as employees at the Pasar Parkiran Jatim Park.

Demographically, community respondents involved in tourism activities have almost the same numbers, namely females make up 53.33 percent and males are 46.67 percent. Contrasting with visitors who are dominated by the age of under 30 years, but for the local community involved in this activity are people aged 30 years and over with a percentage of 80 percent, while the remaining 20.00 percent are people with an age range of 21-30 years.

Married people dominate the community involved in tourism activities at the Pasar Parkiran Jatim Park: 73.33 percent are married, and 26.67 percent are unmarried people. It can be concluded that work in these tourist sites is the primary source of livelihood for the community. Meanwhile, the local people who work at the Pasar Parkiran Jatim Park have a good level of education. In contrast, 70.00 percent are people who have higher education from high school, diploma, and bachelor. However, there are still people/workers who only attended education up to junior high school and elementary school, 30.00 percent. Although formal education is the main requirement when looking for work in several companies, the Pasar Parkiran does not discriminate regarding education. As long as it can provide a mutually beneficial positive impact, the community can be involved in it.

4.1.3 *Economic impact from collaboration activities among stakeholders*

One pattern of the value of collaboration effectiveness in tourism activities can be measured by how much economic impact is received by stakeholders or business actors in the tourist area. The higher the income received, the greater the local economic cycle built and the more effective the collaborative activity. Pasar Parkiran Jatim Park is one of the man-made tourist attractions in Batu City that implements the collaboration of capital owners as investors and operators of tourism activities. At the same time, the community is given a space to collaborate to meet the tourist's needs. Some of these needs include accomplishing meals, souvenirs, parking, toilets, and other basic needs. Besides being a complement to an element of tourist attraction, the benefits received by tourism managers can also be an alternative tourist attraction for tourists, for example, culinary tourism and others.

Tourist expenditure is one of the main ammunition for driving tourism activities in these locations. The more tourists who come, the greater is the opportunity to for tourists to spend money, and the income of the community increases. Based on the survey conducted, the following is an estimate of tourist spending per day per person. This estimate is presented in thousands of rupiah (Table 1).

Table 1. The Proportion of Monthly Tourist Expenditure in Pasar Parkiran Jatim Park

The Amount in Thousands of Rupiah

	No	Description	Expenditure (Rp/pax/ day)	Percentage (%)
A		**Outside Expenditure**	**53.94**	**33.34**
	1	Transportation	21.30	13.17
	2	Outside meals	32.64	20.18
B		**Location Expenditure (income)**	**107.83**	**66.66**
	1	Meals	31.23	19.31
	2	Souvenirs	15.70	9.71
	3	Entrance Fee	16.58	10.25
	4	Rides fee	24.43	15.10
	5	Toilet	1.94	1.20
	6	Parking	5.58	3.45
	7	Others	12.37	7.65
C		**Total Expenditure (C=A+B)**	**161.77**	**100**
D		**Monthly Outside Expenditure (D=A*average monthly visitors)**	**4,996.46**	
E		**Monthly Location Expenditure (E=B*average monthly visitors)**	**9,988.29**	
F		**Monthly Tourist Expenditure (F=D+E)**	**14,984.75**	

Sumber: Data Processed, 2018.
Secondary data was collected from Pasar Parkiran operator, 2018.

Based on Table 1, it can be seen that the average tourist expenditure when visiting the Pasar Parkiran Jatim Park is Rp. 161,770. However, these expenditures have been made since tourists departed from their hometowns. Therefore, some expenses arise before arriving at the tourist location. The expenditures before arriving at tourist sites proportion to 33.34 percent of the total or around Rp. 53,940. This figure can be interpreted as loss profit activities.

Furthermore, spending of Rp. 107,830 is made by tourists when arriving at tourist sites. Regarding existing data, the two largest components of tourist expenditure while at the location are meals consumption of 19.31 percent and the entrance fee for each ride of 15.10 percent, or each has an average of Rp. 31,230 and Rp. 24,430. Based on data received from location managers, the average number of visitors is 9,263 tourists per month. This amount is obtained from the number of tourist visits during January to December 2017. The estimated monthly income of the tourist area is IDR 1,498,475,000. If the income received at the location is 66.66 percent, it can be interpreted that the regional generating income that arises is Rp. 998,883,000.

Based on the total income figures, an estimate of Rp. 379,863,412 is the income received by park owners and then Rp. 619,019.558 is received by the people involved in activities in the Pasar Parkiran Jatim Park. This value is divided into several proportions, including for meal outlets, souvenir shops, toilets, parking fees, and other people who are also actively involved. A complete distribution of income received directly by business owners at the Pasar Parkiran Jatim Park is presented in Table 2.

Table 2. The SMEs owner earnings in thousands of rupiah.

SMEs	Σ SMEs	Average Monthly income	Monthly Economic Impact
	(a)	(b)	(c=a*b)
Meals Outlets	52	2.500	130.000
Souvenirs Shop	33	2.120	69.960
Games operated by Community	0	0	0
Toilet	3	1.500	4.500
Total	**88**	**4.620**	**204.460**

Sources: Primary and Secondary Data Processed, 2018.

The data collected in Table 2 is derived from a questionnaire distributed to SMEs owners through a purposive proportional sampling technique, in which each business outlet is sampled proportionally. Based on the data collected, it is generalized to get an estimate of the acceptance of business owners. The number of SMEs owners at the Pasar Parkiran Jatim Park in 2018 was 88 units divided into meal outlets, souvenir shops, and toilets. The amount of income that businesses receive from transactions made by tourists is an average of IDR 204,460,000 per month. This income is the average of SMEs' monthly income received through sales transactions in the Pasar Parkiran Jatim Park. The revenue is also known as the direct economic impact. Through this acceptance, the SMEs owners spend the income earned for salary, food material purchasing, and personal daily needs. The expenses made by business owners for raw material costs and payroll can be seen in Table 3.

Based on Table 3, the average income of Labor (Meals Outlets, Souvenir Shops, Toilets) is Rp. 1,767,250 and the average income of tourism site workers is Rp. 2,442,000. From this data, it can be concluded that tourism activities in the Pasar Parkiran Jatim Park have positively impacted local community workers. Although this income is under the Minimum Standard of City Salaries Regulations, the nominal has achieved the good category. This income received by the community is called the indirect economic impact. The average indirect economic impact received in this tourist area is IDR 489,706,000 per month. Based on the income received by this labor, it will be spent both around and outside the residence. Expenditures in the surrounding area of residence include daily needs, children's school fees, transportation costs, and others. Meanwhile, the outside cost of the residences are electricity costs and other costs. Tracking expenses for spending around the place of residence is called induced economic impact, which in detail can be seen in Table 4.

Table 3. Labor earnings in thousands of rupiah.

Stakeholders	Average Labor per unit	Σ SMEs	Monthly Σ Labor	Σ Total All Labor Income	Σ Monthly Labor Income	Σ Monthly SMEs expenditure	Indirect Impact
	(a)	(b)	(c=a*b)	(d)	(e=c*d)	(f)	(g=e+f)
Meals Outlet	1	52	52	1,930	100,360	90,228	190,588
Souvenirs Shop	1	33	33	1,570	51,810	57,408	109,218
Games	0	0	0	0	0	0	0
Toilet	1	3	3	1,250	3,750	3,000	6,750
Pasar Parkiran Staff							
Maintenance Staff	14	1	14	2,600	36,400	–	36,400
Cleaning Service	10	1	10	2,300	23,000	–	23,000
Administration	7	1	7	5,000	35,000	–	35,000
Security	7	1	7	2,050	14,350	–	14,350
Ticketing	8	1	8	2,000	16,000	–	16,000
Rides Operator	10	1	10	2,000	20,000	–	20,000
Outbound	10	1	10	2,400	24,000	–	24,000
Parking Staff	9	1	9	1,600	14,400	–	14,400
Total	**78**	**96**	**163**	**24,700**	**339,070**	**150,636**	**489,706**

Sources: Primary and Secondary Data Processed, 2018.

Table 4. Labor earnings in thousands of rupiah.

Labor (LB)	Σ LB	Σ LB Expenditure	(%) Local Expenditure of LB	Induced Impact
	(a)	(b)	(c)	(d=a*b*c)
Meals Outlet	52	2,247	88,79	103,740
Souvenirs Shop	33	1,131	87,18	32,538
Games	0	0	0	0
Toilet	3	1,130	73,45	2,490
Pasar Parkiran Staff				
Maintenance Staff	14	2,400	75,00	25,200
Cleaning Service	10	1,435	93,03	13,350
Administration	7	1,425	88,24	8,801
Security	7	1,700	91,18	10,850
Ticketing	8	1,250	52,00	5,200
Rides Operator	10	1,350	48,15	6,500
Outbond	10	1,530	86,93	13,300
Parking Staff	9	1,561	94,03	13,210
Total	**163**	**17,159**	**81,50**	**237,465**

Sources: Data Process, 2018.

In Table 4, it can be seen that there is 81.50 percent of labor expenditure carried out surrounding the residential area, which means that the economic cycle of tourism activities is still being established in the area. The total economic turnover carried out through labor expenditure in the area is Rp. 237,465,000 with the average expenditure per worker in one month being Rp. 1,456,840.

If observed from the average income/salary obtained by the workers, it can be concluded that the community can still save some of the income received where the average amount of expenditure is below the average income.

Collaborative activities among tourism stakeholders at the Pasar Parkiran Jatim Park have been able to have a positive and effective impact. It can be noticed from the Score of Keynesian Income Multiplier, namely 0.93 or close to 1.00. This figure is obtained from the expenditure of tourists in tourist locations, income received by SMEs owners, income received by workers, and tracking of workers' expenditures made in the residential area where they live around the tourist attraction.

$$
\begin{aligned}
\textit{Keynesian Income Multiplier} &= \frac{\mathrm{D} + \mathrm{N} + \mathrm{U}}{\mathrm{E}} \\
&= \frac{204.460 + 489.706 + 237.465}{998.883} \\
&= 0,93
\end{aligned}
$$

E : Rp 998.883 (Tourist Expenditure)
D : Rp 204.460 (*SMEs owner earnings*)
N : Rp 489.706 (*Labor earnings*)
U : Rp 237.465 (*Labor expenditures*)

4.2 *Discussion*

The necessity of a tourism destination to collaborate with the community around tourist sites is an important activity that needs to be implemented in every tourism development in Indonesia. The Pasar Parkiran Jatim Park is one of the best practices in implementing collaboration between stakeholders. There are at least three stakeholders involved in this activity. The owners of capital as providers and managers of tourism actively collaborate with local communities to provide facilities to support this industry, while the regional government is the creator of regulations to balance the collaboration. This study supports the findings in Gili Trawangan that positive collaboration between local communities and Gili Ecotrust activists can impact sustainable development. People who initially carried out illegal fishing and bombing began to realize the impact of tourism, which was more beneficial than the destructive practice (Graci 2013).

The purpose of the collaboration is to provide a holistic approach to implementing sustainable tourism in an area. Sustainable tourism development will present tourism that can benefit all societies and owners who are also involved in tourism activities. The collaboration case carried out at the Pasar Parkiran Jatim Park is an opportunity to create a good atmosphere between tourism managers and local communities. The more people involved, the higher the perceived socio-economic impact, and the better the tourism activities in the area.

Although an increase of SMEs owners who join will provide additional income for site managers, involvement with an excessive number of SMEs in tourism activities in the area can trigger a new problem. New SMEs owners will usually copy businesses that have previously appeared and are visited by many tourists. It will lead to unfair SMEs business competition. The alternative is to encourage the community or new SMEs owners to diversify their business or site managers to expand market segmentation to increase visitors to the Pasar Parkiran Jatim Park. The increasing number of tourist visits will lead to higher needs so that opening a business of the same type will not affect business competition.

In contrast, if this collaborative activity is not carried out correctly and excludes the involvement of local communities, then local conflicts will arise. This local conflict is triggered by the lack of impact from the surrounding community, and only a private company will receive the benefits. One of the tourism conflict reasons in rural China is caused by tourism management rights that do not involve the surrounding community (Wang & Yotsumoto 2019). There needs to be a strong push for mutually beneficial collaboration so that conflicts can be suppressed, and the sustainability of tourism activities can be guaranteed. Collaborative activities between stakeholders in the tourism industry also have a positive impact on the tourist area. It has the effect of increasing the competitive advantage of the tourism destination. In the Pasar Parkiran Jatim Park activities, the visitor motivations may be publicly different. Visiting the location can be triggered by culinary tourism. Buying souvenirs can be the primary motivation for tourists to visit the Pasar Parkiran Jatim Park because the items offered are more attractive, so that these tourist locations get a competitive advantage compared to other tourist locations. It is in line with the findings in Israel's hospitality industry, where alliances with each other seem to benefit in the form of fast access to new markets and low risk due to sharing costs (joint ventures) or not even investing at all in new markets (Preble et al. 2000).

5 CONCLUSION

The collaboration between stakeholders in the Pasar Parkiran Jatim Park has shown a positive value. This positive trend can be seen from the ratio of the multiplier effect close to absolute numbers (0.93). This activity is very beneficial for each stakeholder because they are getting benefits as expected. In addition, conflicts of interest can be reduced or eliminated by community involvement in conducting tourism business activities in the developed tourist attraction. Even though it has had a positive impact on the people who participate in doing business, this collaborative activity needs regulations followed by all the people involved. The rules for standardizing tourism businesses can be one of the regulations that can be implemented for every SME owner. Through this standardization, tourists can feel satisfied when transacting at that location. Some of the standardizations that can be done are the realization of halal standards for food merchants, hygiene standards for toilet handlers, quality standards of goods for souvenir retailers, and hospitality service standards, so that tourists can feel satisfied when visiting the Pasar Parkiran Jatim Park. The standardization can be formulated simultaneously by the stakeholders involved, namely the local community, the manager of tourist attractions, and the regional government. In addition, the implementation of standardization can use the regulation from the Ministry of Tourism of the Republic of Indonesia.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Volunteer tourist motivation through reflective and experiential engagement and the impact of voluntourism traveling and teaching 1000 Guru South Sumatera

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ABSTRACT: This study aims to determine and analyze the influence of volunteer tourist motivation through reflective and experiential engagement and the effect of voluntourism traveling and teaching of 1000 Guru South Sumatera. The analysis method of this study used a quantitative approach with Partial Least Square (PLS) SmartPLS 3. Data collection was carried out by conveying surveys to 200 alumni of volunteers who participated in the traveling and teaching of 1000 Guru South Sumatera. This study confirmed that motivation significantly influences reflective and experiential engagement, which in turn has a significant effect on voluntourism and an indirect effect through reflective engagement and experiential engagement.

Keywords: Motivation; Reflective Engagement; Experiential Engagement; Volunteer Tourism; 1000 Guru South Sumatera

1 INTRODUCTION

Tourism has an important influence on the development of the country. Not only does tourism contribute to multinational companies but also local businesses (Rahmanita et al. 2020). Tourism development can also contribute to the welfare of the rural population through the development of potential tourist attractions (Satriawati et al. 2019). This is evidenced by the many developments of the tourism sector in various regions in Indonesia. The purpose of the trip, which was originally carried out for trade or looking for colonies, over time has changed and focused on pleasure and social status. Travelers today tend to seek out unique and meaningful experiences to fulfill their needs and wants. Modern travelers are focused on getting local, authentic, and unique experiences in spite of the fact that they can't offer assistance but end up more mindful of the natural or social issues within the places they visit (The Case for Responsible Travel 2019).

Social and natural contemplations have gotten to be vital drivers in customer choice making. A report of Booking.com in 2018 uncovered that 54% of individuals regularly select more eco-friendly travel after realizing the dangerous effect of tourism on characteristic regions or, on the other hand, the positive effect on the local community. One form of tourism development that is currently popular is volunteer tourism which can attract the desire of many young people to have a positive effect on change. Volunteer tourism refers to tourists who travel to a place and volunteer on certain projects or activities by helping local communities or villages. Volunteer tourism provides a meaningful experience for tourists because this type of tourism not only provides personal satisfaction for tourists but also has a positive impact on the host community. The manifestation of this positive impact is that volunteer tourists come to help residents to improve their knowledge and skills, contribute to improving the health quality of residents, and provide motivation for local communities to build better villages.

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Many travelers seek opportunities to give their time, talents, and treasures to the destinations they visit. The National Council for Voluntary Organizations (NCVO) through data.ncvo.org.uk, as many as 19.4 million people around the world have participated as volunteers. The enthusiasm to participate in volunteering activities also occurs in Indonesia. Indonesia scored the highest out of 146 countries in terms of the proportion of people who donated to charity (78%) and volunteered (53%) in 2017 (CAF 2018). In Indonesia, many foundations and communities that have volunteering program activities have been established, one of which is 1000 Guru. The founder of 1000 Guru, Jemi Ngadiono said that 1000 Guru was formed because of his concern to see Indonesian youth who have an interest in traveling and traveling without any concern for maintaining cleanliness and the preservation of tourist destinations. Therefore, 1000 Guru has a vision, traveling and teaching that invites the younger generation in Indonesia to share and care about the education of children in border and remote areas through traveling activities. Currently, 1000 Guru have 42 regions spread throughout Indonesia, one of which is 1000 Guru South Sumatera.

To the authors' knowledge, no previous study has examined the relationship between motivation, engagement, and voluntourism. The present study aims to close this research gap. The aim of the study was to identify the relationship between volunteer tourist motivation, reflective engagement, experiential engagement, and voluntourism.

2 LITERATURE REVIEW

2.1 *Volunteer tourism*

Volunteer Tourism (voluntourism) or also known as volunteer travel or volunteer vacation is a trip that includes volunteer activities for charitable purposes (Lyons & Wearing 2008). Voluntourism refers to tourists who pay to travel to a place and choose to do meaningful activities in their free time. Voluntourism can be classified as a combination of tourism and volunteer activities (McGehee & Andereck 2009). Voluntourism is seen as a form of tourism that is mutually beneficial for volunteer tourists and local communities who can get the same benefits (Wearing 2003). The benefits obtained by local communities are grouped into three, social, economic, and environmental. In terms of social benefits, volunteering not only provides community development funds but also offers educational opportunities and can help promote local culture and values. In terms of economic benefits, voluntourism can provide volunteer work, financial support, additional income, and better facilities and infrastructure. In terms of environmental benefits, volunteer tourists who participate in environmental projects can devote time and effort to restoring and preserving the environment. In addition, the benefits that volunteer tourists receive are the opportunity to learn from the experience, develop skills and abilities related to communication, increase self-confidence, interpersonal skills, and problem-solving skills (Proyrungroj 2014).

2.2 *Volunteer tourist*

Volunteer tourists are defined as tourists or travelers seeking a tourism experience that benefits themselves and the local community they visit (Wearing & Neil 2000). The main characteristic of volunteer tourists is "volunteering" or "work without pay." Volunteer tourists differ from conventional volunteers because they not only work but also include elements of tourism in volunteer tourism activities. Volunteer tourists have to pay for accommodation, transportation, and food for their jobs, just like tourists pay for vacations (Tomazos et al. 2009).

2.3 *Volunteer tourist motivation*

Volunteer tourists who participate in volunteer activities usually have different motivations from tourists in general. Volunteers sometimes also have several motivations such as having fun, adventure, and meeting other people. Volunteer tourists hope to be able to have several experiences that can benefit the local community and at the same time have an impact on their development (Wearing & Grabowski-Faulkner 2011). Chen and Chen (2011) divided the classification of motivations that encourage volunteer tourists into three groups, including personal factors (authentic experience, travel interest, challenge, and other interests), interpersonal factors (wanting to help, interaction with locals/cultures, encouraged by others, and improving relationships), and others (unique travel style, time/money, and organizational goal). Several studies conducted by Brown (2005), Lo and Lee (2011), and Wearing (2001) stated that motivations such as cultural exchange, desire to share, desire to make changes, interact with people who have the same interests, seeking learning, building closeness with children, and developing skills are the main motivations that motivate volunteer tourists.

2.4 *Volunteer tourist engagement*

Tourist engagement is defined as an attachment, emotional involvement, and participation of visitors to a destination that represents a positive psychological and emotional attachment (Taheri et al. 2014). Ballantyne et al. (2011) suggests that tourist engagement is assessed from reflective and experiential. Reflective engagement is a person's cognitive response based on his experience. Reflective engagement is divided into three levels, namely technical reflection related to efficiency, effectiveness, and accountability, practical reflection related to the ability to reflect on actions in the form of an assessment or review, and critical reflection which combines ethical and moral reflection. In the tourism context, reflective engagement shows the relationship between tourists and a travel destination. Experiential engagement describes an "optimal experience," for example, a special, significant, or unusual event (Walker 1998). Experiential engagement discusses the behavioral components of consumer engagement and describes the psychological effects after tourists participate in activities.

2.5 *Hypothesis*

This study proposes the hypotheses:

H_1: motivation influences voluntourism significantly.
H_2: motivation influences reflective engagement significantly.
H_3: motivation influences experiential engagement significantly.
H_4: reflective engagement influences voluntourism significantly.
H_5: experiential engagement influences voluntourism significantly.
H_6: motivation influences voluntourism through reflective engagement significantly.
H_7: motivation influences voluntourism through experiential engagement significantly.

3 METHODS

3.1 *Data collecting*

The study was conducted from January to July 2021. The object of the study was volunteers' alumni who participated in the traveling and teaching activities of 1000 South Sumatera Teachers starting from traveling and teaching #1 in 2015 to traveling and teaching #14 in 2019.

The sampling technique was saturated sampling. Based on data from 1000 South Sumatera Teachers, the number of volunteers was 208 people consisting of 31 permanent volunteers consisting of the main team and 177 non-permanent volunteers who were volunteers who participated during the activity. All volunteers, both permanent and non-permanent volunteers, participate in traveling and teaching activities from the beginning of the program. This study used all members of the population as a sample. During the data collection, 8 volunteers could not be contacted, so this study used 200 respondents.

The research was conducted by distributing questionnaires consisting of two parts. Assessment of respondents' answers to the questions given used a Likert Scale with four scales (Figure 1).

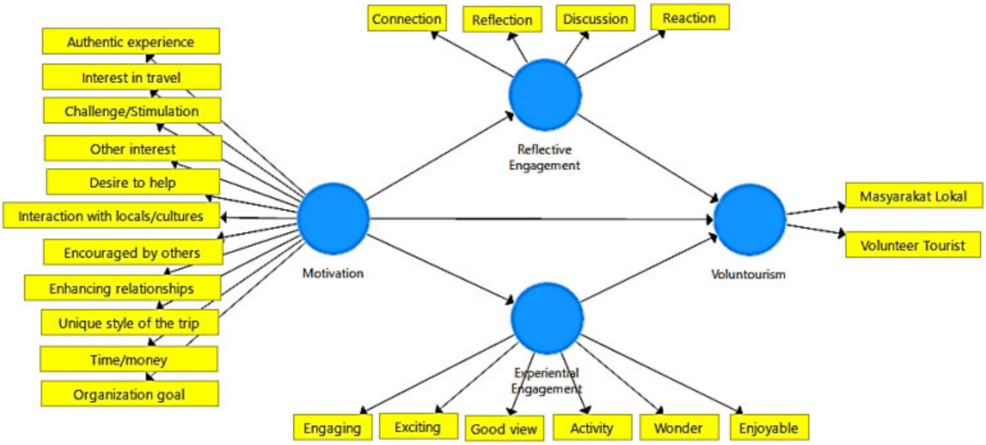

Figure 1. Proposed research model.

3.2 *Method*

This study used the analysis approach of Partial Least Square (PLS). The outer model used convergent validity, discriminant validity, and composite reliability tests to assess the validity and reliability of the model. The inner model was evaluated using R-square, SRMR, t-statistic value, and significance of the coefficients of structural path parameters.

4 RESULTS AND DISCUSSION

4.1 *Results*

Of the 200 respondents, 64% were female and 36% were male. Most respondents were between 26 and 30 years old (66%). In terms of occupation, 40% of respondents were employees. Detailed information on the respondents is shown in Table 1.

4.2 *Reliability and validity*

Convergent validity measures the correlation between constructs and indicators (Haryono 2017). In the first outer model measurement, two indicator *interactions with locals/cultures* and *discussion* were invalid and must be removed from the model. After re-estimation, all factors loading were valid. The convergent validity test used three criteria. First, the loading factor of each item must be statistically significant and larger than 0.7. Second, the average variance extracted (AVE) must be greater than 0.5. Third, the composite reliability and Cronbach's Alpha must be exceeded than 0.7 (Haryono 2017). As shown in Table 2, the loading factors were all significant and greater than 0.7. The AVE for each construct was larger than 0.5. The composite reliability and Cronbach's Alpha were larger than 0.7. As a result, the convergent validity was confirmed.

The discriminant validity was assessed by comparing the square root of the AVE of each construct with the correlation value between the constructs. As shown in Table 3, the square root of the AVE of each construct exceeded the correlation value between the constructs. As a result, the discriminant validity was confirmed.

Table 1. Demographic characteristics of volunteer tourists.

Characteristics	N (200)	% (100)
Gender		
Male	72	36
Female	128	64
Age		
Below 20	0	0
21-25	62	31
26-30	132	66
31-35	6	3
Occupation		
Student	12	6
Fresh Graduate	8	4
Employee	80	40
Teachers	64	32
Medical Team	32	16
Entrepreneur	4	2
Volunteering Frequency		
Once	80	40
Twice	60	30
3 times	25	12,5
More than 3 times	35	17,5

Table 2. Convergent validity.

Factors	Items	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Motivation	Authentic experience	0,795	0,605	0,927	0,939
	Travel interest	0,807			
	Challenge/stimulation	0,757			
	Other interest	0,813			
	Desire to help	0,785			
	Encouraged by others	0,720			
	Enhancing Relationship	0,778			
	Unique travel style	0,810			
	Time/money	0,724			
	Organization goal	0,785			
Reflective Engagement	Connection	0,881	0,789	0,866	0,918
	Reaction	0,853			
	Reflection	0,929			
Experiential Engagement	Engaging	0,831	0,616	0,875	0,906
	Exciting	0,807			
	Good view	0,753			
	Activity	0,748			
	Wonder	0,783			
	Enjoyable	0,783			
Voluntourism	Host community	0,929	0,848	0,821	0,918
	Volunteer tourist	0,913			

4.3 *Structural model*

The estimate of the structural modeling is shown in Table 4. R square shows the effect of an exogenous variable on the endogenous variable. The R square criteria consist of three classifications,

Table 3. Discriminant validity.

	Experiential Engagement	Motivation	Reflective Engagement	Voluntourism
Experiential Engagement	**0,785**			
Motivation	0,663	**0,778**		
Reflective Engagement	0,570	0,523	**0,888**	
Voluntourism	0,725	0,696	0,677	**0,921**

0.67 (good), 0.33 (moderate), and 0.19 (weak). The SRMR value must be less than 0.1 and NFI (*Normed Fit Index*) 0-1. Table 4 shows each index exceeded the recommended values, indicating adequate fits of the model.

Table 4. Structural model.

Model	R square	SRMR	NFI
	0,676	0,073	0,864

Hypothesis testing on the structural model is evaluated by observing the t statistic value and P value. The hypothesis is accepted if it has a t statistic value > 1.96 or a P value < 0.05. The results of hypothesis testing indicate that motivation influenced voluntourism (t-statistic $= 4.193$, $p = 0.000$), reflective engagement (t-statistic $= 17.085$, $p = 0.000$), and experiential engagement (t-statistic $= 9.039$, $p = 0.000$) positively. Lastly, result indicate that there were a positive and significant effect on motivation toward voluntourism through intervening variable reflective engagement (t-statistic $= 4.019$ $p = 0.000$) and experiential engagement (t-statistic $= 4.637$, $p = 0{,}000$) (Table 5).

Table 5. Tests of hypothesis.

Hypothesis	Path	t-statistic	P values	Test result
H_1	Motivation -> voluntourism	4,193	0,000	Supported
H_2	Motivation -> reflective engagement	17,085	0,000	Supported
H_3	Motivation -> experiential engagement	9,039	0,000	Supported
H_4	Reflective engagement -> voluntourism	4,798	0,000	Supported
H_5	Experiential engagement -> voluntourism	5,516	0,000	Supported
H_6	Motivation -> reflective engagement -> voluntourism	4,019	0,000	Supported
H_7	Motivation -> experiential engagement -> voluntourism	4,637	0,000	Supported

5 DISCUSSION

The study results show that motivation influences voluntourism positively and significantly. This shows that motivation is a factor that affects voluntourism activities. The research (Walker et al, 1998) stated that people are more likely to engage in an activity when they are highly motivated. When volunteer tourists have high motivation, then the positive impact given to voluntourism activities will be significant. Voluntourism is seen as a form of tourism that is beneficial for volunteer tourists and local communities. The positive impact of voluntourism encourages the participation of tourists and the community and promotes mutually beneficial relationships. In addition, other positive impacts caused by voluntourism are in the economic field (volunteer labor, financial support, additional income, and improvement of facilities, infrastructure), in the social sector (community development, opportunities to obtain an education, promoting local culture and values), and the environmental sector (environmental restoration and conservation).

The previous study (Kanchanapibul et al. 2014) stated that the level of motivation affects the participation intensity. In addition, Brodie et al. (2013) and Bryce et al. (2015) stated that motivation affects the level of engagement. Motivation has a significant impact and becomes the main predictor of engagement, both reflective and experiential engagement (Lee et al. 2014). Visitor engagement has a significant effect on unforgettable travel experiences on visiting tourist destinations. Engagement can improve the relationship between tourists and the area around the destination, which will impact tourists' tendency to treat the destination's environment as their home and feel guilty if they harm it. Previous studies have found that a high level of engagement to an activity or service offering in a destination can optimize the tourism experience (van Doorn et al. 2010). Engagement is useful for generating positive emotions of tourists towards the destination (Kim et al. 2016). Generating positive emotions will have a significant impact on tourists' behavioral intentions. When volunteer tourists are highly motivated and engaged, it will have a positive impact on volunteer tourism activities. This is supported by research (Benson & Wearing 2012; Wearing & Neil 2000). Which states that volunteer tourism can be a strategy for the development of a destination and a "tool for international development" because it encourages the participation of volunteer tourists with local communities.

6 CONCLUSION

The results demonstrate the importance of understanding the motivation and involvement of volunteer tourists in an activity, and the consequences of this involvement. Research shows that volunteer tourists' motivation and engagement have an effect on voluntourism activities for both volunteer tourists and local communities. The results offer some significant insights for tourism practitioners, organizations, and communities in utilizing voluntourism in Indonesia and packaging it to make it more attractive to the public. Potential service providers, such as travel agents, may also work with charitable organizations to arrange voluntary trips to the needed areas. This collaboration will create mutual benefits for travel agents and charitable organizations, namely increasing public awareness and interest in voluntourism and developing meaningful tourism activities for the participants.

The motivation of volunteer tourists has a significant impact on their reflective and experiential engagement. To increase tourist engagement, host organizations are encouraged to design activities that enable tourists to discover a sense of wonder and offer them a meaningful experience. Volunteer tourists are willing to participate and connect with the destination when they find their vacations effective, practical, and ethical. This study also identifies the factors that influence the decision of volunteer tourists to participate in an activity. It is recommended that the organizing community or organization adjust the activity concept according to these factors to target more volunteer tourists. Reflective and experiential engagements previously obtained by volunteer tourists can be recorded and shared with prospective volunteer tourists. In particular, host organizations can encourage former volunteer tourists to post interesting travel stories of their experiences on social media. In addition, since time and money are the main concerns of volunteer tourists, the organizing organization must set the cost of volunteering activities at a reasonable and acceptable level and arrange for short trips. Furthermore, it is important to provide volunteer tourists with information about how the fees will be used. It would be great if the organization could organize volunteer tourist trips to the same place regularly so that the volunteer tourist can stay in touch and build long-term relationships with the local community.

The limitations of this study include: first, this research was only conducted on volunteer tourists in the voluntourism traveling and teaching activities of 1000 South Sumatera Teachers, the results and conclusions of the study cannot be generalized to other research objects. Second, this study examines three groups of motivation indicators from Chen and Chen (2011), two types of engagement from Ballantyne et al. (2011), and the impact of voluntourism activities from Proyrungroj (2014). Future research is needed to examine the various dimensions of motivation, engagement, and volunteer tourism from other theoretical studies, which can identify several practical implications.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

A literature review of disaster tourism: Concept, product and management

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ABSTRACT: Disaster tourism is a defining feature of the current trend of tourism planning, as well as a part of disaster management. Research related to disaster tourism is often juxtaposed with dark tourism, even though there are critical aspects of disaster tourism that are very different. The paradigm regarding disaster tourism needs to be reviewed further from several aspects, such as concept/property disaster tourism; disaster tourism as a product, including the relationships and interactions between visitors – communities and the environment, as well as aspects of management, include the sustainability of disaster tourism in the future. Through a systematic literature review of Scopus indexed articles, this study aimed to identify concepts and theories that can formulate a new paradigm of disaster tourism. From the sustainability theme, exploring disaster tourism should be carried out with a special research approach taking into account the different characteristics of disasters, as well as destination profiles and local wisdom for the affected communities.

Keywords: Disaster Tourism; Literature Review, Tourism, Tourism Management

1 INTRODUCTION

Although Indonesia's competitiveness according to the Travel & Tourism Competitiveness Index continues to increase (Caldenwood & Soshkin 2019), in recent years, the target of tourist visits, especially foreign tourists, has not reported encouraging data (Lidwina 2020). According to the government, one of the reasons for the failure to achieve the target of tourist visits is the occurrence of disasters in various parts of Indonesia, such as floods, tsunamis, including volcanic eruptions and of course, Pandemic Covid-19. Natural disasters contribute to the image that Indonesia is less safe for foreign tourists (Zubriyah 2019). Even at the World Tourism Economic Forum in 2013, natural disasters were named the main threat to tourism development (Breiling 2016). On the other hand, the existence of tourism is also accused of being a potential cause of various landslides and floods due to the massive development of tourist facilities and infrastructure in tourist destinations that do not pay attention to environmental aspects (Rosyidie 2004). This is what then formulates the direction of the relationship between tourism and disaster which tends to be a symbiotic parasitism.

Whereas disaster and tourism can have a symbiotic relationship of mutualism, where disaster can be an attraction that invites the presence of tourists, or in other words, can have a positive value for tourism (Mariano 2018) and tourism can contribute to increasing capital in revitalizing tourist areas affected by disasters (Genç 2018). Therefore, it is time to look at tourism and disasters in another way, namely disasters are opportunities for the formation of new tourism products called disaster tourism.

Disaster tourism is formed from a great curiosity about a tourist destination affected by a disaster (Fountain & Cradock-Henry 2020) but the concept of disaster tourism is still not widely known, therefore there is still much debate over the ethical elements and the concept of disaster tourism (Rucińska & Lechowicz 2014; Tucker et al. 2017; Wang 2019). In this regard, this article aims

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to explore the dynamics of changing scientific views on disaster tourism by reviewing related scientific articles.

2 LITERATURE REVIEW

Disaster tourism can be defined by many criteria, one of which is from the point of view of social needs, where disaster tourism is considered to provide an opportunity for visitors to come to a disaster location that is still at risk, interact with people who directly experienced the disaster and at the same time learn about the disaster phenomenon that occurred [9]. The focus of disaster tourism trips is to observe locations that have just been affected by a disaster [11]. Disaster tourism is a trip to a disaster-affected area, where disaster information and its impacts are the attention of visitors who come [12]. Therefore, the authors formulate the definition of disaster tourism as a journey from an area to a tourist destination affected by a disaster to see firsthand the impact of disasters on the environment and social life; interact with communities to understand what has happened and learn how they survive and recover from disasters. In organizing this disaster tourism, visitors can travel by visiting other destinations or deliberately visiting destinations affected by disasters. Motivation in taking a disaster tourism trip can be in the form of fulfilling curiosity, to learn about the disaster that occurred; it can even be moral support for survivors so that they can rise faster.

3 METHOD

To evaluate the scientific development of the concept of disaster tourism, a systematic literature review was conducted. The process of implementing this systematic literature review includes: identifying, evaluating and synthesizing the results of previous research with several defined categories (Nowacki 2021). The standard used to perform knowledge mapping is to use the PRISMA (Page et al. 2021).

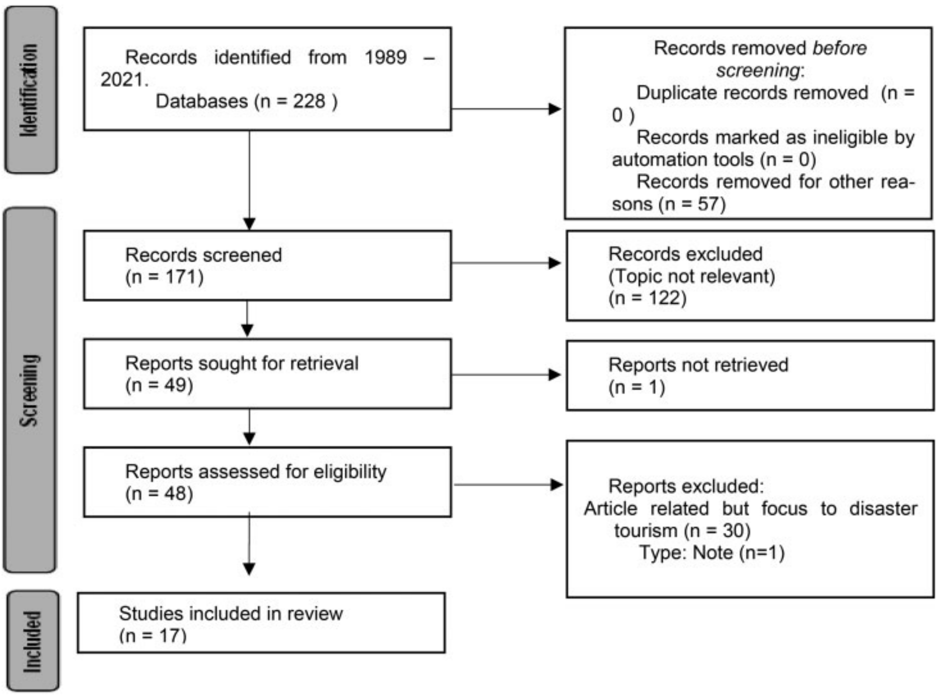

Figure 1. PRISMA standard to identify database of study.

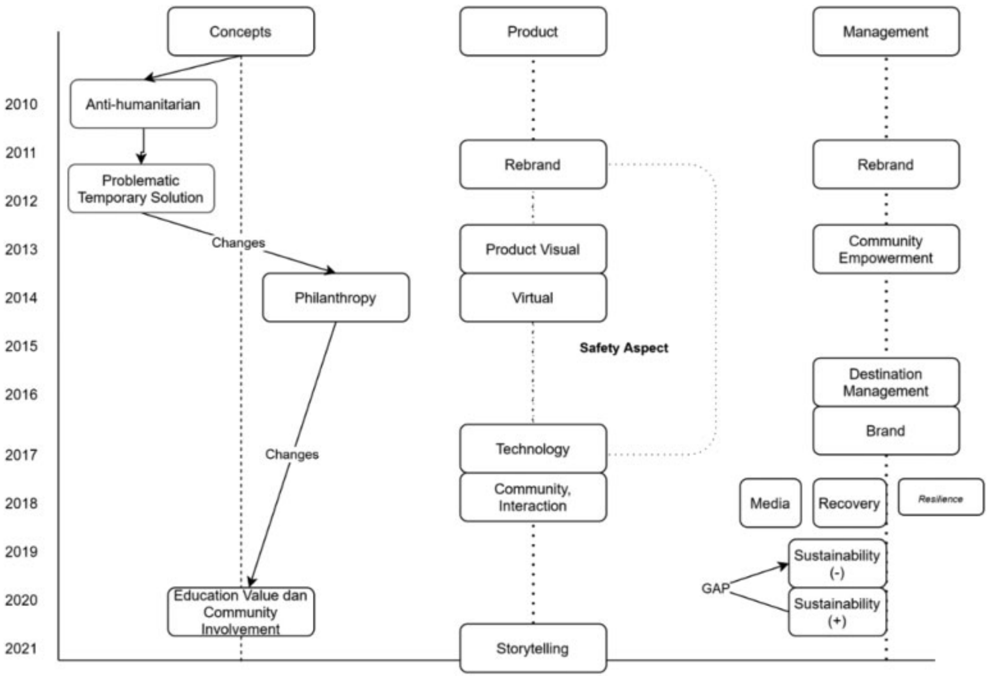

Figure 2. Paradigm shifting of disaster tourism from perspective of: cBConcept, product and management.

The first step is to look for articles related to disaster tourism. To ensure the quality of the articles, the database used is Scopus which has been recognized as a reputable journal publication database. Articles are searched using the keywords "disaster tourism" and "disaster tour". The article category is limited to the period 1989 – 2021, and there are 228 articles identified related to the discussion on tourism and disasters. Then the selection of articles was narrowed down to the period 2010 – 2021 and produced 171 articles. The first screening was carried out based on the discussion in the title and abstract, the database that did not discuss disaster tourism was discarded as many as 122 articles. Most of these articles deal with tourism and disasters separately. Subsequently, articles with related topics but not disaster tourism were eliminated, for example discussing the impact of a disaster on tourism. Another category used is the form of sources, namely scientific articles (peer reviewed), chapters, and paper conferences. Therefore, sources in the form of notes are also eliminated so that the number of disaster tourism articles that are the focus of discussion in this study is 17 articles as in Table 1.

4 RESULTS AND DISCUSSION

The picture above describes a paradigm shift regarding the concept, product and management of disaster tourism. Furthermore, the discussion per topic is presented as follows:

4.1 *Disaster tourism concept*

Initially, the concept of disaster tourism was considered anti-humanitarian because it was inappropriate for a disaster location to be used as a tourist location for leisure and taking pictures, where the survivors at the location still had their grief. In addition, the presence of tourists is considered to make it difficult for the recovery team to carry out their duties (Van Hoving et al. 2010). This is

Table 1. List of selected articles.

Authors, Years	Title	Journal
(Van Hoving et al. 2010)	Haiti disaster tourism-A medical shame	Prehospital and Disaster Medicine
(Amujo & Otubanjo 2012)	Leveraging Rebranding of 'Unattractive' Nation Brands to Stimulate Post-Disaster Tourism	Tourist Studies
(Wright & Sharpley 2018)	Local community perceptions of disaster tourism: the case of L'Aquila, Italy	Current Issues in Tourism
(Yan et al. 2017)	Monitoring and assessing post-disaster tourism recovery using geotagged social media data	ISPRS International Journal of Geo-Information
(Lee & Hyun 2016)	The Effects of Perceived Destination Ability and Destination Brand Love on Tourists' Loyalty to Post-Disaster Tourism Destinations: The Case of Korean Tourists to Japan	Journal of Travel and Tourism Marketing
(Tucker et al. 2017)	Post-disaster tourism: Towards a tourism of transition	Tourist Studies
(Lin et al. 2018)	Post-disaster tourism: building resilience through community-led approaches in the aftermath of the 2011 disasters in Japan	Journal of Sustainable Tourism
(Siegel et al. 2013)	Confronting Caribbean heritage in an archipelago of diversity: Politics, stakeholders, climate change, natural disasters, tourism, and development	Journal of Field Archaeology
(Antick 2013)	Bhopal to Bridgehampton: Schema for a disaster tourism event	Journal of Visual Culture
(Rucińska & Lechowicz 2014)	Natural hazard and disaster tourism	Miscellanea Geographica
(Fountain & Cradock-Henry 2020)	Recovery, risk and resilience: Post-disaster tourism experiences in Kaikōura, New Zealand	Tourism Management Perspectives
(Wang 2019)	Residents' perceptions of community-based disaster tourism: the case of Yingxiu, China	Asia Pacific Journal of Tourism Research
(Fahmi 2018)	Local communities and tourists' perception towards to PLTD Apung sites as tsunami disaster tourism in Banda Aceh City	IOP Conference Series: Earth and Environmental Science
(Sharpley & Wright 2018)	Disasters and disaster tourism: The role of the media	The Palgrave Handbook of Dark Tourism Studies
(Kaussen 2015)	Zooming in: Virtual disaster tourism in Post-Earthquake Haiti	Social and Economic Studies
(Liu-Lastres et al. 2020)	Can post-disaster tourism development improve destination livelihoods? A case study of Aceh, Indonesia	Journal of Destination Marketing and Management
(Tanaka et al. 2021)	Disaster tourism as a tool for disaster story telling	Journal of Disaster Research

confirmed by the opinion that the implementation of disaster tourism is only a temporary solution to problems, although it is recognized that it can drive the wheels of the economy in disaster locations .(Amujo & Otubanjo 2012) However, this concept has changed because the presence of visitors in the disaster area is considered to be able to help the community move on faster, and the tourists who come have an impact not only from an economic point of view but also social support so that the survivors recover quickly (Rucińska & Lechowicz 2014).

The emergence of disaster tourism as the center of attention, especially in scientific literacy, started with the Hurricane Katrina disaster in 2005 where many visitors came and caused the priority rescue process to be hampered (Rucińska & Lechowicz 2014). Local communities are reported to have participated in dispelling tourist arrivals because they interfered with the disaster management process. The appeal of the disaster tragedy was highlighted sharply from a review of medical treatment due to the disaster in Haiti, where it was described that many tourists disguised as unskilled medical personnel with media assistance actually caused a humanitarian tragedy that should have been avoided (Van Hoving et al. 2010). The arrival of visitors (or tourists) at a location that has just experienced a disaster will have an impact on the availability of electricity, security and the availability of food and accommodation resources which should be more needed by the disaster management team and disaster victims.

However, disasters are unique because they are interesting, so disaster tourism must also be viewed with this unique dimension (Wright & Sharpley, 2018). Disaster tourism should be viewed as a broader object and there is no need to generalize or set certain standards (Liu-Lastres et al., 2020). It is evident from the fact in the previous paragraph that it does not apply to the Gentily and Lakeviews (New Orleans) area which has actually encouraged tourist arrivals since the disaster occurred in the hope that the disaster will get more attention from the government, and can improve the process of collecting donations and volunteering. In addition, 24 hours after a volcanic eruption in Iceland, a travel agent was desperate to offer a disaster tour package which proved to be attractive to tourists who immediately contacted the travel agent, unfortunately because the nearest airport was closed, the Icelandic volcanic eruption disaster tour was held some time later (Rucińska & Lechowicz 2014).

In general, tourism activities are seen as a means to maintain community memories of disaster-affected locations, in addition to being a means of sharing knowledge and taking life lessons (Tanaka et al. 2021). After a disaster occurs in a tourist destination, creativity is needed to form a new tourism market and in accordance with the adaptation of the disaster-affected environment. This is what later became a triggering factor for the birth of disaster tourism (Tucker et al. 2017). In addition, an interesting argument should be noted, that sometimes visitors who come to a disaster site, do not realize that they are contributing to the birth of disaster tourism in the area they visit (Rucińska & Lechowicz 2014). All factors attract tragedy, the arrival of visitors due to certain motivations, and the role of the media which then shape disaster tourism.

4.2 *Product of disaster tourism*

Disaster tourism as a product can be started with a rebranding process that the tourist destinations affected by the disaster are safe to visit .(Amujo & Otubanjo 2012). Then came the idea to visualize disaster-affected areas with the help of technology, especially those in red zones that are usually not accessible .(Antick 2013). This form of visualization is then commonly called a virtual tour. This provides an opportunity for visitors to enjoy and observe the disaster area safely without having to take risks. Various 'virtual tours' with various versions related to disaster tourism were developed, even easy to access, such as when visiting the website of the Museum of The City of San Francisco with the link sfmuseum.org which displayed products related to the 1906 Earthquake.

One study revealed that the key to disaster tourism is (1) it is temporary, where tourist interest is only limited when the damage caused by the disaster can still be observed, (2) the affected location has not been touched, so that visitors come to make observations on the affected location, (3) the reason for the visit was to satisfy curiosity about the impact of the disaster that occurred, (4) the local community became the focus because they were considered as victims and living witnesses who could interact to inform the disaster that occurred (Wright & Sharpley 2018). The author does not fully agree with the above argument, because basically the character of disaster tourism is not only to observe the damage, as mentioned earlier: how people bounce back after disasters and disaster literacy becomes an inseparable part of disaster tourism products.

In addition, it is stated that disaster tourism should be complementary, not the main opportunity in business activities for survivors in disaster tourism destinations (Wang 2019), so there must be associations with other attractions in tourist visits by visitors. And there must be a collaboration with the local culture (Liu-Lastres et al. 2020). In the category of hard and soft tourism, disaster tourism can be categorized as soft tourism which is suitable for tourists in small groups, with flexibility in setting travel schedules, and sometimes tourist profiles require special competence of visitors in a disaster-prone area. In addition, it is necessary: emotional experiences, new experiences, living with disaster victims, adaptation to the disaster environment, and respect for nature are other attractions of it (Rucińska & Lechowicz 2014).

4.3 *Disaster tourism management*

In disaster tourism management, there is a paradigm shift, starting with changing the image of the disaster area which is considered very urgent (Amujo & Otubanjo 2012), to the need for synergy between many parties involved in disaster tourism management (Fahmi 2018). Disaster tourism is believed to be related to disaster recovery/recovery activities (Fountain & Cradock-Henry 2020; Tanaka et al. 2021; Tucker et al. 2017). To restore a tourist destination affected by a disaster, various promotional activities and campaigns are needed by showing innovative products, unique tourist attractions, competitive services, competitive prices (Lee & Hyun 2016). The next stage when disaster tourism is formed, then the rebuilding process is part of the tourism product, not just a visit to see the devastating impact of the disaster (Tucker et al. 2017). To support this recovery, the community and local government can take advantage of social media to attract the interest and attention of potential visitors (Yan et al. 2017).

The question is, when is the right time for visitors to come to a disaster destination with the aim of doing disaster tourism? According to Keller and Vecchio's Theory of Disaster-Prone Area Recovery Measures, the presence of tourists in the immediate aftermath of a disaster can be distracting and unnecessary. However, after community activities have run normally, the presence of tourists can only be considered positive, especially from an economic perspective (Rucińska & Lechowicz 2014). Still from the same reference, in general, there was a reduction in the number of visitors when a disaster occurred and several months after that even up to 2 years after the disaster, which then became the assumption that disasters brought havoc to tourism. However, the next pattern is quite surprising because the number of tourists tends to increase which must then be balanced with new creative ideas in the field of tourism as an element of attraction. One of these phenomena occurred in Japan, which experienced the tsunami in 2011. The estimated recovery time after a disaster for tourism is as follows: a hurricane takes 10-27 months to recover, a tsunami takes about 11-4 months, an epidemic takes about 9-27 months. 15 months after the pandemic is declared over, the volcano is about 11-20 months. Even tourism-related facilities that were destroyed by the disaster, can be restored about 2 years after the tragedy (example: accommodation facilities in Phuket). Some experts have a different opinion. WTTC (2019) states that the recovery period for tourism in a destination ranges from 1-93 months (Liu-Lastres et al. 2020). After 2 years, Christchurch in New Zealand is in the Top 10 City to Visit based on Lonely Planet's assessment, even though the recovery process has just begun (Tucker et al., 2017). This strengthens the argument that disasters do not make tourists avoid, but the disaster situation is the main attraction to increase interest in visiting. The recovery process and disaster tourism can go hand in hand, because the recovery process is the main attraction when visitors come to the disaster site.

5 CONCLUSION

The development of disaster tourism is still relatively unexplored in many scientific articles. The debate on the ethical value of visiting disaster tourists also still exists. From this systematic review, it can be concluded that there has been a paradigm shift in disaster tourism which was initially considered less humane to become a more humane concept with criteria for interaction with the community and educational value in its packaging. From the product point of view, disaster tourism has also experienced a category shift with the intervention of technology in product development into virtual tours as an alternative to the types of tourist travel activities that generally occur. From a management point of view, disaster tourism management is still debating whether this disaster tourism has sustainability value in the future.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

An exploratory study on travel & tourism trends in response to COVID-19 pandemic in China

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ABSTRACT: This study on China's travel and tourism trends aims to explore the changes that are needed in response to the COVID-19 pandemic. Adopting a quantitative method, this pioneering investigation collected data by distributing online questionnaires through Questionnaire Star software and distributed via the social media platforms, WeChat and QQ. The questionnaire was conducted from August to September 2021, and a total of 410 questionnaires were collected. The frequency analysis method is used to analyze the data. The results show that Chinese travelers are more prone to reliable, familiar, and predictable travel destinations in terms of demand evolution. Furthermore, the importance of health and hygiene has increased significantly due to the impact of the COVID-19 pandemic. Moreover, the unforeseeable wide spread of the virus has promoted technological innovation and digital transformation. Conclusions show that Chinese travelers' behavioral awareness has largely improved with a stronger focus on tourism development sustainability.

Keywords: China; COVID-19; Changes; Chinese people; Exploratory study; Pandemic; Travel and tourism trends

1 INTRODUCTION

The outbreak of COVID-19 has caused an incalculable negative impact on China, especially in the tourism industry. To combat the COVID-19 pandemic, the Chinese government has taken strong emergency measures, and the whole society has responded vigilantly. As the pandemic slows down in China, the Chinese government has gradually released less strict social distancing regulations, and people's lives have gradually resumed to new normal amid pandemic threats. The tourism industry, especially domestic tourism in China, has then witnessed a gradual recovery and revitalization. In this regard, the tourist's behavior and destination choices have largely changed due to the impact of COVID-19. This paper is then mainly focused on topics of future development trends in China's tourism development in response to the pandemic.

The occurrence of these phenomena makes us realize that they may change the landscape of travel and tourism in the future. This study discusses the future of travel and tourism trends in response to the COVID-19 pandemic in China, which is helpful for tourism-related stakeholders to

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understand the future development trend of travel and tourism in China, and meanwhile provides advice for the decision-making of tourism-related stakeholders, as well as suggestions for the further development of travel and tourism. Therefore, this study aims to explore the changes that China may need in light of future travel and tourism trends.

2 LITERATURE REVIEW

2.1 *Travel & tourism trends*

Trends in travel and tourism are influenced by many factors. Travel and tourism motivations and development trends are constantly changing (Gómez y Patiño et al. 2016; Zhu et al. 2021).

2.1.1 *Demand evolution*

Demand evolution in travel and tourism refers to the development and change of traveler's needs with the change of time. Trends in the evolution of tourism demand are influenced by a series of factors with continuous or accidental action. According to Jong (2020), many determinants affect travel and tourism demand. Meanwhile, unexpected health crises can also affect travel and tourism demand. In the literature, studies have shown the impact of the COVID-19 pandemic on travel and tourism demand (Haryanto 2020). Polyzos et al. (2021) investigate the influence of the pandemic on tourism demand, as well as the dynamic relationship between tourism demand and health crises.

2.1.2 *Health & hygiene*

Health is not merely the absence of disease, but a state of a full life. Health involves physical, mental, and spiritual integration and is influenced by social, environmental, and behavioral factors (Bradley et al. 2018). Hygiene refers to conditions and practices that help to maintain health and prevent the spread of disease (Kumwenda 2019). It is a series of measures taken to maintain health. Health and hygiene have an impact on life, as well as travel and tourism. Health and hygiene have always been prerequisites for safe travel, especially under the influence of the COVID-19 pandemic. The severity of health and hygiene affects the travel decisions of travelers. According to Jovanoviæ et al. (2015), health and hygiene are important factors that attract travelers, as well as safety guarantees for disease prevention.

2.1.3 *Innovation & digitization*

Innovation can be defined as all activities to bring new products or new processes to the market (Goswami & Mathew 2005). Digitization is the conversion of a work into a computer-readable encrypted form, which has been published on other media. Digitization is the use of modern information technology (Happ & Ivancsó-Horváth 2018). Social media has an unique role as a catalyst for marketing functions. It provides positive opinions, interactive dialogue, and inputs from tourists (Rahmanita 2019). Sheresheva et al. (2021) show the necessity and importance of innovation and digitization in the travel and tourism industry. In light of the COVID-19 pandemic, travel and tourism need to innovate and digital transformation. The flexibility of the innovation process enables the tourism industry to adapt quickly to the current situation. The COVID-19 pandemic has accelerated the adoption of information technology in the travel and tourism industry. At the same time, it has led to changes in traveler behavior and experience.

2.1.4 *Sustainability*

Sustainability refers to the maintenance, renewal, or restoration of specific things, and also includes the ethical dimension of the fair trade-off between current economic pressures and future environmental demands (Wilkinson et al. 2001). The COVID-19 pandemic has seriously affected sustainability in the world, especially travel and tourism, which has caused a series of ripple effects. Travel and tourism are not only driven by demand, but also guided by ethics of care, social and environmental justice, and racial reconciliation. Sustainability has always been the goal of the tourism industry. Studies (Tsai 2021) have discussed plans to restore tourism from a sustainable development perspective. Similarly, sustainable development faces some challenges. Challenges to sustainability in terms of global inequality and global climate change, as well as the environment, etc. Moreover, with the improvement of travelers' awareness of behavior, it is conducive to the sustainable development of tourism.

3 METHODS

This study adopts a quantitative research methodology. The data were collected by questionnaire survey. Furthermore, 30 people were randomly selected for pilot testing to ensure that the selected items are easy to understand and appropriate. After the pilot tests, the wording of some questions was revised. Based on the results of the pilot test and the feedback of the respondents, the final version of the questionnaire was determined. The online questionnaire (Questionnaire Star) was distributed through WeChat and QQ. The questionnaire was conducted from August to September 2021, and a total of 410 questionnaires were collected. According to Sekaran (2006), sample sizes greater than 30 and less than 500 are appropriate for most studies. This study chooses China as the research place. Chinese people over the age of 18 were considered as the target population. Moreover, frequency analysis is used in this study. Frequency analysis is a common method to analyze data in quantitative research. Frequency analysis can clearly and intuitively understand the changes of Chinese people.

4 RESULTS

4.1 *Demographic data analysis*

The gender ratio is 26.59% and 73.41%, for males and females respectively. Respondents were dominated by females in this study. The age range of respondents was mainly 24–34 years (70.49%), followed by 18–24 years (14.88%), 35–44 years (10.49%), 45–54 years (1.95%), 65 years above (0.98%), 55–60 years (0.73%), and 61–65 years (0.49%). Studies show that young and middle-aged group people are the main population to travel. Among the education background of respondents, the majority were dominated by bachelor's degree (48.54%), next was vocational college (24.15%), high school or technical school (14.39%), master's degree and above (8.05%), and then high school (4.88%), as shown in Table 1.

Table 1. Demographic data analysis.

Demography	Option	Frequency	Percent (%)
Gender	Male	109	26.59
	Female	301	73.41
Age	18-24	61	14.88
	25-34	289	70.49
	35-44	43	10.49
	45-54	8	1.95
	55-60	3	0.73
	61-65	2	0.49
	65 above	4	0.98
Education background	Below high school	20	4.88
	High school or technical school	59	14.39
	Junior college	99	24.15
	Bachelor's degree	199	48.54
	Master's degree and above	33	8.05

4.2 *Travel demand change*

As many as 49.76% of respondents choose their city or nearby province or city (regional) as the preferred destination for post-pandemic travel. 46.1% of respondents choose the domestic destination, only 4.15% of respondents choose an overseas destination. Also, 86.1% of respondents think the risks posed by the pandemic will affect their travel. 13.9% of respondents don't think so. Respondents think that the risks that affect travel are in the order of safety (86.59%), expenses (55.61%), geographical hazards (52.68%), destination casualties and damage to facilities (47.07%), psychological taboos (34.15%), ethical conflicts (22.68%), and other (16.1%). Furthermore, business travel as a part of travel demand has also changed. Compared to before the pandemic, 53.17% of respondents report that the frequency of business travel has decreased. 39.02% of respondents report that the frequency of business travel has not changed. Only 7.8% of respondents report that the frequency of business travel increased, as shown in Table 2.

Table 2. Demand change.

Question Item	Option	Frequency	Percent (%)
The preferred destination for post-pandemic travel	Regional (Travel in your city or nearby province/city)	204	49.76
	Domestic	189	46.1
	Overseas	17	4.15
Do you think the risks posed by pandemics will affect your travel?	Yes	353	86.1
	No	57	13.9
What risks do you think will affect your travel?	Safety	355	86.59
	Geographical hazards	216	52.68
	Destination casualties and damage to facilities	193	47.07
	Psychological taboos	140	34.15
	Ethical conflicts	93	22.68
	Expenses	228	55.61
	Other	66	16.1
Has the frequency of business travel changed compared to before the pandemic?	Increase	32	7.8
	Unchanged	160	39.02
	Decrease	218	53.17

4.3 *Travel health and hygiene*

91.46% of respondents think safety is the priority in travel. 8.54% of respondents don't think so. Besides, respondents express wear mask (39.76%) and choose destinations with good infrastructure and medical facilities (32.93%) to protect their safety during travel, followed by vaccination (19.51%), wash hands frequently (6.83%), and other (4.39%). Furthermore, 64.39% of respondents trust official information sources when planning a trip, followed by information provided by netizens or the internet (13.17%), the information provided by the travel destination (10.98%), information provided by relatives and friends (7.56%), and other (3.9%). Moreover, 86.1% of respondents worry about being stuck somewhere when their travel. 13.9% of respondents don't worry about that, as shown in Table 3.

Table 3. Health & hygiene.

Question Item	Option	Frequency	Percent (%)
Do you think safety is the priority in traveling?	Yes	375	91.46
	No	35	8.54
What will you do to protect your safety during travel?	Wash hands frequently	28	6.83
	Wear mask	163	39.76
	Vaccination	80	19.51
	Choose destinations with good infrastructure and medical facilities	135	32.93
	Other	18	4.39
What will you trust in the information sources when planning a trip?	Official information	264	64.39
	Information provided by the travel destination	45	10.98
	Information provided by relatives and friends	31	7.56
	Information provided by netizens or the internet	54	13.17
	Other	16	3.9
Are you worried about being stuck somewhere when you travel?	Yes	353	86.1
	No	57	13.9

4.4 *Innovation and digitization in travel*

72.68% of respondents express more use of information technology to solve problems while traveling. 27.32% of respondents express they don't more use technology to solve problems while traveling. Furthermore, respondents express they often online booking (83.17%) and convenient payment (70.49%) use when you travel, followed by virtual experience (22.2%), and other (14.63%). Further, 82.68% of respondents expressed willingness to use technology to contactless (or reduce contact) while traveling, and only 17.32% of respondents expressed they are not willing to, as shown in Table 4.

Table 4. Innovation and digitization.

Question Item	Option	Frequency	Percent (%)
Are you more useful information technology to solve problems while traveling?	Yes	298	72.68
	No	112	27.32
What information technology do you often use when you travel?	Online booking	341	83.17
	Convenient payment	289	70.49
	Virtual experience	91	22.2
	Other	60	14.63
Are you willing to use technology to be contactless (or reduce contact) while traveling?	Yes	339	82.68
	No	71	17.32

4.5 *Sustainability in travel*

A total of 96.34% of respondents express they will protect the environment when they travel. Only 3.66% of respondents express they won't protect the environment. Moreover, 88.05% of respondents think wildlife protection is important, few respondents think wildlife protection is generally important (7.56%) or not important (4.39%). In addition, 87.32% of respondents care about equality, while 12.68% of respondents don't care, as shown in Table 5.

Table 5. Sustainability.

Question Item	Option	Frequency	Percent (%)
Do you protect the environment when you travel?	Yes	395	96.34
	No	15	3.66
Do you think wildlife protection H is important?	Not important	18	4.39
	General	31	7.56
	Important	361	88.05
Do you care about equality?	Yes	358	87.32
	No	52	12.68

5 DISCUSSION

In choosing a destination for their first travel after the pandemic, 77% of respondents tend to choose a domestic destination. In the area of overseas travel, up to 57% of respondents chose Asian countries as their destinations, far higher than those in Europe (14%) and Oceania (3%) (Wyman 2020). In addition, when travelers plan a trip, social security order (82.5%), health conditions (79.1%), and natural landscape (77.4%) are the most concerned factors for travelers. There is a high degree of attention to "health conditions," mainly because the COVID-19 pandemic has changed the daily habits of many people. People pay more attention to the sanitary conditions during travel and their health. On the other hand, people started to live in the Internet era during the pandemic, and their dependence on the Internet has greatly increased. Information technology has gradually penetrated every aspect of people's life. The pattern of interaction and communication has also changed to rely more on information technology (Rahmanita et al. 2021). The use of information technology is also unavoidable during travel. To further discussing on the trends of tourism development amid pandemic, the following discussions are then followed:

5.1 *Travel demand after COVID-19 pandemic*

International tourism gradually shifts to domestic and regional tourism. The result confirmed this phenomenon, with most respondents expressing they would prioritize regional and domestic travel destinations after the pandemic. In the risk survey, the majority of respondents felt that the risks posed by the pandemic would affect their travel. Furthermore, Travelers with different personal characteristics have other risks to travel. Safety, expenses, geographical hazards, casualties, and damage to facilities at the destination were the risk factors most affected by respondents. Travelers' acceptance of travel risk factors is low. Therefore, the uncertainty of risk will affect travelers' decisions to a certain extent. Moreover, in business travel, most respondents indicated that business travel was less frequent than it was before the pandemic. People's life and work are more online during the quarantine period. Therefore, even after the travel restrictions are lifted, this situation may continue.

5.2 *Travel health and hygiene after COVID-19 pandemic*

Health and hygiene are the safety guarantee for travel. The risks posed by the pandemic will affect travel, with safety emerging as one of the most worrying factors for travelers. The majority of respondents express show that safety is their priority when traveling. Furthermore, travelers will take a series of measures to ensure safety during travel. And respondents believe that wearing masks and choosing destinations with good infrastructure and medical facilities can guarantee safety during travel, followed by vaccination. Despite vaccines being available, travelers are more inclined to choose basic measures to keep safe. Besides, travelers will seek out more valid information to enhance their sense of security when planning a trip. Most respondents express they trusted official sources of information. In addition, Due to repeated outbreaks of the COVID-19 pandemic, most respondents were worried about being stuck while traveling. Travelers remain vigilant about the possibility of future outbreaks and their ability to return home during lockdowns.

5.3 *Innovation and digitalization in travel after COVID-19 pandemic*

The use of information technology has penetrated travel and also brought convenience to travelers in many ways. The majority of respondents indicated that they use information technology more to solve problems during travel, with online booking and convenient payment being the most commonly used. The use of information technology makes travel easier, faster, and safer. In addition, various innovative digital solutions have been provided for travelers, contactless technology being one of them. Moreover, most respondents indicated a strong willingness to use contactless technology. The use of contactless technology can effectively reduce the risk of infection and health threats.

5.4 *Sustainability in travel after the pandemic*

The COVID-19 pandemic has not only affected changes in demand but also posed some challenges to the sustainability of travel and tourism. While the environment has improved significantly as a result of the pandemic, action is still needed to keep the environment sustainable. In the survey, the majority of respondents expressed they would protect the environment while traveling and reduce environmental pollution. Moreover, humans and animals are part of the environment we depend on for survival. Hence, wildlife protection is particularly important. Most respondents are aware of the importance of protecting wild animals. Similarly, equality is also important for people, most respondents care about equality. COVID-19 pandemic has once again exposed the racial and power inequalities and injustices that are deeply rooted in society. Affected by the pandemic, people's sense of justice continues to increase.

6 CONCLUSION

In terms of demand evolution, travelers' behavior is biased towards reliable, familiar, and predictable travel choices. Domestic and regional travel will recover before international travel, but business travel will still recover slowly. As a result of the pandemic, the importance of health and hygiene has increased significantly, which is the key to rebuilding the confidence of travelers. The findings suggest that safety factors, combined with concerns about sources of information and the fear of being stuck, will affect the behavior of travelers. In addition, the unforeseen pandemic has driven technological innovation and digital transformation. Home isolation has forced most of the Chinese population to regularly increase their adoption and consumption of digital platforms, and travelers want to adopt contactless technology as a prerequisite for a safe and fluid travel process. Finally, in the fight against the pandemic, which also includes equality, environment protection, and wildlife conservation, travelers will continue to pay attention to sustainable development. This study expounds on the trends of travel and tourism from four dimensions: demand evolution, health and hygiene, innovation and digitalization, and sustainability. The investigation of Chinese people further illustrates the future travel and tourism trends of China, which reflects the importance of the change of Chinese people to the study of the future travel and tourism trends in China. Moreover, changes in the future travel and tourism trends help tourism stakeholders to formulate corresponding countermeasures. In addition, research on the future tourism trends of China in response to COVID-19 is of practical significance to the further development of tourism.

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The impact of hotel employee resilience and burnout on turnover intention with the mediating role of work-family conflict: A study from a hotel in Jakarta, Indonesia

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ABSTRACT: The purpose of this study was to look at the impact of resilience and burnout on hotel employees' turnover intention, using work-family conflict as a mediator. A total of 78 hotel employees were questioned. Data were collected using a self-administered questionnaire. Work-family conflict and turnover intention are used as exogenous variables, whereas resilience and burnout are used as endogenous variables. Structural Equation Modelingbased Partial Least Square is used to analyze data. Work-family conflict has a negative impact on resilience, but not on turnover intention; burnout has a significant impact on work-family conflict and turnover intention; and work-family conflict has a significant positive impact on turnover intention. Work-family conflict, as an intervening variable, has an indirect-only mediation effect on turnover intention, as well as a complementary mediation effect on burnout to turnover intention. These findings provide insight into the hotel's employee situation as well as recommendations for human resource management.

Keywords: Burnout, Resilience, Turnover Intention, Work-Family Conflict

1 INTRODUCTION

The hotel business has a greater rate of employee turnover than other industries (Blomme et al. 2010). High turnover rates might result in lower service quality and higher operating expenses (Ducharme et al. 2008). To predict turnover, what needs to be seen is the process before turnover occurs, especially turnover intention and job search (Bryant & Allen 2013). Turnover intention reflects a person's tendency to seek alternative work (Sverke & Hellegren 2001) and is thought to be a strong predictor of real turnover (Sommer & Haug 2011). Work-family conflict (WFC), in which two domains (job and family) contend with each other and both parties interfere because the demands of the work and family domains do not match (Greenhaus & Beutell 1985), is one of the causes of turnover intention. Predictors of turnover intentions tend to be in the realm of psychology. Hence, understanding employees' psychology is an important issue to solve this problem. One of the factors that is thought to lessen work-family conflict and turnover intention is resilience. Positive emotions, cognitive flexibility, spirituality, social support, and problem-solving approaches are all part of a person's ability to cope with negative emotions and adapt to a changing environment (Hu et al. 2015). These characteristics enable a person to succeed in the face of adversity while also overcoming genetic factors such as temperament and personality (Stuntzer & Hartley 2014). There has been a lot of research done on resilience, burnout, work-family conflict, and turnover intentions, but there hasn't been much done specifically on the hotel business. Furthermore, no empirical data exists to support the links between resilience, burnout, work-family conflict, and turnover intention in a single model. Understanding these aspects is important in the hotel industry's dynamic and

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fast-changing environment to ensure the wellbeing of hotel personnel. As a result of this gap, the researcher decided to conduct this study to look at the effects of resilience and burnout on the intention of hotel employees in Indonesia to leave. Work-family conflict will also be considered as a mediator in these connections.

2 LITERATURE REVIEW

2.1 *Resilience*

Resilience is a dynamic process that reduces the negative consequences of hazard and threatened situations experienced (Masten 2014) so that the individual can demonstrate adaptation and positive outcomes, and even result in self-development (Leipold & Greve 2007) Resilience has been shown to Previous research has shown that reducing work-family conflict and turnover intention reduces turnover (e.g., Evans 2015) and could help individuals adapt to minimize adversity, develop problem-solving skills (Rushton et al. 2015) and can help a person to optimize their potential (Reivich & Shatte 2002). Following are some hypotheses based on prior research:

Hypothesis 1: Resilience has an effect on work-family conflict
Hypothesis 2: Resilience has an effect on turnover intention

2.2 *Burnout*

Burnout is a negative psychological experience characterized by negative feelings, attitudes, aspirations, and expectations that leads to problems, difficulties, discomfort, malfunction, and other undesirable outcomes (Maslach 2017). Burnout is frequently linked to a number of unfavorable work reactions, such as low organizational commitment, absenteeism, and turnover intention. Burnout may have a favorable impact on turnover intentions and work-family conflict, according to research. Burnout increases the likelihood of staff turnover, according to several research in the hotel business (e.g., Lu & Gursoy 2013). The higher a person's burnout level, the more likely he or she is to leave (Leiter & Maslach 2009). Therefore, it is hypothesized:

Hypothesis 3: Burnout has an effect on work-family conflict
Hypothesis 4: Burnout has an effect on turnover intention

2.3 *Work-family conflict*

WFC is a type of interrole conflict in which role constraints from the work and family domains collide, making participation in both roles challenging (Greenhaus & Beutell 1985). WFC happens when work and family needs collide; someone attempting to satisfy the expectations of one domain (work or family) will be unable to meet the demands of the other domains (Ozbilgin et al. 2011). According to previous study, WFC is a crucial element that is often linked to turnover intention (Boyar et al. 2008). Several studies on WFCs in the hotel industry (e.g., Chen et al. 2018) have also been conducted and found that WFC has a significant impact on hotel employees' intentions to leave. Following are some hypotheses based on prior research:

Hypothesis 5: Work-family conflict has an effect on turnover intention

2.4 *Turnover intention*

Turnover is a person's willingness to leave his job; for example resignation, early retirement and voluntary organizational change (Ghandi et al. 2017). The process includes thoughts of leaving work, looking for alternative jobs, evaluating job alternatives that have been sought, developing a desire to leave work and finally trying to get out as soon as the opportunity comes (Bryant & Allen 2013). Resilience, burnout, work-family conflict, and turnover intention have all been connected in previous study (Friborg et al. 2003). Based on the research evaluation, the author suggests that work-family conflict is likely to buffer the interaction between resilience and burnout on turnover intention. As a result, the following options have been suggested:

Hypothesis 6: Work-family conflict mediates the relationship between resilience and turnover intention
Hypothesis 7: Work-family conflict mediates the relationship between burnout and turnover intention

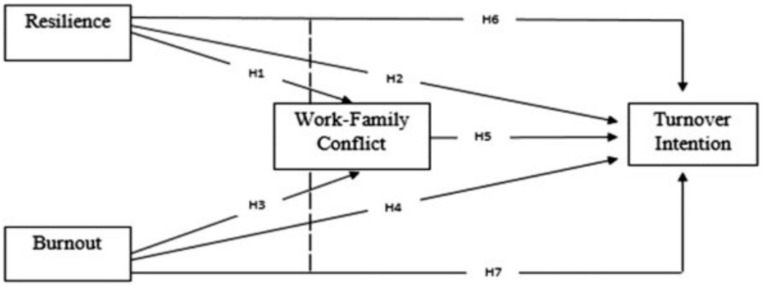

Figure 1. Conceptual framework.

3 METHODS

To evaluate the link between variables, this study uses quantitative approaches to measure data. Because the respondents in this study include the entire population, saturated sampling was employed to determine samples. There were 78 hotel employees from a single four-star hotel in Jakarta who took part in the survey. Data was gathered through the distribution of questionnaires. There are five sections to the questionnaire. The first section inquired about the respondents' backgrounds. Gender, age, job unit, and respondents' monthly income at the hotel were all included. Employees' perceptions of their resilience, burnout, work-family conflict, and turnover intention are assessed sequentially from the second to the fifth part and to examine the data, the researchers used the Structural Equation Model (SEM).

4 RESULTS AND DISCUSSION

4.1 *Research results*

A total of 78 replies were collected from 78 hotel employees. Frequency test found that the respondents were 39.7% male and 60.3% female; 37.2% at the age of 28–37 years, 24.4% at the age of 38-47 years, 17.9% at the age of 48–57, 16.7% at the age of 17–27 years and 3.8% at the age of 57 years and over 57; 21.8% were in the Food and Beverage department, 16.7% in the Front Office department, 14.1% in the Security department, 12.8% in the Housekeeping department, 11.5% in the Finance and Accounting department, 10.3% in the Engineering department, 9% in the Sales and Marketing department; and 3.8% in the Admin and General department; 51.3% had income less than 5 million Rupiah, 33.3% had income ranging from 5–10 million Rupiah, 11.5% with income ranging from 10–15 million rupiah, and 3.9% with income of more than 15 million Rupiah. The study also counts frequency for employees' resilience, burnout, work-family conflict, and turnover intention. With 78 data analyzed, resilience recorded a mean of 3.801; burnout recorded a mean of 2.498; work-family conflict recorded a mean of 2.587; and turnover intention recorded a mean of 2.553.

The outer and inner models of the structure were examined before data were analyzed for hypotheses testing. The outer model is used to assess the relationship between the construct and its indicators. Construct dependability, and the Average Variance Extracted (AVE) value were used to assess convergent validity. Cross loading value was used to assess discriminant validity. The Cronbach's alpha and composite reliability values were used to assess composite reliability. Inner model will explain the results of the path coefficient test, goodness of fit test through R-square, Q-square, f-square, and hypothesis testing by T-statistic and P-values.

Outer model evaluation

Table 1. Construct validity and reliability.

Variable	Mean	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Resilience	3.801	0.835	0.991	0.992
Burnout	2.498	0.813	0.984	0.986
Work-Family Conflict	2.587	0.739	0.979	0.981
Turnover Intention	2.553	0.850	0.978	0.981

Loading factor values are used to determine convergent validity. If the loading factor >0.7, an indicator was shown to have convergent validity. If the value of the Average Variance Extracted (AVE) >0.5, this factor can measure at least half of the variance that can be captured by the construct compared to the variance generated by measurement error (Garson 2016). The outer loading value for all indicators on resilience, burnout, work-family conflict, and turnover intention is >0.7. Furthermore, each variable has an AVE >0.5. All indicators measuring the research variables fulfilled convergent validity, according to these findings. The next step is to assess discriminant validity. If the value of the cross loading indicator on the variable is the highest when compared to other variables, the indicator will be judged to have discriminant validity (Garson 2016). The first cross loading test revealed that one measure did not meet discriminant validity criteria, thus the measure was dropped and discriminant validity was retested. After retest, the indicators utilized in this study show good discriminant validity in constructing their respective variables, based on the results obtained. The next stage is to test composite reliability, which is the section that evaluates the value of indications on a variable's reliability. If a variable's Cronbach's alpha value is greater than 0.7 and its composite reliability value is greater than 0.7, it can be declared reliable (Garson 2016). The Cronbach's alpha and composite reliability value for all variables is >0.7 and declared reliable.

Inner model evaluation

Table 2. Construct inner model.

Path	Path Coefficient	f^2 (f-square)	R^2 (R-Square)	Q^2 (Q-Square)
Resilience → Turnover Intention	−0.073	0.013	0.945	0.991
Burnout → Turnover Intention	0.643	0.861	(TI)	(Whole
Work-Family Conflict → Turnover Intention	0.280	0.234		Construct)
Resilience → Work-Family Conflict	−0.375	0.125	0.836	
Burnout → Work-Family Conflict	0.557	0.275	(WFC)	

TI=Turnover Intention; WFC=Work-Family Conflict.

Path coefficient evaluation is performed to determine how strong the independent variable's effect or influence on the dependent variable is. The path coefficient is in the range of -1 to -1, with a value near $-1/-1$ indicating a significant path coefficient (Garson 2016). The role of resilience, burnout, and work-family conflict accounts for 94.5% of turnover intention (R^2 0.945). The overall construct's Q^2 value is 0.991, indicating that the research model can explain 99.1% of the diversity of the study data. The f^2 analysis is used to determine the amount of the effect or influence that one variable has on another. F^2 values >0.02 are regarded weak, >0.15 are considered moderate, and >0.35 are considered high (Garson, 2016). It may be deduced from the statistics that: (1) Burnout has a very strong effect on turnover intention (f^2 0.861); (2) Burnout has a moderate effect on work-family conflict (f^2 0.275); (3) Resilience has a very weak effect on turnover intention (f^2 0.013); (4) Resilience has a weak effect on work-family conflict (f^2 0.125); (5) Work-family conflict has a moderate effect on turnover intention (f^2 0.275); (6) Work-family conflict has a moderate effect on turnover intention (f^2 0.234).

Hypothesis test

The T-statistics and p-values were used to test the hypotheses in this investigation. If the T-statistic value is >1.96 (two-tailed) and the p-value is 0.05, the study hypothesis is considered supported. Figure 1 shows the results of the PLS-SEM bootstrapping analysis. T-statistics and p-values are provided using standardized T-statistics. Following is a summary of the findings:

Table 3. Hypotheses test by bootstrapping results (two-tailed, Sig < 0.05).

Hypotheses	Path	T-statistics	p-values	Result
H_1	Resilience → Work-Family Conflict	2.938	0.004	Supported
H_2	Resilience → Turnover Intention	1.175	0.243	Not Supported
H_3	Burnout → Work-Family Conflict	4.344	0.000	Supported
H_4	Burnout → Turnover Intention	8.430	0.000	Supported
H_5	Work-Family Conflict → Turnover Intention	4.549	0.000	Supported

Hypothesis 1: The findings revealed a negative and significant link between resilience and work-family conflict (T-statistics = 2.938, p-value = 0.004, path coefficient = −0.375). The findings showed that the more the employees' resilience, the less likely they are to experience work-family conflict. This backs up Evans' research (2015), which found that resilience traits like positive thinking and having a positive attitude can lessen the psychological and physical effects of work and family demands, reducing stress in both domains and reducing work-family conflict. As a result, Hypothesis 1 was shown to be true.

Hypothesis 2: T-statistics=1.175, p-value = 0.243, path coefficient = −0.073) revealed that resilience had a negative and negligible connection with turnover intention. There was a very weak direct association between resilience and turnover intention, according to the findings. This conclusion is intriguing because it contradicts the findings of other studies (e.g., Liu et al. 2021). According to Karatepe and Karadaº (2014), the weak association between resilience and staff turnover intention at this hotel is due to the presence of other factors that must mitigate the relationship Ghandi et al. (2017) employ work stress as a mediator in the relationship on resilience and turnover intention, while Liu et al. (2021) use work-family conflict as a mediator. Because there must be a source of stress and hardship to create turnover intention, resilience as a personal psychological factor is not highly influential. Resilience will help a person cope with stress, but the source of stress must be there as a mediator. As a result, Hypothesis 2 was disproved.

Hypothesis 3 Burnout exhibited a positive and substantial association with work-family conflict (T-statistics=4.344, p-value=0.000, path coefficient=0.557), according to the findings. According to the findings, the higher the level of burnout among employees, the greater the likelihood of work-family conflict. Burnout was found to be a significant predictor of work-family conflict in this study, corroborating studies from Raja et al. (2018), who explain that extreme weariness might induce negative emotions and disrupt one or more work domains or family domains, resulting in work-family conflict.. Thus, Hypothesis 3 was supported.

Hypothesis 4: Burnout exhibited a positive and substantial connection with turnover intention (T-statistics=8.430, p-value=0.000, path coefficient=0.643), according to the findings. The findings show that the more the employee burnout, the greater the likelihood of turnover. This finding backs with a lot of earlier research (e.g., Lu & Gursoy 2013; Jung et al. 2012). Employees who show signs of physical and emotional exhaustion caused by their work environment will feel unable to continue their work and are dissatisfied with their situation, so they tend to have the desire to leave their jobs. Difficult working condition that can happen to hotel employees may also contribute to burnout and resulting in turnover intention. Therefore, Hypothesis 4 was supported.

Hypothesis 5: Work-family conflict has a positive and substantial connection with turnover intention (T-statistics=4.549, p-value=0.000, path coefficient=0.280), which is consistent with and supports earlier studies (e.g., Chen et al. 2018; Giao et al. 2020). Conflicts and workloads that produce emotional tiredness can interfere with family relations and lead to conflict (Giao et al. 2020), as well as the other way around (Boyar et al. 2008), pushing a person to quit his job and increasing turnover intentions. Long working hours and uncertain schedules, which are common in the hotel sector, can cause stress, which can lead to work-family conflict, which can lead to a turnover intention. Therefore, Hypothesis 5 was supported.

Table 4. Result of work-family conflict mediating effect.

Hypotheses	Path	Direct Effect	Indirect Effect	Total Effect	p-Value	Mediating Effect	Result
H_6	Resilience → Work-Family Conflict → Turnover Intention	−0.073	−0.105	−0.178	0.014	Indirect Only Mediation	Supported
H_7	Burnout → Work-Family Conflict → Turnover Intention	0.682	0.156	0.798	0.008	Complementary Mediation	Supported

Hypothesis 6: Work-family conflict mediated the connection between resilience and turnover intention for the following reasons: The path coefficient between resilience and turnover intention as an intervening variable is -0.105, whereas the path coefficient between resilience and turnover intention as a direct impact is -0.073. As a result, the total effect of resilience on turnover intention is -0.178, which is a direct plus an indirect effect. Furthermore, the indirect effect's p-value was 0.014. This resulted in a statistically significant result. Based on these findings, the indirect effect of resilience on turnover intention with work-family conflict as a mediator is significant and undergoes indirect-only mediation, with only an indirect effect on the independent and dependent variables being significant and no significant direct effect (Zhao et al. 2010). As a result, work-family conflict plays a moderating function, and Hypothesis 6 is supported.

Hypothesis 7: Because of the following reasons, work-family conflict mediated the connection between burnout and turnover intention: Burnout on turnover intention has a path coefficient of 0.156 with work-family conflict as an intervening variable, while burnout on turnover intention has a direct path coefficient of 0.643. As a result, the total effect of burnout on turnover intention is 0.798, which is the direct plus indirect effect. Furthermore, the indirect effect had a p-value of 0.008, which was statistically significant. Based on these findings, it can be concluded that the indirect effect of burnout on turnover intention with work-family conflict as a mediator is significant and undergoes Complementary Mediation, in which the independent and dependent variables have both direct and indirect effects and have a significant value (Zhao et al. 2010). As a result, work-family conflict plays a moderating function, and Hypothesis 7 is supported.

5 CONCLUSION

Resilience and burnout are two entirely opposing concepts that must be understood in order to increase employee well-being and reduce the likelihood of turnover. Furthermore, no previous research has established the particular construct with resilience, burnout, turnover intention, and work-family conflict as a mediator. As a result, the existence of a moderating effect for work-family conflict in these interactions was revealed in this study. Work-family conflict has been shown to enhance turnover intention and to moderate the link between burnout and turnover intention. The findings of this study resulted in a number of practical recommendations for the hotel industry to improve work-related issues. First, it can be considered to hire employees with high resilience to reduce conflict and turnover intention or it can be considered to increase the resilience of existing employees with the hotel conducting short training with material on setting goals and creating steps to reach those goals; create a realistic path that emphasizes approaching desired outcomes and avoiding undesired outcomes; and planning to overcome potential barriers to work. Training with these materials has been proven to increase employee resilience, self-confidence, social skills and adaptation of employees to the problems they face at work (Youssef & Luthans 2007). Secondly, it can be considered to reduce burnout and work-family conflict that may be felt by employees by maintaining a supportive work culture and organization that can make employees work comfortably and enthusiastically, as well as implementing an employee evaluation program to find out the condition of the hotel employees, so that employees who may have difficulty in his work can be noticed and the hotel management staff can get advice from his employees.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Impact of volunteer tourism-based tour packages towards local residents of Aketobololo village and tourists on Afo tour and Travel, North Maluku

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ABSTRACT: Volunteer tourism has developed as alternative tourism in building humanitarian, ecological, and socio-cultural solidarity. This study aims to analyze the perception of the Aketobololo community on the impact of the implementation of the volunteer tourism program. It also investigates the satisfaction and behavior changes of volunteer tourism tourists and identifies the sustainability of volunteer tourism-based tour packages. The study used a descriptive qualitative design. Data collection was through in-depth interview techniques, questionnaires, and documentation. Data were analyzed using mixed methods. The results showed that the Aketobololo community had a positive perception of the volunteer tourism program, tourists gained satisfaction, and experienced changes in behavior after participating in the volunteer program. Volunteer tourism has a sustainability aspect because it receives positive support from the community, and provides satisfaction for tourists. Therefore, it is recommended for the community, business actors, and the government to develop volunteer tourism.

Keywords: volunteer tourism; tourism impact; travel agent, tour package

1 INTRODUCTION

Tour packages in Indonesia, in general, are still pursuing economic benefits, but are not yet in favor of the interests of the community environment so that tourism activities often cause environmental damage. Analysts from the world economic forum (WEF) stated the weaknesses of Indonesia's tourism competitiveness regarding the Travel and Tourism Competitiveness Index, including environmental sustainability protection, deforestation, and hygiene (Çoban et al. 2015). The same thing also happened in Ternate city, where the existing tour packages are still oriented towards economic benefits and ignore the various environmental damage to tourism. Currently, many tourism objects do not get tourist visits because the condition of the tourism environment is getting worse (Muharto 2018).

Volunteer tourism is tourism that accommodates a partnership (Jollife & Baum, 2014), participation (Saftic et al. 2011), and stakeholder approach (Karini 2011). Lyons (2003) defines volunteer tourism as alternative tourism while Tomazos and Butler (2009) describe volunteer tourism as the new ecotourism. Proyrungroj states that volunteer tourism is motivated by altruistic tendencies, environmental ideologies such as conservation, and sustainability themes (Proyrungroj 2017). Volunteer tourism supports the establishment of mutually beneficial relationships between volunteer tourists and host destinations (Owen 2019).

Blanton reveals volunteer activities at the international level, in the short term, the volunteer program has a positive impact on capacity building for schools serving students with disabilities in the Caribbean (Blanton 2016). Volunteer activities, besides having a positive impact, also have

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a negative impact so that they create ambiguity in perceptions both from tourists and the host community. There is a blurry boundary between volunteer tourism and other forms of tourism (Wright 2013). While it is known that volunteer tourism provides benefits, the benefits vary widely. For tourists, it can provide educational benefits and social work experience. Meanwhile, for businesses, it can provide business merits. The research found that International Volunteer Service programs oriented toward physical development produce a culture of dependence, unsustainable development, and the reinforcement of negative Western cultural stereotypes (Kerrigan 2016).

Afo Tour and Travel North Maluku is a Travel agent that has conducted volunteer tourism-based tour packages since 2015. This tour operator offers tour packages to the public which include destinations, accommodation, and volunteering of tourists to participate in social activities at tourist destinations. Every tourist voluntarily participates both materially and morally to organize social activities together with the tourism host community.

Based on pre-research observations in 2019, it is known that tourists who take part in volunteer tourism tour packages can participate well in carrying out various activities in tourist destinations, such as social services, environmental conservation activities, and development in sports, arts, and culture. The tourists involved in the Volunteer tourism tour package expressed their satisfaction and some Aketobololo people hope for the return of tourists based on volunteer tourism as well as the local community's wish for the tourists' revisit. Thus, it is necessary to study more deeply the impact of volunteer tourism-based tour packages towards residents of Aketobololo Village and tourists on Afo Tour and Travel, North Maluku.

2 LITERATURE REVIEW

2.1 *Volunteer tourism*

Volunteer tourism is defined as tourists who engage in an organized volunteer activity to take vacations that may involve themselves helping or reducing material poverty of some groups in society, restoring certain environments, or researching aspects of society or the environment (Wearing 2002). Volunteerism in tourism is an expression of postmodern tourism, emphasizing the appeal of evolving concepts such as "alternative," "ecological," and "responsible" forms of tourism. Volunteer tourism is an activity of traveling while carrying out social activities (Uriely et al. 2003). Volunteer tourism is more intense than shallow social interactions. A new narrative between host and guest is created as an engaging, original, creative, and mutually beneficial narrative (Mcintosh & Zahra 2008).

2.2 *Volunteer tourism impact*

There may be some factors that drive volunteer travel, but altruism is a significant factor (Wearing 2001). Numerous studies have shown that voluntary travel has a deep and lasting positive impact on volunteers. Volunteer tourism is considered a catharsis for volunteers, with the claim that it has the potential to change participants' perceptions of society, their self-identity, values, and daily life (Mcintosh & Zahra 2008).

Some of the potential positive impacts of volunteer tourism, such as skills development through training conducted by tourists (Wearing 2001). However, apart from the positive impacts, there are also negative impacts from volunteer tourism, such as volunteers often rob locals of potential jobs by doing work that locals can do. According to Simpson, volunteer tourism ignores the root causes of poverty and inequality by spreading modesty: participation and good willingness are considered good enough to volunteer, and the use of unskilled labor is seen as a solution (Guttentag 2009; Simpson 2004).

The Volunteer Program represents a contemporary approach to volunteering, utilizing a knowledge transfer approach and providing benefits to all stakeholders (Wearing 2001). The World Bank (1998) identified knowledge as one of the most important factors in the success of development projects. The idea of knowledge-based assistance is at the major aspect of this voluntary program, not only by transferring knowledge but also by working with selected host institutions within the country, carrying out the transfer of ownership of knowledge. This approach facilitates capacity in the tourism sector in developing countries to share best practices, lessons, and techniques concerning sustainable tourism.

2.3 *Public perception*

Perception is a direct response (receiver) of absorption or process of a person knowing some things through his five senses (Kemendikbud 2002). The process of perception includes the process of receiving stimuli, the process of selecting stimuli, the organizing process, the interpretation process, the checking process, and the reaction process (Andereck et al. 2012). Public perception in this study is the response of the host community to the volunteer tourism program. The response can be positive or negative. This community perception is formed by the process of mobilization or direct interaction with volunteer tourism activities. The process of perception of the host community includes the process of receiving stimuli in the form of volunteer tourism-based tour packages, the process of selecting stimuli, the organizing process, the interpretation process, the checking process, and the reaction process.

2.4 *Expectation theory*

In this study, expectations theory is used to determine the expectations and achievement of the expectations of actors involved in volunteer tourism, namely Afo Tour and Travel business actors, volunteering tourists, and host communities. Vroom's Expectancy Theory of work motivation or VIE describes expectations as "action-result associations," and "takes a value from 0 to 1". Instrumentality (Intermediary) is the perception that a given performance outcome on their part will cause them to receive a reward. Vroom describes this instrument on a scale of 0 and 1, where 0 is not expected to be obtained and 1 is a reasonable possibility of receiving a gift.

Vroom (1964) described valence as "effective orientation toward a particular outcome". Valence can be positive, where the achievement of the reward is desired, or negative where the achievement of the reward is something that one wishes to avoid. This theory concludes that the actions that are most likely to be carried out are those that are driven by the greatest strength and hope. Expectation Theory states that effort or motivation = E x I x V (**E** = Expectancy; **I** = Instrumentality; **V** = Valence).

2.5 *Resource-based theory*

The Resource-Based Theory used in this study was to analyze the sustainability of volunteer tourism-based package tours. Resource-Based Theory (RBT) is a theory of competitiveness rooted in the view that resources are the cause of excellence (Resource-Based) (Kor & Mahoney 2004). If the company's resources owned by all companies are homogeneous, the strategies used are the same so that there is no competitive advantage (Clulow et al. 20017). Sustainable competitive advantage can be realized if there are differences in the resources owned by the company. Some studies describe the relationship of the resource-based view to competence, organizational economics, and different industrial organization theories (Clulow et al. 2017; Fahry & Smithee 1999). Dierickx and Kare developed the idea that resources are very useful when there are no effective substitutes (Dierickx & Cool 1989). Kogut and Zander introduced the concept of combining ability and emphasize the importance of knowledge as a source of excellence (Kogut & Zander 1992). Barney states that a company can succeed if it can achieve and maintain competitive advantage through strategic implementation in the value creation process that is not easily imitated by other companies and there is no substitute (Barney 1991).

3 METHOD

The study used primary data as the main data, while secondary data was used as supporting data. Primary data is data obtained from the first party, namely the volunteers, communities, and managers of Afo Tour and Travel, North Maluku. The collection of research data used in-depth interview techniques, questionnaires, and documentation. Interviews and questionnaires were the primary data collection techniques carried out directly to all informants/respondents. While the documentation technique was to collect secondary data that was already available in books, reports, journals, pictures, and other relevant documents. The collection of secondary data, both physical and digital, was tested for validity by matching it with various sources to obtain data accuracy. A descriptive qualitative design with a survey research design was used in this study that aimed to find meaning from the investigation of processes and studies of various social phenomena and events (Mukhtar 2013; Proyrungroj 2002; Sugiyono 2016). Data analysis used mixed methods or a combination of two analytical techniques, namely quantitative and qualitative analysis.

- Perception Analysis used analytical descriptive, namely conducting interviews with research informants carefully and in depth. Interview results from several informants were confronted, analyzed, and categorized so that they could be interpreted. Finally, the meaning is drawn that describes the objective condition of public perception.
- Analysis of satisfaction and behavior used quantitative descriptive analysis. This analysis was through a questionnaire with a Likert scale, where respondents are given several questions that are accompanied by alternative answers. Then alternative answers are quantified to be analyzed quantitatively in the form of percentages and frequencies. Based on the presentation of the quantitative data, it can be interpreted the satisfaction and behavioral tendencies of tourists. Finally, the objective meaning of satisfaction and changes in tourist behavior is drawn.
- Analysis of sustainable tour packages used analytical descriptive analysis by interpreting the condition of the management organization, namely Afo Tour and Travel, tourist satisfaction, and public perception. The results of the interpretation are drawn about the meaning of the sustainability status of volunteer tourism.

4 RESULTS AND DISCUSSION

4.1 *Analysis of The Aketobololo community perception*

The Aketobololo community has a very positive perception of the implementation of the Afo Tour and Travel volunteer tourism program. Nine informants stated that the Volunteer tourism program had an impact on social aspects such as expanding relationships, team communication and social cooperation, and the development of public awareness in preserving the environment. In addition to environmental and social impacts, volunteer tourism programs also have an economic impact on the community. The economic impact occurs in three areas, namely lodging, transportation, and local tour guides. The community feels the economic benefits because tourists must carry out the process of buying and selling food and daily necessities.

The Aketobololo community had a positive perception of volunteer tourists because the volunteer program provided benefits to the community. In line with the findings of Wright's research in his various analyzes of the implementation of volunteer tourism, it is stated that the host community, in general, has a good perception of volunteer tourism because volunteer tourists who work and live in the host community have a positive impact (Andereck et al. 2012). Wearing mentions some of the potential positive impacts of volunteer tourism, on the host community, such as skills development through training conducted by tourists (Andereck et al. 2012). McGehee and Andereck also suggested several benefits of volunteer tourism for host communities, such as Improved quality of life for individuals and host communities targeted, Volunteer tourists have a more positive economic impact on host communities than other tourists, Volunteer tourists can subsidize social programs in the regions (Andereck et al. 2012).

4.2 *Satisfaction and behavior change of volunteer tourism tourists*

1) Tourist satisfaction towards volunteer tourism tour packages.

   This study distributed questionnaires to 75 respondents, which were then quantified and analyzed by descriptive statistics. Most tourists' expectations are met after participating in the volunteer tourism program. Only a few or 4 tourists stated that they were not fulfilled. And, that most of the tourists stated that they would repeat or re-follow the tour package activities based on Volunteer tourism and only 1 person stated that they did not repeat.

   Every tourist has their motives and expectations in choosing a tourist destination. Proyrungroj revealed that there are several common motivations among volunteer tourists, namely (i) to gain new experiences; (ii) to achieve personal development and growth; and (iii) to follow a personal interest in certain voluntary activities. However, it was also found that there were differences in motivation among these groups, including (i) to attain inner happiness; (ii) to help others; (iii) to learn/immerse in local culture more deeply; (iv) to meet new friends; and (v) to visit a place (Proyrungroj 2020).

   From several motivational variations above, this study found four variations that became the main motivations for volunteer tourists in Aketobololo, including 1) Enjoying tourist objects (58.66%); 2) Traveling (10.66), 3) Looking for new experiences (12%), and 4) Social service/cooperation (18.66).

   Apart from these four motivations, two things are very interesting for tourists that are not thought about before, namely the condition of the Mangrove Forest and the friendliness of the local people. There were 78.66% of respondents motivated to join volunteers because of the condition of the mangrove forest and 21.33 were motivated by the hospitality of the community. It is in accordance with Muharto's research (Muharto 2020), that the pull factor is a factor that offers a place that can meet the needs and desires of tourists.

   Tourist satisfaction is related to the fulfillment of expectations, needs that motivate tourists to travel. As Nasution said that satisfaction is a condition where the needs, desires, and expectations of customers can be fulfilled through the products consumed (Nasution 2005). Most of the tourists expressed satisfaction and would repeat or re-enter the tour package activities based on volunteer tourism. It is aligned with the results of previous studies which found that tourist satisfaction will form behavioral loyalty (loyalty). They are visiting repeatedly and inviting other people to visit the tourist destination (Meyer 2012; Nasution 2005; Valle et al. 2006).

2) Changes in tourist behavior after participating in volunteer tourism

   The results of the research data analysis showed that the tourists experienced changes in mindset and behavior after joining the volunteer tourism-based tour package program. The behavior change is in the form of caring and participating in social activities, community service, likes to help in community activities, and environmental sustainability. After participating in the volunteer tourism program, tourists are also encouraged to be more sensitive to social, cultural, and environmental life. This study found that the tourists after participating in the Volunteer tourism program have the attention and seriousness to carry out social behavior in daily life such as social friendliness and concern for the environment. This is in line with the results of research by McGehee and Andereck Lyons and Wearing that volunteer tourists after returning home are inspired to be more involved in the environment or organizations that deal with social problems (Wearing & McGehee 2013).

4.3 *Sustainable of tour packages based on volunteer tourism at Afo tour and travel*

The sustainable aspect of volunteer tourism-based tour packages in Afo Tour and Travel is analyzed from three perspectives, namely from the manager's perspective, from the tourist's perspective, and the host community's perspective.

Afo Tour and Travel have products in the service sector, namely local and national tour packages, and airline ticket services. Volunteer tourism is a special package designed to provide a unique experience for tourists, including 1) Performing arts; 2) Tree planting; 3) Distribution of wearable clothing; 4) Distribution of school stationery.

Sustainability from a tourist perspective means that tourism can continue if visited by tourists. The results of Crosstabs, show that almost all tourists are satisfied, and they stated that they want to re-join the volunteer-based tour package program. Tourists also show loyal behavior by inviting others to join the volunteer program. From the perspective of tourists, the sustainability aspect of volunteer tourism-based tour packages is truly attractive to tourists.

The host communities referred to are residents around tourist destinations. Host communities are the key to tourism sustainability because they are one of the components that receive the impact of tourism activities. Regarding volunteer tourism, the Aketobololo community is very happy to participate and support the implementation of the Volunteer tourism program organized by Afo Tour and Travel, because they gain some benefits from volunteer tourism programs.

Host communities are the key to tourism sustainability since they are one of the components that receive the impact of tourism activities. Regarding volunteer tourism, the Aketobololo community is very happy to participate and support the implementation of the volunteer tourism program organized by Afo Tour and Travel, because they gain some merits from volunteer tourism programs. Volunteer tourism can increase income for local communities, enlarge awareness of environmental conservation, strengthen appreciation for culture, historical values, tolerance, and economic incentives for habitat protection (Unep & UNWTO 2005). It is parallel with Muharto's research analysis on the combination of sustainable development paradigms and tourism competitive strategies, which emphasizes the balance between economic advantages, socio-cultural strengths, and environmental sustainability in achieving sustainable tourism advantages (Muharto 2020). Volunteer tourism strongly supports the sustainability aspect as the criteria set by UNEP and UNWTO, namely: Economically sustainable, socio-culturally sustainable, and environmentally sustainable.

5 CONCLUSION

Aketobololo community has responded positively to the volunteer tourism program because the community gains additional knowledge and experience related to environmental conservation around tourist attractions, expanding relationships, establishing humanitarian solidarity and social cooperation, opening access to employment opportunities, and gaining community income. The tourists experience a change in mindset and behavior after joining volunteer tourism. They are motivated to establish social relations, build humanitarian solidarity, and maintain environmental cleanliness and sustainability. The sense of satisfaction makes the tourists intend to repeat and recommend others to participate in volunteer tourism. Tourist satisfaction and support of the host community is a strength that ensures the sustainability of volunteer tourism. Volunteer tourism also follows the Millennium Development Goals (MDGs) agenda and sustainable tourism development policies, namely tourism that can provide economic, environmental, and socio-cultural benefits.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Tourism recovery strategy during pandemic: A case from Manado city

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ABSTRACT: The COVID-19 pandemic that occurred in the world, especially in Indonesia, has had a severe impact in various fields, especially tourism. Based on these problems, the purpose of this study is to analyze the actions made by the government on the condition of COVID-19 and build a tourism recovery strategy in the situation of COVID-19 in the city of Manado. The study uses exploratory qualitative analysis and triangulation methods. The results of this study are expected to contribute as a guideline in making tourism recovery plans and strategies in the situation of the COVID-19 pandemic in the city of Manado. A well-done recovery can have a positive impact on the tourism sector.

Keywords: Tourism; Pandemic; COVID-19; Strategy; Tourism Recovery

1 INTRODUCTION

Since the beginning of 2020, Indonesia and even the world have been terrified by the coronavirus pandemic (COVID-19) originating from China. Coronavirus is an infectious disease that infects a person's respiratory tract so that it can result in death. This is what caused panic that caused fatalities to thousands of people who are residents of China. As a result, many small, medium and large companies in various industrial sectors have been forced to close their businesses temporarily. Not only the company but thousands of businesses were also forced to close because they could not operate as usual. Most non-essential sectors are sealed. Social acts, people meetings, traveling, and spending activities at the shopping centers are delimited (Rahmanita et al. 2021).

Not only China, but almost all countries in the world also experienced the same thing. All sectors of industry in society are seriously affected. One of them is in the tourism industry sector. Indonesia's tourism has been in a drastic decline for months. Tourism activities that were previously crowded suddenly stopped even had no reopening of flight paths both between countries and regions in Indonesia. The income of the local community decreased due to various policies banning travel. This makes purchasing power reduced so that it affects small traders to entrepreneurs in the fields of transportation, accommodation, food, and beverage. The decrease in tourist visits is certainly experienced by various regions in Indonesia, one of which is in Manado City of North Sulawesi province. Manado city is one of the popular tourist destinations in Eastern Indonesia with its natural wealth, both mountain and hill views, and underwater beauty of flora and fauna. Being the attraction of tourist destinations makes the city of Manado crowded by tourists, both domestic and international tourists. China is the most dominant tourist visiting Manado. Foreign tourists that visit Manado decreased according to other sources. In 2019 foreign tourists reached 153,000 visits dominated by Chinese tourists, but in February 2020, Manado City had to close Chinese flight access to Manado due to the impact of the coronavirus pandemic originating from Wuhan, China (Tribunmanado 2020).

Chinese tourist visits are certainly very helpful to the economy and tourism industry in Manado. Where according to the data, especially for tourists from China, the average length of stay in a hotel

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is 5 days with spending money of Rp 15 million per person. If each person is Rp 15 million, then there is an income of Rp 180 billion (Rp 15 million multiplied by 12 thousand tourists) every month. While the rest, approximately 3 thousand tourists outside China, on average stay longer ranging from 7 to 14 days for Rp 30 million to Rp 75 million. That is, there is around Rp 90 billion that should go into regional revenues. So, if it is totaled there is Rp 270 billion of North Sulawesi foreign exchange losses from the tourism sector due to the impact of the *Covid-19* pandemic (Tribun Sulut 2020).

This pandemic condition certainly requires various efforts to encourage improvements in the economy, especially in the tourism industry. The largest contributor to APBD in the city of Manado is the tourism sector, so it is very influential and must be optimized in the future. Collaboration between business actors and the government will be able to create a synergy in bringing tourist visits to the city of Manado. The research will contribute as a guideline in making tourism recovery plans and strategies in the situation of the COVID-19 pandemic in the city of Manado. A well-done recovery can have a positive impact on the tourism sector.

2 LITERATURE REVIEW

2.1 *COVID-19 pandemic and tourism industry*

Earlier in March 2020, the first case of Indonesia as a nation was infected with COVID-19. Only one month later, COVID-19 cases have spread to several cities in Indonesia causing many deaths and increasing every day (Yurianto et al. 2020). The COVID-19 pandemic negatively impacted various sectors of the tourism industry which also caused the industry to close for several months (Gössling et al. 2020). Despite efforts made since the start of the 2020 pandemic to reopen the industry, most sectors continue to struggle and UNWTO has recognized tourism as one of the hardest-hit industries (Dolnicar & Zare 2020).

2.2 *Tourism recovery strategy*

According to Chandler, a strategy is a tool that has the function of achieving short and long-term goals, priority allocation of resources, and further development programs (Rangkuti 2015). Strategy formulation is a way to devise a step forward, namely making the company's vision and mission, setting the company's strategic and financial goals, and making strategies to achieve goals to provide a good consumer image.

2.3 *Stages of handling tourism*

The purpose of this study is to provide an example of experience in dealing with crises that affect the tourism sector and the work plans of all parties in the tourism sector to reduce risks. A study conducted by Kuscer et al. (2021) outlined three stages of crisis management starting from the response, recovery, and restart in overcoming the COVID-19 pandemic.

2.3.1 *Response*

At this stage the importance of the approach to crisis management as well as the responsibility of the government in responding to the crisis. Crisis management is preventive planning carried out in the face of the COVID-19 pandemic crisis. Coombs (2014) in his research revealed that crisis management is a systematic effort designed to combat crises and to reduce the actual damage caused by crises, requiring three measures: prevention and preparation before a crisis, response during a crisis as well as learning and improvement after a crisis.

2.3.2 *Recovery*

This stage discusses the responsibility of the government and DMO (destination management organization) to help the recovery of the tourism sector. At the time of the 'great depression,

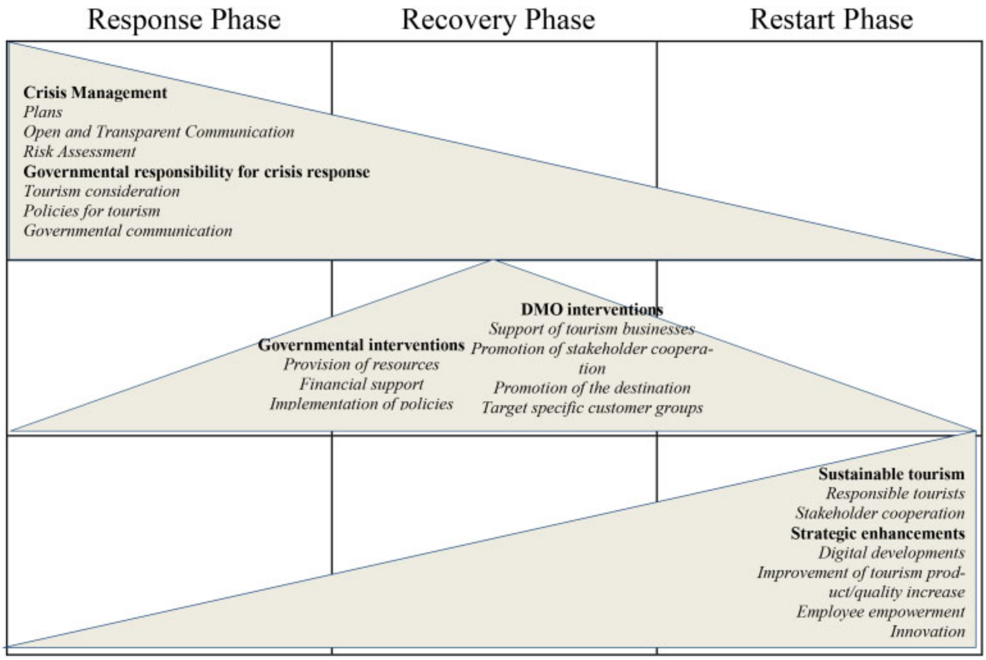

Figure 1. Stages of handling tourism adopted by Kuscer et al. (2021).

according to Keynes (2018), government intervention is allowed when there are imperfections in market conditions.

2.3.3 *Restart*

This stage emphasizes the importance of sustainable tourism development with a focus on responsible tourist behavior and stakeholder cooperation of the tourism sector. Sustainable tourism is the development of tourism by paying attention to the preservation of nature and the culture of the local community so that it can be passed down for future generations (Sugiyono 2011).

2.4 *Conceptual framework*

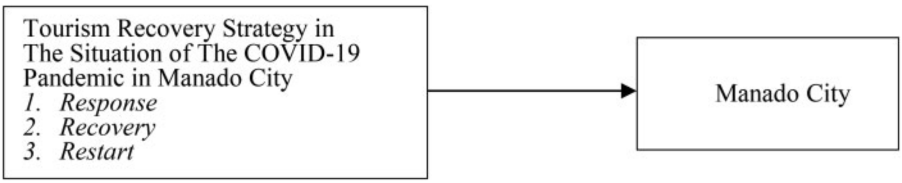

Figure 2. Conceptual framework adopted from Kuscer et al. (2021).

3 METHOD

The research was conducted from August 2020 to June 2021, which was in the COVID-19 pandemic era. This research uses competent informants to provide information related to research conducted by their respective areas of expertise from: a) Tourism department of Manado, Mr. Abdiel Bajen SE. Ak., as Head of Tourism Marketing Development and Mr. Efraim Dongalemba, SST., as The Managing Staff of Promotion. b) Tourism Industry: Mr. Fraser Tiwa, SS., as Supervisor of Masterpiece Manado, Mrs. Rena Kurnia, as HRD Jle's Hotel Manado and Mr. Richard, as Manager of Tuna House Restaurant Megamall Manado Area and c) Manado City Tourism Promotion Agency: Mrs. Jelly Walansendow, SE., S.STpar., M.Si. as a member of Manado Tourism Board (MTB).

This research is exploratory by using qualitative research methods in which it searches and collects data and then analyzes it. According to Raco (2010), research methods are a scientific activity that is planned, structured, systemized, and has certain goals both practical and theoretical.

The data will be tested through 3 steps; data reduction, data display, conclusion drawing, and verifying. The analysis method used in this study is to use triangulation techniques to analyze the tourism conditions of Manado city to produce tourism strategies in the situation of the *Covid-19* pandemic.

4 RESULTS AND DISCUSSION

4.1 *Result*

Before finding the results of the study, researchers conducted interviews with several sources to get the results needed through triangulation methods. The results of the interview showed an analysis of actions taken by the government during the COVID-19 pandemic situation. From the various efforts and actions made, the government is still at the response stage in the face of this pandemic.

Table 1. Themes, sub-themes, and supporting quotes extracted from the interview data.

Themes	Sub-themes	Interview excerpts
Response	• Crisis management • Governmental responsibility for crisis response	○ "no guidelines have been made regarding the impact of tourism due to the pandemic" ○ "The standardization of the CHSE *(Cleanliness, Health, Safety, and Environment Sustainability)* program is part of the tourism policy to respond to the crisis so that tourism activities can run again with the implementation of established health protocols"
Recovery Restart	• Government intervention • DMO intervention • Sustainable tourism • Strategic enhancements	○ "support to tourism sector businesses by distributing incentive assistance in the form of cash and groceries, people's business credit, etc" ○ "socializing the importance of CHSE certification program for businesses and tourist destinations" ○ "in this CHSE program, there is a section that focuses on environmental sustainability. Where the environment consists of several factors such as cleanliness, waste problems to ecotourism conservation. The future plan that destination management will make some exclusive tourist destinations to maintain underwater natural conditions and the surrounding environment" ○ "The improvement of the strategy carried out is by the development of digital promotion"

4.2 *Discussion*

4.2.1 *Response*

4.2.1.1 Crisis management

According to an interview with the Manado City Tourism Office, there has been a tourism strategy for emergency response, recovery, and normalization but no special crisis management has been made in the conditions of the COVID-19 pandemic. Crisis management is an important thing to make this supported by the research of Prayag (2018) and Higgins-Desbiolles (2020) who say that the COVID-19 pandemic is a recent occurrence and is still ongoing today. Planning actions are taken based on current conditions and depending on the development of the situation.

However, the Manado City Tourism Office maintains communication with stakeholders through various meetings. This is important to maintain the spirit, psychology, and resilience of the tourism sector actors amid the current COVID-19 pandemic. In addition, another source in the interview stated that the conditions of the COVID-19 pandemic are constantly changing, thus requiring continuous adjustments in making crisis plans to assess the risk of impact. This is in line with research by Lew (2014) which revealed that to achieve tourism resilience, it must emphasize the system that develops, responds to, and adapts to the process of change, including learning from the extraordinary circumstances that occur one of them by making disaster mitigation plans or crisis management.

The results of interviews with representatives of tourism business actors that crisis management carried out by the government will greatly assist the recovery process and provide opportunities for business actors. Some business actors have also not carried out crisis management because they are still looking at the ongoing conditions but will try to take mitigation actions against the upcoming crisis. Crisis management needs to be carried out to be able to handle natural disasters and disease pandemics as currently structured as well as communication both internally and externally during and after crises.

4.2.1.2 Governmental responsibility for crisis response

The results of an interview with the tourism department of Manado that various policies have been pursued in responding to this crisis by synergizing with other tourism stakeholders to help businesses in the tourism sector in a pandemic situation. That all stakeholders of the tourism value chain need to join forces. In particular, governments, field operators as well as local communities must build consolidation to build resilience to the tourism sector. The standardization of the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) program is part of the tourism policy to respond to the crisis so that tourism activities can run again with the implementation of established health protocols.

However, according to data from the https://chse.kemenparekraf.go.id/ website only eighteen categories of tourism businesses follow the CHSE certification program of fifty-one tourist attractions, thirty-five-star hotels, and one hundred and forty-six restaurants in the city of Manado according to data from the BPS Manado City (2021). So, it can be concluded that the awareness of tourism business actors. That synergy is needed between the government and also business actors in the city of Manado.

4.2.2 *Recovery*

After responding to the crisis at this stage emphasizes the responsibility of the government and DMO to assist to accelerate the recovery of tourism.

4.2.2.1 Government intervention

The government is one of the stakeholders that has an important role in planning and implementing all tourism planning consistently and sustainably. The government will pay attention and ensure that development in the tourism sector will be able to provide benefits while reducing social and economic costs and environmental impacts (Wanhill in Theobald 2005).

From the results of interviews with the Manado City Tourism Office, the government and stakeholders continue to provide support to tourism business actors by utilizing incentive assistance in the form of cash and necessities for workers in the tourism sector, pre-employment card programs, non-tax relief, electricity payment relief, and distribution as well as business capital assistance through PEN (national economic recovery) and KUR (people's business credit) funds in supporting creative economic programs, especially MSMEs. With this assistance, it is hoped that workers and MSMEs in the tourism sector can survive during the pandemic. It is also necessary to make institutional improvements, namely to build networks or establish partnerships.

The use of technology according to Tusianti (2020) has become a necessity, increasing online services for MSMEs and the informal sector. The tourism industry is very important so it must be supported by promotion, communication, the process of selling goods or services such as through marketplaces and websites and applications services such as through marketplaces and websites and applications.

Therefore, the government must assist the community in the form of package assistance, to prevent the spread of the COVID-19 pandemic. Not only that, but the government also strives in various ways to help the community survive. However, the key to the survival of the community comes from smooth business. The ILO (2020) stated that with the operation of the tourism business, which was followed by a decrease in income, many entrepreneurs went bankrupt due to financial and capital limitations. Coordination continues to be carried out to see the implementation of policies and rules made for tourism recovery with the COVID-19 Task Force. From the results of interviews with representatives of business entities, government information is needed to regulate. For example, with the existence of spatial regulations, permits, permits, accreditation, and laws and regulations in business operations.

4.2.2.2 DMO intervention

From the results of interviews and observations to tourism organizations, in this case, the Manado Tourism Board and tourism business managers, that during the pandemic conditions various efforts were made to support and maintain tourism efforts in the city of Manado. For example, by socializing the importance of the CHSE certification program for business actors and tourist destinations in the city of Manado, holding various tourism promotions through digital platforms in collaboration with the Manado tourism office and other stakeholders. Tourism trends during the pandemic experienced many changes including the target of tourists today being the millennial generation, tourist destinations with the concept of open or outdoor with various promos and special prices. This is also supported in research by Puspawati and Ristanto (2018) related to the shift of offline marketing methods to online then the target of tourists today is those who are the young or millennial generation, then it should be if promotion is also marketing done through internet media and social media. Promotion is the key to improving and restoring tourist visits in the city of Manado.

4.2.3 *Restart*

After the recovery phase, the focus of this stage is tourism sustainability as well as strategy adjustments to restart the tourism sector.

4.2.3.1 Sustainable Tourism

The Manado Tourism Office in an interview said that part of sustainable tourism is through the CHSE program. the program has a focus on environmental sustainability because it consists of cleanliness, waste problems to ecotourism preservation. For example, Bunaken Marine National Park (BMNP) with ecotourism that attracts domestic and foreign tourists. Plans for the management of TNBM will be used as an exclusive tourist destination to maintain the condition of the underwater world and the surrounding environment. By maintaining the BMNP based on the concept of sustainable tourism, it will open up tourism investment opportunities.

The development of sustainable tourism continues to be carried out by the Manado tourism office with relevant stakeholders both in development, infrastructure, and socialization of the importance of tourist behavior and local communities to be responsible for developing sustainable tourism. The host community plays a role in tourism development, particularly in supporting the tourism sector and industry. residents play an important role in tourist destinations and characteristics of tourist attractions (Rahmanita et al. 2020). Tourist destinations that have awareness and cooperation will have a positive impact. From the business side, it will support sustainable tourism activities because the existence of tourist attractions in the city of Manado will affect other tourism businesses such as hotels, restaurants, and entertainment venues. Tourism business actors must also educate tourists regarding the importance of environmental cleanliness, for example by disposing of garbage in its place.

4.2.3.2 Strategic enhancements

Through interviews with the Manado tourism office, strategy improvements were made by developing digital promotions. Tourism promotion through books, maps, travel brochures has turned to digital maps, a virtual 360 application tour of the city of Manado, and the presentation of tourism product information through social media Facebook and Instagram. Improving the quality of tourism products is developed in synergy with business actors in the tourism sector, especially in the success of the CHSE program which is the first step in starting tourism by prioritizing the safety and security of tourists and tourism actors.

Not only tourism products, but the quality of tourism human resources also continues to be boosted. The Manado City Tourism Office routinely organizes training and certification programs for tourism human resources by their respective competencies. Prepare tourism human resources who are ready and still comply with applicable health protocols. This is in line with research according to Winarno (2010) that tourism human resources are tourism supporters who play a major and strategic role in overall service quality. Tourism will be good if tourism human resources have the necessary qualities and competencies. Tourism is a unit that has interests and attachments to each other so that inter-sectoral cooperation is needed and will continue to be maintained in the future so that it must be able to produce various positive innovations for tourism development. If there is one element that is not good, it can affect the tourism sector as a whole.

5 CONCLUSION

The government in this case the tourism department of Manado has made a tourism strategy with an emergency response period ranging from communication between tourism stakeholders, registering workers in providing financial incentive assistance, becoming a hotel as a place of self-isolation, and for work from home, as well as tax payment relief, business capital provision and labor-intensive training for workers. Furthermore, in the recovery period, namely by building cooperative relationships in the flight path, communication with tourism stakeholders in the development of human resources and ensuring the availability of tourism infrastructure, seeking incentives for tax relief, electricity, and business capital, and inviting foreign ambassadors to visit sites and hold major events.

Normalization period to increase flights, strengthen destination promotion, and creative economy through digital platforms. The tourism strategy that has been made has not been optimal and is running well because it is still adjusting to the conditions of the COVID-19 pandemic which is still ongoing today. Can be analyzed from three stages of crisis management, namely response, recovery and restart, tourism strategies made by the Manado tourism office.

Therefore, the results of this research analysis contribute to a review of tourism recovery development planning that emphasizes the current COVID-19 pandemic crisis, namely through the crisis response phase with crisis management and the role of the government, the recovery phase of government intervention, and DMO and the restart phase related to tourism sustainability and improvement of tourism strategies.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The influence of market segmentation, promotion, and purchase decision as an intervening variable to sales volume of MICE at Aryaduta Suites Semanggi during Covid-19 pandemic

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ABSTRACT: The study aimed to determine the influence of market segmentation, promotion, purchase decision as an intervening variable to the sales volume of MICE at Aryaduta Suites Semanggi during the Covid-19 pandemic. 112 respondents were selected by a non-probability sampling from the population of bookers/meeting planners that handle the reservations and events. The data were analyzed using Structural Equation Modeling based on Partial Least Square (PLS). The results showed that market segmentation and promotion influenced the purchase decision. Meanwhile, market segmentation, promotion, and purchase decisions did not influence the sales volume. The hypothesis of market segmentation's influence on sales volume through purchase decision was rejected, and the promotion's influence on sales volume through purchase decision was also rejected. Therefore, a purchase decision was not the media function of market segmentation and promotion. This model has goodness of fit of 74.1%.

Keywords: Market Segmentation; Promotion; Purchase Decision; Sales Volume

1 INTRODUCTION

In 2020 the entire world community devastated by the Covid-19 virus pandemic. Many business sectors were deserted and even went bankrupt. The hotel is one of the most influential accommodation facilities (PHRI 2020). More than 2000 hotels closed due to the impact of this pandemic although some hotels are still surviving. Aryaduta Suites Semanggi is a member of the Aryaduta Hotel Group that is still open during the pandemic. In 2020, occupancy decreased significantly to 38%. Aryaduta Suites Semanggi has done more to get the individual market segment than the group market. Individual market share was up 91.75% compared to the group. The individual market has decreased as Aryaduta Suites Semanggi depends on the surrounding city events (JCC, Balai Sarbini) which were closed during the pandemic.

Aryaduta Suites Semanggi has been characterized as an apartment service hotel. The majority of long-staying residents are expatriates, and they will be impacted due to some of the country borders/blocked to Indonesia due to the pandemic. The group market shared only 8.25% but had a good state in the pandemic. Therefore, group market segmentation was needed to make the sales volume increase, and it contains corporate and government. It is important to view the strongest market to get the opportunity to increase sales volume. Revenue of the hotel is also related to the banquet performance. The small meeting room with a capacity of up to 40 persons is a problem as well, particularly in a pandemic situation where the government instructed the

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capacity should be half of the capacity or a maximum of 20 persons. Another factor is promotion (Kotler & Keller 2006). From a managerial point of view, marketing is the process of planning and implementing the conception, pricing, promotion, distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Promotions have an important role in business development, one of which is price. Price is one of the most strategic elements of the marketing mix to increase sales volume. In the Covid-19 pandemic situation, 5-star hotels such as Vermont, Mulia, and Ritz Carlton are dropping prices to survive. The main problem of the first-year pandemic condition in 2020 is that there are government regulations such as social restrictions to limit people's activities. The meeting project of the government's budget drive is cut off to Covid-19 since no vaccine has been implemented yet. The hotel budget was decided before the pandemic situation. This study aims to examine if the market segmentation influences sales volume, if the promotions influence sales volume, if the purchase decision influences sales volume, and if the market segmentation promotion influences sales volume through the purchase decisions.

2 LITERATURE REVIEW

2.1 *Market segmentation*

The market segmentation strategy during the pandemic initially targeted the market in broad segments, including function-event activities, food and beverage, and room rentals. Currently, it only focuses on capturing customers who need to travel and stay. The focus of customer recruitment is also focused on determining the market segment only for local guests (Astuti 2020). Basics segmenting the consumer market include demographic segmentation which is defined as the division of a market into groups based on demographic variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality. Meanwhile, geographic segmentation is defined as the underlying assumption that people have different needs and wants that are based on where they live. Commonly, a geographical segmentation scheme divides a market into units such as nations, states, regions, counties, cities, or neighborhoods. Psycho-graphic segmentation means dividing the market into different groups based on various psychological characteristics of the buyers, such as social class, lifestyle, or personality. Meanwhile, behavioral segmentation divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Common approaches are, for example, usage rate and occasion segmentations. A behavioral segmentation scheme has the advantage that it is rather closely tied to the product or service that the company is offering (Kotler & Amstrong 2008).

2.2 *Promotion*

Promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind one about the company's products. In marketing products, promotion is used by sellers as a strategy using various media to promote products or services. (Rangkuti 2009). The marketing communication mix consists of eight major modes of communication as follows: (1) Advertising—any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print, broadcast media, network electronic, and display media (billboards, sign, posters). 2) Sales Promotion—a variety of short-term incentives to encourage the trial or purchase of products or services including consumer promotions. (3) Event and experiences—company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities. 4) Public relations and publicity—a variety of programs directed internally to employees of the company or externally to consumers, another firm the government, and media to promote or protect a company's image or its product communication. (5) Direct marketing connects directly with selected customers to obtain an immediate response and build long-term consumer relationships. (6) Interactive marketing—online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services. (7) Word of mouth—people-to-people oral, written, or electronic communications that relate to the merits or experiences of purchasing or using products and services. (8) Personal selling—face-to-face interaction with one or more prospective purchasers to make a presentation, answer questions, and procure orders (Kotler & Keller 2012).

2.3 *Purchase decisions*

Social factors that influence the behavior of consumers or buyers of consumer goods consist of those that affect (groups), family, and social status. Personal factors that affect the behavior of consumers or buyers of consumer goods consist of level life cycle and the age of the purchaser, jobs, economy, lifestyle, personality, and self-concept, i.e., how a person sees himself (Assauri 2009). There are six dimensions of purchasing decisions: (1) Product selections—consumers can decide to choose a product by considering: Product excellence, product benefits, product selection. (2) Brand selections—consumers must choose what brand to buy, such as (a) interest in the brand that is already attached to the required product; or (b) habits on brands, i.e., consumers choose products with certain brands, because they are already familiar with the brand.; or (c) price suitability, i.e., consumers always consider the price according to the quality and benefits of the product to be obtained. (3) Supplier choices—the consumer must determine which dealer to choose to buy the product. In this case, consumers choose dealers due to close location factors, low prices, complete availability of goods, and convenience at the time of purchase. (4) Order quantities—consumers can determine the number of goods to be purchased. In this case, the company must prepare several products according to the wishes of different consumers. Because consumers will determine (a) decision on the number of purchases, in addition to decisions on the choice of brands determined by consumers, consumers can also determine the number of goods to be purchased; and (b) purchase decisions for inventory, in this case, the consumer has the product in addition to meeting his needs, he also takes several preparatory actions with several product supplies that he may need in the future. (5) Delivery term and time, which is when consumers determine the different time of purchase, such as conformity to needs, perceived benefits, reason for purchase. (6) Payment, consumers can determine the payment method to be used at the time of the purchase (Kotler & Keller 2012).

2.4 *Sales volume*

The company's ability to sell its products determines its success in making a profit, if the company is not able to sell then the company will experience a loss. According to Basu Swastha DH (2004: 404) the general purpose of sales in the company are: (1) reach sales volume; (2) get a certain profit; (3) support company growth.

3 METHOD

The study used a quantitative method and a descriptive approach. The data was collected in October to December 2020, using cross-sectional, and convenience sampling methods by distributing questionnaires. The data from this study were collected and then processed and analyzed. There are two parts to the questionnaires. The first part probe the information of the respondent's profile, while the second part was statements to measure the variables of the market segmentation, promotion, purchase decision, and sales volume. The effect of variable X on variable Y was determined using correlation analysis. Analysis correlation is the statistical method used to measure the magnitude of the linear relationship between two or more variables (Samsuddin 2013). We chose a Likert scale of four points. The value of 1 stated strongly disagree, 2 stated disagree, 3 stated agree, and 4 stated strongly agree. The unit of analysis of this research was 122 respondents who handled the events as organizers/bookers in a company or institution. Data analysis was undertaken using SPSS 22 for Windows software.

4 RESULTS AND DISCUSSION

The independent variable studied is market segmentation (X1) and promotion (X2), the intervening variable is purchase decisions (Z), with the dependent variable being sales volume (Y). There were 122 respondents and their profile results are as follows: 80 people (65.6%) had Bachelor's degree; 25 people had a Master's degree (20.5%); 10 people had a diploma (8.2%); 6 people had SMA/SMK (4.9%); and 1 person had a Doctoral degree (0.8%). From these results, the personal educational background will affect good reasoning, smart work, good experience, responsiveness, and being independent. S1 is Education that is in line with the need to organize events because, for the S2-S3 background in general, those who have higher positions will be busier and find it more difficult to organize events.

After data were obtained, the next data analysis was descriptive. In the market segmentation variable, there are the following indicators: rates and position level (demographic), location, and hotel choices in pandemic (geographic), postponing an event to after the vaccine and any certification CHSE (Certification Hotel Safety and Environment) of the hotel (psychographics), and finally feeling safe when the hotel has a health protocol Covid and if the facilities have been disinfected (behavior). In this research, market segmentation uses 8 statements. The characteristics of the respondents' answers based on the statement were in the range 3.07.17 with an average of 3.13. Respondents agreed 74.7% that Aryaduta Suites Semanggi has fulfilled four factors of market segmentation and this shows market segmentation of Aryaduta Suites Semanggi was appropriate. From the promotion variable, there is the following indicator: video and sign of CHSE (Advertising), incentive/loyalty and discount (sales promotion), breakfast can be sent to room and meals in a box when meeting/event (event and experience), protocol announcement in the public area and UVC light in room (public relation and publicity), promotion of what is happening and a close relationship during pandemic (direct marketing), shabu-shabu/grill in room and an intimate wedding in the penthouse (interactive marketing), good reviews share with others and recommendations for good food (word to mouth). Sales can handle the event and can arrange the client's budget (personal selling). Promotion uses 16 statements with good results of 62.40% with an average of 3.10. Meanwhile, the bookers were satisfied with the promotion. From the other variable purchase decision, there are the following indicators: sanitation/disinfectant to residence or office building service and meal box catering delivery (product selection), hygiene and safety as 4 starts hotel (brand selections), virtual tools for meeting and high-speed internet (suppliers choices), customized minimum order & easy to make an additional room or pax (order quantities), can order meeting packages on the day of the event, flexible to change quantity pax before the event date (delivery term and time), payment can due invoicing and payment can due by cashless (payment methods), in this variable uses 12 statements which results in average 3.12 (65%), meanwhile the clients satisficed of the services to purchase decisions at Aryaduta Suites Semanggi. From sales volume variable, there following are decreased occupancy & decreased banquet in pandemic (to reach sales volume), profit is not same and budget efficiency (Profit) and to sustains the operational, hotel take all market segmentation, multi-skill for the employee (company growth). 3 statements are unfavorable (reach volume and profit) which has an average of 1.9, meanwhile, respondents agree in a pandemic situation profit and sales volume will reduce and decrease, and 3 statements (profit & company growth) have an average of 3.09. The analysis includes validity and reliability tests, frequency analysis, and descriptive analysis. First, the measurement model was tested for convergent validity. This was assessed through factor loadings, composite reliability (CR), and average variance extracted (AVE) (Hair et al. 2006). The composite reliability values, which depict the degree to which the construct indicators indicate the latent construct, exceeded the recommended value of 0.7 (Hair et al. 2006) while average variance extracted, which reflects the overall amount of variance in the indicators accounted for by the latent construct, exceeded the recommended value of 0.5 (Hair et al. 2006).

Based on Table 1, the market segmentation, promotion, and purchase decisions variables are valid with a value >0.7, and also reliable with a value >0.6. In sales, the volume variable has a reliability value <0.6 and validity <0.7, and it has a value of AVE above 0.5. If the composite viability, validity, or AVE values do not meet the requirements, then the lowest outer loading of the

Table 1. Reliability, validity and AVE.

No	Variable	Composite Reliability	Cornbach Alpha	AVE
1	Market Segmentation (X1)	0,923	0,955	0,672
2	Promotion (X2)	0,967	0,964	0,649
3	Purchase Decision (Z)	0,937	0,923	0,650
4	Sales Volume (Y)	0,009	−1,026	0,748

variable can be discarded, but the researchers still count the existing data because it was conducted at the time of the pandemic in 2020. So, the results from the data and facts in the field make conditions not ideal, when juxtaposed with the company's budget. According to Apip (2020), "If Composite reliability and Cronbach alpha in one of the variables are still not ideal or negative values, these results can still be continued if the AVE value is valid above 0.5, this condition can be tolerated with the existing shortcomings. We cannot impose ideal conditions that can be achieved. And the best research is, the fit model does not have to be met but still maintains the original data, it can be continued because ideal conditions do not have to be met by all research." However, the lowest outer loading value can be aborted if this research is carried out because the data in the field is where the budget designed is the budget during a pandemic.

The correlation coefficient is used to determine the relationship between variables, Coefficient determination (R-Square) is used to measure how much the endogenous variable is influenced by other variables range 0.19–0.33 (low),0.33–0.67 (medium), and >0.67 (high), (chin:1995). Based on data result using the smart PLS 3.0 program, the R-Square's value for the variable of first model market segmentation (X1) and promotion (X2) on purchasing decisions (Z) is 0.452 (medium category), Then the second model of the sales volume (Y) is influenced by market segmentation (X1), promotion (X2) and purchasing decisions as an intervening variable (Z) of 0.526 (medium). The goodness of fit assessment is known from the Q-Square value. The Q-Square value is 0.741. This shows the magnitude of the diversity of research data that can be explained by the research model is 74.1%. While the remaining 25.9% is explained by other factors outside the research model. Thus, from these results, this research model can be declared to have good goodness of fit.

Based on the data process, Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values. The research hypothesis can be declared accepted if the P-values <0.05. (**a) Direct** effect: based on the results (**1**) Influence of market segmentation on purchasing decisions resulted in a T-statistic of 2,493 > 1,980, positive path coefficient effect 0.314, a value of 0.013 < 0.05, which means that there is a significant influence of market segmentation on purchasing decisions. This study supports the research conducted previously by Nurtjahyani (2017), that market segmentation by geographic, demographic, psychographic, and behavioral factors simultaneously have a significant effect on purchasing decisions. Market segmentation during pandemic has been by market needs, such as demographic factors, competitive prices, strategic geographical factors, psychographic factors, fostering a sense of security with the CHSE certification and behavioral factors, implementing strictly Covid-19 protocols, and meanwhile the market is right on target and can determine consumer purchasing decisions. (**2**) Promotion of purchasing decisions. T-statistics significance of the effect was 4.083 > 1,980 (T-table) with a positive path coefficient of 0.471 and a probability of 0 < 0.05. Meanwhile, promotion influences purchasing decisions. Njoto and Sinatra (2018) found the same result, that promotion has a significant effect on purchasing decisions. "The promotion of services requires more emphasis on improving the quality that has been done" (Tjiptono 2014). During the pandemic, Aryaduta Suites Semanggi carried out good promotions with health protocol video by hotel staff and the publicity of the CHSE logo on the website as well as more offers to give rewards and discounts, such as unique and attractive meal boxes, i.e., providing added value for guests. (3) Influence of market segmentation on sales: T-statistics 1.069 < 1.980, value 0.285 > 0.05. which means there is no significant influence of market segmentation on the sales volume. This study does not support the previous research of Sudartono (2019), which concluded that market segmentation partially has an effect and has a positive relationship on sales volume. This phenomenon occurs because this research was conducted in the first year (2020) of the COVID-19 pandemic and before vaccine implementation. However, it supports the theory that "people in the same demographic can have very different psychographics. One of the most frequently used psychographic elements by marketers is the lifestyle of the customer" (Kotler & Armstrong 2008). In a pandemic, guests prefer to have a private lifestyle, avoid social activities and crowds, and guests will feel safe doing activities at the hotel if a vaccine has been implemented. (4) Promotion on the sales volume, T Statistics 1.030 < 1.980, with a P-value of 0.303 > 0.05. There was no influence of promotion on the level of sales. This is rejecting previous research from Dani and Aditya (2013), and the significant promotion variable explains the sales variable simultaneously. This phenomenon occurs because this research was conducted at the beginning of the first year of 2020 when the pandemic occurred. However, this study accepts Kotler's (2008) theory, that "the factor that affects the high and low on sales volume, is the market condition factor, is the ability of buyers by prospective buyers to buy products. because it indirectly affects the success of marketing. Unstable state income and expenditure will affect the purchasing power of the public and corporate organizations." To use meeting facilities or stay at hotels is not a priority because of unstable market conditions, where companies must limit their activities because they avoid crowds, budgets are cut, savings are being made because income is impacted. Therefore, good marketing will not necessarily be able to increase sales when an epidemic occurs. (5) Influence of purchasing decisions on sales volume: T-statistics is not significant, 1.116 < 1,980, value is 0.265 > 0.05. Purchasing decisions do not influence sales volume. One of the factors is the introduction of needs (Kotler 2009): "consumers recognize a problem with the need for the product to be purchased." In a pandemic, guests will prioritize needs such as food and safety, for companies they will prioritize saving the budget because of their declining income, on the security side they will keep themselves from the crowd to avoid the virus. (6) **Indirect effect**. For market segmentation and promotion on sales volume through purchase decision the path coefficient is 0.131 and T-statistics shows an insignificant effect, by 1.092 < 1.980, and the value of 0.275 > 0.05. There was no influence between market segmentation on sales volume through purchasing decisions. The path coefficient of market segmentation to the sales volume is 0.237, market segmentation to purchasing decisions is 0.314, and purchasing decisions to sales volume is 0.418. Thus, the indirect effect has a smaller path coefficient of 0.131 (0.314 x 0.418) compared to the direct path coefficient of 0.237. The coefficient of this path proves that market segmentation has a direct influence on the level of sales greater than the indirect effect so that the purchase decision variable is not significant. Sales volume variable can be a direct effect without the purchase decision variable. External factors such as government regulations and income levels decreased the instability of the existing economy. (7) Indirect effect of promotion on sales volume through purchase decisions path coefficient is 0.197 and T-statistics shows an insignificant effect of 1.016 < 1.980727. P-value is 0.310 > 0.05. There is no effect of promotion on the level of sales through purchasing decisions. The coefficient of the promotion path to the sales volume is 0.207, the promotion to the purchasing decision is 0.471, and the purchase decision to the sales level is 0.418. Thus, the indirect effect has a smaller path coefficient of 0.196 (0.471 x 0.418) compared to the direct path coefficient of 0.207. The coefficient of this path proves that promotion has a direct influence on the sales volume that is greater than the indirect effect through purchasing decisions. Meanwhile, promotions can affect sales volume without affecting the purchasing decision variables. On the promotion site, the results of respondents' answers are positive, but promotions during a pandemic will be different. According to Broucke (2020), "Facing responses that are now mostly focused on disease prevention, health promotion needs to make its specific perspective heard, therefore, health promotion always consists of two inseparable components: action on the ecosystem of people and action on the development of people's capacities. Faced with the current response is the prevention of disease, specific health promotion is needed. Therefore, health promotion consists of two inseparable components of actions on human ecosystems and actions on community capacity building." Meanwhile, promotion in a pandemic must consider health aspects more, i.e., how hotels can develop a complete and attractive promotion both verbally and virtual, such as services of virus prevention such us disinfectant rooms, providing UVC light facilities, protocol video, and CHSE approach symbol on the website. However, in health promotion, innovation must be carried out continuously to increase guest confidence.

5 CONCLUSION

From seven hypotheses, there are two accepted hypotheses, one is the influence of market segmentation on purchasing decision with value for market segmentation of 0.013 < 0.05. Market segmentation during pandemic has been by market needs, such as demographic factors, competitive prices, strategic geographical factors, psychographic factors, fostering a sense of security with the CHSE certification and behavioral factors, implementing strictly Covid-19 protocols. Two is promotion on purchasing decisions with value of 0 < 0.05, During the pandemic, Aryaduta Suites Semanggi carried out good promotions with health protocol video by hotel staff and the publicity of the CHSE logo on the website as well as more offers to give rewards and discounts, such as unique service contactless and attractive meal boxes, i.e., providing added value for guests Three direct hypotheses have no influence there are influence of market segmentation on sales with value 0.285 > 0.05, This phenomenon occurs because this research was conducted in 2020 before vaccine implementation, In a pandemic, guests prefer to have a private lifestyle, still worried, avoid social activities and crowds. Promotion on the sales volume have no significant influence with a P-value of 0.303 > 0.05 stay at hotels or make the event is not a priority, companies will limit activities to avoid crowds, saving budget and they move to meeting virtual. Purchasing decisions on sales volume also have no significant, with value is 0.265 > 0.05. Two indirect hypotheses have no influence on the sales volume there are market segmentation on sales volume through purchase decision shows an insignificant effect, by value of 0.275 > 0.05. Market segmentation has a direct influence on the level of sales greater than the indirect effect so that the purchase decision variable is not significant, Sales volume variable can be a direct effect without the purchase decision variable. Promotion on sales volume through purchase decisions shows an insignificant effect of P-value is 0.310 > 0.05. Meanwhile, promotions can affect sales volume without affecting the purchasing decision variables.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The effectiveness of social media as a tourism promotion tool of the Yogyakarta tourism department

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ABSTRACT: Social media is one of the most strategic tourism marketing tools. Social media allows interaction between managers and tourists and between tourists effectively and efficiently. The Yogyakarta tourism office uses four social media channels for tourism marketing media: website, Instagram, YouTube, and Facebook. The study used a quantitative descriptive approach. Primary data was collected through an online questionnaire that was successfully filled out by 234 tourists of Yogyakarta. The data were analyzed using path analysis techniques to determine the effect of the variables of access ability and selection of mass media on the interest of tourist visits, either directly or indirectly through the quality of mass media. The results of the study noted that Instagram had the highest indirect effect, which was 17.97%. The indirect effect is the influence on interest in visiting Yogyakarta through the quality of social media. Instagram is the most favorite social media, as seen from the number of users. Instagram quality is one reason, and flexible features are other considerations for using Instagram.

Keywords: Social Media; Promotion; Effectiveness; Instagram

1 INTRODUCTION

The strength of tourism marketing initially used conventional methods, such as word of mouth, where colleagues and family inspired travel plans. Along with the development of digital technology, word of mouth information has developed into e-word of mouth on various social media that can connect the opinions and recommendations of millions of people as a travel reference (Mukherjee & Nagabushanam 2016). Consumers use social media to share information in the form of text, images, sound, or video with other people and companies (Kotler & Keller 2016). Social media often used to market tourist destinations are Twitter, Facebook, Instagram, mobile applications, and YouTube. Instagram is one digital media that can inspire and increase user creativity (Atmoko 2012), while YouTube is a video site that provides information in the form of images and videos that can be uploaded and shared throughout the world (Baskoro 2009).

Each social media has advantages and disadvantages, as well as different segments. The website has a very representative platform for overall business management. In managing tourist destinations, the website is necessary to present a comprehensive profile of a tourist destination as information for potential tourists. The website is a very appropriate medium for introducing the profile of tourist destinations, building branding, increasing trust, and promoting media. The website has a weakness compared to other social media, namely in reciprocal relationships between users. The website platform does not allow users to communicate intensively, including features found on Instagram, Facebook, and YouTube.

Instagram has high flexibility in the interaction between users. Instagram offers features that make it easy for users to share pictures, videos, and messages. Instagram encourages users to be

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more creative because it is equipped with editing features that make it easier for users to create content and upload it in real-time. Instagram is in great demand by young users who are dynamic and have high creative power.

Besides Instagram, another social media that offers the flexibility of interaction between users is Facebook. Facebook was once the social media with the most users. Since Instagram was launched, Facebook users have begun to shift to Instagram because the features offered by Instagram are complete and fit to user needs. YouTube as a promotional medium has different characteristics compared to websites, Instagram, and Facebook. YouTube has features that make it possible to present video content in the long term, so YouTube is widely used for live streaming of various events, one of which is a tourist event that many tourists can enjoy. In addition, YouTube also offers a YouTube Ads feature that allows users to carry out promotions and marketing that can reach a broad and large market.

The Special Region of Yogyakarta has a diverse topography, namely plains, mountain slopes, and beaches. This topographical condition attracts many tourists. Administratively, the Special Region of Yogyakarta consists of one city and four regencies, namely the City of Yogyakarta, Bantul Regency, Kulon Progo Regency, Gunungkidul Regency, and Sleman Regency. The total area of DIY is 3,187.80 km^2. The types of tourism offered include nature tourism, beach tourism, cultural and historical tourism, museum tours, special interest tours, artificial tours, and village/village tours. The tourism potential can be packaged into a tour package as a magnet for tourists to visit. Interest in tourist visits in the Special Region of Yogyakarta can be seen from the percentage increase in the number of tourist visits in the 2015–2019 period, which continues to increase. The highest percentage increase occurred in 2015, then the second in 2019, which was 15.12%. From the data in Table 1, it is noted that the number of foreign tourists is still relatively low compared to domestic tourists.

Table 1. Growth of tourist visits in D.I.Y.

Year	Foreign Tourist	Growth (%)	Domestic Tourist	Growth (%)
2015	308,485	21.35	3,813,720	23.34
2016	355,313	15.18	4,194, 261	9.98
2017	397,951	12	4,831,347	15.19
2018	416,373	4.63	5, 272,718	9.14
2019	433,027	4.00	6,116,354	16

The low number of foreign tourists is strongly influenced by the promotional media used by the tourism office. Foreign tourists are certainly not easy to reach with offline and conventional promotion methods due to cultural differences and distance. In this case, social media that is easily accessible anytime and anywhere has a decisive role in influencing foreign tourists to visit Yogyakarta. Social media content, accessibility, and social media reach are indicators of promoting a tourist destination using social media. Social media used as a means of promotion and communication with tourists include (1) the official website addresses "visitingjogja.com" which is an information portal for the tourism office; (2) Facebook with the name "Visiting Jogja" which has 3,925 followers; (3) Instagram with the term "visitingjogjacom" which has 15,800 followers with 1,879 posts; and (4) Youtube with the name of DIY Tourism Office, which has 87 subscribers (D.I.Y, 16 October 2021). The social media used by the Yogyakarta Special Region tourism office can be seen in Figure 1.

Of the four social media, it is noted that Instagram is the media most accessed by tourists. Instagram has become a favorite social media for the community because it is based on sharing photos and videos that can be shared with other social media, liked and commented on by other users, and adding location options. Product marketing through Instagram is viral very quickly and is known to other Instagram users because it is like a virus that spreads quickly (Larita et al. 2020). The development of social media Instagram is not just a form of individual existence,

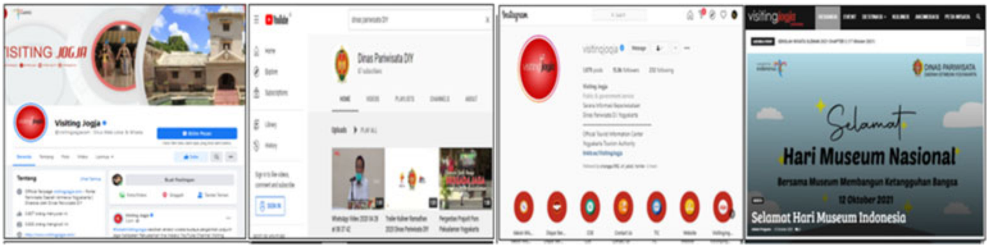

Figure 1. Social media of Yogyakarta tourism department.

but a promotional media in the world, because of affordable advertising costs with a broad target consumer (Herman & Athar 2018). The high level of Instagram users, in line with the survey, results from Hootsuite's Social Trends 2021, which noted that investment plans in Instagram reached the highest percentage at 61%, followed by Facebook, YouTube, and LinkedIn at around 40%, which is presented in Figure 2.

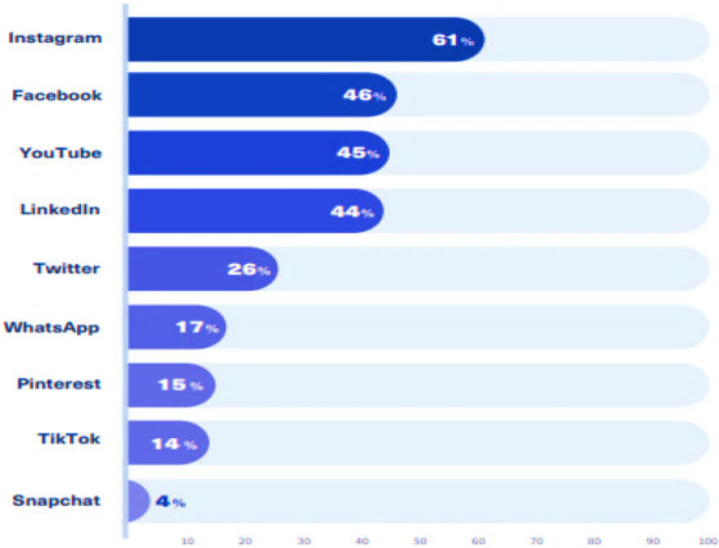

Figure 2. Graph of social media investment plan in 2021.

This study aims to analyze the influence of the ability to access social media and media choices on the quality of social media and their impact on interest in visiting tourist destinations in Yogyakarta. The research looks at the influence of the four variables and further compares the four types of social media, including websites, Instagram, YouTube, and Facebook, to determine the effectiveness of social media use.

2 LITERATURE REVIEW

Social media has six types, namely collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., Youtube), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds. (e.g., Second Life) (Kaplan & Haenlein 2010). Social networks have several characteristics, including user profiles, personal pages, photos, and messages to improve relationships, and Content Community that makes it easy for users to share experiences among users (Goeldner & Ritchie 2012).

Social media has an essential role in planning from pre-trip to decision-making (Qian et al. 2015). Social media is one of the significant influences for tourists in planning trips (Aftab & Khan 2019; Sigala et al. 2012; Tham et al. 2020). Social media users actively share stories, pictures, and videos during the journey and influence other potential tourists to travel to exotic destinations. Social media and networking sites are considered web-based platforms, where people interact with each other, create stories, share information, and exchange ideas in a virtually connected community (Lutrell 2018). Social media is a means for visitors to communicate with destinations as well as other visitors who already have the experience to serve as references (Királ'ová & Pavlíčeka 2015). The experiences tourists share on social media are influenced by reviews which are their preferences in carrying out tourism activities (Sahin & Sengun 2015).

In the tourism sector, social media is used as a new marketing approach. Today, many companies adopt technological developments to communicate with customers through web pages, mobile application-based services, and various social media channels (Gulbahara & Yildirim 2015). Social media has become an essential tool to quickly get detailed information about a particular goal (Di Pietro et al. 2012). Apart from communicating and sharing information, social media is also often used as one of the promotional tools. A good response from the admin as a form of communication with customers is an indicator of customer satisfaction (Anggareta et al. 2020). The success rate of communication through social media is influenced by four pillars: effective communication, collaboration, education, and entertainment. This pillar was created to promote products and services effectively and efficiently (Sweeney & Craig 2011). Social media allows destinations to maintain good relationships with visitors at a low cost and high-efficiency level (Baruah 2012; Kaplan 2010; Yadav & Arora 2012;. The effectiveness of social media can be seen from the increase in brand awareness, e-word of mouth, user trust, and social validation (Királ'ová & Pavlíčeka 2015; Pergolino et al. 2012).

Destinations use social media as an interactive promotional tool; however, the constant number of visitors to social media is a challenge for a destination (Schmallegger & Carson 2008). In this case, exciting content, fast information, and emotional appeal presented in social media are advantages in implementing social media as a promotional tool. In addition, accessible and sustainable internet access also supports the use of social media to share travel stories and experiences in real time (Munar & Jacobsen 2019).

Tourists' behavior has changed, where they no longer believe in advertisements that contain the advantages of destinations but focus more on personal, intelligent, creative, interactive, and communicative approaches. The decision-making process is influenced by the ability to access and evaluate products by potential customers (Milhinhos 2015). Social media as a source of information for customers to access is essential in the product marketing process. The use of social media can fundamentally change the character of social life both at the interpersonal and community levels (Baruah 2012; Zeng & Gerritsen 2014). Social media strongly influences tourists' interest in visiting a destination, namely, advertising and media sources recalled, the number of visits to the website, the type of information sought, and satisfaction with the website (Hennessey et al. 2016). Social media has a significant influence on the behavioral intentions and actual behavior of tourists (Javed et al. 2020). Social media can fundamentally change the way tourists search, find, read, trust, and validate information about destinations (Mukherjee & Nagabhushanam 2013). Tourism and hospitality companies are fully integrated into social media to meet changing customers' needs and wants (Kim & Park 2017).

3 METHODS

The research design is a quantitative descriptive approach using primary and secondary data. Primary data were obtained through questionnaires distributed online and obtained from 234 respondents. The measurement scale used is the 5-point Likert scale. Primary data were analyzed using path analysis techniques to analyze direct and indirect relationships between variables. The instrument test was carried out on the questionnaire to determine the validity and reliability using SPSS. The instrument is declared valid because the value of r-count $>$ r-table $= 0.125$, while the value of α-count > 0.6, so it is declared reliable, as presented in Table 2.

Table 2. Instrument test.

Instrument Test																	
Validity														Reliability			
X1.1	0.804	X2.1	0.600	Y1.1	0.849	Y2.1	0.843	Y3.1	0.856	Y4.1	0.926	Z1	0.832	X1	0.904	Y2	0.943
X1.2	0.713	X2.2	0.633	Y1.2	0.888	Y2.2	0.880	Y3.2	0.874	Y4.2	0.944	Z2	0.861	X2	0.799	Y3	0.945
X1.3	0.784	X2.3	0.557	Y1.3	0.831	Y2.3	0.867	Y3.3	0.752	Y4.3	0.911	Z3	0.839	Y1	0.943	Y4	0.974
X1.4	0.753	X2.4	0.639	Y1.4	0.884	Y2.4	0.827	Y3.4	0.911	Y4.4	0.940	Z4	0.704			Z	0.915
X1.5	0.821	X2.5	0.522	Y1.5	0.785	Y2.5	0.815	Y3.5	0.861	Y4.5	0.897						
X1.6	0.574																

The study used four variables, namely (1) the ability to access social media (X1) is measured through adequate devices, operational capabilities, access anywhere and anytime, and having enough time; (2) the selection of social media (X2) is measured by selecting social media including websites, Instagram, YouTube, and Facebook; (3) the quality of social media (Y) is measured through an attractive appearance, up to date information, ease of access, exclusive features, and communication effectiveness, and interest in tourist visits (Z) is measured through the ability of social media to motivate and influence the selection of tourist activities, and willingness to share information.

4 RESULTS AND DISCUSSIONS

4.1 *Result*

The Special Region of Yogyakarta uses social media as the primary promotional media, namely websites, Instagram, YouTube, and Facebook, where Instagram has the most followers. This research was conducted to see the influence between variables and to examine the effectiveness of social media. The research respondents were 234 people, with a fair composition on the characteristics of sex, age, wage, marriage status, and job, as presented in Table 3.

Table 3. Characteristics of respondents.

Profile	F	Profile	F	Profile	F	Profile	F	Profile	F
Sex		**Wage**		**Marriage**		**Job**		**Education**	
Man	104	<2,5 million	99	Married	134	Civil Servant	24	Junior HS	1
Woman	130	2,5-5 million	72	Not Married	100	Private	61	Senior HS	28
Age		>5 million	63			Entrepreneurs	18	Diploma	56
21–30 y/o	59	**Origin**		**Visit Frequency**		Student	67	Bachelor	48
31–40 y/o	57	Yogyakarta	110	1–3 Kali	55	Other	64	Master	99
41–50 y/o	41	Outside Yogya	107	>3 Kali	179			Other	2
>50 y/o	77	Outside Java	17						

Primary data obtained from questionnaires distributed online are presented in Table 4.

Table 4. Variable analysis.

Var/F	1	2	3	4	5	Var/F	1	2	3	4	5	Var/F	1	2	3	4	5	Var/F	1	2	3	4	5
X1.1	1	3	16	66	148	Y1.1	6	14	58	93	63	Y3.1	2	8	49	97	78	Z1	2	1	31	95	105
X1.2		3	16	83	132	Y1.2	6	15	62	90	61	Y3.2	5	12	55	95	67	Z2	2	2	29	87	114
X1.3	1	2	23	77	131	Y1.3	3	8	47	105	71	Y3.3	3	3	39	104	85	Z3	3	1	33	97	100
X1.4	1	6	23	73	131	Y1.4	3	10	82	82	57	Y3.4	6	4	69	91	64	Z4	3	4	45	102	80
X1.5		4	13	78	139	Y1.5	8	12	56	90	68	Y3.5	5	8	70	89	62						
X1.6		5	41	93	95	Y2.1	3	5	37	100	89	Y4.1	7	12	75	100	40						
X2.1	3	5	37	100	89	Y2.2	7	9	63	86	69	Y4.2	7	8	76	102	41						
X2.2	7	9	63	86	69	Y2.3	8	10	33	95	88	Y4.3	7	7	63	103	54						
X2.3	8	10	33	95	88	Y2.4	5	11	56	95	67	Y4.4	7	8	88	88	43						
X2.4	5	11	556	95	67	Y2.5	27	33	65	67	42	Y4.5	7	5	73	101	48						
X2.5	27	33	65	67	42																		

The results of data analysis obtained linear regression values in the two models, as presented in Table 5 and Figure 3.

Table 5. Regression analysis.

Model 1(Linear Regression)								Model 2(Linear Regression)							
Website		Instagram		YouTube		Facebook		Website		Instagram		YouTube		Facebook	
X1	−0.086	X1	0.129	X1	0.040	X1	0.004	X1	0.210	X1	0.137	X1	0.174	X1	0.185
X2	0.607	X2	0.478	X2	0.597	X2	0.551	X2	0.413	X2	0.400	X2	0.413	X2	0.543
R^2	0.335	R^2	0.293	R^2	0.377	R^2	0.305	Y1	0.277	Y2	0.376	Y3	0.280	Y4	0.068
e1	0.815	e1	0.839	e1	0.614	e1	0.552	R^2	0.505	R^2	0.555	R^2	0.503	R^2	0.458
								e2	0.710	e2	0.667	e2	0.709	e2	0.736

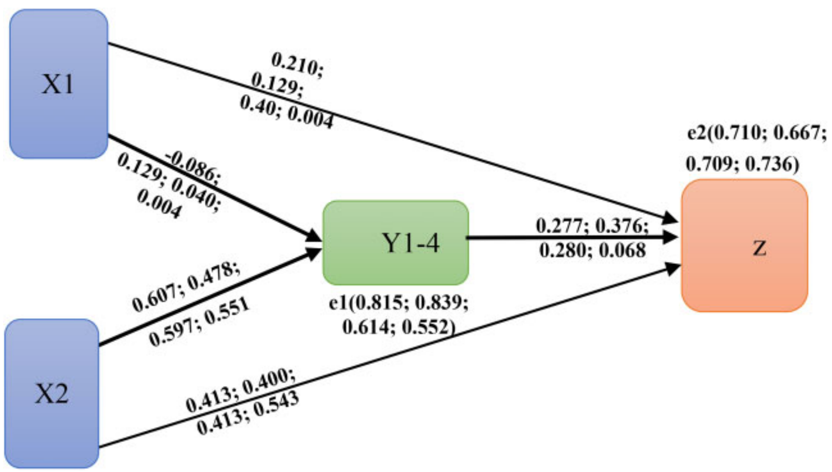

Figure 3. Path analysis model.

4.2 *Discussion*

Based on the results of linear regression analysis, path analysis was carried out for the influence between variables from four social media, namely websites, Instagram, YouTube, and Facebook. The analysis results noted that the direct effect was more dominant than the indirect one, as presented in Table 6.

Table 6. Path analysis.

Social Media	Relationship Pattern	Effect			Social Media	Relationship Pattern	Effect		
		Direct	Indirect	Total			Direct	Indirect	Total
Website	X1-Y1-Z	21%	−2.38%	18.62%	**YouTube**	X1-Y3-Z	17.4%	1.12%	18.52%
	X2-Y1-Z	41.3%	16.81%	57.81%		X2-Y3-Z	41.3%	16.72%	58.02%
Instagram	X1-Y2-Z	13.7%	4.85%	17.85%	**Facebook**	X1-Y4-Z	18.5%	0.03%	18.08%
	X2-Y2-Z	40 %	17.97%	57.97%		X2-Y4-Z	54.3%	3.75%	58.05%

On social media websites, it is noted that the ability to access and choose social media has a more dominant direct influence than an indirect influence on tourist interest in visiting through website quality, where the direct effect is 21%, and the indirect effect is −2.38%. The Yogyakarta tourism website does not allow effective and reciprocal communication between tourism managers and tourists and between tourists. Tourists visit the website to obtain official information from the Yogyakarta tourism office.

The Yogyakarta tourism agency's Instagram is the most visited because it provides up-to-date information as a tourist reference in choosing tourist destinations. The effect of social media choice variables on interest in visiting through the quality of Instagram has the most significant effect compared to other social media, which is 17.97%. The quality of Instagram includes an attractive appearance, up-to-date information, easy access, full features, and effective communication, which is a critical aspect in choosing social media. This statement aligns with the research results that Instagram has features that make it easy for users to share photos, images, and testimonials to increase user creativity (Atmoko 2012). The Yogyakarta Tourism Office's YouTube social media has recorded 87 subscribers, with viewers on some posts reaching more than 200. YouTube has features that are less flexible and require more expertise to operate. However, YouTube has the advantage of being a representative promotional media and live streaming media for various events and sharing long videos to multiple parts of the world (Baskoro 2009). YouTube has advertising facilities that allow tourism managers to promote as needed.

Facebook is the second most popular social media after Instagram, with 3,925 followers. Facebook was once the single best application with the most users before the presence of Instagram. Facebook has the disadvantage that it lacks image and video editing features like those offered on Instagram. Tourists are in great demand for image and video editing features because users upload images or videos in real-time. Based on the data in the analysis of variables in Table 3, it is known that the frequency of choosing Instagram social media is the most in-demand by respondents, namely 175 people. In comparison, Facebook has 159 people, and YouTube has 139 people. This composition aligns with the conditions of social media users recorded on each social media. The four social media used by the Yogyakarta Tourism Office have their respective advantages and disadvantages. Synergy and integrated tourism marketing using the four social media is needed to reach the target market optimally. During the COVID-19 pandemic, social media has become a very strategic promotion tool because it can get a broad and large market in a relatively short time at a very affordable cost. Each social media has a different market segment. The Yogyakarta Tourism Office must improve the performance of every social media, especially for websites, YouTube, and Facebook, to reach the market.

5 CONCLUSION AND IMPLICATIONS

The Yogyakarta tourism department implements four social media channels: websites, Instagram, YouTube, and Facebook. From the results of the path analysis, it was noted that the selection of Instagram had an indirect influence on the interest in visiting, with the most significant value compared to the other three social media. Instagram is one of the most popular social media, as seen from the largest number of followers. Instagram has a feature that makes it easy for tourists to share up-to-date information as a reference in planning tourist activities. However, using the four social media in integrated marketing is necessary to achieve the optimal target market.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Work-from-home: Perspectives of employees' work-life balance in Indonesia amid COVID-19 pandemic

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ABSTRACT: The phenomenon of working from home amid the COVID-19 pandemic has caused disturbance to the way people separate work and non-work lifestyles. Work from home (WFH) has removed boundaries between work and personal life. Adopting a descriptive quantitative approach, this study investigates the work-life balance of Indonesians during the WFH period. A survey online was conducted using probability simple random sampling, resulting in 684 valid responses collected, processed, and analyzed. Findings show an adequate work-life balance, yet less pleasing dimensions of time balance, involvement balance, and satisfaction balance; particularly on the side of work rather than life responsibility. Elements of compensation, autonomy, productivity, and friends' supports are categorized as unsatisfactory. It is concluded that work being conducted from home is not fully satisfactory to most Indonesians. It is recommended that a working support system and infrastructure are being anticipated and provided so WFH can be conducted sufficiently.

Keywords: work-life balance, work from home, leisure, covid-19 pandemic, Indonesia

1 INTRODUCTION

COVID-19 has had a strong impact on the working environment all over the world. This pandemic started to spread across the world and was found in Indonesia in February 2020 (Rahmanita et al. 2020). The pandemic is still threatening (Wise 2020) with the possibility of the third wave hitting Indonesia (Wikanto 2021). To control the spread of the pandemic, the Indonesian government has implemented strict policies and regulations, for instance, work from home (WFH), home isolation, as well as social and physical distancing (Rahmanita et al. 2021). Therefore, a massive transition from conventional work to remote work has occurred in working spheres in Indonesia (Carroll & Conboy 2020).

Working from home has been defined in many ways, for instance, working activities using information and communication technology (ICT), working at home, e-working, remote work, telecommuting, flexible workplaces, and telework (Grant et al. 2019). WFH is one of the phenomenal changes that emerged from the COVID-19 pandemic (Kramer & Kramer 2020).

The implementation of WFH during the COVID-19 pandemic had both positive and negative impacts on employee performance and health (Bouziri et al. 2020). Positive impacts include saving time and the value of travel time (Caulfield 2015) as well as increasing working commitment, performance, and productivity (Delanoeije & Verbruggen 2020).

WFH also harms work-life balance (Irawanto et al. 2021). This new form of working style disrupts the established work-life balance lifestyle for many people (Thomason & Williams, 2020).

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The temporal boundary between work and non-work is changing as some workers distribute their working hours throughout the day and go beyond their normal working hours (Burchell et al. 2020).

By adopting the working from home style, the office working hours that previously ran from 09.00 to 17.00 or 8 hours of work has now become erratic and blurred. Some office work has been extensively prolonged, even until midnight. The responsibilities for work around the house such as cooking, taking care of the children, or maintaining the house are neglected (Hapsari 2020). Similarly, while an office staff is working at home, his or her work routine is, most possibly, disturbed by the presence of his or her kids or family members (Kazekami 2020).

Witnessing these increasingly blurred boundaries between work and non-work, office staff are facing increasing pressures, especially in terms of the balance between their working activities and non-work activities (Johnson et al. 2020), creating emotional and psychological stresses (Contreras et al. 2020; Galvez et al. 2020; Garfin 2020). According to Vyas and Butakhieo (2021), many employees that work from home in Singapore, Hong Kong, and India, are facing tremendous psychological impacts, feeling stressed, lonely, exhausted, restless, and insecure at work. For many workers, the adoption of flexible work practices resulted in reduced boundaries between work and life and overlaps between work and non-work spheres (Field & Chan 2018). Observing this phenomenal change in the working environment in Indonesia (due to the impacts of COVID-19), this paper aims at investigating the work-life balance issues in Indonesia, considering three dimensions: time balance, involvement balance, and satisfaction balance. The following chapters will be further discussing the research objectives, literature review on WFH style, description of research methodology, and the key findings. Discussion and conclusion sections are then followed.

2 LITERATURE REVIEW

2.1 *Work from home*

Work from home has long been focused on by renowned researchers (Irawanto et al. 2021). WFH creates different comfort and productivity depending on the availability of technology, types of work, individual preferences, and psychological conditions (Ma'rifah 2020). The availability of technology in the form of stable and strong broadband supports is necessary so that connections and communication from home could connect smoothly with the office (Adkins & Premeaux 2014; Purwanto et al. 2020).

Organizational factors also influence WFH homeworking style (Grant et al. 2019). For instance, to facilitate a satisfactory working from home environment, the employer of the company must be investing sufficient technological support and input stronger psychological support for workers at home (Ma'rifah 2020).

Another influence is a technical distraction and social distraction (Mustajab et al. 2020). According to Fonner and Stache (2012), if home-based working staffs are facilitated with strong technological support, they will witness a transit between work and home roles. Technical distractions are often shown with challenges originating from work equipment disturbances and communication network disturbances. Social distractions, such as interference from family and coworkers are also taken into consideration. During this COVID-19 pandemic, work from home working style has been facing challenges from internal infrastructure deficiency, for instance, limited access to resources (FastLane 2020), lack of hardware (Sun Life 2020).

2.2 *Work-life balance*

Work-life balance is defined as a phenomenon between roles where individuals play multiple roles in their lives (work and home roles) (Wong et al. 2017). They need a balance of time, commitment, and energy for work, homework, and family care (Cesaroni et al. 2018), or satisfaction, time, and different life roles (Rivero et al. 2020).

Work-life balance is the degree of satisfaction between the various roles in an individual's life and the "fit" between these roles (Dev & Manoj 2017), a balance of two completely separate roles

(Shaffer et al. 2016). Being balanced in work and life can reduce stress such as anxiety, depression, and emotional exhaustion (Sirgy & Lee 2018).

The definition of *"life"* in work-life balance is not compulsory related to work and can be broken down into leisure time used for recreational activities, and family time (Lawson quoted by Bateniah 2019). To further investigate the entailed dimensions of work-life balance in the working environment in the COVID-19 period in Indonesia, this study aims at analyzing three embedded dimensions of work-life balance, namely, time balance, involvement balance, and satisfaction balance.

3 RESEARCH METHODOLOGY

This study adopts a descriptive qualitative method that describes the characteristics and phenomenon of work-life balance during the WFH period in the COVID-19 pandemic era in Indonesia. The research was conducted online among Indonesian working from home employees. The online survey was conducted during the work-from-home period between April and June 2020. Secondary data were obtained from literature studies, as an effort to enrich the studies carried out, especially theories about work-life balance, WFH, and the COVID-19 pandemic. Data were also taken from previous research that had been done as well as other relevant publications and studies. The primary data of this research was collected from the distribution of online questionnaires using google-form distributed to various places in Indonesia through various social media platforms. Using the probability-simple-random-sampling method, 684 valid responses were received back, collected, processed, and further analyzed. Data from observations and interviews have been written down, processed and analyzed, to approach the research question and research objective of this study.

Descriptive statistical data processing using statistical software social sciences (SPSS). After the data is processed, the frequency distribution is presented for further analysis. The data obtained were studied by referring to the theory and concept of work-life balance using descriptive data analysis methods. Since this study is conducted throughout the WFH period of April to June 2020, this study took the liberty to not jot down "during WFH period" at all times, but should automatically be expected to be referring to that specific period of WFH.

Respondents were given choices with a score of 1–4 representing the options of disagreeing, less agree, agree, and fully agree towards all statements representing the variable of work-life balance and its three dimensions of time balance, involvement balance, and satisfaction balance. Mean values are described using interval classes of 1.00–1.75 (poor); 1.76–2.50 (bad); 2.51–3.25 (good); and 3.26–4.00 (very good).

4 RESULTS & ANALYSIS

4.1 *Respondent demographics profile*

The 684 participants in this study consist of 345 (50.4%) males and 339 (49.6%) females. The *occupations* of the respondents mostly are Academicians (36.3%); Professionals (11.4%); Business/Entrepreneur (19.5%); Private employees (12.1%); Civil servants/Government employees/state-owned enterprises employees (15.4%); followed by Non-Governmental Organization/NGO (1.5%) and Society/Community (4.2%). With regard to *Place of Living, the* 684 respondents reside in provinces all across Indonesia (DKI Jakarta Raya; West Java, (include Bogor, Depok, Tangerang & Bekasi); Central Java; Special Region of Yogyakarta; East Java (includes Madura); Bali; West Sumatra (includes Mentawai Islands Regency); West Nusa Tenggara (Lombok); Bangka Belitung Islands Province, etc. These respondents can be regarded as typical representatives of Indonesia since they are from several big islands in Indonesia, which are Sumatra, Java, Kalimantan, Sulawesi, Maluku, Ternate, and Papua. As many as 611 (89.3%) respondents are living in *urban areas* and 73 (10.7%) in other *rural areas.* Their levels of education are 311

(45.5%) masters and doctors; 279 (40.8%) undergraduates; while 94 (13.7%) had diploma and high school education.

4.2 *Work-Life balance*

Work-life balance exists when a person determines the same level of priority between one's career and personal life. Here, work-life balance is viewed through three standpoints, that is to say, time balance, involvement balance, and satisfaction. Sanfilippo's study (2020) has shown that the work-life balance contributes to the reduction of employee stress and burnout risk, as well as well-being improvement. Its imbalance takes place when an increase in work responsibilities coincides with an upsurge in home responsibilities.

Work-life balance produces satisfaction through achievement and happiness. A satisfactory staff should be equipped with both (work and personal life). People who are successful at work can be unhappy when they neglect their personal lives (Bataineh 2019). In this study, work-life balance is defined as the concept of setting the right priorities between work (ambition and career) and life (leisure time, happiness, spiritual development, and family) (Singh & Khanna 2011). Family support and workplace support play an important role in achieving work-life balance (Rofcanin et al. 2018).

Table 1. Mean values of work-life balance.

Variable	Dimension	Component	Indicator	Mean Values: Indicator	Component	Dimension	Variable
	Time Balance	Time for work	Enjoyment	2.82	2.78		
			Work stress	2.73		2.94	3.07
		Time for life	Sense of Leisure	3.11	3.11		
Work-Life Balance	Involvement Balance	Work responsibility	Compensation	2.66	2.64	3.03	
			Autonomy	2.61			
			Productivity	2.64			
		Life responsibility	Ability	3.37	3.42		
			Energy Level (Health)	3.46			
	Satisfaction Balance	Satisfaction with friends	Friends' Support	2.95	2.95	3.24	
		Satisfaction with family	Family Support	3.49	3.53		
			Feeling Loved	3.57			

4.3 *Time balance*

Time balance is time dedicated equitably to work and family responsibilities (Wong et al. 2017). In this study, the mean value of time balance is calculated at 2.94, representing the time distributed to a certain extent balanced for work and family during WFH. The dimension is examined through two components that say time for work and time for life responsibilities, with mean values of 2.78 and 3.11.

4.3.1 *Time for work*

Time for work represents indicators of personal enjoyment and work stress. The first indicator of time for work is enjoyment. Personal enjoyment is the feeling that life is still enjoyable during WFH. The mean value of 2.82 indicates that respondents are not yet fully satisfied with their time for work, that working time is not yet fully enjoyable during WFH. The second indicator is work stress. The mean value of 2.73 indicates that respondents are quite stressed with their allocation time for work, they feel rushed and experience stress with deadlines. They tend to be allocating their time for work in hustle manners that lead to stress strained life

4.3.2 *Time for life*

Time for life or family is expressed via the sense of leisure time. In terms of time not used for working, the mean value of 3.11 indicates that people are still having leisure time during WFH. Around 82.3% or 563 respondents agree that they are satisfied with their time for life or family during WFH. Changes in lifestyle due to working from home and reduced travel hours have left a lot of additional free time to relax, in the form of any activity that is done voluntarily during leisure time (Paggi et al. 2016). More leisure time makes it possible to dedicate extra time to activities that are enjoyed and advantageous for recovery and release from work (Wendsche & Haislah 2016), Furthermore, participation in recreational activities serves as a buffer against stress (Kim et al. 2019).

4.4 *Involvement balance*

Involvement Balance is the equality of psychological involvement in doing work and family roles (Wong et al. 2017). The mean value of involvement balance being studied is 3.03, interpreted as relatively balanced, meaning that respondents' involvement balance is manageable. Involvement balance consists of two components namely work and life or family responsibility. A total of 37.3% of Indonesian respondents consider WFH less enjoyable concerning psychological involvement in doing work and family roles. This finding is opposite to McKinsey's & Company's research that employees are happy and satisfied while transferring from traditional routine office work to work from home style (Boland et al. 2020).

4.4.1 *Work responsibility*

Work is a series of tasks performed by individuals who are compensated in the form of money (Rahmanita et al. 2021). Work is constructed through three indicators of compensation, autonomy, and productivity (Daniel 2019; Kotera & Vione 2020).

Compensation is the intrinsic and extrinsic rewards that employees receive for their work (Daniel 2019), the main important factor of job satisfaction (Alianto & Anindita 2018). When asked whether they get enough compensation for their work during WFH, as many as 37% or 253 respondents say they get insufficient or less compensation during WFH. Its mean value of 2.66 represents that most respondents feel less satisfied with their unsatisfactory compensation.

Autonomy is related to the freedom in self-managing one's work deprived of too much control and supervision (Haar et al. 2019). Autonomy in work is a key component of work motivation, which in turn leads to increased performance. Having a sense of control over working time can help workers manage their work-life balance (Kotera & Vione 2020). Yet, the result of this study shows the mean value of 2.61 for autonomy, showing that people feel somewhat self-insufficient or have less autonomy in working.

Productivity is a measure of efficiency and is defined as the ratio of output to input (Agarwal et al. 2020). With productivity mean value of 2.64, 57.6% or 394 of 684 respond that their output is still maximal, that they are satisfied with their work productivity. The rest 42.4% or 290 respondents feel less productive or less satisfied with their work productivity during the WFH. The low level of productivity during WFH in Indonesia, mostly because of unsatisfactory compensation (2.66) and lack of work autonomy (2.61). While in other parts of the world, research shows the positive effect of WFH on worker productivity (Adekunle 2018). Work from home requires the handiness of ICT in terms of hardware, software, and a good internet network (Hasan et al. 2021, Rachmawati et al. 2021). Poor internet connection reduces work focus (Raišiene et al. 2020).

Work responsibility means the value of 2.64 signals that the COVID-19 pandemic has forced people to face psychological stresses and intense pressures. The current study shows that WFH employees are lack psychological involvement balance and need to be balanced and well-managed.

4.4.2 *Life responsibility*

The second component of involvement balance is life or family responsibility, measured using two indicators, namely the ability to perform everyday activities; and energy level (health) to perform everyday activities. The first indicator shows a mean value of 3.37 that 91.1% or 623 respondents agree and completely agree that they still can perform daily activities and that they are satisfied with their performance abilities during WFH. The second indicator with a mean value of 3.46, represents 97.1% or 664 respondents that have satisfactory energy levels (health) to carry out their daily activities during WFH.

4.5 *Satisfaction balance*

Satisfaction balance is an equal level of satisfaction obtained by individuals from work and family responsibilities (Wong et al. 2017). The balance is explored by means values of satisfaction with friends, that is friends' supports (2.95); and satisfaction with family (3.53) thru family support (3.49) and feeling loved (3.57). Those numbers demonstrate that people are close to satisfied with the support from their friends, satisfied with family support while carrying out work from home. Moreover, 96.2% of respondents agree and are satisfied that they are still loved. Conceptually, being loved is a form of support (Oludayo & Omonijo 2020). The mean value of satisfaction balance is 3.34 and respondents more than agree that they have an almost equal level of satisfaction from work and family responsibilities.

5 CONCLUSIONS

5.1 *Conclusions*

This research concludes that (1) work-life balance exists adequately during work from the home period. While its mean value of 3.07 displays a nearly good figure of statistics, data analysis shows that respondents find it challenging to balance their priority between one's work and personal life, especially when the normalization of WFH removes more boundaries between work and home (Restubog et al. 2020). (2) Work-life balance within this study is strongly impacted by the discrepancy of time balance, involvement balance, and satisfaction balance. Amongst those dimensions, all three show a better figure of statistics on the personal or family life side, yet are poorer on the work side. People are happy with their life and also enjoy having time with family or doing personal things during WFH. They are not so happy about doing their work from home, caused by lack of support from friends at work; unsatisfactory compensation, and autonomy that resulted in a lower level of productivity. Further, they report work stress because of the vague line between work and personal life. (3) In the first place, the highest imbalance exists in regard to the time imbalance between work and life. Respondents are passable with the allocation of their time for life and work, that they have enough time to spend with their family or doing their things (sense of leisure). Contrariwise, they also show a sense of work stress resulting in unclear working hours. And more, with connectivity and other supporting infrastructure problems that often arise, people need to meet work deadlines in a hassled manner for longer hours that may lead to stress strained life. (4) Involvement imbalance comes at second place. Data shows that people have a better involvement towards life rather than work responsibility. Figures demonstrate splendid psychological involvement can be seen from their worthy ability and energy level toward life responsibility. On the other hand, there is less psychological involvement upon compensation, autonomy, and productivity of work responsibility. Indonesians unsatisfactory level of productivity during WFH is mostly caused by unsatisfactory compensation and lack of work autonomy. (5) Satisfaction balance shows better results compared to the other two dimensions. People respond that they are satisfied with family support and feel loved yet have less support from their friends at work.

5.2 *Recommendations*

This study recommends that (1) to find peace and happiness during WFH, one should manage and balance time, psychological involvement, and satisfaction to be equally dedicated to one's work and life, resulting in a well-managed work-life balance. Previous research demonstrates that work-life balance is effective and capable of strengthening loyalty and productivity (Prithivi & Thilagaraj 2020). On the other hand, work-life imbalance weakens productivity (Roopavathi, & Kishore 2020), and affects the tendency to leave old jobs and look for new ones (Fayyazi & Aslani 2015), thus affecting the occurrence of turnover intention (Lestaria, & Margaretha 2021; Tan 2019). WFH is associated with productivity, hurts work-life balance (Prasetyaningtyas et al. 2021). (2) Compensation should be satisfactory or at least sufficient, so people can focus on their work, even when the work is conducted from home. According to Kartikawaty et al. (2021), good compensation has a positive and significant effect on productivity in the form of increased productivity. (3) To embrace more flexible working hours (autonomy) (Barrero et al. 2021) is gainful to increase productivity. Further, Ariffin et al. (2016) say that a high level of autonomy and flexibility in the allocation of time and energy have an impact on the formation of a work-life balance. (4) To increase psychological involvement over work productivity due to proper internet access, then more affordable and user-friendly network access, along with integrated online-based service applications, and distinct regulations as well as security and data protection are compulsory (Rachmawati et al. 2021). (5) While energy level (health) is already acceptable, it has to be maintained. Health, explicitly internal or personal conditions, has the potential to encourage balance in work and life (Kotera & Vione 2020),

This research contributes to the existing pieces of literature on its academic value in its efforts to investigate the physical and psychological perceptions and responses over work-life balance among Indonesian employees, especially during the devastating impacts of the COVID-19 pandemic. Such an endeavor to study the well-being issues of the employees in Indonesia contributes to the welfare of the employees, who are suffering from mental stresses while shifting from office working to home-based working. Most importantly, they are facing physical health threats from the virus as well. The limitations of the study lie in the limited period and sample size. Further research is suggested on how the employees can be further released from the threats of the virus and reach a physical and mental work-life balance during the massive city-lockdowns, social distancing, and home isolation.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Does Instagram drive tourists to buy local cuisines (case study: Solo City, Indonesia)

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ABSTRACT: Digital media as a reference source that tourists rely on to find information have affected tourist consumption behavior, including in the context of culinary tourism. The study aimed to analyze Instagram's influence on Solo cuisine purchase decisions. Solo was chosen as a study location as it is one of the regions in Indonesia that offers diverse culinary treasures. The study used a quantitative approach by distributing online questionnaires. Purposive sampling techniques are aimed at tourists who had visited Solo and used Instagram as a medium to find culinary information and references. Techniques used to analyze data in this study include descriptive statistics, linear regression, and coefficient of determination test. The results of the study indicate that Instagram contributed as much as 37.5% in determining the decision of Solo City tourists. This research can be used to suggest local culinary development in Solo City by utilizing digital media as a marketing strategy.

Keywords: Cuisines, Local Culinary, Instagram, Culinary Tourism, Digital Media

1 INTRODUCTION

Indonesia as an archipelagic country with abundant natural resources, diverse ethnicities and cultures has produced numerous unique traditional culinary delights that can be found in every region. Local delicacies are often considered indicators of a destination (Hariyanto 2017). The growth of gastronomic tourism which promotes food as a major motivation to engage in travel and tourism is an opportunity for local culinary business actors. Yet in reality, the advent of various foreign cuisines presents a challenge to the preservation of local dishes. This phenomenon is a challenge to local culinary business actors in destinations of interest. According to a study by Suteja and Wahyuningsing (2018), issues concerning local foods are caused, among others, by the lack of the community's ability to create a representative culinary tourism, the penetration of foreign foods, international standardization replacing local values, modifying local into modern dishes for the sake of meeting visitor's needs, and locals' tendency to lose their identity because of tourism. This is a concern for the people of Indonesia. Consequently, it does not only present globalization as a challenge but as an opportunity as well. By utilizing increasingly sophisticated information technology, the government and business actors can adopt the concept of modern marketing to boost domestic and foreign tourists' exposure to local cuisines.

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Along with rapid advancement of the virtual and digital world, even the market has changed and lifestyle has become more practical (Wastutiningsih & Dewi 2019). Massive internet use by the entire world population is a great opportunity for business actors to disseminate information about local dishes in a quick and expansive manner. A study by Wachyuni et al. (2021) shows that as many as 79.90% respondents stated that digital media is the main source of information/reference for finding local dishes at their intended destination. Before deciding to visit a particular destination area, tourists are more likely to seek culinary information via digital media and the internet. Research by Putri (Damanik et al. 2020; Wachyuni et al. 2018) also mentions that Instagram allows significant use for business people in terms of their marketing media. Among them include: first, the respondents consider Instagram to be an effective promotion media; second, Instagram functions as a communication media between business actors and their consumers; lastly, Instagram has an impact on increasing the sales of their business.

The city of Solo, Central Java is one of the regions that boasts diverse culinary wealth. According to Saeroji and Wijaya (2017), one of the city's cultural richness that has huge potentials to flourish in the context of tourism is its culinary delights. Surakarta, which is also known as Solo, maintains delectable culinary references that are spread out in various spots throughout the entire city with their distinct culinary treats. However, these diverse Solo cuisines have not been comprehensively packaged into one of the city's featured tourist attractions. The current study aims to analyze the influence of Instagram on the purchase decision of Solo's Local Cuisines. The results of this study can corroborate that digital media has a significant role in exposing tourists to Solo's local cuisines. Such corroboration can, thus, be considered a recommendation for Solo's municipal government and local culinary business actors to develop its culinary potentials and adapt with digital marketing. Undoubtedly, this is done to promote Solo as a culinary tourism destination and to preserve local culture.

2 LITERATURE REVIEW

2.1 *Local cuisines*

Local cuisines are traditional foods and dishes considered to have the potential of being regional icons. Local cuisines are promoted due to their uniqueness and rich cultural values inherent in not only the cooking process but even the dining process as well. According to Ambarwati (2019), traditional foods or local cuisines are foods and dishes locally produced by using ingredients that grow and are available in the surrounding area. Local food refers to authentic tradition where authenticity is defined as honesty and sincerity (Bell & Hollows 2007). By trying local food, tourists will be able to experience the life of locals at certain destination (Pieniak et al. 2009). Such culinary experience becomes a unique experience for tourists while visiting their destination. There are several factors that influence an individual's decision to purchase local foods or dishes. According to Gultom (2016), factors that influence one's decision to buy local cuisines include: food and beverages; price; cleanliness; and ambiance. Meanwhile, visitors' perception of local foods and dishes also affects their purchasing decision (Wachyuni et al. 2021). For gastronomic tourists, some of those perception values, from the most influential to the least, include: uniqueness; authenticity; local culinary culture; restaurant's atmosphere; and lastly health. In today's era of information technology, digital media and the internet are inseparable from people's daily activities, including tourists. Several studies indicate that social media has an effect on the decision to visit a destination (Damanik et al. 2019; 2020) to select an accommodation (Wachyuni et al. 2018) and to purchase culinary products (Kusumaningrum et al. 2019; Wachyuni 2020). In that light, the current research was conducted to analyze the influence of social media on the decision to purchase local cuisines in Solo.

2.2 *Purchase decision*

Purchase decision refers to reasoning wherein individuals evaluate various options and decide their option on a certain product out of the many available options. According to Kotler and Amstrong (2018), purchase decision is one of the stages found in the purchase decision-making processes where the consumer truly purchases a product. Romla and Ratnawati (2018) state that purchase decision serves as a basis for repurchasing. Tjiptono (2012) elaborates that there are four values that affect purchase decision; they are the emotional, social, quality, and functional values of a product. The indicators of purchase decision in this study are based on the purchase decision-making processes proposed by Kotler and Amstrong (2018), namely: (1) problem recognition; (2) information search; (3) evaluation alternatives; (4) purchase decision; (5) post purchase behavior.

2.3 *Instagram social media*

Social media is defined as technology used for introducing people to collaborate, to mutually exchange information, and to interact through web-based message contents (Cross 2013). Anggrainy also explains that the function of social media is to expand social interactions (Anggrainy 2020). Kurniawan (2017) identified the characteristics of social media in the context of marketing, these include: social media can be used at any time so long as the user is connected to an internet network; social media has an unlimited and expansive reach; there are numerous varieties of social media option; extremely fast and easily accessible information distribution. According to Ekasari, the indicators of social media are as follows: (1) Relationship—developing relations with consumers through the existing media; (2) Communication—interactions that occur between sellers and consumers; (3) Post Purchase Interaction—interactions that occur once consumers purchased a product; (4) Information Format—capacity to convey comprehensive information that attracts a consumer's attention.

Research shows that influencers and Instagram have an effect on the decision to purchase a culinary product (*sate taichan*) (Wiliana et al. 2020). In the same line, another research found that celebrity endorsement via Instagram also has an influence on the decision to purchase local cuisine (*ayam geprek*) (Wachyuni et al. 2020). However, most of the research are small-scale case studies. As for the current study, the influence of social media on the decision to purchase local foods and dishes in the city of Solo was tested.

3 METHODS

This research employed the quantitative approach to analyze the influence Instagram has on the decision to purchase Solo cuisines. The social media platform Instagram is the independent variable with the following indicators: relationship, communication, post purchase interaction, and information format. Meanwhile, the dependent variable in the analysis is purchase decision with the following indicators: problem recognition, information search, evaluation alternatives, purchase decision, and post purchase behavior. The sampling technique in this research is purposive sampling. The research population consisted of domestic tourists who have visited Solo in the last two years and used Instagram as their reference to search for culinary information in Solo. The research instrument used in the study was a questionnaire (google form) containing indicators of both independent and dependent variables, i.e., Instagram and purchase decision. Data were collected by conducting an online survey disseminated using WhatsApp Broadcast Message from the month of November 2020 to July 2021 with a target of 100 respondents. According to Roscoe (as cited in Sekaran 2006), the sample size in quantitative research should be between 30 and 500 respondents. Quantitative data were subsequently analyzed using descriptive analysis, linear regression, and coefficient of determination test.

4 RESULT AND DISCUSSIONS

4.1 *Questionnaire validity and reliability test results*

Prior to disseminating the questionnaire to the entire target respondents, validity and reliability tests to as many as 34 questions were done to ensure data credibility. According to the validity test results, as many as 10 questions relating to the social media platform Instagram and 8 questions relating to purchase decision were considered valid as they had R Count>R Table (0.339). The reliability test results also indicate high level of reliability as both variables maintain Cronbach Alpha value>0.6. The social media (Instagram) variable indicates a Cronbach Alpha value of 0.930, while purchase decision had a value of 0.852. Therefore, the instrument can be used as a credible tool for data collection.

4.2 *Demographic profile of respondents and preference in Solo cuisines*

According to the survey's demographic profile, the respondents largely consisted of women (as many as 65%) aged 18-24 who were university students. Some of the other respondents (26%) were employees in the private sector. Based on their domicile of origin, 67% were from Jakarta Capital City, 13% were from Depok, while 11% were those from other regions. The respondents quite frequently engage in culinary tourism, as shown by the survey, 65% of respondents have gone on culinary tourism/travel more than three times in the last three years. It is interesting to note that despite Solo being the case study examined in this research, the respondents mentioned Yogyakarta as their favorite culinary tourism destination (43%), followed by Bandung (29%), others (17%), then Solo (11%).

According to the survey results, the majority of respondents agreed that they have an interest in consuming local cuisines due to their distinct uniqueness. As many as 56% of respondents highly agreed, 40% agreed, and only 4% stated that they are unsure. Out of the variety of Solo's finest culinary treats referred by [26], survey results indicate that 56% have had *Soto Gading*, 43% have had *Selat Solo Mbak Lies*, 37% have had *Timlo Sastro*, 35% have had *Nasi Liwet Wongso Lemu*, and 28% have had *Tengkleng Klewer Bu Edy*. Subsequently, based on their culinary experience, as many as 87% agreed that they would recommend Solo cuisines to friends and relatives, while the remaining 13% were unsure.

4.3 *Linear regression test results*

In order to calculate the positive relationship between local cuisine purchase decision and the influence of Instagram, simple linear regression analysis was used in this research. The results of the simple linear regression test are shown in Table 1.

Table 1. Linear regression test results.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	14.443	2.014		7.172	.000
	Instagram Social Media (X)	.335	.044	.612	7.668	.000

a. Dependent Variable: Local Cuisine Purchase Decision (Y)

As shown in Table 1, it is known that the constant value of (a) is 14.443 while the local cuisine value (b) is 0.335. Based on those results, the regression equation is $Y = 14.443 + 0.335X$. Because the regression coefficient value (b) has a positive and significant value of 0.000<0.005, then Instagram (X) positively affects Solo cuisine purchase decision (Y).

4.4 *The coefficient of determination test results*

In order to understand how much of an influence Instagram (X) has on Solo Cuisine Purchase Decision (Y), a statistical measurement was done using coefficient of determination. The results of the coefficient of determination test are shown in Table 2.

Table 2. Coefficient of determination test results.

Model	R	R-Squared	Adjusted R-Squared	Std. Error of the Estimate
1	.612[a]	.375	.369	2.453

a. Predictors: (Constant), Influence of Instagram (X)

As shown in Table 2, the coefficient of determination value (R-squared) is 0.375, which implies that Instagram contributes to purchase decision-making by as many as 37.5%. The remaining factors are determined by other variables outside of the current research.

4.5 *Respondents' characteristics*

According to demographic analysis of the respondents, the majority of them were generation Z as they are between 18 and 24 years old. Bencsik, Juhász, & Horváth-Csikós (2016) states that those who were born between 1995 and 2010 are known as generation Z. Meanwhile, Oblinger and Oblinger refer to them as the post-Millennials generation (2005). Generation Z is a transition from the Millennials generation, at a time when technology had rapidly developed. According to (buku milenia), generation Z is very experienced with gadgets, smartphones, and other technological sophistication. The internet and social media are very close to their daily life. Female respondents dominate the survey in the current study. Some studies explain that women tend to have more interest in culinary experiences (Harsana 2011; Wachyuni et al. 2021). In addition, studies also mention that young women use Instagram much more than other users (Djafarova & Rushworth 2017; Wachyuni et al. 2020).

In terms of occupation, the majority of respondents were university students who, supposedly, do not have a significant income, while some of the remaining respondents were working as employees in the private sector. As for their domicile of origin, most of them were visitors from Jakarta. Subsequently, it is known that the respondents quite frequently went on culinary tours/travels; the data shows that within the last three years the majority of respondents admitted that they have gone on more than three culinary tours. An interesting finding is that the respondents did not consider Solo a favorite culinary tourism destination. According to the frequency analysis, the most favorite culinary tourism destination city is Yogyakarta, followed by Bandung, others, and then Solo. Solo's potential as a culinary destination is substantial, but given the above survey results, Solo's local culinary potentials need to be further developed.

Referring to the data analysis results about the preference for Solo cuisines, tourists choose Solo cuisines because of their uniqueness. Solo's smorgasbord of unique culinary treats in the form of snacks, main courses, and even desserts is potentially capable of attracting visitors. Such great potential needs to be further developed so that Solo cuisines can be better explored by tourists. The more tourists explore Solo's culinary scene, the more positive impacts on regional tourism there will be. Additionally, this will also preserve the region's culinary legacy and its culture. Out of the several epicurean hot spots recommended by the City of Solo Regional Tourism Office, the majority of respondents have visited them to enjoy the dishes they offer. However, the percentage of tourist visit to the respective eateries remained below 50%. This indicates that the locations still need to be promoted more to ramp up tourist visit.

4.6 *Instagram's influence on Solo cuisine purchase decision*

The linear regression analysis results show that Instagram drives tourists to purchase Solo cuisines. Social media has currently become a major source of reference for tourists in making decisions. According to Wachyuni et al. (2021), digital media is more trusted than word-of-mouth and print media in the context of searching for information about the local culinary scene, and Instagram is the social media platform most used by tourists. According to Indahingwati et al. (2019), consumers are aware that sophisticated technology can be used as a reference in making purchase decisions. The use of digital media has altered the paradigm and perception of the younger generation in determining their behavior, including in decision-making. Social media not only provides product promotion or advertisement from business actors, but it also showcases prior tourists' experiences which they upload on various social media platforms.

Koufie and Kesa suggest that the phenomenon of sharing culinary experiences on social media is known as user-generated content (UGC) (Koufie & Kesa 2020). UGC is a new model of word-of-mouth, which is then called electronic word-of-mouth (eWOM). Furthermore, their study shows that eWOM affects the behavior of Millennials consumers and their food purchase decision in Johannesburg. The research recommends restaurants to make use of social media as part of their marketing strategy. The social media platform Instagram provides very clear information as it is visualized in various formats like photos, videos, and captions. Instagram has several features such as camera, photo editor, tags and hashtags, captions, and integration with other social networks. When Instagram users try to search for a particular information, they usually do this based on location or hashtag. The tag and hashtag features can be used to mark a friend or to categorize photos under one label making extremely fast and easy to search for keywords using hashtags. Another research also states that Instagram is most reliable as a promotion medium because it has a broad coverage, it provides business category information, contact and address features, and it also offers target market analysis (Putri 2016).

Moreover, according to the coefficient of determination test results, Instagram's contribution to Solo cuisine purchase decision is as many as 37.5%. Such contribution is quite significant for one independent variable. The remaining 62.5% consists of other factors that were not tested in the present study. The results of this study provide new insights regarding the influence of Instagram on purchasing decisions in the context of local culinary in Solo. Several previous studies were carried out in different locations so that this results can be used as discussion material. Some of these studies, were carried out. The findings in this research are also substantiated by Dewi (2018) research which states that social media and purchasing interest contributes as many as 81.6% to consumers' purchase decision. A research by Putri (2018) found even more significant results indicating that online advertisements via Instagram contributes as many as 78.3% to local cuisine purchase decision. Some other factors that may influence local cuisine purchase decision according to prior studies include, among others, the psychological factor and the motivation factor (Akyuz 2019). In addition, according to (Bell & Marshall 2003), local cuisine purchase decision is influenced by motivation and food involvement. Food involvement refers to how important food is to a person's life. Some studies also expound that tourist consumption behavior to local foods and dishes are much affected by personality traits like food neophobia and food involvement (Pliner & Hobden 1992).

5 CONCLUSION AND IMPLEMENTATIONS

Based on the analysis results and discussion, several conclusions can be drawn to provide theoretical and practical implications. First, the theoretical implication in this study is that a new factor, namely social media, was identified to have an effect on local cuisine purchase decision. This finding may contribute to developing a theory of consumer behavior, specifically tourists when engaging in culinary tourism activities. Second, social media's contribution to determining Solo cuisine purchase decision is as high as 37.5%. Although it shows a sufficient contribution, findings from other studies indicate a greater contribution. This is perhaps because there are other more dominant factors in the context of Solo cuisines, or it may be due to the lack of information concerning Solo's local foods and dishes on Instagram. Another possibility is that Solo was not a major destination most favored by the respondents in this research, thus resulting in less significant information search activities.

As for the practical implication of the present study, it is that business actors are suggested to promote their products and intensify interactions on Instagram. The creation of marketing strategy can be combined with digital promotion and branding of those local cuisines. This study is limited to one dependent variable and the scope of Solo culinary tourism. For future studies, we recommend that other factors be discussed to find the factor that has the most influence on Solo cuisine purchase decision. In addition, the research location should also be expanded to provide a more general insight.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Smart tourism strategy and development post COVID-19: A study in native Jakarta culture site

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ABSTRACT: COVID-19 has had an impact on many sectors of people's lives, including the tourism industry. Due to enormous social scale restrictions, the Setu Babakan Cultural Village in Jakarta, Indonesia, is particularly affected by the pandemic. There is a necessity to run a physical visit to allow tourists to enjoy particular sights and interactions. Despite being classed as traditional, Setu Babakan requires a technological transition. It is critical to use smart tourism to save this Betawinese cultural asset and make the business sustainable. Based on the data obtained, this study will employ a qualitative approach, including interviews and observations, to determine the current state of affairs and how technology may be utilized to improve it. The findings showed that Setu Babakan has very limited access to technological infrastructure, and there are various recommendations to secure the site's continued existence.

Keywords: Smart Tourism; Technology; Setu Babakan; Tourism Strategy; Cultural Sit

1 INTRODUCTION

COVID-19 is a worldwide outbreak that has a negative influence on both the human and social dimensions. The pandemic swiftly expanded from China to 210 nations, including Indonesia. The COVID-19 epidemic has had a significant impact on the worldwide economy, particularly in Indonesia. The economy will be in decline for at least the first half of the year, and probably for much longer if COVID-19 containment efforts fail. The COVID-19 epidemic will undoubtedly have an impact on the tourism value chain. According to the United Nations World Tourism Organization (UNWTO), the world is facing an unprecedented global health, social, and economic emergency because of the COVID-19 pandemic, and travel/tourism is one of the sectors hardest hit, with planes grounded, hotels closed, and travel restrictions imposed in almost every country around the world. Small and medium-sized businesses are projected to be disproportionately impacted. The burden on the tourism industry is most visible in the large drop in foreign tourist arrivals, which has been accompanied by massive cancellations and a drop in bookings. The reduction was also caused by a slowdown in internal travel, primarily due to Indonesians' reluctance to travel due to the impact of COVID-19. The decrease in the tourism and travel industry has an impact on MSME enterprises and disrupts employment possibilities, even though tourism is a labor-intensive industry that employs more than 13 million people. This figure does not include the derivative impact or the multiplier effect that follows, as well as the derivative industry that emerges as a result of it.

According to the Indonesian Central Statistics Agency (BPS), the number of international visitors that visited the country in early 2020 has declined. Foreign tourist arrivals totaled 1.27 million in January 2020. This figure fell 7.62 percent as compared to the 1.37 million foreign visitor arrivals in December 2019. The drop in international tourist visitation was primarily caused by the COVID-19 outbreak, which occurred in the last week of January 2020. The data on international

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tourists who arrived by flight revealed a fall in foreign tourist visits to Indonesia (airport). In January 2020, the number of international visitors visiting Indonesia via air entry declined by 5.01 percent when compared to December 2019. The value of losses caused by COVID-19 was, of course, very large when measured in Indonesian Rupiah. However, it should not be confined to estimating and assessing the damage; concrete actions must be taken to save the industry, which serves as the backbone of many people. It is a necessity in the modern day to maximize the tourism sector using technology.

The term "technology" appears to be always inextricably linked to that concept. Many smartphone and internet users can be leveraged by local governments to improve the quality of public services and the regional economy. Apart from focusing on enhancing infrastructure, technology advancement prospects are being leveraged as spearheads to increase the value of rural tourism. Technology's involvement in the tourism business has produced a new atmosphere in the world of tourism. "Smart Tourism" is a popular phrase for this disease. Smart Tourism is one of the Smart City pillars. Smart Tourism is characterized as an integrated ICT tourism platform, in addition to being an important component of the Smart Economy. The platform incorporates information technology's role in offering effective information and services to travelers. Previous research on smart tourism and competitive advantage showed that tourism lacks a clear vision that covers all stakeholders' interests (Gretzel et al. 2015). Nonetheless, there is a strong intellectual and practical desire to envision smart tourism and holistic competitive advantage, as well as to improve the ecosystem's performance (Koo 2016). Shanghai, a Chinese city, also set an example in the smart tourism supervisory board for the following reasons: subway and bus inquiry system, a real-time heat map of tourist attractions, user-friendly QR codes, transportation, intelligent transportation, accommodation reservation, cashless payment, online booking, many high-tech applications, mobile payment, and configuration management. Budaya Betawi Perkampungan Setu Babakan Cultural Village is a conserved cultural village managed by the Jakarta Municipal Government in Indonesia. This community is meant to maintain its uniqueness as a living environment for Betawinese or native Jakartans and is prepared to ensure the survival of Betawi culture and ethnicity. Setu Babakan is located in the southern part of Jakarta and offers the real Betawinese way of life, which includes fishing, planting, trading, producing souvenirs, and cooking authentic Betawinese food. Betawinese are actively maintaining their native culture and enhancing their standard of living through these activities. According to (Maryeti 2016), this village has a wide range of informal dining options including Betawinese menu items, such as ketoprak, ketupat sayur, bakso, laksa, soto betawi, roti buaya, bir pletok, nasi uduk, kue ape, toge goreng, and Dodol Betawi. Experiencing cuisine in its original place in its native context would leave a positive impact on tourists and visitors.

1.1 *The structure*

The problem of defining the strategy and development of smart tourism is defined by several objectives. The first is the creation of a database related to tourism resources, which is supported by the development of the Internet of Things (IoT) and Cloud Computing and focuses on increasing tourism through existing identification and monitoring. The second objective is advancing tourist destinations through tourism sector innovations for tourism promotion, tourism service improvement, and tourism management. The third is that through integrating tourist service providers and the role of local communities, the tourism industry's scale will be expanded. This research is essential because there are tourism sites that are suffering from the COVID-19 epidemic and are seeing a drop in visitors, which will have an impact on economic earnings and the sustainability of the native peoples living and administering the site. Furthermore, the local government will shoulder the burden because uncontrolled cultural sites will generate no revenue. This research aims to assist tourism sites in developing a new method of tourism experience for visitors with minimal physical involvement by examining probable elements related to technological development, paired with characteristics of cultural sites and the existing problem. As a result, tourism sites will be more resistant to being disrupted by unforeseen conditions such as COVID-19. When considering cultural tourist sites, it is important to remember that the location may have limited access to technology and IoT development at times. There are issues with infrastructure as well as the ability of locals to adapt to new technology. Permit issues can also be a stumbling block when infrastructure development takes longer than expected. Setu Babakan is controlled by the Unit Pengelola Kawasan Perkampungan Budaya Betawi (UPK), or the local government's cultural site management unit. There is no admission cost, and visitors simply pay for parking and attractions. The biggest attraction cost is Rp 15,000 per person (about USD 1), making Setu Babakan appealing to the middle to lower classes.

To address this gap, the researchers looked for a suitable solution by interviewing several local people in the cultural site to clarify the exact problems and obstacles. Before the epidemic, researchers had the opportunity to visit Setu Babakan and observe the conditions and activities of merchants and informal service providers. However, the scope of the study will be limited to the Setu Babakan site in order to focus the research and explicitly define the object of study based on geographical location. There are other cultural locations for native Jakartans, but Setu Babakan is one of the most popular and frequently named when individuals in Jakarta are asked to name their top cultural site in Jakarta.

2 LITERATURE REVIEW

The Oxford Dictionary defines smart as "intelligent," which means "capable of quick learning." It also defines clever as "controlled by a computer in such a way that it appears to function smartly," though this definition only applies to "computer-controlled" equipment like weapons and bombs. In contrast, intelligence is described as "the reality of being directed by a computer in such a way that it appears to respond constructively." As observed, it is sometimes assumed that a device or geographical region is intelligent simply because it is controlled by a computer and acts in what looks to be a somewhat intelligent manner. In this essay, we assume a broader definition of smart, which encompasses intellect and the capacity to respond fast to environmental changes (Bulchand-Gidumal 2020; Melián-González 2020). "Smart" is also a popular term for technology and related developments that incorporate the use of sensors, big data, open data, new forms of networking, and information exchange (Ulrike Gretzel et al. 2015). Previous research suggests an emphasis on Smart Cities. The ability to understand and solve issues rapidly, flexibly, and accurately is classified as "clever" by the Chinese Xinhua Dictionary.

The English definition of smart is wisdom (Wang 2012); it is the attribute of having experience, knowledge, and good judgment; it is the quality of being intelligent (Google translate). We advocate "smart tourism" rather than "wisdom tourism," even though tourism cannot be defined merely as a combination of wisdom (people) and travel (industry). Smart tourism may be synonymous with "intelligent tourism" (Yunpeng Li et al. 2016). Intelligence is described as the ability to change its state or behavior in response to changing events, requirements, and previous experiences, implying that intelligence can provide acceptable results based on various demands, states, and historical experiences. However, the term "smart" refers to doing the proper thing in a range of complex scenarios, therefore designating a software "clever" is not synonymous with labeling it "intelligent." The "smart" content is more extensive and requires a big amount of data. Furthermore, "intelligence" is associated with technology, whereas "smart" is concerned with the technical outcomes for people. Furthermore, when addressing smart and its relationship to technology, both do not relate to technological advancement, but rather to the interconnection and synchronization of technology, data, and usage (Höjer & Wangel 2015).

While Smart Tourism development is entwined with the Smart City concept, the usage of technology in the city should also be analyzed to see whether the existing infrastructure has been successfully established or if more creativity and commitment are required (Buhalis & Amaranggana 2013). In tourism, the term "destination" refers to numerous elements such as attractiveness, amenities, accessibility, and supplementary services (Prasiasa 2013). Attractions include all types of cultural activities, including nature and special events. Amenities include on-site facilities and services for tourists such as lodging, food and drink, entertainment, and so on.

Access refers to transportation or any other means for tourists to readily reach the location, whereas auxiliary refers to additional services provided to consumers or tourists, such as tourism service providers or local tourism bodies. Jakarta, as Indonesia's capital city and the major metropolitan city supporting the outskirts, faces a new dilemma in terms of smart cities. When IoT applications are installed, they include smart lighting, GPS trackers, CCTV, and water level sensors, and these apps use cellular networks to transfer data regularly (Kusumawati et al. 2017). More IoT applications for Jakarta Smart City have been proposed, including integrated public services, transportation, and natural resource management. However, the necessity to include tourism as part of smart city applications has not been fully investigated, particularly those that highlight Jakarta's original, authentic culture.

3 METHOD

3.1 *Data*

The study aimed to investigate and comprehend the meaning that individuals or groups attach to a social or human situation (Creswell & Creswell 2017). As a result, data were acquired from people who are intimately involved with the tourism site. Interviews and observations were utilized as data collection tools. Pictures were also collected on-site to provide a more complete picture. The data for this study were gathered by interviewing 15 locals in Setu Babakan, Jakarta. Respondents were called by phone and asked a series of questions concerning their operations in Setu Babakan, the situation during the COVID-19 pandemic, and the technical resources available.

3.2 *Methods*

Phenomenology is the philosophical paradigm for this research. The COVID-19 pandemic is a phenomenon that affects practically every part of people's lives, including tourism. This inquiry technique elicits the core of human experiences from participants. By comprehending from their point of view, the researcher does not present his own experiences to comprehend those of the study participants (Creswell & Creswell 2017). The descriptive qualitative model was used in this study. Qualitative research is used to identify and comprehend a social problem-related problem or phenomenon. The qualitative study approach was done out by gathering specific data, such as examining the site (before the pandemic occurs) or asking participants questions via a phone interview.

4 RESULT AND DISCUSSION

4.1 *Findings*

An interview was done with 15 participants (7 male, and 8 female). These individuals serve a variety of roles at Setu Babakan, such as food vendor, workshop trainer, or activity coordinator. They were questioned about a variety of topics, including their activities during the COVID-19 epidemic, their technical possession, and the technological facilities accessible in the Setu Babakan area. They were also asked about any online activities they engaged in during the epidemic era, as well as their hopes for engagement in Setu Babakan shortly, given the unique circumstances of the pandemic and their inability to receive visitors. When asked about their activities during the COVID-19 pandemic, all 15 participants said that they had fewer activities because there were fewer visits than before the epidemic. When the central government imposed massive social activity restrictions, all tourism sites should be locked and not operable until further notice. During the limitation period, there were transition eras during which various merchants and activities in Setu Babakan were permitted to operate alternatively with shifts. Respondents stated that their income was lower during the epidemic and that if the societal restrictions remain, they will have difficulty obtaining regular salaries. In response to the question about individual technology possession, all 15 participants admitted to having cellphones, albeit 7 of them (47 percent) were unsure if they had the most recent processor version. They stated that the phone may be out of date due to the use of an outdated processor version. Only 4 out of 15 (27%) were actively using an online payment application such as OVO or GoPay.

In response to a question concerning available technology in Setu Babakan, all 15 participants reported that others from the Museum did not observe any CCTV installation outside. There are no other technology-related gadgets mentioned by respondents in the Setu Babakan area; nevertheless, when the pandemic began, the site attempted to reopen intermittently with tight health regulations, such as the use of a hand pistol thermometer to check a visitor's temperature. There were no technology-related activities offered, such as an online workshop. Meanwhile, in response to the question about expectations, all 15 participants desired improved conditions to earn more money as before. They do not have any other places to sell their stuff or alternative work to do.

Based on observations made before the pandemic, researchers discovered that Setu Babakan did not show any notable signs of using technology. Cash was used to pay the parking officer, food vendor, or to enjoy attractions such as a water ride, art activities, or a workshop. Outside of the region, there is no CCTV, and everything is done manually.

Table 1. Responses from interviews.

Questions	Responses
Activity during COVID-19 pandemic	Fewer activities than before Less revenue due to alternate shift
Individual technology possession	All participants have a cell phone 7 out of 15 participants said they use just a 'regular' smartphone, not a sophisticated one (with the older version of processors) 4 out of 15 participants were used to online payment systems such as OVO or GoPay
Online activities during the COVID-19 pandemic	No online activities
Available technological facility	No technological-related devices or infrastructures implemented CCTV only in restricted areas
Expectations	Better condition for the tourism site Gaining more visitors even when a pandemic remains

Table 1 shows that respondents who were service providers in the Setu Babakan area indicated the same concern about income decline. During the epidemic, they were able to sell or provide services on the site, but they had to adhere to government regulations and follow health policy. This alleviated some of the stress, but the revenue was not as high as it had been.

While all respondents stated that they own a cellphone, they were unsure whether their phone was up to date. They felt the version might need to be upgraded, but they don't think it would help because the phone is outdated or doesn't have enough memory. They had no intention of getting a new one because they had a limited budget. Furthermore, just 27% of respondents were familiar with the use of online payment systems such as OVO or GoPay, indicating that they were flexible to new technologies and attempted to reach out to more clients during the epidemic era.

When asked about technology deployment in Setu Babakan, respondents stated that everything was done manually on the site. Even CCTV was not installed, and nothing was technologically up to date. Respondents stated that this may occur due to the 'traditional' atmosphere of the town and that it would appear strange if any technology equipment were erected in the region. In terms of expectations, respondents expressed a desire for better conditions in the future. They hoped the pandemic would be ended quickly so that visitors would return to Setu Babakan. They hoped that if the epidemic lasted longer, guests would be able to enjoy Setu Babakan even while wearing masks or following rigorous health protocols.

4.2 *Discussion*

Setu Babakan, according to the responders, is having a difficult time running the firm during the pandemic age. Because the site is referred to as traditional and everything is done manually, the introduction of technology is not yet recognized as a direct solution to the problem. The ticket fee is also reasonable, even free for entry alone. People might come and enjoy sightings or take pictures in a variety of appropriate locations while merely spending money on lunch, snacks, or dinner. Individually, no service provider or salesperson in Setu Babakan mentions technology as anything vital to them. Some may try to extend their business using online concepts such as online payment and delivery, other activities require visitors to attend and interact with the service provider, such as a workshop or short course. There is no attempt to provide online batik sketching or ondel-ondel creating workshops, maybe because these activities require certain instruments to function properly. Setu Babakan also has a very minimal technological installation. CCTV is not given and based on the researcher's observations, there is no CCTV except in the museum's interior. Traditional activities, water riding, workshops, museum visits, and art performances are among the attractions in Setu Babakan. Traditional housing, traditional clothes, and traditional activities have also been spotted. All of this necessitates physical presence to experience cultural activities, education, and enjoyment. When tourists are expected, an investigation of how the place could welcome visitors during a pandemic era with health considerations should be conducted.

Possible technological application in the Setu Babakan area Visitors should be able to register via the website, and data should be collected via a system that is maintained by personnel. Setu Babakan should create an internal database system because the activity will take place daily. Initial registration will make it easier for Setu Babakan employees to control the number of visitors; thus, a specially designed system will limit the number of registrants and lock the system when the maximum number of visitors for a given day has been reached. This data will also be used as a database, and Setu Babakan may utilize it for marketing and promotional purposes in the future. Visitors will have their body temperature checked with a device before entering the facility, and they will be sterilized with a touchless hand sanitizer spray. Hand sanitizer should be available at several spots across the site to ensure that visitors are aware of and reminded of the necessity of keeping themselves clean. In each section, ideally, there will be an operator who will supervise visitors who are tapping or scanning codes. The operator must ensure that the tapping procedure runs smoothly, and he or she must also assist visitors if they have any problems. Tapping data might be used to investigate visitor mobility and collect statistical information such as the most visited area, the most appealing attraction, or even to minimize congestion in a single region. If the visitor capacity information is available in the entrance area, walk-in visitors may also visit Setu Babakan if the visitor capacity has not yet been achieved. They might electronically fill out a registration form in the entrance area and acquire a barcode or QR code.

Certainly, this strategy necessitates the recruitment and training of workers or service providers to ensure that daily operations run properly. Recruitment and training are essential for informing employees and service providers about the new environment in Setu Babakan. When the system goes down or is unable to be used, the technical staff should be ready to solve the problem and should be equipped with the necessary abilities. There is also a security issue with the use of devices, networks, and large data, which necessitates a specific level of ICT skill for personnel to tackle difficulties. A third-party source with access to banking or financial applications should be used for the payment procedure for culinary purchases. The process of obtaining a third-party supplier may take longer than expected due to legal issues and contract negotiations, but if favorable, this may be built gradually. Meanwhile, using readily available and widely used online payment and application services such as OVO and GoPay may be a temporary solution and the simplest route for food retailers.

5 CONCLUSION

Tourism should be prepared to deal with unexpected situations and changes, such as the COVID-19 pandemic. To run a successful tourist business, each tourism site must be prepared for and responsive to such changes. Although Setu Babakan is intended to be a traditional cultural village, the use of technology would not diminish the experience. This study emphasizes effortless, touchless interaction as a smart tourist strategy and development. Visitors will be able to visit the site and be physically there to experience the true cultural Betawinese, and service providers at the site can expect their business to return with a distinct ambiance. Touchless engagement is essential for ensuring the health and safety of all Setu Babakan stakeholders and attracting more visitors. When discussing smart tourism, it is also necessary to be technologically literate. The management should ensure that all employees and service providers have adequate technical expertise, even if some simply require basic understanding. However, it is critical that all stakeholders share the same vision and objective, given that smart tourism implementation is not designed to minimize workers or employees. The moment for smart tourism will come sooner or later, but the COVID-19 pandemic has accelerated implementation.

Future investigation into the potential application mechanism used for tourism sites is advised. There are additional tourist attractions in Jakarta besides Setu Babakan. If this system is successful, the Indonesian Department of Tourism will be able to adopt it in numerous locations, potentially providing a brighter future for tourism in Jakarta and throughout Indonesia.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

CHSE certification, PPKM policy, and hotel performance in Indonesia

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ABSTRACT: COVID-19 created the new normal which is the concern of *Cleanliness, Health, Safety, and Environment Sustainable (CHSE) certification. In Indonesia, the government applied* the restrictions on community activities (PPKM). This study aimed to describe hotels' adoption of cleanliness, health, safety, and environment sustainable certification during COVID-19, and the impact of PPKM Policy on hotels' occupancy and sales, Gross Operating Profit (GOP), and cash flow in various categories of hotels. The method was quantitative descriptive, and it was collected by convenience sampling. The sample contained General Managers who are members of Indonesian Hotel General Manager Association (IHGMA). The study found that most of the hotels have CHSE certification. They agree that CHSE certification is very important, because it correlates to hotel competitive advantages. PPKM policy contributes negative effects on occupancy and sales, GOP, and the cash flow. Negotiation with financial support institutions is essential.

Keywords: CHSE Certification, PPKM Policy, Hotel Performance.

1 INTRODUCTION

In early 2020, the world was shaken by the outbreak of the coronavirus disease from China. This virus has caused global panic and has even killed millions of people in almost all countries in the world including Indonesia. This global disaster has impacted various activities, such as economic activity. Globally, there are at least 50 million workers in the tourism sector affected. Human tourism workers in Indonesia are among the most vulnerable during this global pandemic, from 13 million people before the pandemic, now there are 6.5 million people left. In 2019, the Ministry of Tourism and Creative Economy has compiled a protocol called the CHSE Protocol to improve tourists' confidence and national tourism. Prior to the COVID-19 pandemic, Indonesia's competitiveness according to the 2019 WEC in the aspects of cleanliness, security, and health and the environment in the tourism sector was lower than other countries; the safety pillar was ranked 80th, the health and hygiene pillar was ranked 102nd, and the environmental sustainability pillar was ranked 135th in the world. Thus, the COVID-19 pandemic will open a change in tourism trends in the world. Where the issue of health and hygiene as well as safety and security and sustainability will be the main considerations for tourists.

Since COVID-19 caused complex problems in all aspects of life, both nationally and internationally in various circles (Bartik et al. 2020a; Chetty et al. 2020; Fu 2020; Pappas 2021), it also affects the tourism industry include accommodation industries (Marco-Lajara et al. 2021). Especially, the characteristics of lodging sector are perishable Khan et al. (2021). Recently, most people are starting to stay in the hotels that have implemented hygiene and health protocols (Mensah & Boakye 2021). Hotels must adhere to health and safety protocols to meet the customer's needs (Kumar 2021; Ngoc Su et al. 2021). In China and Korea, travel demands improved after the countries applied travel restrictions (Next Guests 2020). Vietnam improved business by a social distancing

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program (Ismail 2020). Pavlatos et al. (2021) found that hoteliers respond differently based on the characteristics of their hotels. This study aims to describe: (1) the adoption of CHSE by hotels during COVID-19 pandemic; and (2) the impact of PPKM policy on hotel performance in term of hotels' occupancy and sales, and cash flow in various categories of hotels.

2 LITERATURE REVIEW

2.1 *Cleanliness, Health, Safety, & Environmental Sustainability (CHSE)*

Sanitation is widely agreed as a predictor of people's productivity and quality of life but to maintain it needs cost (Jha 2003). Park and Lehto (2021) proposed three safety measure regarding hygiene and sanitation in hotels. They are cleanliness and hygiene, physical distancing, and staff and guest requirement. Park and Lehto (2021) found that guests prioritize hygiene and sanitation instead of the price. The consumers prefer hotels who disinfect their hotels regularly, uses electrostatic sprayers, and ultraviolet disinfection. The guests also expect less physical contacts when they make registration in the hotel. However, many guests have not trusted the hygiene and sanitation practices in hotels during the COVID-19 pandemic (Naumov et al. 2021). This is a challenge for hoteliers.

Owners or managers of businesses and tourism destinations that pass the audit and assessment will get a CHSE certificate from the Certification Institute, and then will be given the Indonesian CARE (I Do Care). For this initial stage, CHSE certification will be prioritized for hotel, restaurant and restaurant businesses, tourist lodges or homestays, and other tourism businesses. National Government facilitates hotels to have the certification. The level of hotel cleanliness is something that must be considered. During this pandemic, cleanliness is a major concern for all sectors. Guests will choose the hotel starting from the cleanliness of the area and its facilities. Cleanliness will have a good impact on guest ratings of the hotel. CHSE certification describes that the hotel industry handles hygiene and sanitation well.

The CHSE protocol is a government policy as a guide for entrepreneurs and/or managers, local tour guides, and employees of tourist attractions for adapting to new habits in the form of guidelines for any businesses. It is an operational guide of the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020. It concerns health protocols for communities in places and facilities in general for the prevention and control of COVID-19. This guides entrepreneurs and/or managers, employees, and local tour guides to meet the needs of visitors for clean and healthy procedures. It is also a reference for Provincial Governments, Regency/City Governments, Village/Kelurahan Governments, including Traditional Villages, business and professional associations related to tourist attractions, and Tourism Drive Groups/Tourism Awareness Groups to conduct socialization, tutorials/education, simulations, trials, assistance, guidance, monitoring and evaluation of the application of cleanliness, health, safety, and environmental sustainability. CHSE certification increases the confidence of the parties as well as the reputation of businesses and tourism destinations. Introducing health and safety protocols aims to minimize the impact of the COVID-19 pandemic (Mensah & Boakye 2021). The implementation of CHSE aims: (1) to increase awareness of the Indonesian people and the world towards cleanliness, health, safety, and environmental sustainability; (2) to fit the consumers' needs of cleanliness, health, and safety; (3) to drive tourism businesses to prepare themselves regarding cleanliness, health, and safety.

2.2 *Community activities restriction (PPKM)*

The government issued PPKM for the first time on January 11 to January 25, 2021 covering the DKI Jakarta area and 23 regencies/cities in six provinces that have a high risk of COVID-19, previously, there are other terms introduced by the government at the beginning of the pandemic, namely PSBB and Micro PPKM, these rules came into effect on April 17, 2020, then the government imposed a new term to suppress the spread of COVID-19 in high-risk areas with the name PPKM.

Public policy is interpreted in various ways by experts. Thomas R. Dye suggests that public policy is whatever the government does and does not do (Dye 2005). The understanding of public policy is expressed by Carl Friedrich (Winarno 2008) who argues that public policy is a direction of action initiated or proposed by a person, group, or government in a certain environment that can provide obstacles and opportunities in the proposed policy to provide a solution to realize a certain goal. Public policy based on the understanding of the experts above is a decision in response to a public problem in the form of measurable activities so that it can achieve the goals that have been set at the beginning. Public policy is a series of processes that are connected and bound to one another.

In general, the public policy process consists of the process of public policy formulation, the process of implementing public policies, and the process of public policy assessment or evaluation. These three processes will determine whether the policy can be implemented properly as intended or vice versa. The implementation of public policies in the context of dealing with COVID-19 can be in the form of various policy instruments aimed at tackling both directly and indirectly the spread of COVID-19. The implementation of direct COVID-19 controls policies, such as the implementation of the health protocol policy, namely wearing masks, maintaining distance, and avoiding crowds.

2.3 *COVID-19 and how to deal with*

The COVID-19 pandemic impacts people in terms of health and economic aspects with severe consequences on human health and the global economy (OECD 2020c), including tourism and hospitality (Song et al. 2021). COVID-19 has been influencing human life for several years (Kumar 2021). It reflects the decreased customer demand. In line with the global response to COVID-19, hotel businesses must apply the procedures as follow (OECD 2020a): (1) hotels as essential businesses are allowed for offline work with health and safety protocols; (2) meals are served in the room; (3) the wedding reception only serves a maximum of 30 people; and (4) employees and guests must wear a mask. In Indonesia, the Ministry of Tourism and Creative Economy (2020) proposed CHSE as a hotel standard to deal with COVID-19.

3 METHOD

The research method is descriptive quantitative. The unit of analysis is hotels in Indonesia that are members of the Indonesian Hotel General Manager Association (IHGMA). Primary data was collected by distributing online questionnaires. The questions and answer choices on the questionnaire are based on the author’s best practice. The statements submitted include: CHSE certification, the impact of PPKM on hotel business performance, especially related to hotel occupancy and GOP. Furthermore, the collected data is processed using descriptive tests. The study collected secondary data obtained from various sources such as books, journals, laws, and regulations. The research data was obtained in August 2021.

4 RESULTS AND DISCUSSION

The total participants in the research are 165 hotels in Indonesia at various levels. The profile of the hotel participants is described in Table 1. The study involved hotels in Lampung, DKI Jakarta, Banten, West Java, Central Java, DI Yogyakarta, East Java, Bali, West Nusa Tenggara, East Nusa Tenggara, North Sumatera, South Kalimantan, East Kalimantan, North Kalimantan, North Sulawesi, South Sulawesi, West Sumatera, South East Sulawesi, North Maluku, Papua, Riau, Riau Islands, and South Sumatera.

Table 2 describes the hotel performance after implementing PPKM policy. The data describes (1) the hotel business condition in the 4th level of PPKM; (2) PPKM policy in the hotel area since January up to June 2021; (3) hotel occupancy in Q1-2021, compared with Q1-2019; (4) hotel occupancy in Q2-2021, compared with Q2-2019; (5) hotel gross operating. profit (GOP) in

Table 1. Hotel participants.

Descriptions	Details	Percent (of hotel)
General		
Hotel management	Local chain.	38.8
	International chain.	19.4
	Independent hotel.	41.8
Hotel classification	5-Star Hotel.	9.7
	4-Star Hotel.	46.1
	3-Star Hotel.	32.7
	2-Star Hotel.	7.9
	Non-Star Hotel.	3.6
CHSE		
CHSE certified	The hotels have CHSE certification.	93.9
	The hotels haven't had CHSE certification yet.	6.1
	Less important.	3.0
	Important.	30.3
The importance of CHSE certified	Very important.	66.7
CHSE certified and hotel competitive advantages	Yes, CHSE certified relates to hotel competitive advantage.	87.3
	No, CHSE certified doesn't relate to hotel competitive advantage.	12.7
PPKM		
PPKM hotel condition in Q1-2021	The 1st level	7.9
	The 2nd level	10.3
	The 3rd level	27.9
	The 4th level	53.9
PPKM hotel condition in Q2-2021	The 1st level	3.6
	The 2nd level	4.2
	The 3rd level	17.0
	The 4th level	75.2
I think pandemic impact on hotel business is completed in:	Q4-2021	11.5
	Q1-2022	28.5
	Q2-2022	24.8
	Q3-2022	30.3
	Never completed	4.8

Note: Q1 = the 1st quarterly (Jan-March); Q2 = the 2nd quarterly (April–June); Q3 = the 3rd quarterly (July-Sep); Q4 = the 4th quarterly (Oct-Dec).

Q2-2021, compared with Q1-2919; (6) hotel gross operating profit (GOP) in Q2-2021, compared with Q2-2919. The research also found that hotel management had some problems managing cash flow at the end of the 1st semester 2021 and with restructuring credit at the bank.

The Hotel General Managers believe that CHSE certification is very important to achieve competitive hotel advantages. This is related to Mensah and Boakye's (2021) argument that tourists travel and visit several tourist destinations that have implemented hygiene and health protocols. The policy of CHSE certification can increase tourist confidence and national tourism. To reduce COVID-19's negative impact, the hotel adopts a safety practice in the business plans (Jha 2003; Naumov et al. 2021; Park & Lehto 2021). This situation led to the hotels' manager prediction that the COVID-19 pandemic at least might be ended in July–August 2022 (Q3-2022). Some of them

Table 2. Hotel performance after implementing PPKM policy.

Descriptions	Details	Percent(of hotel)
The percentage of hotels that their occupancy and sales in the 4th level of PPKM:	Decrease	95.8
	Normal	3.6
	Increase	.6
PPKM policy in the hotel area since January up to June 2021:	Level 4 in Q1-2021	9.1
	Level 4 in Q2-2021	33.3
	Level 4 in Q1 and Q2-2021	35.8
	Below level 4 in Q1-2021	11.5
	Below level 4 in Q2-2021	10.3
Hotel occupancy in Q1-2021, comparing to Q1-2019 decrease:	10 %	59.4
	11%–20%	7.3
	21%–30%	10.9
	31%–40%	22.4
Hotel occupancy in Q2-2021, comparing to Q2-2019 decrease:	10%	7.3
	11%–20%	6.1
	21%–30%	9.7
	31%–40%	17.6
	more than 40%	59.4
Hotel GOP (Gross Operating Profit) hotel in Q2-2021, comparing to Q1-2019 decrease:	10%	7.9
	11%–20%	13.9
	21%–30%	16.4
	31%–40%	17.6
	more than 40%	44.2
Hotel GOP (Gross Operating Profit) in Q-2/2021, comparing Q-2/2019 decrease:	10%	6.7
	11%–20%	10.9
	21%–30%	13.9
	31%–40%	20.0
	more than 40%	48.5
The most difficult cash flow management at the end of the 1st semester 2021:	Negotiate to vendor for AP hotel payment	5.5
	Negotiate to bank for postponing credit payment	3.6
	Negotiate to client/booker to pay in advance	4.2
	Negotiate to local government for hotel tax discount	10.3
	All solutions above	76.4
Bank facilities for credit restructuring	Decrease bank credit interest.	4.9
	Reduce credit principal	33.3
	Reduce credit interest	3.0
	All solutions above	58.8

Note: Q1 = the 1st quarterly (Jan-March); Q2 = the 2nd quarterly (April–June).

think that the pandemic effect will influence hotel business longer and may even never be completed at all (Kumar 2021), and cause complex problems in all aspects of life, both nationally and internationally in various circles (Fu, 2020) and business (Chetty et al. 2020). COVID-19 influences hotels business significantly decrease (Marco-Lajara et al. 2021) (Mensah & Boakye 2021). This research found that the PPKM policy that is taken to respond to the COVID-19 pandemic influenced hotels' performance in terms of hotels' occupancy and sales, at the 4th level of PPKM implementation.

After implementing PPKM policy during COVID-19 pandemic, most of the hotel managers confirmed that there were cash flow problem in the 1st semester (January–June) 2021, however Khan et al. (2021) argued that the accommodation sector will show high resilience if we compare it to other sectors. In order to keep maintaining their cash flow, they negotiated with the bank for credit restructuring such as asking for lower bank credit interest.

As such, the study also provides insights into how hotel businesses can maintain sustainable performance and contribute to economic growth during PPKM policy adoption within the COVID-19 pandemic. However, despite the several new insights and contributions provided by this paper to hospitality research, it has some limitations that can help inform future hospitality research. First, the data collection process in this research was the quantitative descriptive approach in term of CHSE, PPKM policy, and its impact to occupancy and sales, and there was limited information on how hotel managers deal with the cash flow stability. The dynamic capabilities influence hotel performance, which is mediated by innovation capability. The future research may consider identifying the innovative strategy choices of each hotel category (star hotels, chain hotels, and local hotels). Second, although data collected in this research came from General Managers of various hotels, it was not possible to interview customers to analyze their satisfaction on the non-financial performance of the hotels. Finally, qualitative research is most suggested to enrich the data of how hotel management increasing hotel business performance.

5 CONCLUSION AND IMPLICATION

Since COVID-19 pandemic affects people health (Kumar 2021), the hospitality industry such as hotels have had to adapt to unpredictable crisis consequences (Jaaron et al. 2021). The financial aspect is reviewed as one of the requirements for adopting resilience of the COVID-19 situation (Huang & Farboudi Jahromi 2021), in this term a hotel's performance, such as maintaining the rate of occupancy and sales, is essential because it is related to the revenue for the hotel.

We propose several inputs as managerial implications including: development in human resources with a comprehensive multi-task implementation for all levels of positions in the hotel; moreover there is a General Manager cluster for the Top Management level, so it is not just multi-task but regional authority in terms of managing hotel operations. For a competitive advantage, it is better to provide more and continuous understanding for all staff in charge of the health aspect (CHSE) which in turn will provide a level of trust for guests in the property. The digital marketing aspect should continue to communicate the experience of guests, as "an Experimental Moment" during their stay during the pandemic, and continue to be campaign with digital promotions that are easily accessible to the public. The government policy of PPKM adoption contributes negative effects on hotels such as hotel occupancy and sales, GOP, and the cash flow. One of the strategies to maintain the cash flow, is negotiating with the bank for credit restructuring.

Considering our findings, the hotels are facing severe challenges, however, there is a need to apply health and safety procedures in hotel operation to achieve sustainability. For the survival of sustainable hotel business activities, the general managers in hotels should identify indicators that influence hotels' occupancy and sales.

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Tourist decision to stay at a hotel during the COVID-19 pandemic in Indonesia (does it make domestic guests satisfied?)

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ABSTRACT: The purposes of this study are to understand tourist decision making process, guest satisfaction, and the influence of decision to stay at hotel on guest satisfaction. This study combined quantitative approach with descriptive and correlational method. Results show that tourists are really satisfied with their decision (3.55) and during their stay at hotel (3.37). From the processed data through the correlational test, the results obtained a significance of 0.000 which means that there is a unidirectional, positive and linear relationship between the decision to stay and guest satisfaction. This reason may be because hotels during the pandemic limit many facilities that cannot be enjoyed by guests, for example closing spa facilities, swimming pools, and food and beverage variants are limited, and thus this cannot increase guest satisfaction even though the room rate has been lowered a lot.

Keywords: Purchase Decision; Decision to Stay; Guest Satisfaction; CHSE Policy; COVID-19 Pandemic

1 INTRODUCTION

Since the beginning of 2020, the world has been shocked by the emergence of a disease that attacks the human respiratory system. The disease which was later named COVID-19 was caused by the spread of the novel coronavirus type SARS-CoV-2 (Severe Acute Respiratory Syndrome Coronavirus-2) through droplets produced when sneezing or coughing (Yuki et al. 2020). This COVID-19 disease was first discovered in Wuhan, China and quickly spread not only in China, but throughout the world. The increase in positive cases of COVID-19 and its spread in various parts of the world made the World Health Organization (WHO) officially declare COVID-19 as a pandemic situation on January 30, 2020 (Velavan & Meyer 2020). As of April 8, 2021, based on data presented in real-time via the WHO website, there have been 132,730,691 cumulative positive cases of COVID-19 globally since the pandemic started.

In Indonesia itself, the first case of COVID-19 was found around early March 2020 and the government then set a Large-Scale Social Restriction (PSBB) period in the hope of breaking the chain of spread of COVID-19. The PSBB period is unfortunately only implemented in a fairly short period of time because it is considered less effective in breaking the chain of spread of COVID-19 and also has a negative impact on the Indonesian economy. The government then issued a new normal life policy in the midst of a pandemic in which people are encouraged to follow 3M, namely wearing masks, washing hands, and maintaining distance, with the hope that people can continue to do activities to maintain the stability of the Indonesian economy but still avoid the spread of COVID-19.

The policy was issued not without reason, and the Central Statistics Agency stated that there was a decline of around 3.49 percent in the national economy in the third quarter of 2020 when

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compared to the same period in 2019 (Bisnis.com 2020). The decline was due to the large impact that the COVID-19 outbreak had on several industries that played a major role in the Indonesian economy. One of the industries affected by the COVID-19 outbreak is the tourism industry, which is one of the largest contributors to state revenue. The Indonesian tourism industry experienced a significant decline due to restrictions on people's movement, not only in Indonesia but globally, which made travel a little difficult during the pandemic.

In 2020, the number of foreign tourist visits to Indonesia was 4,052,923 which was a decrease of 74.84 percent compared to 2019 (Kemenparekraf/Baparekref Republik Indonesia 2021). On the other hand, the number of domestic tourist visits in 2020 touched the figure of around 120 to 140 million a decrease of 50% compared to 2019 (Merdeka.com 2020). Seeing the significant difference in the number of visits made by foreign and domestic tourists during 2020, makes the Indonesian tourism sector inevitably become more dependent on domestic tourists than foreign tourists.

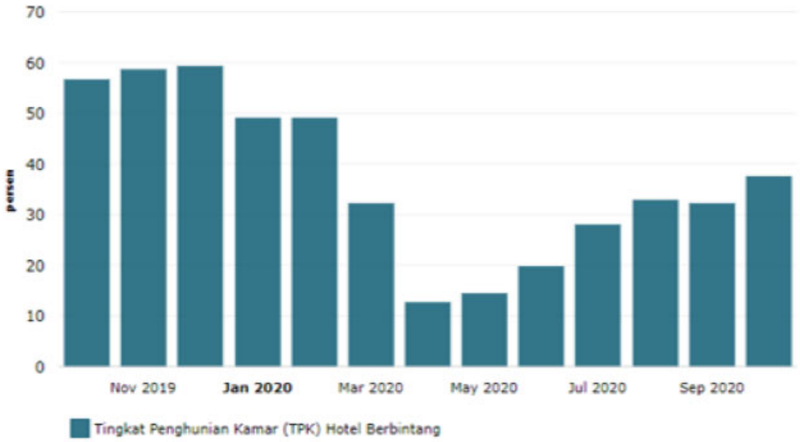

Figure 1. Room occupancy rate (TPK) for star classification hotels.Sumber: Badan Pusat Statistik (2020).

The decline in tourist arrivals also affected the occupancy rate of five-star hotels in Indonesia during 2020. In the table above, it can be seen that there was a significant decrease from the room occupancy rate in February 2020 before the COVID-19 pandemic took place, from 49.22 percent to 32. 24 percent in March 2020. In April 2020, when the PSBB policy was implemented, the room occupancy rate fell to 12.67 percent and only started to rise slowly after PSBB in several areas was replaced by a new normal policy. Another impact of the decrease in the room occupancy rate is the number of hotels that have been forced to close, either permanently or temporarily. Since the beginning of the pandemic, there have been around 1,500 hotels in Indonesia that have closed due to the amount of income not being able to cover hotel operational costs (Mata Indonesia 2021). The remaining hotel business players inevitably have to start looking for new strategies in order to adapt to current conditions in order to maintain their existence in the accommodation industry. One approach that can be taken by hotel businesses is to conduct research on tourist behavior in making purchasing decisions during the COVID-19 pandemic, which of course has differences from the period before the pandemic.

The purchase decision itself is defined as a decision taken by a person to choose one of two or more product options available to be purchased (Amanah et al. 2018). The decision-making is done after going through a process known as the purchase decision-making process (Kotler & Keller 2012). There are five stages in the decision-making process, namely "need recognition," "information search," "evaluating available options," "product purchases," and "behavior after the purchase takes place." The purpose of post-purchase behavior here is whether the consumer is satisfied or not with the purchase that has been made. Consumer satisfaction can arise if the quality of the product or the experience gained while using the product or service matches or even exceeds the expectations of consumers (Kim et al. 2019). By conducting research on tourist behavior in making purchasing decisions, hotel businesses are expected to be able to adjust the services they offer to the expectations held by tourists before making a purchase in order to achieve consumer satisfaction. According to Supriadi et al. (2017), there are three indicators of consumer satisfaction, namely "repurchasing," "spreading positive information about the products or services used," and "the absence of complaints."

Several studies have been conducted to examine the relationship of purchasing decisions with customer satisfaction. Among them are research (Diawan 2017) regarding the influence of atmosphere on purchasing decisions and its impact on consumer satisfaction and research (Lukman 2014) regarding the influence of brand image and purchasing decisions on customer satisfaction. The results of the two studies indicate that purchasing decisions have a positive and significant effect on customer satisfaction. There is also a study (Susilawati 2021) which discusses the level of consumer confidence in making purchasing decisions to buy tourism products during the COVID-19 pandemic. Seeing the phenomena that have been described and the existence of several previous studies that have raised similar topics but with different details of variables and research objects make this research topic very important to discuss.

2 LITERATURE REVIEW

The decision to stay in this study cites the theory of purchasing decisions because by staying, someone basically makes a purchase of hotel rooms and services offered (Annishia & Prastiyo 2019). Kotler and Keller state that the purchase decision is a step taken by a person either individually or in groups in choosing, buying and using products or services with the aim of meeting their needs or desires. Schiffman and Kanuk (in Abdullah et al 2020) define a purchase decision as a choice taken from two or more alternative products or services available for purchase, which means that there must be several alternative products or services so that someone can make a purchase decision. Purchasing decisions consist of a series of decisions made by consumers before finally making a purchase to meet their needs (Hanaysha 2018). In making purchasing decisions, consumers will usually go through a process known as the purchase decision-making process. There are five stages in the purchasing decision-making process, namely: (1) recognition of needs, state that the buying decision-making process begins when a person realizes his need for something in the form of goods, services, or in other forms that arise due to encouragement from outside (for example by other people or advertisements) or from within himself. (e.g. hunger or thirst); (2) information search, after realizing their needs, someone will start looking for various information about products, services, or other things that are able to meet their needs. This information can be obtained through various sources, namely personal sources (e.g. family, friends, and acquaintances), commercial (e.g. advertisements, packaging, and sellers), public (e.g. media platforms both online and offline), and information obtained after using a product. In this stage, consumers will find several choices of products, services, and ideas that suit their needs (Kotler & Keller 2012); (3) conducting evaluation, here consumers will evaluate information about several choices of products, services, or ideas that have been found in the previous stage such the benefits offered by each option and which option is deemed most appropriate to their needs (price, location, quality, brand, cleanliness, and so on) (Stankevich 2017); (4) purchase, at this stage, consumers will make purchases according to the choices that have been made in stage 3 (Stankevich 2017); and (5) behavior after purchase, here consumers will make an assessment of the product or service that has been used which are divided into two, satisfied or not, with the purchases that have been made (Stankevich 2017).

In undergoing the process of making purchasing decisions, not all consumers go through the five stages described above. Consumers may pass through several stages, return to the previous stage or even stop at a certain stage (Kotler & Keller 2012). Based on careful thought, this research will only use four of the five processes that are theoretically defined, namely "need recognition," "information search," "alternative evaluation" and "purchase." Consumer satisfaction is the attitude shown by consumers after making a purchase of a product or service. This attitude arises because of the difference between the expectations and perceptions that consumers have of the purchased product or service with the reality (Tao 2014). Tjiptono (in Al Fian & Yuniati 2016) reveals that there are six dimensions to measure customer satisfaction, namely: (1) Overall Customer Satisfaction, asking directly to consumers about the level of satisfaction felt after using a product or service; (2) Dimensions of consumer satisfaction, consumers are asked to give an assessment of a product or service based on certain dimensions such as service quality and staff friendliness and consumers are asked to choose which dimension has the most influence on the level of perceived satisfaction; (3) Confirmation of expectations, consumers are asked to give an assessment of a product or service based on the level of conformity between the expectations held by consumers with the actual performance provided by the product or service; (4) Repurchase interest, consumers are asked to choose whether to repurchase the product or service; (5) Willingness to recommend, satisfied consumers will certainly recommend the product or service to their friends or family; (6) Consumer dissatisfaction, looking at the aspects that arise as a result of the dissatisfaction felt by consumers, namely complaints, returns of goods, and bad ratings given.

In this study, all dimensions of guest satisfaction were not used, based on observations that had been made, it was decided to only use four of the six dimensions, namely, "overall satisfaction," "confirmation of expectations," "interest in repeat purchases" and "willingness to recommend." All matters relating to CHSE standards and certification are regulated in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 13 of 2020 concerning Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism Sector during the Handling of the 2019 Coronavirus Disease Pandemic which defines:

> *"The process of granting certificates to tourism businesses, tourism destinations, and other tourism products to provide guarantees to tourists for the implementation of cleanliness, health, safety, and environmental sustainability in accordance with existing health protocols and guidelines in the context of preventing and controlling Corona Virus Disease 2019."*

CHSE certification is given by the Ministry in the form of the "I do Care" logo to tourism businesses, tourism destinations, and tourism products that have met the requirements. The dimensions of the CHSE certification, namely cleanliness, health, safety, and environmental sustainability, need to be carried out not only by the management and resources in the business or tourism destination but also by visitors/guests/users. The Ministry of Tourism and Creative Economy also provides guidance on the application of CHSE in various types of tourism businesses, tourism destinations, and tourism products.

3 METHODS

This study uses a descriptive and correlational method with a quantitative approach (Suryani & Hendryadi 2015) which is considered suitable because it has the aim of getting results whether domestic guests are satisfied with their decision to stay in a hotel during the COVID-19 Pandemic and how much their (domestic guests) decision to stay can affect their satisfaction.

Sampling was carried out using an accidental sampling technique where the sample was determined based on chance, namely anyone who met the sample criteria needed in this study (Agung 2012). What is meant by the sample in this study are domestic tourists who have stayed at hotels during the COVID-19 pandemic in Indonesia. Sampling was carried out using the Cochran formula with an error rate of 10%. The confidence level used was 95%. The proportion of the population in this study was estimated at 50% in the worst case scenario. This exact proportion can be used because there were no definite proportion that could be used before the research was carried out, so the number 96.4 is rounded up by 100 respondents and 110 respondents fill out a questionnaire distributed online. The scale used to test the two variables (purchase/decision to stay and guest satisfaction), the Likert scale for 4-level statements, the nominal scale for the demographic data of the respondents, with a total number of instruments are 23. The calculation was carried out with the help of the SPSS 20 for Windows program.

Several tests were used in this study as a process in achieving the research objectives, namely reliability tests to measure the level of consistency of respondents in answering the questions, validity tests to measure whether respondents understood and experienced for themselves the statements presented to them, descriptive statistics were useful for describing the mean results of the two variables using the interval formula, so the interval results are as in Table 1.

Table 1. Interpretation.

Interval	Buying Decision (Independent Variable)	Guest Satisfaction (Dependent Variable)
1,00 – 1,75	Very Inaccurate	Very Dissatisfied
1,76 – 2,50	Inaccurate	Dissatisfied
2,51 – 3,25	Accurate	Satisfied
3,26 – 4,00	Very Precise	Very Satisfied

The Correlation Coefficient, The Coefficient of Determination is useful for getting the relationship between variable and the final results of this study.

4 RESULTS AND DISCUSSIONS

4.1 *Reliability test*

Statements in the "decision to stay" variable get a Cronbach's Alpha value of 0.770; 12 statements in the "guest satisfaction" variable get a Cronbach's Alpha value of 0.937. 110 respondents were able to answer consistently in the statement of "decision to stay" variables and were able to answer very consistently in the statement of "guest satisfaction" variables.

4.2 *Validity test*

In the "decision to stay" variable, out of 11 statements there is one invalid statement because the calculated r value (0.102) is smaller than the r table value (0.187), so the statement "I have a need that requires me to stay at a hotel during the pandemic" cannot be used in the next testing process. The possible answer as to why respondents do not experience this statement is because respondents may not have special needs that require them to stay in the hotels during the pandemic. Respondents may stay in the hotels during the pandemic with the aim of taking a vacation, unwinding, or just wanting to feel a new atmosphere so their stay overnight in the hotel is not a "must" but an option. Meanwhile, for the "guest satisfaction" variable, the calculated r value for each statement item used to measure the guest satisfaction variable is greater than the r table, which is 0.187. This shows that each item statement can be understood well by the respondents so that it can be concluded that all statement items can be said to be valid and can be used in this study.

4.3 *Respondent data*

Respondents were dominated by women (76.4%). This most likely happened because women tended to follow the existing trend, in this case the trend of staycations in hotels during the COVID-19 pandemic, compared to men. So it is very reasonable that the number of respondents who stays in the hotel during the pandemic were dominated by female respondents, with a dominant age of 18–25 years (56.4%). Conditions of the pandemic required most activities, ranging from learning activities to work, to be carried out indoors, making respondents in the age range of 18-25 years feel bored more quickly with the activities they do and the atmosphere they feel every day so there is a high chance that they will try to find a new atmosphere, such as by doing a staycation at a hotel or taking a short vacation, because the most staying areas are in Jakarta (25.2%) and Bandung (16.6%), with the purpose of staying at 60.9%. Respondents' knowledge of CHSE of 61.8% stated that they knew about this condition; this might happen because potential tourists feel hesitant to travel without a clear policy so they seek information about policies, in this case the CHSE policy, which regulates and ensures that activities of traveling can be done safely and supported by clear health protocols before traveling.

4.4 *Result of mean variable*

The four dimensions of staying decision variable have a mean value of 3.7955 for "need recognition," 3.400 for "information seeking," 3.4939 for "evaluation of alternatives," 3.5061 for "purchase," and the mean of "decision to stay" variable is 3.5489. "Recognition of needs," "searching for information," "evaluating alternatives," and "purchasing," are in the average value interval of 3.26–4.0 so it can be concluded that respondents feel that the decision taken to stay at a hotel during the COVID-19 pandemic is "very appropriate." The guest satisfaction variable had a mean value of 3.4091 for "overall satisfaction," 3.4515 for "confirmation of expectations," 3.3364 for "repurchase interest," 3.2758 for "willingness to recommend," and the mean "guest satisfaction" variable was 3.3682. Thus it can be concluded that respondents feel "very satisfied" after staying at the hotel during the COVID-19 pandemic.

4.5 *Final result*

The results of the calculation of the Pearson correlation between the "purchasing decision" variables and "guest satisfaction" variables are worth 0.449 which are "fairly strong" relationships in the interval 0.251–0.50. Based on the calculated significance value (0.000 which is smaller than the value of 0.05), it is concluded that the relationship between "purchasing decision" variables and "guest satisfaction" variables is positive, one-way, and linear. The result of the calculation of the coefficient of determination is 20.2%, meaning that the decision to stay for domestic guests at the hotel during the COVID-19 pandemic affects guest satisfaction by 20.2%. This is possibly because hotels during the pandemic limited many facilities that cannot be enjoyed by guests, for example the closing of spa facilities and swimming pools, and food and beverage variants are limited, and thus there is not an increase in guest satisfaction even though the room rate has been lowered a lot.

The mean variable for the decision to stay is 3.5489, which means that the decision to stay is considered "Accurate." Most hotels in Indonesia already have and apply the CHSE certification so that guests feel safer when staying at hotels compared to other types of accommodation, especially in the current pandemic conditions. The availability of facilities and infrastructure supporting tourism activities that prioritize safety, health, and comfort when traveling is the main concern. The lowest average value can be in the information search indicator, which is 3.40. This may happen because there are still potential tourists who do not know about the CHSE policy so that the search for information is limited to the hotels in the area that they are going to visit. Prospective tourists also assume that every hotel, especially five-star hotels, will of course implement strict health protocols, especially in the current pandemic conditions, so there is no need to seek further information about the implementation of health protocols in each hotel. After the "information search" indicator, the next lowest average value is found in the "alternative evaluation" indicator, which is 3.49. This may happen because there are some potential tourists who feel that evaluation of alternatives is unnecessary for various reasons, such as they have found a hotel that suits their needs and desires, they're having no other hotel choices because they do not go through the information search process before making a decision and making a purchase, etc. The results show that there are several respondents who did not go through the information search and alternative evaluation stages before deciding to make a purchase. This is in accordance with the theory expressed that not all consumers go through all stages of the purchasing decision-making process. The mean "guest satisfaction" variable is 3.3682, it can be concluded that respondents feel "very satisfied" after staying at the hotel. This may occur because of the implementation of the CHSE policy which is one of the supporting factors for safe and comfortable hotel management so that guests feel satisfied with the experience they get during their stay at the hotel. The satisfaction felt by guests is of course also supported by other factors such as service quality, product or service quality offered, and other factors not discussed in this study. The lowest average value is found in the "willingness to recommend" indicator, which is 3.28. This may occur because the experiences felt by some respondents during their stay at hotels, especially during the COVID-19 pandemic, were not good enough or classified as standard to tell others so that there was no encouragement that made respondents want to recommend the hotel where they stayed while traveling to others. After the "willingness to recommend" indicator, the next lowest average value is found in the indicator of "repurchase interest," which is 3.34. This may happen because tourists feel unsatisfied during their stay at the hotel so there is no intention to stay again at the same hotel or even though tourists are satisfied, there is no reason that tourists will return to visit the area where the hotel is located so there is no reason for tourists to stay again or to try other facilities offered by the hotel. Although the average value for these two indicators is lower than other indicators, it is still in the 3.26-4.0 interval, indicating that guests are "very satisfied" while staying at the hotel during the COVID-19 pandemic. The results of this study are in accordance with the theory expressed, namely satisfied customers will repurchase and recommend products or services to others.

5 CONCLUSION AND IMPLICATION

The decision to stay for domestic guests during the pandemic was judged by them to be "accurate," and they felt "very satisfied" even though in the end the study showed a small effect (20.2decision" and "guest satisfaction" was unidirectional and positive. The results of low influence with high mean values in both variables can be caused by several things. There are still statements of disagreement in several instruments

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Perceptions and attitudes of Indonesian employees in hospitality industry towards tourists from China

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ABSTRACT: The increasing number of Chinese tourists in Indonesia should anticipated service quality improvement. In this case, a study on hospitality workers' perceptions and attitudes is crucial since they affect the workers' behavior in providing service. This study aims to examine the employee's perceptions and attitudes when they deal with Chinese tourists at work. A survey was conducted with a sample of 312 hospitality industry employees in Jakarta and its surrounding areas, who have prior interaction with Chinese tourists at work. Quantitative data analysis revealed that out of thirty indicators for perception, the hospitality workers mostly showed a positive perception, while negative perceptions were only found in five indicators. In terms of attitude, there were no noticeable differences in employee attitudes when handling Chinese tourists. This study adds to the conceptual literature on service and human resource management by adding new empirical evidence to the present literature.

Keywords: Employees' Perception; Employees' Attitudes; Hospitality Industry; Tourists from China.

1 INTRODUCTION

Statistically, China's outbound departures grew from 10 million in 2000 to over 97 million in 2013, making the country the world's fastest-growing market. China's expenditure on outbound travel reached US$102 billion in 2012, making it the first tourism source market in the world in terms of spending (UNWTO 2013). Additionally, the growing number of Chinese tourists visiting Indonesia, in particular, was partly due to the promotional events sponsored by the Ministry of Tourism in major Chinese cities. The number of Chinese tourists who arrived was 214,427, which was higher than the 205,855 Malaysian tourists, 125,153 Singaporese, 123,777 from Timor Leste, and 42,680 from India (Tempo 2018). Numerous empirical research on outbound tourism from China has been conducted during the previous two decades. Collectively, this research examined a broad range of contexts. The quantity of findings demonstrates academics' significant interest in Chinese outbound tourism, the existence of numerous research fields, and the need to understand this critical market. In general, the research mostly comprises three areas: (1) destination-related, (2) tourist-related, and (3) source market-related (Tse 2015).

Research on destination-related topics mostly focused on the destination preference development that is most likely visited by Chinese tourists. Additionally, Zhang and Heung (2002) reported three stages of destination development. The first stage began in 1983 when Hong Kong and Macau became popular tourist destinations for visiting friends and relatives. The second stage began in 1990, with the fame of Southeast Asian countries such as Singapore, Malaysia, and Thailand. The third stage began in 1999, with the recognition of non-Asian countries such as Australia and New Zealand as "acceptable destinations" (Zhang & Heung 2002). Meanwhile,

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tourist-related research mostly deals with who they are, why they travel, and how they act at a destination. The research area is diverse: some Chinese tourist studies are undertaken regardless of destination, while others are conducted within the context of a specific destination. The wide array of this research range from travel activity preferences (Chow & Murphy 2008), independent tourists' characteristics (Xiang 2013), intention to consume local food (Suntikul et al. 2020), and food habit and consumption (Lin et al. 2020). The last area is source market-related. China is fundamentally a socialist state exercising political control from the center, and such control is also evident in outbound tourism. Conventional destination-related research could not adequately explain the phenomenon. The approved destination status policy and individual visit scheme are effectively a kind of state control on tourist flow (Tse 2015). The samples involve study on tourists between China and India via a geopolitical lens, demonstrating how such an approach allows us to better comprehend the global politics (Hannam 2013), how the outbound tourism is in line with political agenda, and a form of soft power (Tse 2013; Xu et al. 2020), and the analysis of how the social and bureaucracy on oversea travel trigger the birth of "new" Chinese tourists (Arlt 2013).

Although the arrival of Chinese tourists in Indonesia was skyrocketed, studies on Chinese tourists remain scarce. While navigating with the keyword of "Chinese tourist in Indonesia", recent studies report about cultural touristic experiences (Darma Putra et al. 2021), and purchasing intentions (Budi et al. 2021). We argue that one of the crucial areas that need to be investigated is the readiness of the hospitality industry workers in handling Chinese tourists. The language barrier and cultural difference might present a barrier to providing service, and negatively affect tourists' experience (Ying et al. 2018). What is more, the worker's perceptions of the Chinese tourists, regarding the negative news in the media (Fernquest 2016; Mariano 2019; Tatlow 2016) should be comprehensively investigated since they will affect their attitude in providing successful service quality. In other words, an employee's attitude toward a certain object is determined by his or her perspectives (Robbins 2003; Robbins & Judge 2017). In short, tourists' contentment is influenced by services when they engage with officers throughout the holidays. For instance, when communicating with the airport, transportation, hotel, or tourist attraction officers (Yeung & Leung 2007). Due to the scarcity of such critical research, particularly in the Indonesian context, this study investigates the perceptions and attitudes of Indonesian hospitality industry workers, as well as the effect of perception on employee attitudes toward Chinese tourists.

2 LITERATURE REVIEW

2.1 *Perception*

Perception is the process by which an individual organizes and interprets his impressions to give meaning to his environment (Robbins & Judge 2013). What a person perceives may be different from reality. For example, an employee has a perception of Chinese tourists that they provide high income for the local government; or Chinese tourists spend large sums of money while on vacation in Indonesia, or the arrival of Chinese tourists to Indonesia creates job opportunities. The employee's perception is not necessarily by reality. Everyone's perception is different. The difference is caused by the situation, perceiver, and target of the person. Whereas a person's attitude is based on the employee's perception (Robbins & Judge 2013). In practice at work, employees judge guests based on their bias perception, such as selective perception (judge someone based on interest), halo effect (judge someone based on a single characteristic), contrast effects (judge someone based on comparing to another person), and stereotyping (judge someone based on the group that person belongs. Front-liners who serve the guests directly must aware of their subjective judgments (Yeung & Leung 2007).

A person's perception can include perceptions in economic, social, and ecological aspects (Ministry of Tourism & Creative Economy 2012; Rasoolimanesh et al. 2019; Ritchie & Crouch 2003; UNWTO 2021). Perceptions in the economic aspect are related to the economic impact obtained by the arrival of Chinese tourists. While the social aspect is related to the social impact that arises with the arrival of Chinese tourists. The ecological aspect is related to the impact of environmental sustainability on the arrival of Chinese tourists. Based on that theory, this study intends to see whether employees' perceptions of Chinese tourists affect their attitudes towards these tourists. Rasoolimanesh et al. (2019) found that people's perceptions are affected by the negative impacts of tourism.

2.2 *Attitude*

Attitude is an evaluative statement or assessment of certain objects, people, or activities. Attitudes are divided into cognitive, affective, and behavioral aspects (Robbins & Judge 2013). Cognitive components are opinions, beliefs, ideas, knowledge, or information about certain objects (Robbins & Judge 2013; Yeung & Leung 2007). The cognitive stage is the evaluation stage. Indicators at the cognitive stage involve verbal expressions of beliefs or thoughts or non-verbal perceptual reactions, for example, "the arrival of Chinese tourists provides high income for local governments." The affective component concerns a person's feelings based on the cognitive component. This aspect concerns verbal expressions that are felt related to objects, psychological reactions, facial expressions, and other non-verbal indicators of positive and negative feelings, for example "I am happy with tourist arrivals from China because it provides high income for local governments." While the behavioral component is an action that appears based on cognitive and affective components. This component concerns intentions, plans, commitments, for example, "I hope tourists from China continue to come to Indonesia, I want more tourists from China than tourists from other countries, I prefer tourists from China than tourists from other countries." Considering that the cognitive aspect has been described in the perception variable, the attitude variable in this study only uses affective and behavioral aspects.

Simbine and Tukamushaba (2020) found that hotel employees' attitudes (and perceptions) are the predictors of their behavior. They argue that employees' behavior impacts organizational competitiveness. In this case, managers must reward the employees with financial and non-financial incentives to motivate them for positive perception and attitude. The higher employees' job satisfaction will improve the service quality, such as express positive attitude.

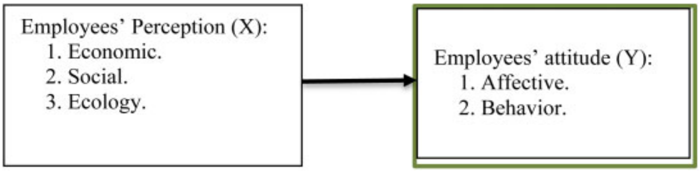

Figure 1. Research framework.

We developed a hypothesis (H1) to guide the research objectives:

Ho: There is no positive and significant influence of perception on attitudes of employees in the hospitality industry towards Chinese tourists.
Ha: There is a positive and significant influence of perception on attitudes of employees in the hospitality industry about Chinese tourists.

3 METHOD

This study adopted a survey as research methodology with quantitative descriptive analysis (Easterby-Smith et al. 2015). Thus, a questionnaire was distributed for hotel industry employees in Jakarta and its adjacent areas, with prior interaction with Chinese tourists serving as an inclusion criterion. Since there was no precise data of the population, a random sample of 312 research participants was considered representative and fit the criteria (Hair et al. 2018). Convenience sampling is adopted to generate a representation of the total population (Neuman 2014).

To reach the participants, both online and offline questionnaires were distributed with the assistance of the authors' professional networking. The research instrument is comprised of two sections. The first section discusses the respondents' characteristics, including their gender, age, income, formal education, type of business, position at work, years of service, and domicile. The second section contains data concerning the participants' perception as the independent variable (X) and attitude as the dependent variable (Y). Economic, social, and ecological factors all influence staff perceptions of Chinese tourists in the hospitality business. Attitude encompasses both affective and behavioral components.

The instruments for perception were adapted from (Rasoolimanesh et al. 2019), while instruments of attitude were from Robbins and Judge (2013), four-Likert Scale was utilized with 1 showing strongly disagree and 4 showing strongly agree. SPSS 23 was adopted to analyze the data to investigate the validity, reliability, descriptive tests (frequency and mean), correlation tests, simple linear regression tests, and t-test.

4 RESULTS AND DISCUSSION

4.1 *Validity and reliability test*

The validity test was performed using $df = n - 2 = 312 - 2 = 310$ respondents. With a tolerance level of 5%, the r-table is 0.113. All statements in the perception variable (X) had values greater than the r table, ranging from 0.156 to 0.602. Thus, all statements are valid. The attitude variable statement (Y) had a range of 0.273 to 0.651 or > r table. Thus, all statements are also valid. The reliability test for both variables is 0.856 and 0.921, confirming that the reliability is satisfactory (Cronbach's Alpha > 0.8).

4.2 *Respondents' profile*

The respondents were male (51 %) and female (49%). The respondents' age were 18–28 years (72.8%), 29–39 years (12.5%), 40–49 years (8.3%), above 49 years (6.4%). The respondents' income was various among under IDR 3.7 million (34.6%), IDR 3.7–4.7 million (24.4%), above IDR 4.7 million (41%). The respondents' educational were high school (24.7%), diploma I/II/III (21.5%), diploma IV/undergraduate degree (48.1%), master's degree (5.4%), and others (0.3%). The respondents work with a wide range of service providers. The worked in accommodation (47.1%), restaurants (18.3%), travel agents (18.6%), transportation (1.6%), and others (14.4%). The respondents' positions at work were operational staff (71.8%), supervisor (16%), and others (12.2%). The respondents' length of work was less than a year (68.9%), 1–5 years (19.2%), 6–19 years (11.2%), 11–15 years (0.3%), and 16-20 years (0.3%). The domicile of the respondents was in Jakarta (66%), outside Jakarta (29.8%), and abroad (4.2%).

4.3 *Descriptive analysis*

Variable X (perception) is analyzed based on economic, social, and ecological aspects. In terms of the economic aspect, the majority of respondents agree with the statements that (1) Chinese tourists spend large amounts of money while on vacation in Indonesia.'; (2) The arrival of Chinese tourists to Indonesia creates job opportunities; On the contrary, the majority of respondents do not agree with the statements that (1) the arrival of Chinese tourists to Indonesia affects the future of their work careers; (2) their income increases with the arrival of Chinese tourists to Indonesia, and (3) the visit of Chinese tourists to Indonesia increases their standard of living.

Based on the social aspect, the majority of respondents disagree that (1) There is no problem communicating with Chinese tourists; In other words, it shows that there is a problem in communicating with Chinese tourists. Meanwhile, the majority of respondents agree that Chinese tourists enjoy interacting with Indonesian people and the arrival of Chinese tourists has a positive influence. Finally, the results based on ecological aspects show that the majority of respondents disagreed with the statements: (1) Chinese tourists like cleanliness; (2) Chinese tourists do not litter; Meanwhile, the majority of respondents agree that (1) Chinese tourists do not make vandalism in tourist destinations; (2) Chinese tourists care about environmental sustainability. Based on the frequency and mean value of the perception variable, it can be seen that the majority of respondents have positive perceptions in terms of economic (mean 2.53) and ecological aspects (mean 2.59) but tend to have negative perceptions in social aspects about the arrival of Chinese tourists in Indonesia (mean 2.49).

Variable Y (attitude) is divided into affective and behavioral aspects. The results of the analysis related to affective attitudes show that the majority of respondents agree with most of the affective statements: (1) I am happy because the arrival of Chinese tourists provides high income for local governments; (2) I am happy that Chinese tourists spend large sums of money while on vacation in Indonesia; (3) I am glad that the visit of Chinese tourists creates job opportunities for me; (4) I am happy that the visit of Chinese tourists causes my income to increase; (5) I feel the friendship when communicating with Chinese tourists; (6) I am impressed that Chinese tourists enjoy interacting with people in Indonesia; (7) I am happy because the arrival of Chinese tourists gives positive influence on me; (8) I am impressed that Chinese tourists like cleanliness; (9) I am impressed that Chinese tourists do not litter; (10) I am impressed that Chinese tourists do not make vandalism in tourist destinations; (11) I am impressed that Chinese tourists care about environmental sustainability. Meanwhile, there are only a small number of affective statements where respondents disagree, namely: (1) I am happy that the visit of Chinese tourists affects the future of my work career; and (2) I am happy that the visit of Chinese tourists to Indonesia improves my standard of living. Furthermore, the respondents strongly agreed with the statement "I'm impressed those Chinese tourists don't do vandalism in tourist destinations" (mean 2.83) but disagree with the statement "I am glad that the visit of Chinese tourists affects the future of my work career" (mean 2.45). The respondents' affective attitude showed that the respondents think that Chinese tourists don't do vandalism, but their visits don't affect respondents' future careers.

Table 1. Mean of perception and attitude.

No.	Variable	Sub-variable	The highest mean	The lowest mean	The average mean
1	Perception	Economic aspects	Chinese tourists give high income to Indonesia (mean 2.83).	My income increases with the arrival of Chinese tourists to Indonesia (mean 2.23).	2.53
		Social aspects	Chinese tourists' arrival gives me positive impact (mean 2.61).	There is no problem to communicate with Chinese tourists (mean 2.29).	2.49
		Ecological Aspects	Chinese tourists don't do vandalism in tourist destinations (mean 2.90).	Chinese tourists like cleanliness (mean 2.40). Chinese tourists don't litter (mean 2.40).	2.59
2	Attitude	Affective	I'm impressed that Chinese tourist don't do vandalism in tourist destinations (mean 2.83).	I am glad that the visit of Chinese tourists affects the future of my work career (mean 2.45).	2.60
		Behavior	I hope tourists from China continue to come to Indonesia (mean 2.87).	I prefer tourists from China to tourists from other countries (mean 2.02).	2.41

The analysis related to *behavioral aspects* of attitude shows that the respondents disagree with the statement "I prefer tourists from China to tourists from other countries (mean 2.02)". Meanwhile, they agreed with the statement: I hope tourists from China continue to come to Indonesia (mean 2.87). The results of the analysis show that most respondents do not want more tourists from China, do not prefer Chinese tourists compared to other tourists, but on the contrary, they expect Chinese tourists to continue to come and influence Chinese tourists to visit again. This implies that the most of respondents do not choose Chinese tourists as a priority to visit Indonesia.

4.4 *Correlation test and coefficient determination test*

The correlation test for perception variables on employee attitudes in the hospitality industry using the Pearson correlation is weak (correlation test 0.448 or below 0.5). Meanwhile, R Square showed that the influence of perception toward an attitude of employees in the hospitality industry was 20%, while the remaining 80% was influenced by other variables beyond this research.

4.5 *T-test*

Hypothesis testing using a t-test (simple regression coefficient test) was calculated for the following hypothesis:

Ho: There is no positive and significant influence of perception on attitudes of employees in the hospitality industry towards Chinese tourists.
Ha: There is a positive and significant influence of perception on attitudes of employees in the hospitality industry about Chinese tourists.

Based on the simple regression coefficient test, the t count was 8.815 > + t table. Therefore, Ho was rejected, and Ha was accepted. The significance value was 0.000 < 0.05. The result showed that there was a positive and significant influence of perceptions on attitudes of employees in the hospitality industry towards Chinese tourists.

5 CONCLUSION AND IMPLICATIONS

The perception of employees in the hospitality industry about Chinese tourists shows that on average employees have positive perceptions in economic and ecological aspects but have negative perceptions in social aspects about the arrival of Chinese tourists in Indonesia. Based on the Pearson correlation test, the relationship between perception variables and employee attitudes in the hospitality industry is weak. The contribution of employees' perceptions to their attitudes is only 20%, while the remaining 80% is influenced by other variables. However, the simple regression coefficient test shows that there is a positive and significant influence of employees' perceptions on their attitude toward Chinese tourists.

In terms of the economic aspect, there must be created the product and the services that attract the attention the Chinese tourists to spend some more money when they visit Indonesia. For the social aspect, the service provider (e.g., hotels, restaurants, or travel agents) is better to learn the Mandarin language to solve communication problems. For the ecological aspect, the service providers should inform the Chinese tourist to have environmental awareness politely. Finally, since perception has a positive and significant effect on the attitudes of employees in the hospitality industry about Chinese tourists, the supervisor in the hospitality industry needs to influence subordinates to have a positive mindset about Chinese tourists.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Consumers' perceived risk and dining-out intention during COVID-19 pandemic

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ABSTRACT: The purpose of this paper is to examine the effect of perceived risk on consumers' behavior using the Theory of Planned Behavior (TPB) and their dining-out intention in a restaurant during the COVID-19 pandemic. In this study, there are samples from 156 respondents from Malang, East Java, Indonesia, which were collected using an online survey between January and March 2021. Partial Least-Squares Structural Equation Modeling (PLS-SEM) was performed to investigate the influence amongst the constructs. The results indicate that the risk perception of COVID-19 has a significant influence on attitude, subjective norm, and perceived behavioral control. On the other hand, consumers' food consumption intention to eat at restaurants during the pandemic is significantly influenced merely by the attitude and the perceived behavioral control. The results confirmed the previous studies to verify the TPB model to predict consumers' behavior and their consumption intention during a pandemic.

Keywords: Perceived Risk; dining-out intention; theory of planned behavior; COVID-19 Pandemic

1 INTRODUCTION

The COVID-19 pandemic is a worldwide outbreak that has altered various aspects of human life. The outbreak that started in China at the end of 2019 has spread to hundreds of countries all over the world. The hospitality and tourism businesses are vulnerable and can get affected by natural disasters including the current COVID-19 pandemic (Dube et al. 2021). In most cases, it can also result in significant financial losses (Kim et al. 2020). The restaurant industry is one of the several industries that have suffered tremendous losses due to COVID-19, even more, because of the dread that has arisen due to the push for social distancing.

The COVID-19 outbreak has created a lot of concern because of the drop in demand for food consumption and the avoidance of eating out (Kim et al. 2020). Negative perceptions about the high risk of infection can cause stress (Zhong et al. 2021) and negative emotions such as dread and worry are common things that many people feel during the COVID-19 (Bae & Chang 2021). Therefore, it is not surprising that many consumers have reduced their consumption of eating at restaurants because they are overshadowed by the risk of getting infected by the COVID-19. According to Bish and Michie (2010), people will behave protectively in times of a pandemic. Their protective behavior can be attributed to the fear of the risk of getting infected (Lindell & Perry 2012). A study conducted by Zhang et al. (2020) during the avian flu outbreak in China in 2017 showed that the perceived risk of avian influenza (H7N9) influenced the perceived risk of consuming poultry, which had a direct influence on the intention in consuming poultry meat. Zhang et al. (2020) employed a consumer behavior approach using the Theory of Planned Behavior (TPB) to identify attitudes, subjective norms, and perceived behavioral control of respondents in China. The results of the study also confirm the TPB as a model that can predict consumer interest in consuming poultry

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meat during the pandemic. Several studies have been undertaken to investigate the perception of risk in pandemic conditions using the TPB approach to predict the food consumption behavior of consumers (Bae & Chang 2021; Long & Khoi 2020; ;hang et al. 2020; Zhong et al. 2021) but not many have focused specifically on consumers' consumption in restaurants. Thus, researchers are interested in adopting the TPB approach to investigate the effect of risk perception on consumer behavior in restaurants and its impact on dining-out intention. As stated by Khan (2020) that this global pandemic should be seen as a lesson for business owners or operators to get ready and plan the right strategy to be better prepared to enter the new normal era. Therefore, it is very essential to conceive the new patterns of consumer behavior when they are dining out so food businesses can meet consumer wants and needs more precisely (Zhong et al. 2021).

2 LITERATURE REVIEW

2.1 *Perceived risk*

Bauer (1960) was the first to introduce the perceived risk concept, which in the explanation of consumer behavior was commonly in marketing studies. Risk perception, according to Bauer (1960) is concerned with subjective perceptions or value judgments about uncertain situations that develop as a result of a risk. Risk perception in the context of customers can be defined as an expectation of the possibility of potential loss and negatively affects attitudes into behavior (Chen et al. 2017). The concept of perceived risk is widely employed by researchers since a person's risk perception becomes the main determinant of human behavior (Dillard et al. 2012).

Research conducted by Zhang et al. (2020) stated that the perceived risk of health issues associated with consuming poultry during a bird flu outbreak in China has led to consumer aversion to poultry consumption. When consumers believe there is a risk of infection from eating poultry during an outbreak, they are more likely to be concerned about becoming infected and avoid eating poultry. When a person perceives a risk, they tend to engage in preventive health practices to avoid or reduce the risk (Chen et al. 2017). The perceived risk in this study is the consumer's perception of health-related risks when dine-in in restaurants during the COVID-19 pandemic.

2.2 *Theory of Planned Behavior (TPB)*

The TPB model, an extension of the TRA (Theory Reasoned Action) model has been widely used by many scholars to explain and evaluate human behavior. The TPB model has been applied in various disciplines including in food-related studies (;ong & Khoi 2020; Ting et al. 2017; Zhang et al. 2020). Attitude is a positive or negative assessment of an individual regarding a particular phenomenon (Ajzen 1985). According to Hsu and Huang (2012), attitude often acts as a useful determinant to predict an individual's behavioral intention. Attitude is also developed by consumers' socio-cultural and economic backgrounds (Organ et al. 2015). Subjective norms relate to social pressure that drives individuals to generate a particular action (Rivis et al. 2009). Opinions and suggestions from other people who are considered important can affect a person's interest in consuming food (Bianchi & Mortimer 2015). Perceived behavioral control refers to an individual's perception and belief of an individual's capabilities to control a situation and manage a particular action (Hsu & Huang 2012). Many food-related studies have also found that perceived behavioral control is relevant to examine behavioral outcomes regarding food consumption intention (Paul et al. 2016).

2.3 *Research model and hypotheses*

Based on the TPB model, food consumption intention to dine-in at a restaurant is examined using three aspects of TPB including attitudes, subjective norms, and perceived behavioral control. As for the antecedent of the TPB model, this study argued that consumers' risk perception has an essential role to affect an individual's behavior that led to food consumption intention.

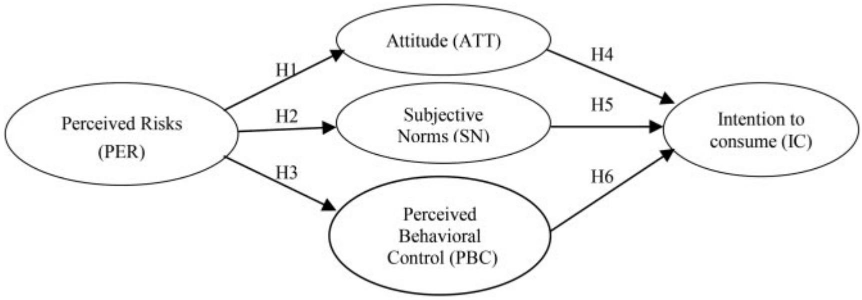

Figure 1. Research model.

Prior studies have shown that an individual risk perception determines his or her behavior both from attitude, subjective norms, and perceived behavioral control which ultimately affects his behavioral intention (Bae & Chang 2021; Zhang et al. 2020). An individual's behavior changes when they have a negative perception of the dangers of getting infected with the coronavirus, particularly the health implications. The fear of COVID-19 has developed a negative attitude toward dining out in a restaurant. The higher the risk perception of COVID-19, the more unfavorable attitudes toward food consumption and the more difficult it is to control the situation when dining out in a restaurant. Furthermore, the perception of elevated risk during a pandemic will cause consumers to be more considerate to suggestions and comments from their family and significant others (Jin et al. 2014).

Hypothesis 1: Risk perception of the COVID-19 pandemic has a significant influence on attitude.
Hypothesis 2: Risk perception of the COVID-19 pandemic has a significant influence on subjective norms.
Hypothesis 3: Risk perception of the COVID-19 pandemic has a significant influence on perceived behavioral control.

Previous studies confirmed the validity of the TPB model during a crisis (Bae & Chang 2021; Long & Khoi 2020; Zhang et al. 2020). In the context of predicting consumers' interest to consume during the COVID-19 pandemic, attitude is an evaluation in the context of food consumption behavior. When an individual has a positive attitude, then their interest in something is getting high (Ajzen & Fishbein 2005). Zhang et al. (2020) in their study revealed that subjective norm toward poultry consumption becomes a positive antecedent of individual intention to the poultry consumption during bird flu. During the COVID-19 pandemic, consumers may be given pressure by the family members or close friends not to dine in restaurants, thus they may avoid doing so. In addition, perceived behavior control refers to the perception of an individual toward his or her capability to perform a certain action (Hsu & Huang 2012). In the context of a pandemic, if consumers perceive that the restaurant, they are visiting is safe, they are more likely to return to that restaurant. We argued that the positive association between TPB elements and intention to consume is still valid in a crisis such as the COVID-19 pandemic.

Hypothesis 4: Attitude toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant.
Hypothesis 5: Subjective norms toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant.
Hypothesis 6: Perceived behavioral control toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant

3 METHOD

The measurement items for each construct were adapted from prior studies and modified to fit the research context. Questionnaire indicators of perceived risk and eating behavior in a restaurant during the COVID-19 pandemic were adapted from Zhang et al. (2020) and Chen et al. (2017). While the measurement indicators for food consumption intention were adopted from Zhang et al. (2020). The measurement scale of a 7-point Likert scale was employed that ranged from 1 (strongly disagree) to 7 (strongly agree), except the construct of attitude. Attitude toward dining consumption during the pandemic was measured using a 7-point semantic differential scale.

Data were collected by distributing online questionnaires through google form between January and March 2021. Before the main questionnaires were distributed, a pilot study was undertaken at the beginning of December 2020, in which 30 questionnaires were randomly distributed to ensure that all items in the questionnaire were valid and reliable. Based on the result of the pilot study, the questionnaire was adjusted and finalized. Non-probability sampling using the convenience method was employed in this study by distributing questionnaires to people who live in the city of Malang, which is the second-largest city in East Java. A total of 177 responses were collected, of which 159 were valid and used further in the main survey.

The data collected in this study were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) technique based on SmartPLS version 3. A significance testing using 5000 bootstrapping subsamples was used to accept or reject the hypotheses (Hair et al., 2017).

4 RESULTS AND DISCUSSION

4.1 *Profile of respondents*

Of the 156 respondents, 85 were female (54%) and 71 were male (46%). The majority of the respondents were young adults aged 17 to 25 (49%), and 26 to 34 (21%) with the level of education of senior high school and undergraduate degree (87%). Most of the respondents were students/college students (42%), employees (28%), and entrepreneurs (20%) with a monthly income of less than IDR 8 million. Prior to the COVID-19 outbreak, respondents were most likely to eat out 1-3 times each week (61%). During the pandemic, around 46% dined out only once and 28% never dined out.

4.2 *Assessment of measurement model*

Table 1 summarizes the measurement properties derived from the structural model calculation. Factor loadings, composite reliability (CR), and average variance extracted (AVE) are performed to assess the convergence validity of each construct (Hair et al., 2017). The result showed that all the items had factor loadings greater than 0.50. Cronbach's alpha which measures the internal consistency reliability of reflected items was estimated, and all the alpha values of all constructs are between 0.614-0.903, indicating that they could be used together as a scale. CR values are greater than 0.7 and the AVE scores exceed the threshold value of 0.5 (Hair et al. 2017). These lead to the evidence that each construct has met the convergent validity requirements.

Table 1. Summary for reflective measurement model.

Variable	Loading Factor	AVE	Composite Reliability
Perceived Risk (PER)		0.538	0.898
The risk of contracting COVID-19 in the restaurant is high	0.856		
Worry of being infected by COVID-19 when having meals at restaurants	0.830		
The chance of COVID-19 patients dining in a restaurant is high	0.856		
Doubt the safety/hygiene of food in restaurants	**0.898**		
The risk of contracting COVID-19 is high when the owners do not apply the health protocol properly	0.469		
The negligence of applying health protocol leads to the spread of the COVID-19 pandemic	0.420		
Not trusting the application of the health protocol in restaurants	0.756		

(Continued)

Table 1. Summary for reflective measurement model.

Variable	Loading Factor	AVE	Composite Reliability
The government's regulation to curb the spread of COVID-19 is not effective	0.614		
Attitude (ATT)		0.634	0.923
Dine-in during COVID-19 is harmful (1)/beneficial (7)	0.840		
Dine-in during COVID-19 is undesirable (1)/desirable (7)	0.790		
Dine-in during COVID-19 is good (1)/bad (7)	**0.889**		
Dine-in during COVID-19 is foolish (1)/wise (7)	0.842		
Dine-in during COVID-19 is unfavorable (1)/favorable (7)	0.668		
Dine-in during COVID-19 is risky (1)/safe (2)	0.774		
Dine-in during COVID-19 is not recommended (1)/recommended (7)	0.749		
Subjective Norm (SN)		0.524	0.766
I consider others' opinions when making decisions to dine in at a restaurant during the COVID-19 pandemic	0.653		
People I know give consideration when I want to dine in at a restaurant during the COVID-19 pandemic.	0.695		
People I know think that it is better not to dine in at a restaurant during the COVID-19 pandemic.	**0.814**		
Perceived Behavioral Control (PBC)		0.623	0.829
I feel that I can dine in at a restaurant safely during the COVID-19 pandemic.	**0.891**		
I can easily find a restaurant that implements a safe health protocol.	0.842		
I believe that I can take an action to reduce risk when dine-in at an unsafe/unclean restaurant.	0.605		
Intention to Consume (IC)		0.786	0.936
I want to dine in at a restaurant during the COVID-19 pandemic.	0.786		
I intend to dine in at a restaurant during the COVID-19 pandemic.	0.912		
I will dine in at a restaurant during the COVID-19 pandemic in the near future.	**0.925**		
I have a strong willingness to dine in at a restaurant during the COVID-19 pandemic.	0.915		

4.3 *Assessment of structural model*

The proposed structural model was tested to examine the causal relationship between constructs and to test the hypotheses. The overall value of the inner VIF is less than 5. The value indicates that there is no multicollinearity and can be used to verify the goodness of fit model. The goodness of fit model test is used to examine the accuracy of the research model in predicting the actual conditions and the relevance among the variables studied in the research model. Table 2 shows the significance of the path coefficient for each hypothesis. all structural path estimates were significant at $p<0.01$ except hypothesis 5. Thus, hypothesis 5 was not accepted because the p-value was 0.260 (>0.01)

Table 2. Significant testing results.

	Path Coefficients	*t* Values	*p* Values	Decision
H1: Perceived risk -> Attitude	–0.519	8.149	0.000**	Supported
H2: Perceived risk -> Subjective norm	0.517	6.227	0.000**	Supported
H3: Perceived risk -> Perceived behavioral control	–0.376	5.236	0.000**	Supported
H4: Attitude -> Intention to consume	0.471	8.207	0.000**	Supported
H5: Subjective norm -> Intention to consume	0.071	1.126	0.260	Not Supported
H6: Perceived behavioral control -> intention to consume	0.399	6.941	0.000**	Supported

$^{**}p < .01$

From Table 2, it can be found that perceived risk significantly influenced consumers' attitudes, subjective norm, and perceived control behavior (p-value <0.01), supporting H1-H3. The results reveal that attitude and perceived behavioral control were negatively affected by consumers' risk perception, while subjective norm has a positive effect on the risk perception. Consumers with a high-risk perception are more likely to have a cautious attitude and it is becoming increasingly difficult to control, particularly when it comes to ensuring that the food provided in restaurants is safe and hygienic. Meanwhile, the opinions of friends and family members have a significant impact when consumers are thought to be at high risk while making dining-out decisions. Consumers are more likely to consider the opinions of others when deciding whether to eat at a restaurant when the risk is higher. The results of this study confirmed the previous research conducted by Zhang et al. (2020) in China during the bird flu pandemic (H7N9). People tend to listen to other people's opinions more during a pandemic to help them decide whether to engage in particular actions (Jin et al. 2014).

The path coefficients in Table 2 showed that consumers' attitudes and perceived behavioral control have a positive and significant effect on consumers' dining-out intention (p-value<0.01), supporting H4 and H6. However, the opinions of others did not significantly influence consumers' food consumption intention during the COVID-19 pandemic (p-value >0.05), rejecting H5. Consumers take other people's opinions into account when assessing the risks associated with dining at restaurants, however, opinions from friends or family members do not enhance consumer interest in eating at restaurants, especially during a pandemic. The results of this study were consistent partially with the study conducted by Zhang et al. (2020). In Zhang et al. (2020), Subjective norm has a significant effect on poultry consumption intention, while in the current study, dine-in consumption intention was insignificantly influenced by a subjective norm. These different results could be due to different pandemic conditions. COVID-19 pandemic has been going on for about a year since the data for this study was collected. Consumers no longer consider what people around and close friends are saying to be significant because information and updates on the pandemic situations are readily available. Thus, in the context of eating out in a restaurant, attitude and behavioral control become the most important determinants of dine-in in restaurants.

5 CONCLUSION

The findings of this study reveal that the perceived risk of the impact of the COVID-19 pandemic has a significant influence on dining out behavior, namely attitude, subjective norm, and perceived behavioral control. Interestingly, consumers' dining-out intention to eat at restaurants during the pandemic is significantly influenced merely by the attitude and the perceived behavioral control, while the subjective norm is not significant in influencing one to eat at a restaurant. Consumers continue to believe that the COVID-19 virus poses a health risk, which influences their eating behavior. The desire to dine-in at a restaurant is more likely to be caused by the consumers' doubts about the desire to eat in a restaurant and the restaurant's preparedness to assure the cleanliness of the food that is processed and delivered to consumers. Suggestions and opinions of close friends and family are no longer a consideration for eating out. This could be due to the length of the pandemic, which has allowed consumers to become accustomed to living with the coronavirus and thus no longer require the advice of others when deciding to eat out.

The TPB model utilized in this study helps us to understand consumers' behaviors and their interest in dine-out during the COVID-19 pandemic. This study should benefit restaurant industry owners or practitioners to understand the current food consumption patterns and what consumers perceive when they decide to eat at a restaurant. Thus, restaurants can improve their readiness to ensure that hygiene and health protocols are followed for the convenience of their consumers. The government is expected to understand consumers eating behavior so that appropriate regulations can be put in place to help the restaurant industry to rebound and prevent the impact of the coronavirus.

The risk perception was primarily focused on physical or health risk; however, further research should incorporate other elements of perceived risk, such as psychological risks, cognitive risk, and effective risk. Furthermore, the sample for this study was taken only from one city, Malang city, which may not be taken as the representative of consumers in general. A future study is expected to collect a larger sample in Indonesia's major cities to provide a bigger picture of dining-out intention during the COVID-19 pandemic.

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Sustainable homestay management in Kampung Tajur, Purwakarta, Indonesia

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ABSTRACT: The purpose of the study was to analyze sustainable homestay management in Tajur Village, Purwakarta, with three indicators, namely Social-Culture, Environment, and Economic. Some of the important points of doing the study are that the owner can improve comfort, safety, and cleanliness of facilities for staying guests, and officeholders in Tajur Village can develop tourist villages to raise community welfare. It used descriptive quantitative methodology. The data were collected through the distribution of a questionnaire on 37 respondents who have homestays. The sampling method using saturated samples. The data analysis method used descriptive statistical analysis and frequency. The results showed that most women who manage homestays get a score of 64.9%. The homestay management has been carried out well and has a mean value of 4.17. One of the Sustainable Indicators was that the economy gets an average score of 4.23, namely an increase in job opportunities, homestay facilities, and community welfare.

Keywords: Homestay Management; Sustainable

1 INTRODUCTION

Rural tourism has become a topic that has emerged recently in the world of tourism, where rural communities prepare the facilities and infrastructure needed to welcome tourists to their villages, especially villages that have received the title of Tourism Village, and these activities are another alternative to gain increased income apart from farming and trading. What do they do? They fix their dwellings so that they are suitable for lodging or homestays for visitors and work together with villagers to build and maintain local wisdom that already exists or has been built in the form of attractions and tourist objects, both tangible and intangible.

Homestay is a concept that is very suitable to support the development of amenities in a tourist destination. Financing in establishing a homestay is not as expensive as building a hotel because it is a residence for residents and can be rented out at affordable prices by tourists.

Considering that Indonesia's greatest tourism potential is culture and nature, homestays strongly support the development of cultural tourism that is supported by nature where the homestay is located, with the concept of returning to nature and offering a sense of the life of the original community and discovering the richness of culture and local wisdom of the local area.

The tourism village has the concept of showing daily life, the quality of life, and the involvement of rural communities as well as the development of the quality of the tourism village products. In the development of the tourism village program, homestays are one part of the tourist attraction offered to tourists during their visits to tourist villages. Homestay is one of the tourism businesses managed by the community in tourism destinations, especially in tourist villages, in the form of the houses of local villagers whose rooms are rented out to tourists. Homestay provides benefits for the community, namely as a forum to participate in developing tourism in their village, and providing job opportunities to improve the welfare of their owners. Therefore, various regions,

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especially villages that have tourism potential, have begun to develop tourist villages as alternative tourist destinations.

Based on research conducted on the development of homestay management, from an economic perspective, the community gets additional income through the houses they rent and homestay development products, namely relatively original products owned by tourist villages which are then developed and managed by the homestay owner's community which becomes a tourist attraction (Widyaningsih 2020). This research will focus on the sustainability of homestay management in the Tourism Village of Kampung Tajur.

Judging from the concept of tourism development which is arranged in a good tourist destination, it has four components, which are commonly called 4A, namely attraction, accessibility, amenities, and ancillary (Cooper 2008). Attractions are the prime commodity of a destination, something to visit, and what activities to do. The availability of appropriate transportation and road access is prime to achieving destination goals. It is called accessibility (supporting facilities and infrastructure). Amenity is another supporting facility in satisfying the needs of guests, such as the availability of accommodation to stay, restaurants at which to eat and drink, and even shops at which to buy souvenirs. Ancillary relates to the availability of an organization or people who take care of the destination. Affirmed in the Decree of the Minister of Tourism and Creative Economy, the homestay is a business in the accommodation sector (Pemerintah Indonesia 2014).

Homestay cleanliness consists of three indicators, namely room cleanliness, bathroom/toilet cleanliness, and food hygiene. Homestay comfort uses three indicators as well, namely service comfort, cultural comfort, and facility convenience. Homestay security also includes three indicators, namely food safety, homestay facility security, and environmental safety. The constraints faced are management constraints and pricing constraints due to the absence of training, and tourist cultural constraints that create cross-culturalism (Aminudin 2015).

Dedi Mulyadi is the regent of Purwakarta who was conducive in building Tajur Village into a nature tourism village. Kampung Tajur provides homestays with the design of traditional Sundanese houses (Mustika 2018).

Tajur Village is located in Pesanggrahan Village, Bojong District, Purwakarta Regency, West Java Province. The air is cool and often foggy with temperatures of 18-28?C, because it is located on the slopes of Mount Burangrang which is 35 km from the center of Purwakarta City. Kampung Tajur offers the concept of ecotourism and local wisdom of Sundanese culture which is still closely attached to its inhabitants, as can be seen from the houses that are shaped like the stilts typical of West Java. With a beautiful rural atmosphere, this tourist village is very suitable as a vacation spot for those who are bored with the hustle and bustle of the city atmosphere.

1.1 *Research problem*

There are several research problems based on problem identification: (a) What are the three criteria for managing homestays? (b) How to identify three criteria for sustainable homestay management?

1.2 *The aim of this study*

Based on the research problem, the objectives to be achieved are (a) describe the three criteria for managing homestays, namely comfort, safety, and cleanliness; and (b) identify three criteria for sustainable homestay management in terms of environmental, economic, and socio-cultural aspects.

2 LITERATURE REVIEW

2.1 *State of the art*

Based on the journal, Model of Sustainable Community Participation in Homestay Program, stratified random sampling was used to select respondents, and 306 people were selected, based on the number of homestay program participants from several locations in Malaysia. Data analysis used SEM. A model of fit between community participation and sustainable development has been successfully developed. This study shows that sustainable homestay development has been influenced by community participation. The existence of a homestay program in a tourist village can improve the community's economy, thereby increasing the quality of life of the community. The current issue of the homestay program now is how to sustain the homestay program in the future (Amin 2015).

Homestay Sustainability as a Form of Community-Based Tourism (CBT): Case Study of Rural Communities in Bavanat-Iran: This explained the methods of collecting data with interviews and group discussions with the community and direct observation. The results of this study were that homestays have made a major contribution to ecotourism both for the area and for the country. However, the financial benefits are disproportionately dispersed, rather limited to owners, close acquaintances, and travel agents. Economic social effects have a positive influence. It is just that there is a lack of strategic supervision and support in this homestay program. This study recommends the establishment of an organization that carries out policies and planning in developing homestays so that financial benefits are evenly distributed and improve community welfare (Pakshir & Vikneswaran 2011).

The other journal: "*Understanding Homestay Sustainability Through Successor Motivational*" used qualitative methods with non-probability techniques and snowball sampling to ensure equal opportunity and to eliminate problems in finding successors. The sample is 12 homestay program successors, who have been interviewed with open-ended questions. The variables used are motivational factors, family encouragement, side income, and as a hobby (Aminudin 2016).

2.2 *Sustainability*

The concept of sustainability has three basic elements, namely environmental, economic and social sustainability (Elington et al. 2011).

Sustainability in economics regarding rural tourism or village tourism is an integrated part of the service and industry sector that is recognized as a valuable tool for the economic development of the village community (Lo et al. 2019).

The impact of economic sustainability on society is the creation of jobs in the tourism sector. Meanwhile, social sustainability can improve the quality of life, and promote gender and age equality. Sustainability in the environment can include raising awareness in waste disposal, being able to manage waste properly, responsibility for maintenance of the environment, and making tourists who come feel safe and comfortable (Mohd Hafiz et al. 2013).

2.3 *The homestay*

The homestay program offers the beauty of rural areas, flora, and fauna, as well as the lifestyle and traditions of rural communities to tourists (Wahid et al. 2019). The uniqueness of the homestay program is that tourists are allowed to live together in residents' homes. Besides attracting tourists to experience the life and traditions of the community, the purpose of a homestay is to improve the quality of life, especially from an economic, social, and environmental perspective (Wahid et al. 2019).

Homestay is a tourist activity that utilizes a private residence as accommodation for tourists to stay overnight (A Mustika & Fachrul 2016)

A homestay is required to have adequate electronic devices even if it is still a traditional model design and should have enough available clean water. There are still homestays in a certain destination in which the availability of clean water is limited, which means at a certain time they must limit water usage because it takes time to collect the water. But in reality, foreign tourists who stay in that homestay do not mind, unlike local tourists, who cannot accept such situations or conditions (Ningrum 2019).

Besides looking at the price, tourists tend to compare prices with the surrounding environment and condition of the room, on average respondents are interested in staying at a homestay because of its affordable price with the environment and room offered as expected (Ningrum 2019).

2.4 *Homestay management*

In managing a homestay, several criteria are comfort, security, and cleanliness (Ningrum 2019). Homestay, cleanliness bedroom, bathroom, and food provided must be maintained so that tourists feel comfortable and avoid disease. Security both inside and outside the homestay must also be well maintained so that guests feel safe from danger when staying.

3 METHODS

The research used a descriptive method and frequency data with a quantitative approach through a field survey. The technique of collecting data was through the distribution of questionnaires to 42 respondents who have homestays, but only 37 respondents filled it completely. The sampling method using saturated samples because the population is not greater than 100 respondents. The data analysis method used was descriptive statistical analysis and frequency.

Table 2 shows the category of the mean value of a variable, in this case, the variable is sustainable. The categories are poor, bad, enough, good, and outstanding. If the Mean value shows 1.00 x < 1.80, then the assessment is considered poor. If the Mean value shows 1.80 x < 2.60, it means bad. If the research results with a Mean value of 2.60 x < 3.40, which means enough. If the mean value is 3.40 x < 4.20, it indicates that it is good, while if the mean value is 4.20 x 5.00, it means outstanding results.

4 RESULTS AND DISCUSSIONS

4.1 *Results*

4.1.1 A brief history of Kampung Tajur, Purwakarta

The location of Tajur Village is in Pasanggrahan Village, Bojong District has an air temperature of around 18-32^{o}C, and is surrounded by rice fields and hills from Mount Burangrang. It has a homestay with Sundanese architecture made of wood and bamboo building materials (Mustika & Aditya 2018).

Kampung Tajur is one of the best tourist villages in Indonesia and is included in the category of the Top 100 Indonesian Tourism Village Awards 2021, where the Ministry of Tourism and Creative Economy stated that Tajur Village is a Developing Tourism Village (Pratiwi 2021).

The formation of Kampung Tajur as a tourist village according to the information given by the head of the Neighborhood Association and its Management, officially began in 2004 when it was developed by the Regency Government by involving the local community. This village, which has 97 families, offers interesting tourism potential. The uniqueness of this tourist village is that it is a residential house in the form of a house on stilts made of wood, painted in black and white to blend with nature which is used as a homestay. There are 43 houses with an average of 2 bedrooms and only eight permanent houses with walls.

If there are tourists who want to rent a room, the owner provides one or two rooms according to their request, If tourists come in large numbers, then they can stay at other homestays that are close and still in the area.

The owner stays there because the essence of the homestay itself is that the owner of the house stays at home and stays with visitors to serve their eating and drinking needs, and the tourists stay at the homestay to socialize and interact with local tourist village residents

4.1.2 Homestay at Kampung Tajur

The people of Kampung Tajur still have the local wisdom of the Sundanese culture. As explained above, Sundanese architecture has houses of wood with uniform black and white paint. The air is fresh, because of the many trees. It is a quiet, calm, and pleasant environment to relax.

There are at least 120 houses in Tajur Village and only 42 houses as homestays. For each homestay, only one or two rooms can be used by tourists. Each room is an average size of 2x3 meters, and can be occupied by one or two people (Mustika 2018).

4.2 *Discussion*

4.2.1 Respondent demographics

The demographics of the respondents of the study are explained in Table 1.

Table 1. Respondents' characteristic.

		Frequency	Percent
Gender	Male	13	35.1
	Female	24	64.9
	Total	**37**	100.0
Age	< 25 years old	12	32.4
	26–30 years old	1	2.7
	> 31 years old	24	64.9
	Total	**37**	100.0
Room For Sale	2	37	100.0

The management of homestays in Tajur Village is by 24 women (64.9%) and 13 men (35.1%). It shows that the management of the homestay is dominated by women as housewives.

It shows that those who manage homestays in Kampung Tajur are dominated by those aged more than 31 years (64.9%). It shows that the homestay management is housewives in Tajur Village, Purwakarta, West Java. It shows that 100% of the homestays rent out two rooms. This shows that the rooms for rent have met the homestay standard that the rooms for rent are at least one room and a maximum of three rooms.

4.2.2 Homestay management

Table 2. Mean.

Sub Variable	Statement	Mean	
Socio-Culture	Every homestay owner gets a fair stay of the visitor	4.22	
	The existence of a homestay increases the sense of security for the community	4.08	4.18
	Fellow homestay owners respect each other's thinking	4.24	
Environment	The existence of a homestay can maintain the authenticity of the surrounding environment.	4.03	4.17
	Limited land is something that must be considered.	4.05	4.11
	Utilizing natural resources such as rice fields, fields become a tourist attractiveness	4.24	
Economic	The community has already felt the positive impact of improving the wealth	4.05	
	The existence of tourists can improve homestay facilities	4.32	4.23
	The existence of a homestay increases job opportunities	4.32	

Table 2 shows that the average value of respondents' answers on the variable of homestay management is 4.17, which is a good category, meaning that the homestay management has been done well. It can be seen that economy has a mean value of 4.23, which means that homestay management has been felt by the community to improve job opportunities, homestay facilities, and community welfare.

The Socio-Culture has a mean value of 4.18, which means people are pleasant, generous, and willing to help.

The environment has a mean value of 4.11, which means it can fulfill tourist satisfaction with a sense of security, which thus can increase further tourist visits (Mustika & Aditya 2018).

5 CONCLUSION AND IMPLICATIONS

5.1 *Conclusion*

Most of the homestay managers in Kampung Tajur Purwakarta are women who act as housewives. Management of homestays is an additional income for their families, which are generally farmers.

The three criteria for managing homestays are comfort, safety, and cleanliness. Most of the visitors are from education circles who take advantage of nature in Tajur Village as part of the learning process from their school. To ensure security for the tourists, the owner should practice HACCP for hazards too. Fresh bedroom, clean toilet, and hygenic meals must be provided so that travelers feel satisfaction.

The three criteria for sustainable homestay management are environmental, economic, and socio-cultural aspects. The community has realized that with the existing tourist attractions in their area, they will improve their economy by using their homes as homestays for visitors who will enjoy nature in Kampung Tajur.

5.2 *Implications*

The practical benefit of this research is that it is necessary to have a community so that the distribution of rooms being stayed in can be done fairly. It is also necessary to maintain the authenticity of the environment, including the surrounding air and cleanliness, as well as cohesiveness in managing the homestay, so that its citizens can prosper.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

How innovation and Instagram content affect millennial's Jamu purchase intention

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ABSTRACT: Jamu Herbal Drink, an Intangible Cultural Heritage, has been hardly consumed, especially by the millennial generation. Some Jamu Cafes in a modern style have been opened by bringing jamu innovation to attract the millennial generation. One Jamu Cafe is Acaraki Café, Jakarta. It serves Jamu in a modern way. Besides, they use Instagram to attract the millennial generation. This paper aims to analyze jamu herbal drink innovation and Instagram content influence on the purchase intention of the millennial generation in Acaraki Café. Innovation in this research includes novelty and change, variety, processing and technology, origin and ethnicity, and convenience. Instagram Content was researched via image, video and hashtag usage in Acaraki Café's Instagram account. Multiple Regression Analysis has been used to analyze data using SPSS 25. The result showed that innovation in jamu and Instagram content have a positive and significant influence on jamu's purchase intention of the millennial generation, especially in novelty and change and hashtag usage.

Keywords: Innovation; Instagram Content; Jamu herbal drink; Millennial Generation; Purchasing Intention.

1 INTRODUCTION

Indonesia is known for its very rich and diverse cultural heritage, from historical buildings, tribes, customs, the local wisdom of the Indonesian people, traditional food, and drinks. One element of cultural heritage can also be found through local food and drinks that characterize a place. One of Indonesia's local traditional drinks that is also a natural remedy is jamu. Jamu is a traditional natural medicine formulated by Indonesians, coming from the word Jampi Oesodo which means health potion accompanied by prayer (Beers 2012; Walsiati 2016).

However, along with the development of the modern era, Indonesian people began to abandon existing traditions, one of which was consuming Jamu. The culture of Jamu drinking has almost disappeared, especially among the millennial generation. According to Putri K. Wardani, President Director of PT Mustika Ratu to CNN Indonesia, the reasons that the millennial generation don't like to drink herbal medicine are the assumption that jamu is an old-fashioned drink, the bitter taste of jamu, and limited access to obtain Jamu (Setyanti 2015; Tamara & Setyanto 2019).

Therefore, it is necessary for innovation to be carried out on jamu, to change the perceptions and preferences of the millennial generation on jamu. The presence of a jamu cafe is an innovative business idea with a more modern way and brings transformation to jamu. One jamu café in Jakarta is Acaraki Café, which comes with unique jamu drinks that are processed and innovated in a modern way by using coffee processing equipment and combining additional ingredients that make jamu different from traditional jamu.

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In addition to innovation, marketing also needs to be done in a way that is suitable for the millennial generation. The millennial generation is very close to technology (tech-savvy) and the digital world, meaning that marketing needs to be done through social media. One of the most effective ways of marketing today is through Instagram. Photos and videos about jamu served at Acaraki Cafe are posted on their Instagram, namely @acaraki.jamu and uses the hashtags #TheArtofJamu and #JamuNewWave in every content displayed. The research analyzed how jamu herbal drink innovation and Instagram content influence millenials' purchase intentions.

2 LITERATURE REVIEW

2.1 *Food and beverage innovation*

Food innovations are the addition of new or unusual ingredient; new combinations of product; different processing systems or elaboration procedures including packaging; coming from different origin or cultures; being presented and/or supplied in new ways; and always having temporary validity. The concept of innovation is found in five variables: novelty and changes; variety; processing and technology; origin and ethnicity; and convenience (Guerrero et al. 2009). Fagerberg (2004) states that innovation is regularly perceived as the effective presentation of a new thing and is valuable. According to Doğan and Simsekli (2015), the traditional food sector should innovate to increase its market share and profitability. Innovation in the food industry must be accompanied by creativity and new ideas must be presented in accordance with consumer expectations, to create interest in buying these products (Shaharudin et al. 2011). Nowadays, innovation is more important than ever. Technology in food processing facilitates the public to adopt food recipes on daily basis (Widyastuti & Rahmanita 2017).

2.2 *Instagram content*

Instagram is an application that permits its clients to transfer pictures and offer them with their web-based media organizations. Instagram permits clients to alter their photographs or photographs in the exhibition utilizing channels and different instruments. Instagram users can share photos with friends in their network. Friends or people who follow the account can "like" and comment on photos. In 2012, 80 million people use Instagram around the world (Instagram 2012). Instagram can be used for all sizes of businesses to market their product and build relationships with their customers (Amornpashara et al. 2015). Content is information that contains photos or videos from social networking sites related to products and services. Hashtags are categorized in social curation which is one way to choose interesting keywords and search for messages containing those keywords (Kim & Hyun 2019). Hashtags use the hash symbol # which helps users to search for matching interests. At the moment, social media has become one of the most important sources to get information about food and places (Rahmanita et al. 2016).

2.3 *Purchasing intention*

Purchase intention is the combination of consumers being intrigued and the likelihood to purchase the item (Kim & Ko 2012). Usually purchase interest is related to consumer habits, perceptions, and their behavior (Jaafar et al. 2012). According to Ferdinand (2006) in Bougenvile and Ruswanti (2017), purchase interest is classified through 5 variables: transactional interest which is the consumer's intention to purchase the product; referential interest which represents the behavior of individuals with the most preference for something; exploratory interest, which represents the behavior of individuals who intend to know more information about the product they like; referential interest, is a person's tendency to refer or recommend a product to others. Purchase intention can be an important indicator to research consumer behavior by measuring the possibility of consumers purchasing the product (Husnain & Toor 2017) (Figure 1).

2.4 *Conceptual framework*

The hypothesis formulated by researchers on this study through details below:

H1: Jamu innovation has a significant and positive influence on millennial generations' purchase intention in Acaraki Café.
H2: Instagram content has a significant and positive influence on millennial generations' purchase intention in Acaraki Café.
H3: Jamu innovation and Instagram content simultaneously have a significant and positive influence on millennial generations' purchase intention in Acaraki Café.

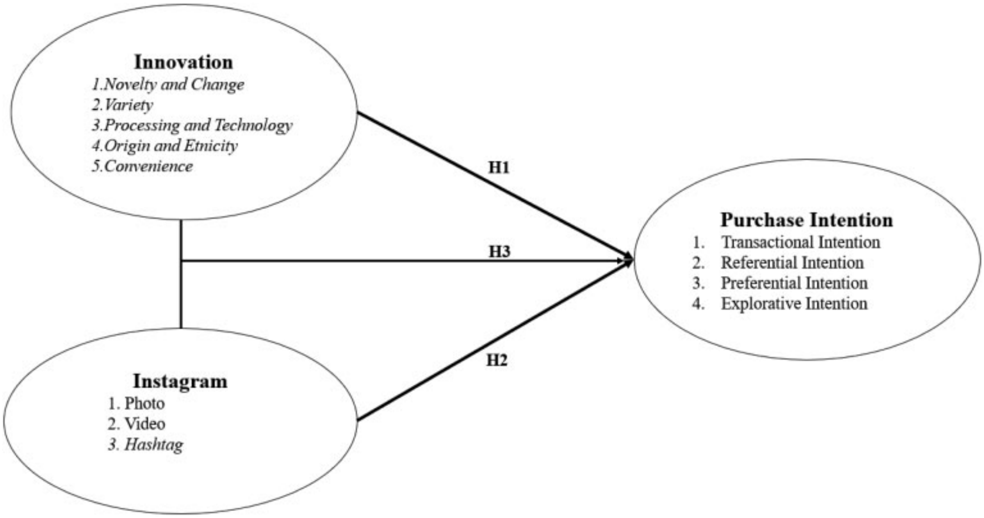

Figure 1. Conceptual Framework adopted from Guerrero et al. (2009), Atomoko in Mardhatilla (2019), Ferdinad in Bougenville and Ruswanti (2017).

3 METHOD

3.1 *Data*

The millennial generation in Indonesia were the respondents for the research. The number of Indonesian millennial generations as of 2020 is 25.87% of the total population of Indonesia (270,203,917 people). This indicates that the number of millennials is 69,901,753 people. By using Slovin's formula using a 95% confidence level 400 respondents become participants in this study. The research was conducted through an online questionnaire by google form during March and April in 2021, which was during the COVID-19 pandemic era. The questionnaire contained 30 questions using a 4-point Likert Scale to avoid any neutral answers. The participants are chosen by a convenience sampling technique which selected based on a person's willingness to become a respondent and could provide the information needed in this study. The return questionnaires have been sorted based on the millennial generation category and only 378 data responses can be used for this research.

3.2 *Method*

The research was conducted through a qualitative method using Multiple Linear Regression analysis and descriptive statistics. Statistical data were processed using SPSS version 25.0. The data were tested through the steps of validity, reliability, and multiple linear regression (correlation coefficient, determination coefficient, t-test, F-test, and multiple linear regression equation data quality test).

4 RESULTS AND DISCUSSION

4.1 *Result*

Prior to leading the research, the researcher conducted a data quality test on the questionnaire questions to ensure that the questions in the questionnaire were valid and reliable for use in research. The result of the validity and reliability test showed that questionnaires are valid and reliable to be used in this research.

4.2 *Statement of results*

The normality test found that the Asymp. value. Sig. (2-tailed) on the variables of innovation, Instagram, and purchase intention was 0.156. The value of 0.156 is greater than 0.05 ($p > 0.05$). The conclusion is that the results of the questionnaire data in this study were normally distributed. The Multicollinearity test showed that the tolerance value is >0.10 and the VIF value is <10. It can be concluded that there is no multicollinearity between the innovation variable and Instagram as the independent variable used in this study. The results of the research data were then tested for heteroscedasticity. The result of the heteroscedasticity test showed the Sig. value of the innovation variable is 0.081 and Sig. value of the Instagram content variable is 0.277. This shows that based on Sig. value results, the innovation and Instagram content variables are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the data of this study, and multiple regression models can be tested further.

After the classical assumption test research was carried out and the results of the classical assumption test met the requirements for multiple linear regression tests, the multiple linear regression test was carried out several phases of testing.
T-Test.

Table 1. T-test results on innovation variables, Instagram content and purchase intention

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.606	1.795		.895	.371
	Innovation	.386	.039	.422	9.990	.000
	Instagram Content	.286	.034	.350	8.296	.000
a. Dependent Variable: Purchase Intention						

The result show that the regression equation for the innovation variable and the Instagram variable on the purchase interest variable is

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + e \quad Y = 1,606 + 0,386X_1 + 0,286X_2 + e$$

Therefore, it can be concluded that:

1. In this T test, the constant is 1.606. This indicates that if the Innovation and Content Instagram variables are 0 or assumed to be unchanged, then the purchase interest variable is 1.606.

2. The innovation variable X1 variable has a Sig value of 0.000. A sig value of 0.000 is less than 0.05. Therefore, it can be said that the innovation variable has a significant effect on the purchase intention variable as the Y variable. This indicates that hypothesis 1 (H1) that Jamu innovation at Acaraki Café has an influence on the interest in purchasing Jamu at the Acaraki Café in the millennial generation is accepted.
3. The Instagram content variable X2 variable has a sig value of 0.000. A sig value of 0.000 is less than 0.05. Hence, it can be interpreted that the Instagram variable has a significant influence on the purchase intention variable on the Y variable. This indicates that hypothesis 2 (H2) that the Instagram of Acaraki Café has an influence on the interest in purchasing jamu at the Acaraki Café in the millennial generation is accepted.

F-Test

Table 2. F-test results on innovation variables, Instagram content and purchase intention

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1482.802	2	741.401	99.551	**.000**[b]
	Residual	2792.799	375	7.447		
	Total	4275.601	377			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Instagram Content, Innovation

Based on the result of F-Test, the value of sig is 0.000. This sig value is less than 0.05. This implies that innovation and Instagram content has significant influences on purchase intention.

4.3 *Correlation coefficient test*

Table 3. Correlation coefficient test results on variables of innovation, Instagram content, and purchase intention

Correlations				
		Innovation	Instagram Content	Purchase Intention
Innovation	Pearson Correlation	1	.155**	.476**
	Sig. (2-tailed)		.003	.000
	N	378	378	378
Instagram Content	Pearson Correlation	.155**	1	.416**
	Sig. (2-tailed)	.003		.000
	N	378	378	378
Purchase Intention	Pearson Correlation	.476**	.416**	1
	Sig. (2-tailed)	.000	.000	
	N	378	378	378

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient test shows that the correlation value between the innovation variable and purchase intention is 0.476. This demonstrates that the connection between innovation and purchase intention has a positive direction, yet the relationship is moderate. The correlation value between Instagram content variables and purchase intention is 0.416. This also indicates that there are positive and significant influences between Instagram content and purchase intention, yet the relationship is also moderate.

4.4 *Determination coefficient test*

Table 4. Determination coefficient test results on innovation variables, Instagram Content and purchase intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.343	2.729

a. Predictors: (Constant), Instagram Content, Innovation

The coefficient of Determination Test was carried out with the aim of finding out how much influence innovation and Instagram had on the interest in jamu purchasing at Acaraki Café in the millennial generation. The result showed that the adjusted R square value is 0.343 ($R2 = 0.347$). This indicates that the influence of the innovation variable and Instagram together explains the interest in jamu purchasing at Acaraki Café by the millennial generation by 34.3%, while 65.7% is affected by different factors not inspected in this research.

H1: Jamu innovation has a significant and positive influence on millennial generations' purchase intention in Acaraki Café.

Because of the results of the study, it tends to conclude that Hypothesis 1 is accepted, which implies that jamu innovation has a positive and significant relationship with purchase interest in the millennial generation. This indicates that by increasing innovation in jamu, the millennial generation will have a higher interest in purchasing jamu.

The results of this study are different from the research conducted by Shaharudin et al. (2011) that found a lack of influence of innovation on fast-food food where consumers focused more on output than input. Fast food consumers prefer the importance of food freshness, presentation and taste in fast food than on innovations made in fast food. The results of different studies with this study can be caused by different types of food. This research places more emphasis on herbal medicine which is considered a traditional drink and also has a longer process than fast food.

Shen and Chen (2020)'s research has supported this finding where they concluded that innovation in artificial meat in veggie burgers had an influence on consumer buying interest in Taiwan. This research is also in line with Rahardian's research (2018) which in his research also proves that there is an influence of innovation in fruit-flavored drinks on purchase intention. In addition, research conducted by Suroso (2014) also supports the results of this study that found the effect of product innovation on one instant noodle product on consumer buying interest.

H2: Instagram content has a significant and positive influence on millennial generations' purchase intention in Acaraki Café.

The result can be interpreted that Hypothesis 2 is accepted, which implies that Instagram content has a positive and significant influence on purchasing interest in the millennial generation. This indicates that the better and more attractive the photos, videos, and hashtags on the Acaraki Cafe Instagram account, the higher the interest in buying herbal medicine for the millennial generation.

This research is in accordance with research conducted by Mardhatilla (2019) that also found a strong, significant, and unidirectional influence between Instagram content and purchase intention at a cafe in Bandung. The better Instagram content will attract consumers to buy at that place.

The research also gives the outcome that there is a positive connection between Instagram content and buyer interest from followers of an Instagram account, even though Instagram content is not the only factor on purchase intention. The negative value of the Instagram content variable constant in this study shows how important the Instagram content is.

Research directed by Habibie et al. (2021) also supports the results of this study. This study analyzed how promotions on Instagram have a strong influence on buying interest in a drink in the midst of the COVID-19 pandemic. Advancement utilizing Instagram by transferring photographs and portraying item profiles from taste, appearance, and administration through recordings will draw in shoppers to make purchasing of these items.

H3: Jamu innovation and Instagram content simultaneously have a significant and positive influence on millennial generations' purchase intention in Acaraki Café.

In the F-Test test on innovation, Instagram content, and purchase interest, the results obtained showed sig values of 0.000 which is smaller than 0.05. This proves that innovation and Instagram content simultaneously affect jamu purchase intention at the Acaraki Café in the millennial generation.

The results of this study are in accordance with the study conducted by Sari et al. (2020). In this study, it was found that there was an influence of social media Instagram and product innovation with word of mouth simultaneously on purchasing decisions. This proves that innovation and Instagram can jointly influence purchasing decisions that are preceded by purchase intention.

5 CONCLUSION

This research shows that jamu innovation and Instagram content have a positive and significant influence on jamu purchase intention on the millennial generation. In accordance with the millennial generation character who likes to explore something new, this indicates that Jamu has the potential to be liked by the millennial generation. These findings indicated that the millennial generation, in general, are interested in jamu but jamu should be treated by innovative processing and added new ingredients so the perception of jamu can be changed and the taste of jamu can be related to the millennial generation's preference. The use of Instagram as digital marketing also has an influence on the purchase interest of the millennial generation who are tech-savvy and usually use social media in their daily life. The researcher realized that there are limitations during this research. This research was conducted in the midst of the COVID-19 pandemic in Indonesia, especially during the Implementation of Community Activity Restrictions (PPKM) in DKI Jakarta. Therefore, filling out the questionnaire was done online and distributed to the millennial generation in general by providing photos, videos, and a link to the Acaraki Cafe Instagram account. The respondents are limited to only seeing online without seeing and tasting directly. For further research, it is important to lead research on direct customers of Acaraki Café. In addition, the researcher realizes that there are still limited sub-variables studied in this study. Therefore, the researcher suggests adding sub-variables in further research such as repost, price of jamu offered, the location of the Café, and branding awareness of the Acaraki Café.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The role of private companies in the development of sustainable tourism villages in Sungsang Village of Banyuasin Regency of South Sumatra

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ABSTRACT: The role of the private sector is needed in providing funds for the preparation of planning documents used in the sustainable development of tourist villages that require large funds to reduce the burden on local governments. This descriptive qualitative research described the role of stakeholders, especially private companies that support the development of Breech Tourism Village, in Banyuasin Regency, South Sumatra Province. The results of this study found that private companies in the environmental sector play a very important role in providing funds to create important documents used as references for the development of Bresang Village into a Tourist Village and for community empowerment activities in Breech Village. The results of these activities form a tourist conscious group and the flagship products of Sungsang Village can be used as a source of income for the community.

Keywords: Tourist Village, Stakeholder, Sungsang

1 INTRODUCTION

In line with the mandate of the tourism sector as a sector of strategic national, the seriousness and strong motivation of the government to optimize the tourism sector as the leading sector in economic growth are highly required. Economic growth becomes the main direction of the state leadership and its ranks because the tourism sector is considered very vital for economic development in poor and developed countries. The tourism sector can create the distribution of benefits such as creating jobs, increasing people's incomes, and can encourage local governments to build and maintain infrastructure. Through the movement conceptually themed NAWA CITA, the Ministry of Tourism also targeted foreign tourist visits of 20 million and the development of archipelago tourists by 275 million trips in 2019. Tourism is one of Indonesia's core economy projects that in 2019 contributed foreign exchange of US$ 20 billion (Kemenpar 2019).

In the wealth of resources, no ecologists, biologists, or tourism experts doubt the wealth of eco-nature tourism, where Indonesia is "the largest archipelago in the world." There are various potential natural tourism resources in Indonesia across distinct ecosystems, from mountain tops to the seabed (symptoms of nature, flora, and fauna). In terms of eco-culture tourism, Indonesia's wealth is also very abundant and diverse, where there are at least 1,331 tribal groups with 652 regional languages that make material-immaterial cultural diversity to have great potential to be developed as ecotourism attractions. One area that is considered to have strong potential to be developed as an ecotourism destination is the Sungsang ecotourism area; administratively located in Marga Sungsang Village, Sungsang I Village, Sungsang II Village, Sungsang III Village, and Sungsang IV Village. Sungsang area is also included in the buffer zone of the Biosphere Reserve and Sembilang National Park to provide benefits and added value in terms of completeness and potential of ecotourism resources. In addition to the wholeness of natural resources, the uniqueness of cultural

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resources as an ecotourism attraction owned by the Sungsang community is also considered tp have great potential to be utilized and optimized. Tne Sungsang area has the potential of abundant and unique ecotourism resources. However, the resources will not develop if there is no alignment between the vision and the concept of ecotourism development in the area or if the concept is arranged in a short working period.

The preparation of the significant concept of development requires considerable financing such that it needs costs that use government budgets, especially local governments. The provision of funds for these activities takes a long time because the Banyuasin regional government has a limited budget and still provides other activities that are a priority for implementation for the community in their area. Therefore, other sources of funding are needed, one of which is from private industry. The activities carried out must be completed by the target time, so that the results can be felt by the community.

1.1 *Research problem*

a) What is the potential of Sungsang Village to be used as a Tourist Village in Banyuasin Regency of South Sumatra Province?
b) What is the role of private companies in the development of a Sustainable Tourism Village in Sungsang Village, Banyuasin Regency of South Sumatra Province?

1.2 *The aim of this study*

a) To analyze the potential of Sungsang Village as a Tourist Village in Banyuasin Regency of South Sumatra Province.
b) To analyze the role of a private company in the preparation of the concept of sustainable tourism village development in Sungsang Village, Banyuasin Regency of South Sumatra Province.

2 LITERATURE REVIEW

2.1 *State of the art*

The study related to the analysis of tourism villages development in Indonesia has been conducted in three Tourism villages: Kampung Naga in Tasikmalaya Regency, the official Sinar Customary Village in Sukabumi Village (Ciletuh Geopark area), and Sade Village in Central Lombok Regency. These settings included the tourism component (attractions, facilities, and accessibility) and community resilience and segmentation of the tourism market to changes in regional functions. The methodologies used include library review and observation. The findings of this study suggest that sustainable tourism development in the countryside is strongly influenced by community acceptance and resilience in tourism development. As in Kampung Naga and Kampung Sinarresmi consider the village is not a tourist attraction, the visit that comes not as an opportunity, but rather their acceptance as hosts and tourists as guests. Meanwhile, Sade Village considers its area a tourist attraction, so tourist visits are seen as an opportunity for economic growth, by commercializing traditional dances (Aqilah 2016).

Another research related to the construction model of tourist village development towards smart eco-tourism village destination in Paksebali to become tourism icon in Klungkung Regency, Bali aims to formulate strategies and construct models of tourism village development. The methods used were observation, interview, documentation, and FGD to collect data which is then analyzed descriptively qualitatively, and SWOT analysis. The study shows the current condition of Paksebali's growth-oriented strategy. The construction of the Paksebali development model towards the goal of a smart ecotourism village begins with the identification of supporting components. It can be formulated into a village development strategy including ICT-based management (Wayan et al. 2019).

2.2 *A glance at sustainable*

Sustainability can be defined as the capacity to maintain or improve the state and availability of desired materials or conditions in the long run. This definition retains the characteristics of sustainability and sustainable development that are often cited as long-term align, and the valuable identification for maintaining certain conditions or materials as maintaining or maintaining them (Harrington 2016).

Rural life is a condition of the formation of sustainable villages. Various agricultural roles, creating independent communities with sustainable living are important factors for the evolution of high-quality habitats. Based on the criteria introduced in eco-villages, the availability of water, energy, and organic fertilizers is essential that is reflected in the eco-village's approval to ensure sustainable ecological life by the community. Therefore, all these things are considered in the development of a sustainable environment in rural communities (Abiodun & Oladeji 2018).

2.3 *A glance at the tourism village*

The Tourist Village is a unique rural location with special characteristics that can be used as a tourist spot. Tourist attractions, like this village, are generally in the form of natural beauty (natural resources), culture, or a local wisdom that is unique that can attract tourists (Hisnuddin & Nely 2020).

The concept of community-based tourism village development, in general, is the concept of development with the tourism sector as a pioneer with the scale of village priority through community participation in local economic development that empowers the community with the support of infrastructure and institutional development (Arintoko et al. 2020).

2.4 *The involvement of private company*

Stakeholders are an important factor for achieving successful and sustainable tourism. The role of the community, the role of local government, and the role of the private sector have positive and significant influence on the success of tourist villages (Suwaryanthi et al. 2019).

Stakeholder collaboration, i.e., from the community, government, and private industry, is critical for successful coordinated destination management and marketing, security and destinations and visitors, communication between stakeholders, improvement of basic infrastructure, positive visitor experience, competitiveness, and better collective outcomes (Amare et al. 2019).

3 METHOD

This research was a descriptive type of research with a qualitative approach to illustrate the role of stakeholders in developing the Tourism Village of Sungsang, Banyuasin Regency of South Sumatra Province. This village is also included in the buffer zone of the Biosphere Reserve and Sembilang National Park to provide benefits and added value in terms of completeness and potential of ecotourism resources. In addition to the natural resources, the uniqueness of cultural resources as an ecotourism attraction owned by the Sungsang community is also considered very potential to be utilized and optimized. This research was qualitative so the data obtained must be in-depth, clear, and specific (Sugiyono 2019). Data were obtained from interviews, observations, document studies, and forum group discussions. Interviews were conducted with the Banyuasin II sub-district head, village heads, community leaders, youth organizations (Karangtaruna), and other communities.

4 RESULTS AND DISCUSSION

4.1 *Result*

4.1.1 *A brief of Desa Sunsang, Banyuasin, Sumatera Selatan*

Physical condition, Sungsang Village is a hamlet located in Banyuasin II District of Banyuasin Regency of South Sumatra. At the border with Bangka Strait and Jambi Province. Sungsang Village is well known as a Fishing Village because it has abundant natural resources, various marine processes can also easily be found in this hamlet Sungsang Tourism Village area includes Marga Sungsang, Sungsang I, Sungsang II, Sungsang III, and Sungsang IV. Sungsang Tourism Village area has its characteristics and uniqueness that can potentially attract tourists both locally and abroad.

Geology and Land: Sungsang study area of Banyuasin II Subdistrict is a tidal area and wet tropical climate has rainfall of 200-300 mm per year with moderate rainfall intensity with this category strongly supporting community activities in agriculture and plantations. Potential in agriculture and plantation is the superior potential found in Banyuasin II Subdistrict. Rice commodities, corn, cassava, horticultural crops are very dominant supported by fertile land, good climate, and the ability of farmers inadequate agriculture so that it becomes a very safe food barn.

Climate: the climate in Banyuasin II District there are two seasons, namely the rainy season and the dry season. The rainy season occurs from November to May. The dry season generally occurs from June to October. Sungsang Region of Banyuasin II Subdistrict has a type of climate like the Indonesian region in general, tropical climates with high rainfall throughout the year which ranges from 1,000-2,000 mm per year with variations fairly evenly distributed every month.

Characteristics of Vegetation: the existence of planning areas that are mostly on wetlands or above the water level makes the diversity of vegetation dominated by wetlands or coastal vegetation and mangrove vegetation such as Nipah (*Nypa fruticans*), Sea Spruce (*Casuarinas equisetiolia*), Nibung (*Oncosperma ligularia*), Pedada (*Sonneratia caseolaris*), Rhizophora (*Rhizophora apiculata*), Coconut (*Cocos nucifera*), and Palm (*Elaeis* sp.).

Some types of vegetation found in Sungsang Village can be utilized ranging from fruit to stems. Like pedada fruit can be used as a soap material, Nipah fruit can be eaten and used as a drink, or nibung tree wood can be used as a pillar.

4.1.2 *Profile of private company*

The Private Company is a foundation that works on sustainability programs that conserve and rehabilitate ecosystems, protect endangered species, and offer a better quality of life to local farmers in Indonesia. We work to protect the Indonesian landscape by funding local projects in areas that are set aside for conservation, reforestation, and sustainable community development. The Company is an Indonesian non-governmental organization launched in 2015 to support the government to conduct conservation efforts on a broad scale while improving the communities' livelihood. The Company work to protect the Indonesian landscape by funding local projects in areas that are set aside for conservation, reforestation, and sustainable community development.

4.2 *Discussion*

This discussion describes the role of private companies in making planning documents for sustainable tourism development regarding village potential and providing funds in making planning documents and empowering the Sungsang village community.

4.2.1 *Potential and tourist attraction of Marga Sungsang Village*

Marga Sungsang village has a beautiful natural potential that is in the Area of Karang Anyar River and a location Marga Sungsang village has wonderful natural potential, the sunset, namely on the

Karang Anyar River, a small river that can be passed by speedboats. Along the river, there are Nipah trees and mangrove trees such as Pedada.

4.2.2 *Potential of Sungsang I Village*

The tourism potential in this village is from the historical heritage contained in the area, namely the old house of Japanese inheritance and the tomb of Ngabehi Hasanudin. If treated, repaired, and preserved, the continuation of elderly residents' built-in Japanese times and sepulcher from Ngabehi Hasanudin can be an attraction that can be used as one of the tourist destinations for tourists visiting Sungsang Tourism Village.

4.2.3 *Potential of Sungsang II Village*

The potential of this village is quite different from other villages. Sungsang II Village has a very large agricultural land even though it is separated by the river, namely in the Telang Line Area 5 Cemara Strait Village. The main livelihood in this hamlet is farming rice fields. Along with the cross, to this area, tourists can be presented with some wildlife that looking for like lutung flocks, herons, eagles, seagulls, and soon.

4.2.4 *Potential of Sungsang III Village*

In the area of Sungsang III Village, the potential that is the main focus is from several existing cultural reserves in the form of several old tombs including the tomb of Great-Grandfather Moueng, the tomb of a great-grandfather in Lorong Verry, the tomb of a great-grandfather in freshwater, and the tomb of Great-Grandfather Amo. Indigenous holders and some historical documents are in this village so it has the potential to be developed as a center of customs. This village also has the potential of biological natural resources that are very prominent in the form of shellfish in the freshwater of The Freshwater River Sungsang III Village, so that in the area of Sungsang III Village there are many simply shell wastes that have high economic value to be developed and made as a handicraft of economic value, and can be used as a typical Sungsang souvenir.

4.2.5 *Potential tourist attraction of Sungsang IV Village*

The geographical location of Sungsang IV which is between estuary Sungai Musi and Bangka Strait is the power that makes this village has an abundance of ecotourism resources. Most of the residents of Sungsang IV who work as fishermen with various marine catches such as fish, several types of shrimp, and crabs make this village very potential to be developed as an eco-fishery tourism area, seafood, and eco-culinary tourism. In addition, Sungsang IV Village (in Tanjung Carat and Alangan Carat) and Sembilang Hamlet that is integrated with the Sembilang National Park Area also have the potential of very abundant mangrove resources. The phenomenon of migratory birds stopping in mangrove areas is the main attraction for the development of ecotourism.

Berbak Sembilang National Park, located in Sungsang IV Village, Banyuasin II District, is a National Park that has been declared a Biosphere Reserve by UNESCO in 2018. This National Park has a very diverse natural wealth both in terms of flora and fauna. The mangrove forest owned by this national park is large enough so that the carbon stock in this national safe area is also very high. As it is known that mangrove forests are forests that store high carbon stocks in tropical forest areas such as Indonesia

4.3 *Private role in the development of Sungsang Tourism Village*

4.3.1 *Role in the creation of planning administration*

The private company in this study is a national private company engaged in the environmental field. Its role in the development of this tourist village is to provide funds to make the documents needed to realize the sustainable development of tourist villages. This document will explain clearly and in a planned manner what is the attraction or potential of a village so that it can be used as a Tourism

Village describing the needs and construction of the main and supporting facilities. The document is called the Grand Design

The preparation of the Ecotourism Grand Design is needed to define the policy direction, strategy, and program of ecotourism development tactically by the specific conditions and characteristics of the relevant destination. The Grand Design of ecotourism development must also be responsive to various tourism developments that are very dynamic, multidisciplinary, and multisectoral so that all elements of tourism support can move and synergize towards the realization of competitive and sustainable ecotourism development. The Grand Design of ecotourism development needs to be prepared objectively and comprehensively, where macro needs are to be integrated with other sector policies. In the end, through the Grand Design the Sungsang ecotourism development is expected to be able to uphold the principles of the tri-sustainable development, namely: development of environmentally sustainable, development that is by the interests of local communities (community acceptable), and oriented to the acquisition of high economic added value. The preparation of this Grand Design document is very important and requires a lot of funding. Considerable funds are needed to finance the activities or preparation process starting from the data collection or observation stage, FGD data retrieval virtually to describe the potential of design to the discussion, and making the final report in the form of Grand Design of Village Development into a Tourist village in a sustainable manner.

The creation of the Grand Design Sungsang Village received support from the National Private Company amounting to hundreds of millions of rupiah. In the end this document was used as a reference for the local government, subdistrict and village head in Wilayan Sungsang for developing Sungsang Village, starting from Marga Sunsang Village, Sungsang I, Sungsang II, Sungsang III, and Sungsang IV.

4.3.2 *The role of the company in community empowerment*

Community empowerment in tourism development is very important if a village wants to be used as a tourist village. They need to understand the services and needs of tourists. Kegian community empowerment carried out in Sungsang Village is an activity as follows:

a) Forum Group Discussion (FGD). FGD activities are intended to systematically dig up information about a particular problem that is very specific to occur in the region/location of study. As one of the methods of data collection in social research, participants (communities and village officials) are invited to discuss purposefully the development of tourism, especially in efforts to make superior tourist products. The subject matter discussed in the FGD is the importance of the tourism sector as a catalyst for regional or village development. In addition to utilizing the attraction of natural resources-based tourism, the utilization of socio-cultural resources has also become very important, especially through the development of superior products.
b) Training activities in increasing the capacity of the community in the Field of Tourism Awareness and Charm images. The increase in community capacity through tourism awareness is intended to explain all social elements to jointly realize a climate conducive to the growth and development of tourism in its region. To perceive an ecosystem or a unity of tourism system that synergizes with each other, then the description of details of tourism awareness is to apply the seven aspects of charm, namely security, order, cleanliness, coolness, beauty, hospitality, and memories.
c) Training and mentoring activities in the manufacture of superior products aim to increase community empowerment through the manufacture of breech village superior products that are made from existing raw materials and easily obtained in Sungsang Village. This training starts from the manufacture of its products to the manufacture of finished products and their sales.

From the above activities, all the financing is funded by private companies that bring competent experts and takes a long time which will require considerable funds. For the above activities, hundreds of millions of rupiah are needed for the transportation costs of experts, lodging, the buyer of materials, and provision of equipment used. The equipment is entrusted to community groups set by Sungsang Village.

5 CONCLUSION

The results prove that the attraction owned by Sungsang Village to be used as a Tourist Village has great potential. Sungsang Village has a wealth of nature, flora, and fauna, unique history and customs, and also covers a zone of Sembilang National Park. Based on research, it was found that the role of private companies was very decisive and supportive, starting from the preparation of necessary documents that are used as references for the development and development of Breech Village into a Tourist Village. Private companies are also very instrumental in improving/empowering the people of Sungsang Village so that the community understands tourism, service to tourists, and how to make the superior products of Sungsang village into souvenir products that can be purchased and brought home for tourists.

For the local government, this publication can be used as an input related to the involvement of private companies in village development activities in tourist villages in a sustainable manner. The private firm is not only directly involved but it is also involved via other companies by using its CSR funds.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Majelis Ta'lim and pilgrimage tourism: The case at Mbah Priuk Tomb

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ABSTRACT: Pilgrimage tourism is a tour that tourists do not generally demand, except for people who have particular interests. Typically, they are adherents of the same religion as the pilgrimage but they are now developing more widely. The success of sustainable pilgrimage tourism destinations is highly dependent on management strategies. Mainly the pilgrimage place is managed by a community engaged in the religious field. Although, for example, the tomb of Mbah Priok is one of the tombs considered sacred, it is always crowded with pilgrimage tourists. This research aims to investigate the role of the Majelis Ta'lim (a gathering of people to join religious teaching) in increasing pilgrimage tourism visits at Mbah Priuk's Tomb by using a descriptive qualitative research method that refers to the way people think about real experiences within their minds. The findings from the interviews with the member of majelis ta'lim show that the Ta'lim Assembly Community plays a role in increasing pilgrimage tourism visits at Mbah Priuk's Tomb.

Keywords: Community Role, Increasing Visit, Pilgrimage Tourist, Majelis Ta'lim

1 INTRODUCTION

Religious tourism activities have the aim of human spiritual needs. These values have always motivated people to travel to fulfill their religious needs. According to Pendit (2002), pilgrimage tourism is related to religion, history or culture, and people's beliefs in society. Pilgrimage is also a well-known phenomenon in all religions worldwide, and especially prominent in Islam, Buddhism, Christianity, Hinduism, Jainism, Sikhism, and Judaism (Collins-Kreiner, 2007; Morinis 1992; Stoddard and Morinis 1997). Muslim pilgrims travel to a wide variety of places, like countless holy sites (Mazarat), graves, tomb complexes, mosques, shrines, mountaintops, springs, and gardens (Arjana, S.R, 2017). The category of Pilgrims can be done by individual or group to a place that is considered sacred, the grave of the exalted, to the sacred hill or mountain. Gokhale in S. Vijayanand (2012) categorizes Pilgrimage tourists in several types like travel alone, traveling with a group, effect of the reference group, and the influence of a leader's or priest's decision. The issue of motivation and activities while at the sacred center shows a way to distinguish between pilgrims and tourists placed on a continuum (Cohen, 2003; Collins-Kreiner, 2004. Ritual practice is seen as a broader religious cosmogony, which is linked to local conditions, colonial agendas or follows an orientalist categorization with a focus on political situations, and of course, economic processes. (Luz, N., 2020)

Ulama figures have rarely been associated with tourism aspects. It's like describing something inappropriate. Ulama or religious leaders, or known as the Majelis Ta'lim, have an important role in educational activities and the spread of Islamic da'wah. (Tutty Alawiyah, 1997). One of the advantages of the Ta'lim Council is that it tends to attract a large number of people as followers. With specific management, it can run various events attended by many people.

On the other hand, the potential for developing religious tourism can increase public interest in knowing and studying religion. It is a two-sided approach that can be profitable. But there are still few studies that examine it. Religious visit certainly has their meaning for visitors, so it has their

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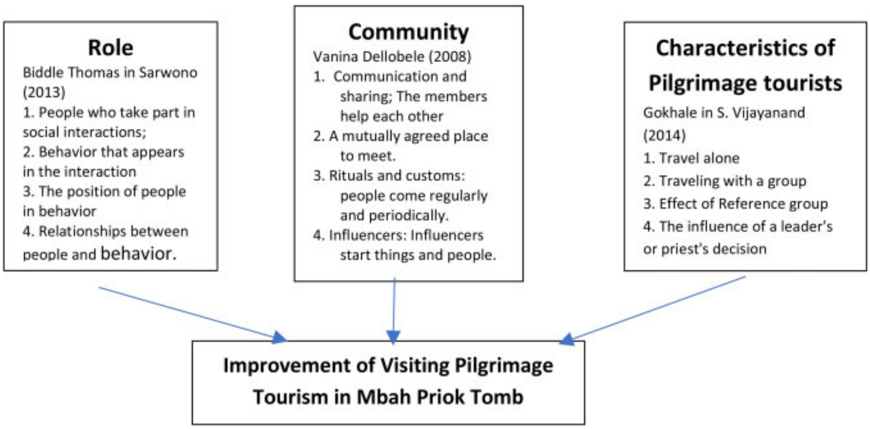
strength because it can attract attention from the local community and outside the region. One of the various kinds of religious tourism activities that people in Indonesia popularly do is pilgrimage tourism. According to Pendit (1999), pilgrimage tourism is a tourist trip undertaken by a person or group for pilgrimage or to carry out some spiritual or religious belief, for missionaries, or pleasure.

1.1 *Background*

Indonesia, with a large population where almost all of them are religious people, has the potential for the development of religious tourism. Many historical buildings or places with special meaning for religious people developed as religious tourism destinations—one of the places in Indonesia with a spiritual tourism attraction in Jakarta. Jakarta is a heterogeneous city inhabited by various adherents of religious beliefs and different ethnic groups. Currently, Islam is the majority religion in Jakarta. Religious tourists in Jakarta like to visit places of worship and visit the tombs of religious leaders who have a history of developing spiritual teachings. Several graves of religious figures, especially the Islamic religion, are still frequently visited by religious tourists in Jakarta. One of the famous tombs in Jakarta is the tomb of Mbah Priuk. Mbah Priuk is a religious figure or cleric from Palembang, South Sumatra, who is well known. His sacred broadcast journey is immortalized as a travel story that has its uniqueness and meaning. In 2010, Mbah Priok grave was about to be evicted due to a land ownership dispute. However, the local communities, mass organizations, and members of the majelis ta'lim rejected the eviction, causing clashes with Satpol PP officers. The DKI Jakarta government finally mediated with related parties, and as a result, Mbah Priok grave was not evicted. After the riots, Mbah Priok grave became increasingly known, and the number of pilgrims increased. Until now, tourists still visit Mbah Priok's tomb from various directions and circles, especially the Majelis Ta'lim of Habib Ahmad Al-Haddad, the Majelis Ta'lim at Mbah Priuk's Tomb.

Majelis Ta'lim, which ulama figures or religious leaders formed, influenced the spread of Islam in Jakarta. Majelis Ta'lim has a vital role in educational and da'wah activities. According to Tutty Alawiyah (1997)[9], the Majelis Ta'lim consists of two words, namely "Majelis," which means a gathering of a large group of people, and "Ta'lim" means religious teaching or recitation. Participants gather to carry out activities such as recitation. Majelis Ta'lim of Habib Ahmad Al-Haddad regularly holds events at Mbah Priuk's Tomb every Friday night and Sunday. Events organized by the Majelis Ta'lim of Habib Ahmad Al-Haddad include reading Tawassul, Surah Yasin, Tahlil, reading the Rawi Book, reading Ratib Haddad, Ratib Alaydrus and will be closed with a pilgrimage to the tomb area of Mbah Priuk. In carrying out the event, the Majelis Ta'lim of Habib Ahmad Al-Haddad invited the general public and other Majelis Ta'lim in particular to attend the event. Among the invited majelis ta'lim, there are several majelis ta'lim that are still part of the Majelis Ta'lim of Habibi Ahmad Al-Haddad, including the Majelis Ta'lim of Nur Muhammad, Majelis Ta'lim of Habibi Rasul, Majelis Ta'lim of Islamic Religious 'lim Nur Haddad, Majelis Ta'lim of Yaa Thoybah, Majelis Ta'lim of Hubbul Auliya, and Majelis Ta'lim of Waratsatul Anbiya.

The framework in this study follows the flow of the scheme below:



Based on the background, the study attempts to answer the following research question: What is the role of the ta'lim assembly in increasing visits pilgrimage tour at Mbah Priuk's Tomb? It aims to identify the role of the leadership and community of the Ta'lim assembly in increasing Mbah Priuks tomb pilgrimage tourism, which is a potential development of religious tourism. In the calculation, we used interviews to collect data and analyze each variable's relationship from the theories used.

2 LITERATURE REVIEW

Vejayanand (2014) learned that social-economy impact from pilgrimage tour analyzed the status of infrastructure facility of the pilgrimage site as integrated into the package with tourist activities. In Indonesia, Muslims' pilgrimage tradition visit sacred tombs as a tradition of their ancestors who have the habit of visiting temples or other holy places to worship the spirits of their ancestors. With the entry of Muslims, pilgrimage activities only continue the old traditions (Moris et al. 2002). Gokhale in Vijayanand (2012) mentioned that pilgrimage tourists have characteristics, including Traveling alone, traveling in a group, the influence of group references, and the influence of leader decisions.

Every characteristic pilgrimage tourists mentioned by Gokhale in Vijayanand (2012) is divided into three parts, which are:

1. Demographic Characteristic. Age, gender, marital status, number of family members, and type of family. Kim and Park (2014) Divisions based on this Characteristic are the importance of tourism analysis, planning, and marketing. Some further classifications of demographic factors.
2. Geographic Characteristic; divides tourists based on their residence location (Suwena & Widyatmaja 2017). Thus the geographical assessment of tourists will be based on the region of origin of the tourists. However, the influence of geography will undoubtedly have a different impact on the development of the character and character of tourists due to the culture and mindset formed in various areas of origin.
3. Psychographic Characteristic; These characteristics divide tourists into groups based on social class, lifestyle, and personal characteristics, tourists in the same demographic group may have very different psychographic profiles." (Smith in Suwena & Widyatmaja 2017).

Role; According to Biddle and Thomas in Sarwono (2013), they divide the terminology of role theory into four groups, namely:

a. People who take part in social interactions can be divided into two groups as follows:
b. Actors, namely people who are behaving according to a role.
c. Targets or other people, namely people who have a relationship with the actor and his behavior.
d. Usually, the term actor is replaced with the person, ego, or self. At the same time, the target is replaced with the term alter-ego, ego, or non-self.

The connection between people and behavior

Biddle and Thomas in Sarwono (2013) suggest that the connection that can be proven or not and its strength can be estimated is the similarity of attitudes between leaders and embers. Suhardono in Patoni (2007) reveals that the role can be explained in several ways, namely: first, in sociology, two terms are found that will always be related, namely status (position) and social role in society. Status is usually defined as a group's rank with other groups. The role is a behavior that is expected from someone who has a certain status (Mahmud 2012).

Community

The definition of a community is a group of several people who share the same interests; there are four factors: a. Communication and sharing: Members help each other; Rituals and customs: People come regularly and period. Influencers, something, and the following members. Community is a part of society in a smaller environment; they are also connected by place.

Majelis Ta'lim

According to Tutty Alwiyah (1997), generally, the Majelis Ta'lim is a pure non-governmental organization. It is founded, managed, maintained, developed, and supported by its members. Therefore, the Majelis Ta'lim is a forum for the community to meet their own needs. In addition to its routine activities, the majelis ta'lim will carry out celebrations for Islamic holidays such as the commemoration of the Islamic new year on 1 Muharram, the commemoration of the birthday of the Prophet Muhammad, as well as pilgrimages to the graves of prominent ulama and Habib. The activity of pilgrimage to the tomb has become a hereditary tradition carried out by members of the majelis ta'lim, especially at the time of haul or the day of death of the ulama and Habib figures. In carrying out its activities, the majelis ta'lim usually holds it in homes, fields, halls, places of pilgrimage, and mosques. One of the locations used as a place to hold the majelis ta'lim activity is the Tomb of Mbah Priuk in Tanjung Priok, North Jakarta.

These Majelis Ta'lim have congregations that reach hundreds of people; every time they hold some event, especially a joint pilgrimage to Mbah Priuk's Tomb, the number of people comes thousands because of the joining of the Majelis Ta'lim. Besides that, the leaders and members of the Majelis Ta'lim also invited other colleagues who were not part of the Majelis Ta'lim to participate in pilgrimages to Mbah Priuk's Tomb, which means that this certainly affects increasing the number of visitors to Mbah Priuk's Tomb. The phenomenon that occurred at Mbah Priuk's Tomb is unique, so researchers are interested in conducting research related to the majelis ta'lim and pilgrimage tourism.

3 METHOD

The information researchers got from The Book of Manaqib Mba Priuk explained that Mbah Priuk Tomb was located at Kampung Koja or specifically at Terminal Peti Kemas (PTK), Koja, North Jakarta. Koja district has an area of 12,25 KM^2. Koja is divided into six districts: South Tugu district, North Tugu, Lagoa Koja, North Rawabadak, and South Rawabad.

This research uses a qualitative approach with interpretative phenomenological analysis (IPA) that, according to Cropley (2015) is research that refers to the way people think about real experiences they experience from within their minds. Satori (2011) suggests that qualitative research is carried out to explore phenomena that cannot be quantified or descriptive, IPA gives researchers the best opportunity to understand the innermost deliberation of the 'lived experiences of research participants. As an approach that is 'participant oriented', the interpretative phenomenological analysis approach allows the interviewees (research participants) to express themselves and their 'lived experience stories the way they see fit without any distortion and/or prosecution (Alase 2017) IPA allows for multiple individuals (participants) who experience similar events to tell their stories without any distortions and/or prosecutions. In this research, informants were selected for those involved in the activities of the Majelis Ta'lim. There are Habib as the leader, members who were active in the Majelis Ta'lim activities, visitors, or invited relations from members of the Ta'lim community, and also the officer grave.

4 RESULTS AND DISCUSSION

4.1 *Result*

Role, Analyst

In the theoretical reference of Biddle and Thomas in Sarwono (2013). Its application in this study is included in four role indicators which include people who take roles in social interactions, behaviors that appear in these interactions, people's positions in behaving, relationships between people and behavior, to get the results of the discussion regarding the analysis of the role of the majelis ta'lim in increasing pilgrimage tourist visits at Mbah Priuk Tomb. The four indicators include:

1. People Who Take Role

   In this study, the researcher interviewed Habib Ali Alaydrus who was the leader. It can be concluded that Habib Ali Alaydrus as the leader of the Majelis Ta'lim Habib Ahmad Al-Haddad and also the members of the majelis ta'lim have taken their role as actors or actors to spread Islam and invite people who are targeted to attend ta'lim and make a pilgrimage to Mbah Priuk's grave.
2. Behavior That Appears in The Role

   According to Biddle (2013), the behavior that appears in the interaction is divided into two, which are expectations and norms. Expectations about the role are the expectations of others about the appropriate attitude, which should be shown by someone who has a certain role. While the norm is only one form of hope. In this study, the researcher interviewed Mr. Rissad who is one of the administrators at Mbah Priuk's Tomb. It can be concluded from the statements that Majelis Ta'lim Habib Ahmad Al-Haddad gives a positive impact on the attitude of the members. Therefore, the congregation of Habib Ahmad Al-Haddad's majelis ta'lim will certainly be more loyal to his assembly under the leadership of Habib Ali Alaydrus.
3. The Position of People in Behavior

   In this discussion, there are two indicators as the basis of people's position in behavior according to Biddle and Thomas in Sarwono (2013), characteristics of people, on this indicator the researcher will identify the gender, ethnicity, age of the leader of the majelis ta'lim Habib Ahmad Al-Haddad, the caretaker of Mbah Priuk's tomb, and members of the majelis ta'lim. This makes more traits that are used as the basis for the category of position, the fewer people who can be placed in that position (Biddles and Thomas in Sarwono 2013). Habib Ali Alaydrus as the leader of the Habib Ahmad Al-Haddad Majelis Ta'lim. The result of the interview with Habib Ali regarding overall trait indicators, the conclusion is that Habib Ali Alaydrus has the eligibility to get a position as a leader in the Habib Ahmad Al-Haddad Majelis Ta'lim, from his religious knowledge, experience, and his mature age explanation, the researcher concludes that the nature of age and ethnicity influences the position of the leader in the Habib Ahmad Al-Haddad Majelis Ta'lim.

   This is also supported by a statement from Mr. Rissad, who is also actively involved in the activities of the Habib Ahmad Al-Haddad Majelis Ta'lim. His statement reinforces that the position of members of the ta'lim assembly Habib Ahmad Al-Haddad is not seen from age, gender, or ethnicity. Same behavior as criminals (because of bad behavior), spontaneous or leaders. This behavior can be detailed again so that we get a more limited position. In addition, this behavior-based classification of parts may cross over with trait-based varieties, thereby making positioning more exclusive. Based on this indicator, the behavior of the leader of the Majelis Ta'lim Habib Ahmad Al-Haddad can be used as a good example for its members. This explanation, that Habib Ali Alaydrus as the leader of the Habib Ahmad Al-Haddad majelis ta'lim has very good behavior to serve as an example for its members so that it is worthy of a position as a leader.
4. The Connection Between People and Behavior

   Biddle dan Thomas in Sarwono (2013) explained that the relationship that can be proven or not and can be estimated strength is the relationship between people and behavior and behavior with behavior. The relationship between people and people in this role theory is seen from the similarity of the attitudes of leaders with their members that between Habib Ali Alaydrus and his members there is a similarity in attitude according to the theory of Biddle and Thomas in Sarwono (2013). The similarity of attitudes between leaders and members will certainly affect their roles in the running of the Majelis Ta'lim.

Community Theory Analysis

In this discussion, the researcher will identify the community according to Vanina Delobelle's (2008)[16], a community is a group of several people who share the same interests, which are formed in 4 factors, that are:

1. Communication and desire to share
2. A mutually agreed place to meet
3. Ritual and habit
4. Influencer.

1. **Communication and Desire to Share,** According to Vanina Delobelle (2008), communication and sharing are mutually responsive and helpful relationships with one another, between leaders and members, and between members and members. Based on this theory, the researcher interviewed the Habib Ahmad Al-Haddad Majelis Ta'lim, namely Habib Ali Alaydrus., and interview Mr. Rissad as the manager at Mbah Priuk's Tomb, stated that communication between Habib Ali Alaydrus as the leader and its members is well established, and this certainly affects the continuity of the Habib Ahmad Al-Haddad Majelis Ta'lim. The Habib Ahmad Al-Haddad Majelis Ta'lim led by Habib Ali Alaydrus has a desire to share. This is also reinforced by a statement from Rayhan as a member of the Habib Ahmad Al-Haddad majelis ta'lim, and that proves there was communication and a sense of sharing between the leadership and Habib Ahmad Al-Haddad Ta'lim Assembly members. The harmony between community theory regarding communication indicators and the desire to share with the Habib Ahmad Al-Haddad Ta'lim Council, both between leaders and members and between members to members, will impact the sustainability of the Habib Ahmad Al Ta'lim Council. Haddad.
2. **Agreed Place to Meet:** The place to meet is a place used to bond a community. The Habib Ahmad Al-Haddad Majelis Ta'lim has an agreed place to meet at Mbah Priuk's Tomb. The Habib Ahmad Al-Haddad Majelis Ta'lim has an agreed place to meet at Mbah Priuk's Tomb. This is also a conclusion that there is harmony between community theory according to Vanina Delobelle (2008) [19] on the indicators of the agreed place to meet with the Habib Ahmad Al-Haddad Majelis Ta'lim.
3. **Ritual and Habit**: Ritual and habit are communities that come regularly for a ritual that becomes an appointment. If it is associated with the Habib Ahmad Al-Haddad Ta'lim Assembly Community, the rituals and habits are rituals related to Religious Worship. According to that theory, the researcher received an answer that there were several rituals carried out at the Habib Ahmad Al-Haddad Majelis Ta'lim from the past, there were annual, weekly events. Once a year Mbah Priok's haul is held every last Sunday in the month of Safar, the Prophet's Birthday in the month of Rabi Ul Awal, Isra Mi'raj in the month of Rajab, Nisfu Sya'ban. The weekly program every Friday night we study ta'lim, read Yasin, *tahlil*, read *ratib haddad*, also narrated books, *asmaul husna*, then closed with the pilgrimage of Mbah Priok. Sunday mornings are the same, there is ta'lim, read ratib alaydrus, read narrators, it is also closed with the pilgrimage of Mbah Priuk, Asma'ul Husna, read the narration too, finally Mbah Priuk's pilgrimage, after that he just ate Kabuli rice. Sundays are the same, only in the morning. Continue reading Ratib Alaydrus, reading narrations, studying ta'lim, visiting Ms. Priuk, then eating together. There is also an annual event, like Mbah Priuk's haul, right at the end of the Safar Month, then the Prophet's Birthday every Rabi'ul Awal, Isra Mi'raj" The researcher can conclude that it is true that the Habib Ahmad Al-Haddad Majelis Ta'lim has rituals and habits according to community theory according to Vanina Delobelle (2008) [19]. Rituals and Habits carried out by the Habib Ahmad Al-Haddad Majelis Ta'lim are rituals of a religious nature, by the objectives of the majelis ta'lim according to Tutty Alawiyah (1997) [9] which aims to teach Islam. In addition, as explained from the statement above, one of the rituals and habits of the Habib Ahmad Al-Haddad Majelis Ta'lim is to perform the Mbah Priuk pilgrimage, which means that the Habib Ahmad Majelis Ta'lim has a role in increasing Mbah Ahmad's tomb pilgrimage tourists. Priuk with the presence of members of the Habib Ahmad Ak-Haddad Majelis Ta'lim, as well as other Majelis Ta'lim who were also present.

4. **Influence:** In this study, the researcher identified the influence of Habib Ali Alaydrus as the leader to the members and the researcher gets the following answers the leader of the Habib Ahmad Al-Haddad Majelis Ta'lim, Habib Ali Alaydrus can influence members of the Habib Ahmad Al-Haddad Majelis Ta'lim. And the result can conclude from the statements submitted by two sources who are members of the Habib Ahmad Al-Haddad Majelis Ta'lim, that Habib Ali as the leader has become an influencer or influential person in the Majelis Ta'lim. The Ta'lim is in accordance with the community theory Vanina Delobelle (2008) [19].

Analysis of the Theory of Pilgrimage Tourism Characteristics

1. **Travel Alone** In this indicator, the researcher has interviewed Mr. Usman who is a pilgrimage tourist who travels alone at Mbah Priuk's Tomb. In the interview, the researcher wanted to know the characteristics based on demographics, characteristics based on geography, characteristics based on psychographics, and the researchers got the following answers. From the informant's statements, the researcher can conclude that at Mbah Priuk's Tomb there are pilgrimage tourists who travel alone, which of the two statements has something in common, that they both started the pilgrimage based on the majelis ta'lim. In this case, it means that the Majelis Ta'lim Community has a role in visiting pilgrimage tourists who travel alone at Mbah Periuk's Tomb.
2. **Travel With Group.** The researcher conducted interviews with a group of pilgrimage tourists at Mbah Priuk's Tomb, of which the group was the Asy-Syakiriyah Majelis Ta'lim from South Jakarta's Sunday Market. In interviews conducted with researchers, the Asy-Syakiriyah Majelis Ta'lim was represented by Mr. Mazwar. From that statement, the researcher can conclude that pilgrimage tourist who travels with the group in Mbah Priuk Tomb are from Majelis Ta'lim, based on demographic characteristics, the age ranges from 16-25 years, and because many of these groups are students, it means that many are not married. In terms of geographical characteristics, many are located in the Jakarta area, as well as psychographic characteristics, indeed making this pilgrimage a lifestyle to take blessings from Mbah Priuk.
3. **Influence of Group Reference.** In this indicator, researchers conducted interviews with tourists who made a pilgrimage to Mbah Priuk's Tomb based on the influence of group references. The following are the results of interviews that researchers got from a resource person named Mr. Imam. The result defined that Mr. Imam is a pilgrimage tourist in Mbah Priuk Tomb who gets influence from group reference, from Yaa Thoybah Majelis Ta'lim, Yaa Thoybah Majelis Ta'lim also part of Habib Ahmad Al-Haddad Majelis Ta'lim, defined that they pilgrimage to Mbah Priuk Tomb because of influence of group reference, which group is the majelis ta'lim group that is still part of the Habib Ahmad Al-Haddad Majelis Ta'lim. It can be concluded that the Habib Ahmad Al-Haddad Majelis Ta'lim plays a role in the characteristics of pilgrimage tourists at Mbah Priuk's Tomb.
4. **The Influence Of Leader Or Priest Decision** In this indicator, the researcher interviewed the tourists who pilgrimage to Mbah Priuk Tomb based on the influence of leader decision. The following are the results that can conclude that Mrs. Emmy's pilgrimage to Mbah Priuk Tomb was based on the influence of the leader or priest decision from Majelis Ta'lim which she followed. In addition, the researcher also interviewed a tourist named Faraz. From both sources statements, a researcher can conclude that there are pilgrimage tourists at Mbah Priuk's Tomb based on the influence of leader or priest decision, and in this on average, tourists who make pilgrimages are part of the Majelis Ta'lim or get references from the Majelis Ta'lim, both references from members and leaders of the Majelis Ta'lim.

5 CONCLUSION

According to observation results, one can conclude that Majelis Ta'lim has a role in increasing pilgrimage visitors in Mbah Priuk Tomb. Moreover, from the various activities, the tomb is also increasingly known by the broader communities. These results can be seen from the analysis that there are people who take part in the role, such as the leader of the majelis ta'lim who has invited people to attend ta'lim and members of the Habib Ahmad Al-Haddad Majelis Ta'lim inviting other colleagues to attend the Habib Ahmad Al-Haddad Majelis Ta'lim, in particular on a pilgrimage to Mbah Priuk's Tomb.

When inviting people to attend the Habib Ahmad Al-Haddad Majelis Ta'lim, the Habib Ahmad Al-Haddad Majelis Ta'lim communicates and shares the desire to share between the leader of the assembly and its members; this affects the attitudes and behaviors that exist in the Habib Ahmad Al-Haddad Majelis Ta'lim. In addition, the Habib Ahmad Al-Haddad Majelis Ta'lim also performs rituals and customs to invite people to attend. The rituals are religious such as dhikr, tausyiah, and pilgrimages to Mbah Priuk's tomb. Thus, many people ended up making a pilgrimage to Mbah Priuk's Tomb. This was also explained by the responses of tourist sources based on the characteristics of making pilgrimages to Mbah Priuk's Tomb that they received information related to pilgrimage activities at Mbah Priuk's Tomb, namely from the Majelis Ta'lim Community that they participated in or based on information from fellow ta'lim assemblies. From this phenomenon, it can be concluded that the Majelis Ta'lim Community plays a very important role in increasing pilgrimage tourist visits at Mbah Priuk's Tomb. The identification of the roles described above shows that people who take part in roles and rituals and habits become most influential in increasing tourist pilgrimage visits to the tomb of Mbah Priuk.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The impact of service quality, pricing and brand image to purchase intention

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ABSTRACT: With increasing competition between hotels in Jakarta, Horison Hotel Ciledug pays attention to customer purchase intention to maintain their room occupancy. This study examines the factors that influence the purchase intention of customers. This study aims to find out the impact of independent variables (Service Quality, Pricing, and Brand Image) on the dependent variable (Purchase Intention). A hundred responses gathered from questionnaires were used for data collection and Regression Analysis was used to analyze the data. The result of the study shows that Service Quality, Pricing, and Brand Image have a significant relationship with Purchase Intention.

Keywords: Service Quality, Pricing, Brand Image, Purchase Intention, Hotel Industry

1 INTRODUCTION

The tourism industry has become one of the strongest economic parts in Indonesia after oil and mining. The hotel sector is one of the most important components of tourism in delivering accommodations as well as its related services to customers. Competitive advantage within the hotel industry has increased during the COVID-19 pandemic and Jakarta in particular as the nation's capital of Indonesia. Hotel practitioners are facing pressure to deliver their customer's expectations related to service quality, at the same time as demanding increased profits due to the current situation of COVID-19.

A national hotel chain, Metropolitan Golden Management has an outlets, Hotel Horison Ciledug, located in South of Jakarta and is one of the hotel outlets trying to compete and pay attention to customer purchase intention. Previous studies have shown that pricing is an important variable, but other variables such as product and service quality are important in the process of customers' purchase decisions (Giovanis et al. 2013).

Pricing is relative to consumers, but also a determinant in consumers' buying process. Other studies showed that the pricing factor mostly affects the customer's purchase intention (Chen et al. 2009). Service quality is becoming one of the key factors to attract customers in the hotel industry. The satisfaction level of customers is dependent on the perception they received from the service provider. For many years, service quality has been studied by service management (Caro & Gracia 2007). One of the studies found the result that the dimension of service quality is explained by the high proportion of variance in purchase intention (Alexandris et al. 2002).

From the background above, the author took some of variables relating to the background research to investigate the Service Quality, Pricing, and Brand Image as independent variables and Purchase intention as the dependent variable.

The core objectives of the research are to examine the impact of Service Quality, Pricing, and Brand image toward the purchase intention in Horison Hotel Ciledug.

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2 LITERATURE REVIEW

2.1 *Service quality*

Quality of service is an important role that can increase the purchase intention of the customers. Many researchers agreed that service quality is a very multidimensional concept (Lu et al. 2009). This research uses the measurement approach that led to the development of a tool called Servqual by Parasuraman et al. (1988); the tool has been used in several service sectors, including hotels. Service Quality is a composite of the Five Dimensions, which are Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Tangibles are related to physical aspects of the service such as the appearance of the physical facilities, the personnel, the equipment, and the communication materials used by the service provider. Reliability is about the dependability of the service performance. Responsiveness to represent the will and assist customers, and provision of prompt services. Assurance is about how a service provider can inspire trust and confidence through the knowledge and courtesy of employees. Empathy is about developing an understanding of the needs of customers through a caring attitude by giving personalized attention to customers. The purpose of the hypothesis is:

H1. Service Quality has a significant impact to purchase intention.

2.2 *Pricing*

Pricing is relative to consumers but also a determinant in a customer's buying process. Pricing is about how much money would be paid by the customer to purchase the service or product (Kotler & Armstrong 2008). According to Kotler, there are four price indicators as follows: price affordability, price competitiveness, price matches with product quality, and price match with benefits. Another study also confirmed that the pricing factor is impacting customer intention to purchase (Chen et al. 2009). The purpose of the hypothesis is:

H2. Price has a significant impact to purchase intention.

2.3 *Brand image*

Brand image plays a major impact in positioning its product as well as a differentiation to its competitors (Aaker 1991). A brand's image is also an image that can be seen in the customer's mind (Keller 2000). In the perspective of the psychological aspect, brand image is representing full information about the product, expectation or the company will provide. The purpose of the hypothesis is:

H3. Brand image is a significant impact to purchase intention.

2.4 *Purchase intention*

The concept of purchase intention is that a person's decision comes from intentions, considerations, expectations of a shopping plan which is strongly influenced by external factors.

Hosseini and Norouzi (2017) explained that shopping intention is the beginning of a person's desire to want service in the future; it can also be considered as a customer's shopping behavior. If the customer is pleased and satisfied to shop for a product or service, then this is what is called shopping intention (Baker & Taylor 1994).

2.5 *Hypothesis*

Based on the above research objectives, literature review, and hypothesis, this study is proposing the following research model (Figure 1).

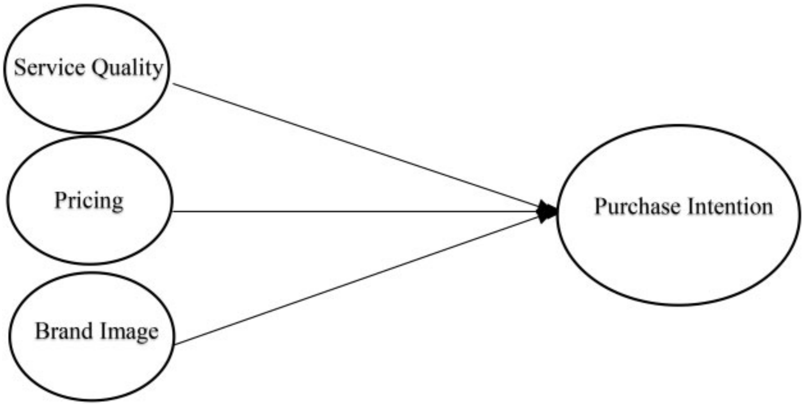

Figure 1. Research model.

3 METHOD

3.1 *Population*

This research comprises all those customers who had stayed in Horison Hotel located in Ciledug, South of Jakarta. According to the Marketing Manager, there were 41,566 hotel guests from June 2019 to June 2020.

3.2 *Sample size*

T The samples are part of the total number and characteristics owned by the population (Sugiyono 2015). For the determination of sample from the population studied, we used the Slovin method. The minimal sample obtained = 99 respondents. Initial data collection was done through a questionnaire consisting of 32 observational questions from four variables. This study uses a 5-point Likert scale, ranging from (1) Strongly disagree to (5) Strongly agree.

In this study, version 21.0 of the Statistical Package of Social Sciences (SPSS) was used to analyze the data. Regression and mean are implemented to explore data.

3.3 *Measurement of variables*

Quality of Service emphasis has 10 indicators, adopted from Parasuraman et al. (1988). Price has 10 indicators and is adopted from Kotler and Armstrong (2008). Brand Image consists of 8 indicators and is adopted from Kotler and Keller (2009), Lastly, Purchase Intention consists of 4 indicators and is adopted from Ferdinand (2002).

4 RESULTS AND DISCUSSION

Analysis of the characteristics of the respondents was made based on four categories, starting with gender, age, occupation, and purpose of staying at the hotel. The results of the survey are depicted in Table 1.

Table 1. Characteristic respondent analysis in this study, 56% of answerers were male and 44% were women. Most of the respondents were 18 to 30 years (37%), then 31 to 40 years (35%) while 28% were more than 41 years old. Most of the respondents work in the private sector (48%), students (40%), and government officers (12%). The majority of the respondents were staying in a hotel for business purposes (58%) and 42% for leisure.

Table 1. Characteristic respondent analysis.

	Options	Frequency	%
Gender	Males	56	56%
	Females	44	44%
Age	18 to 30	37	37%
	31 to 40	35	35%
	>41	28	28%
Occupation	Student	40	40%
	Private sector	48	48%
	Govt. Officer	12	12%
Purpose of stay	Leisure	42	42%
	Business	58	58%

4.1 *Validity*

The Validity test determines whether each statement item on the variable is said to be valid or not. The description of the validity test for Service Quality, Pricing, Brand Image, and Purchase intention as in Table 2.

Table 2. Validity of the instrument.

Statement	R count	R critical	Decision
1. Service Quality			
SQ1	0.605	0.30	Valid
SQ2	0.697	0.30	Valid
SQ3	0.630	0.30	Valid
SQ4	0.737	0.30	Valid
SQ5	0.637	0.30	Valid
SQ6	0.472	0.30	Valid
SQ7	0.610	0.30	Valid
SQ8	0.639	0.30	Valid
SQ9	0.581	0.30	Valid
SQ10	0.541	0.30	Valid
2. Pricing	0.457	0.30	Valid
	0.469	0.30	Valid
	0.379	0.30	Valid
	0.486	0.30	Valid
	0.448	0.30	Valid
	0.402	0.30	Valid
	0.685	0.30	Valid
	0.670	0.30	Valid
	0.571	0.30	Valid
	0.497	0.30	Valid
3. Brand Image	0.357	0.30	Valid
	0.450	0.30	Valid
	0.452	0.30	Valid
	0.491	0.30	Valid
	0.468	0.30	Valid
	0.469	0.30	Valid
	0.439	0.30	Valid
	0.569	0.30	Valid

(*continued*)

Table 2. Continued

Statement	R count	R critical	Decision
4. Purchase Intention	0.666	0.30	Valid
	0.806	0.30	Valid
	0.705	0.30	Valid
	0.621	0.30	Valid

Based on Table 2, for Service Quality, Pricing, Brand and Purchase Willingness, the whole statements obtained R_{count} range from 0.357 to 0.86. It means that the value of R_{count} in the four variables is greater than $R_{critical}$ (0.30). So, all statements on those variables are declared valid and can be tested further.

4.2 *Reliability*

The reliability test is created to complement the consistency of the respondent's answer to each variable. The reliability test was carried out using Cronbach Alpha, if it was above 0,60 then it was reliable.

Table 3. Reliability test for variables.

Variable understudy	Cronbach Alpha	Provisions	Decision
1.Service Quality	0.809	0.60	Reliable
2.Price	0.782	0.60	Reliable
3.Brand Image	0.749	0.60	Reliable
4.Purchase Intention	0.658	0.60	Reliable

Since the Cronbach Alpha's of all variables were greater than 0.60, this indicates the measurement of the observed variables was reliable.

4.3 *Descriptive analysis*

In the survey, it was found that there were several significant favorites in determining which customers wanted to stay in Horison Hotel, Ciledug

Table 4. Mean.

Variables	N	Mean	Indicators
1. Service Quality	100	4,14	10
2.Price	100	4,08	10
3. Brand Image	100	3,92	8
4. Purchase Intention	100	3,81	4

Table 4 shows the mean score of the variables. Service Quality has the highest mean value = 4.14. Pricing is placed on second highest mean score of = 4.08, followed by Brand Image = 3.92 and Purchase intention = 3.81.

4.4 *Multiple regression analysis*

Varied regression analysis was used to test the hypothesis exploring the strength of the relationship between Service Quality, Pricing, and Brand Image to customer's purchase intention.

Table 5. Result of varied regression analysis.

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	4.496	5.652		.796	.428
	Service Quality	.198	.088	.169	2.260	.026
	Pricing	.183	.087	.172	1.959	.040
	Brand I	.682	.080	.644	8.533	.000
a. Dependent Variable: Purchase Willingness						

Table 5 shows that Service Quality has a positive and significant effect on Purchase Intention with a p-value (0.026) < (0.05). So, **Hypothesis 1** that Service quality has a direct effect on Purchase Intention is **accepted**. Pricing has a positive and significant shown by p-value (0.040) < (0.05). It means **Hypothesis 2** that Pricing has a direct impact on Purchase Intention is **accepted**. **Hypothesis 3** stated that Brand Image has a direct impact on Purchase Intention, shown by p-value (0.000) < (0.05) which is also **accepted**.

4.5 *Discussion*

Based on the findings presented in Table 5, the first Hypothesis (H1) is supported. Service quality was found to have a positive and significant impact on purchase intention. This result confirmed the finding from previous studies by Dabholkar (2000), Brady and Cronin (2001), and Lu et al. (2009). Service is considered by customers to be important in their overall experience. The service quality received by customers can be made to improve customer experience and influence their decision buying.

The second hypothesis (H2) that Pricing has a direct impact on purchase intention is also supported. The finding of the study is in line with previous studies by Chen et al. (2009) that pricing has a direct impact on purchase intention. Haubl and Trifts (2000) and Brassington and Pettih (2006) concluded that price is the most effective method to stimulate customers to purchase a product as affordable as possible.

The third hypothesis (H3) is supported. It shows that brand image has a positive and significant impact on purchase intention. This finding also confirmed the previous studies by Arslan and Zaman (2014) who found there was a positive impact of brand on customer purchase intention. Ryu et al. (2008) suggested that the hotel's brand name is important in shaping and influencing customer's behavior.

5 CONCLUSION AND IMPLICATIONS

The analysis of the research results proves the overall hypothesis is well accepted. On the same note that service quality along with purchase intention is correlated, good service quality will increase customer purchase intention. Room rate is becoming an important role in customers' purchase intention. The increase of purchase intention also goes along with making a positive Brand Image of the hotel. Attention should be given to the image of the hotel facilities such as the parking area. All results in this study followed most of the past studies.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Indonesian domestic tourists' behavior based on their risk perceptions after COVID-19 outbreak (case of Jakarta metropolitan area residents)

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ABSTRACT: Tourism in Indonesia has now begun to enter the new normal era where people are starting to travel again amid the risk of COVID-19. The purpose of this study is to identify the risk perception of Jakarta Metropolitan Area residents toward COVID-19, identify their travel behavior, and analyze differences in their travel behavior responses based on the level of risk perception. This research uses descriptive analysis and the results of this study indicate that most respondents have a high-risk perception of the risk of COVID-19 in their travels. Based on the results of the analysis, there are significant differences in tourist behavior among the three risk perception groups. It was found that the difference in behavioral responses were based on the level of risk perception, respondents who demonstrate high-risk perception tend to show more COVID-19 risk-averse behaviors in their travel behavior than respondents who have lower risk perception.

Keywords: Risk Perception; Travel Behavior; Domestic Tourists.

1 INTRODUCTION

In early 2020, international tourism was shaken by the spread of new type of coronavirus known as Novel Coronavirus causing an infectious disease, COVID-19. International travel is considered a factor in disease transmission because of the movement of large groups of people who can increase the risk of transmitting diseases (Rosselo et al. 2017), hence international tourism has slumped due to travel restrictions and people reducing mobilities. The outbreak was declared a pandemic by the World Health Organization (WHO) on March 11, 2020 and since then many countries have declared a state of emergency that allows reallocation of resources and drastic measures to be taken such as imposing lockdowns, social distancing, closing schools, colleges, and offices, canceling, or postponing events and limiting the number of people in meetings (Cori et al. 2020). International, regional, and local travel restrictions immediately affect the tourism system, namely international travel and domestic tourism (Gossling et al. 2020). UNWTO (2020) has projected a 20-30% reduction in international tourist arrivals in 2020 with a 300-450 billion USD potential loss in tourism revenue. This shows that the spread of the contagious disease COVID-19 greatly affects the condition of international tourism.

The imposition of travel bans in almost all countries has resulted in the decrease in foreign tourist arrivals to Indonesia from January to March 2020 by 64.11% (Kemenparekraf 2020). Moreover, the implementation of emergency mobility restriction policy in almost all regions in Indonesia has made it difficult for the public to travel on domestic tours. This caused a loss in 2020 tourism sector's revenue to just half of the previous year's revenue of IDR 280 trillion (Kemparekraf 2020). The first COVID-19 cases in Indonesia were announced on March 1, 2020. Up to September 2021, there had been more than 4 million positive cases with more than 140,000 deaths across 34 provinces in Indonesia (BNPB 2021). Jakarta, the capital city of Indonesia, has the most cases which on average count for 21% of the country's total. Indonesia has a population of 270 million

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people (Worldometer 2020), whereas Jakarta Metropolitan Area, which consists of Special Capital District of Jakarta and four clusters of neighboring towns and regencies, has around 35 million inhabitants; 10.7 million of them reside in the Special Capital District. As Jakarta is the hotspot of the spread of COVID-19, large-scale social restrictions have been imposed since April 2020. In early July 2020, the restrictions policy was relaxed due to economic pressure and the term "new normal" became a buzzword, which referred to businesses and sectors (except education) opening by applying health protocols to prevent the spread of virus.

Despite the preventive measures, new spikes in the number of new infections occurred in the city and hence large-scale social restrictions were put in place again starting September 2020. Indonesia's economy contracted for the first time in 20 years by 5.3% in the second quarter of 2020 (BPS 2020), thus the pressure to relax the restrictions was mounting to boost production and consumption amid the outbreak. In July 2021, after the health system collapsed due to the second wave of virus spread, Indonesia finally enforced again a mobility restriction policy with offices adopting a Work from Home policy (except a few essential sectors), restaurants to only serve takeaways and deliveries, and recreational places to close. Interestingly, between the implementation of these period of restrictions and relaxations, various tourists' spots in the country have seen an influx of visitors. Hence, this research is timely, considering that tourists consider safety and security when choosing a destination (Suddle 2009; in Gossling et al. 2020). In the context of tourism, risk can be interpreted as tourists' behavior that assesses the possibility of any negative incidence which may occur (Chen et al. 2009; in Cui et al. 2016). Tourists assess the risks in their journey to avoid losses, knowingly or not. Risk perception in the context of tourism is when tourists conduct a subjective assessment of the uncertainty of the processes and outcomes of tourism activities (Liu & Gao 2008; in Cui et al. 2015). COVID-19 is a health issue, therefore the health risks that tourists will face are a determining factor in their risk perception. In the context of travel risks, health risks refer to the risk of causing body injury due to changes in the environment, accidents, security, and other factors (Liu & Gao 2008; in Cui et al. 2015). Kozak 2007; in Qi et al. (2009) added that information search and source can also affect risk perception since the information conveyed by the media can be used as an estimate of the likelihood or probability of risks that may occur (Wahlberg & Sjöberg 2000). Perceived risk acts as a trigger for preventive action (Wiedemann 2005; in Cori et al. 2020). This study tries to describe tourists' behavior after the spread of COVID-19. Specifically, it will examine the case of residents in Jakarta Metropolitan Area in their travel behavior as domestic tourists after COVID-19 based on health risks (Liu & Gao 2008; in Cui et al. 2015) and information search behavior (Kozak et al. 2007; in Qi et al. 2009). Perception of risks will be identified and differences in travel behavior (based on Wen et al. 2005) according to their levels of risk perception will be analyzed (Figure 1). The significance of this study lies on its attempts to define risk perceptions

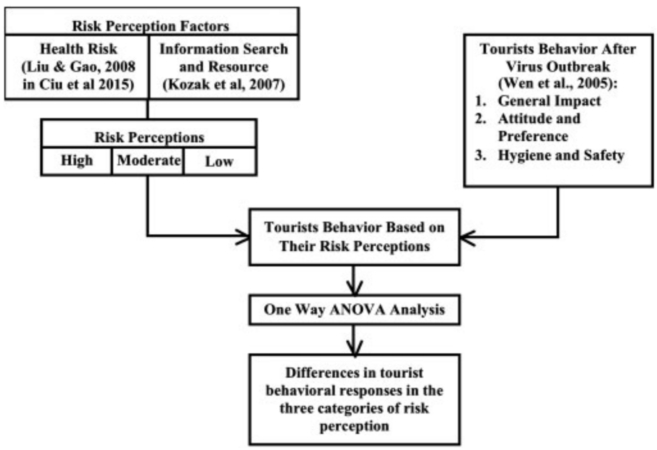

Figure 1. Conceptual framework (modified from Liu & Gao 2008 in Cui et al. 2015; Kozak et al. 2007; Wen et al. 2005).

among domestic tourists based on health risks and information search and source; to categorize these respondents to three levels of risk perception groups; and to examine the difference in their behaviors after the outbreak.

2 LITERATURE REVIEW

Tourist behavior according to Hasan (2008) is a complex psychological response that appears in the form of behavior or actions that are unique to individuals who are directly involved in the effort to obtain and use products and to determine the decision-making process in making product purchases including repeat purchases, which means tourists visiting tourist destinations, buying souvenirs, and one day the tourists return to visit because they feel comfortable. Tourists are not all the same. In fact, they vary widely in terms of age, motivation, level of prosperity, and preferred activities (Pearce 2005). Behavior change is the process of modifying behavior, often to produce a desired result. Behavioral change involves replacing one pattern of behavior with another (Burns & Rothman 2013). Perception of risk acts as a trigger for preventive action (Wiedemann 2005; in Cori et al. 2020). According to the Protection Motivation Theory (PMT), the general public's intention to adopt protective measures is significantly influenced by high levels of perceived risk. This theory states that public perceptions of the severity and vulnerability to certain health threats determine their risk perception of a disease (Rogers 1975). Therefore, obtaining information from various sources, such as public health professionals, government, and the media, can increase public awareness of these risks, and consequently the implementation of their preventive measures (van der Weerd et al. 2011). When their protective motivation appears, individuals change their behavioral intentions and attitudes (Rogers 1975 in Qi et al. 2009). In the context of travel, risk perception can influence destination choice and travel behavior (Reichel et al. 2007 in Qi et al. 2009). In their research Wen et al. (2005) suggested that SARS had a major impact on the work and lives of tourists during the SARS period. Travelers canceled their travel plans due to a combination of internal motivation (fear of travel) exacerbated by external mandatory measures and travel restrictions. Wen et al. (2005) suggested that SARS had influenced tourist tendencies and preferences, especially the type of tour and travel patterns. People tend to be more interested in outdoor activities and ecotourism, and city dwellers prefer to travel to the suburbs and the countryside. Wen et al. found that SARS had aroused the general public's attention to hygiene issues. Cleanliness and safety will be important factors when people make travel and tourism decisions.

3 METHOD

This research was conducted from April to July 2020. It employed a survey using an online questionnaire as the research was conducted during the stay at home period. This study used Probability Sampling with Simple Random Sampling. Questionnaires distributed from June 30 to July 6, 2020 to mailing lists and WhatsApp groups in which the authors were members and could only be filled by residents of the Jakarta Metropolitan Area. 400 responses were gathered, which was in line with Roscoe's (1975, in Sekaran 2006) statement that a sample size of more than 30 and less than 500 is appropriate for most studies. Respondents were 72% women and 28% men, whereas in terms on age groups, they belonged to four age groups as follows: 20–35 years (77%), 36–50 years (16.7%), 51–65 years (6%), and over 65 years (0.3%). Geographically, the respondents represent quite equally four out of five areas within the Jakarta Metropolitan Area with the following details: 29% reside in Bogor, 28% in the Special Capital District of Jakarta, 20% in Tangerang, and 15% in Depok.

This study uses descriptive analysis to identify risk perceptions and examine the travel behavior of residents of Jakarta Metropolitan Area after COVID-19. It also uses Kruskal-Wallis non-parametric statistical analysis to compare travel behavior based on respondents' levels of risk perception. Risk perceptions were classified into three categories, namely high, medium, and low. The determination of risk perception categories used data grouping with ideal mean and standard deviation (Arikunto 2012). The high group is the group with the ideal mean value plus one standard deviation ($x \geq Mi + 1 (SDi)$), the medium group is the group that falls between the ideal mean value minus one standard deviation and the ideal mean value plus one standard deviation ($Mi-1 (SDi) \leq x < Mi + 1 (SDi)$), and the low group is the group that has a value lower than the ideal mean minus one standard deviation ($x < Mi-1 (SDi)$).

4 RESULTS AND DISCUSSION

4.1 *Risk perceptions*

In this study, the determinants of the risk perceptions among domestic tourists from Jakarta Metropolitan Area represented by the respondents were health risk factors (Dolnicar 2005; Liu & Gao 2008; Hu 2011; in Cui et al. 2015) and information search and source (Kozak et al. 2007). The questionnaire items on the risk perception variables consist of seven questions (three items as indicators of health risk factors and four items as indicators of information search and source) using a five-point Likert scale questions. From a total of seven items of risk perception variables, the minimum score is 7 and the maximum score is 35. The ideal average (Mi) of the risk perception variable is 21 and the ideal standard deviation (SDi) is 4.67. In accordance with the data classification requirements, the risk perception of Jakarta Metropolitan Area tourists can be classified into these categories: high risk perceptions with a value of more than 25.7 ($X \geq 25.7$), moderate risk perceptions with a value between 16.3 and 25.7 ($16.3 \leq X < 25.7$), and low risk perceptions with a value below 16.3 ($X < 16.3$).

Based on health risk factors in domestic tourist destinations that the respondents will visit during the pandemic and the information search and source factors, domestic tourists tend to have high risk perception of COVID-19, which account for 84.25% or 337 people. Only a small proportion of respondents show moderate and low risk perception of the risk of contracting COVID-19 when traveling (15.25% and 0.15%, respectively). The high-risk perception group consists of 74.48% respondents aged 20–35 years, 18.10% were 36-50 years of age, 7.12% were 51–65 years old, and 0.3% were over 65 years. In the category of moderate risk perception, respondents aged 20-35 years dominated the category with 90.16%, the 36–50 years made up 8.20%, and the 51–65 years old accounted for 1.64%. Meanwhile, in the low risk perception category, there was only one age group, that is the 20–35 years old group. Ahmad et al. (2015) suggest that women's sensibility for travel risk is slightly higher than men. In the high risk perception category, female respondents accounted for 75.1%, whereas in the medium risk perception category, female respondents were 55.7% of the total respondents. Meanwhile, the low risk perception category only consisted of male respondents. Based on the data above, it can be said that women are more sensitive to the risks that will occur based on real risks and related information.

Item X1 was based on Liu and Gao (2008; in Cui et al. 2015) which defined health risks as a situation when tourists can feel the risk of their body being injured due to disease, accidents, safety issues, and other factors during the trip. Domestic tourists from Jakarta Metropolitan Area who fall into the high-risk perception category have a score of 4.64 which means that they are very worried about contracting COVID-19 when traveling on a tour that may pose a risk to their health. Items X2 and X3 are in accordance with Dolnicar (2005; in Cui et al. 2015), which indicates health risks as a situation in which access to health facilities is difficult and the presence of life-threatening disease is probable. Domestic tourists who fall into the high-risk perception category have a score above 4.20 which means that they feel the health facilities and protocols in the tourist destinations they are visiting are not sufficient to create a sense of security against COVID-19.

Items X4, X5, and X6 are based on Kozak et al. (2007) who state that tourists have a higher level of confidence in traveling as long as more transparent information regarding incident risks is provided. Domestic tourists who fall into the high-risk perception category have a value above 4.20 on the three items, which means they are following intensively the information on COVID-19, ensure the

Table 1. Average scores per category of risk perceptions.

Item Code	Item	High X 25,7 84.25%		Moderate 16,3 X < 25,7 15.25%		Low X<16,3 0.50%	
		Mean	S.D	Mean	S.D	Mean	S.D
	Health Risk Factors						
X1	I am worried contracting COVID-19 when traveling	4.62	0.52	3.65	0.87	2.52	1.17
X2	I feel that the tourist destinations to be visited do not have adequate health facilities for handling COVID-19	4.35	0.65	3.17	0.75	2.19	0.68
X3	I feel that health protocols at tourist destinations that will be visited have not provide me with a sense of security from the risk of contracting COVID-19	4.42	0.62	3.41	0.77	2.24	0.70
	Information Search Source						
X4	I keep myself updated on the information about the spread of COVID-19	4.37	0.73	3.30	0.89	1.80	0.84
X5	I trust the information on Indonesia's COVID-19 spreads after confirming the validity of the information	4.36	0.72	3.24	0.64	3.00	1.23
X6	I trust the information on COVID-19 spreads from mainstream media (TV, magazines, newspapers and online news portals) more than I trust information from new media/social media	4.23	0.84	2.77	0.78	1.60	0.89
X7	I intend to avoid the risk of contracting COVID-19 after following information regarding the spread of virus	4.73	0.46	3.87	0.86	2.00	1.00

validity of information and tend to trust only information conveyed by mean stream media. The medium risk perception group have a score above 3.20 for items X4 and X5 which means they follow information on the spread of COVID-19 in a lesser intensity than the higher perception group. On the other hand, domestic tourists who fall into the low risk perception category have a mean score below 2.0 for items X4 and X6 which means they do not follow information about the spread of COVID-19 intensively and that they receive information from various media. Item X7 refers to Wahlberg and Sjöberg (2000), which states that risk always brings ideas about possibilities, thus the availability of information from the media can be used as an estimate of the probability of virus spread. Domestic tourists who fall into the high-risk perception category really want to avoid the risk of COVID-19 when traveling based on the collection of related information (value above 4.20).

4.2 *The behavior of domestic tourists from Jakarta metropolitan area after the COVID-19*

Travel behavior is conceptualized by tourists before, during and after the trip, as how tourists behave according to their attitudes towards tourism products (March & Woodside 2005). Tourist behavior includes one or more behavior intensities based on the needs of behavior according to certain situations. Tourists will usually adjust their travel behavior according to the situation. In this case, this study will examine how tourists behave in a situation where COVID-19 spreads. In general, domestic tourists from Jakarta Metropolitan Area demonstrate behaviors that avoid the risk of contracting COVID-19 in their daily life and in their travel behavior. The total value for all items is above 3.80 (Table 2), this indicates risk aversion behavior on COVID-19.

In general, they tend to choose traveling away from the crowd, choose time when there are fewer visitors, travel to places that are less visited, avoid the center of the crowd, and opt to travel in small groups. Similar behavior was found in Chinese tourists after SARS, in which they preferred traveling in small groups to avoid the risks of SARS in 2003 (Wen et al. 2005). Domestic tourists from Jakarta Metropolitan Area also tend to prefer traveling to natural areas with open air. Wen et al. (2005) stated that Chinese tourists preferred outdoor areas because during the 2003 SARS period, they were confined at home for months.

They are more concerned about cleanliness at attractions visited as well as the transportation and accommodation being used. In addition, they are more concerned with the health of their travel partners and choose to eat at places that guaranty cleanliness. But for lodging, the stars of the hotel are not their main concerns, the important thing is cleanliness. This may be due to respondents' perception of star hotels being expensive and that it is difficult to adjust their travel budgets, considering the majority of respondents are 20-35 years old.

4.3 *Differences in domestic tourists' behavior based on risk perceptions of COVID-19*

According to Protection Motivation Theory (PMT), protective measures are significantly affected by the high level of risk perception. When their protective motivation appears, individuals change their intentions and behavioral attitudes (Rogers 1975 in Qi et al. 2009). In the context of travel, perceptions of risk can influence destination choice and travel behavior (Reichelet al. 2007 in Qi et al. 2009). In this section, travel behavior among different groups with different levels of risk perception will be compared using Kruskal-Wallis one-way analysis of variance. The hypothesis of this study is that there is a difference in the average of each behavior (Y) against the three categories of risk perception (X).

Based on Table 3, it can be seen that all items have a significant average difference between the three categories of risk perception. The hypothesis (Ha) is accepted if the significance (P-value) is less than 0.05, it is interpreted as significant. Only items Y2 and Y10 have no mean difference between the three categories of risk perception. This means that domestic tourists with high, medium and low risk perceptions have the same level of the disturbance to their work life during COVID-19 outbreak and choose to travel to the outdoor after COVID-19. The three groups show significantly different behavior towards the general impact of COVID-19 on their daily life. Judging from the average value of domestic tourists' behavior in the three risk perception categories, it is known that the higher the risk perception, the higher the average value of the behavior.

It can be said that high risk perception group feels more about the impact of COVID-19 in their daily lives because they prefer to avoid the risk and hence are making some changes in their lives (value 4.57), adjusting work (value 4.13), and postponing travel (score 4.63). They are most concerned about contracting COVID-19 when traveling, so they postpone and even cancel their tour plans. Fears of contracting COVID-19 in their daily lives make domestic tourists in this category change their behavior in their lives and work to avoid the risk of COVID-19. Intense reception of related information from the media has resulted in actions that prevent the contraction of the virus. On the contrary, domestic tourists in the low-risk perception category do not really show changes in their travel behaviors.

Intuitively, the increased perception of health risk should encourage people to minimize or shift risk (Brewer et al. 2004; Uriely & Belhassen 2006; in Chien, P et al, 2016). This is evident in the behavior of domestic tourists in the perspective of general impacts on daily life except for item Y2, indicating the higher the risk perception of domestic tourists on the risk of COVID-19, the more they show risk-averse behavior that causes changes in their daily life and disruption of travel plans. In the perspective of attitude and choice of travel, these domestic tourists show significantly different behavior towards the three risk perception categories except for item Y10. The behaviors that are in line with each group's perceived risk level, can be connected to Protection Motivation Theory (PMT) (Rogers 1975 in Qi et al. 2009). Protective measures are significantly affected by level of risk perception. When their protective motivation appears, individuals change their intentions and behavioral attitudes.

5 CONCLUSION

Based on health risk factors and information searches and sources, most domestic tourists from Jakarta Metropolitan Area who were involved in this study, showed high risk perception towards

Table 2. Comparison of average tourist behavior based on risk perceptions.

Item Code	Item	Low		Moderate		High		Total	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD
	General Impact								
Y1	There have been changes in my life and lifestyle due to the spread of COVID-19	2,00	0,00	3,95	1,02	4,57	0,62	4,46	0,75
Y2	Work has been disrupted due to COVID-19 outbreak	3,50	1,50	4,11	1,09	4,13	1,12	4,13	1,12
Y3	My travel plans are disrupted due to the spread of COVID-19	3,50	1,50	4,39	0,82	4,63	0,68	4,59	0,72
	Attitudes and Choices								
Y4	I reduce travel over the next 12 months following the COVID-19	2,00	1,00	3,49	1,05	4,26	0,88	4,14	0,97
Y5	I choose to travel in tourist attractions that are not visited by many people after COVID-19	3,00	1,00	3,79	1,10	4,16	0,98	4,10	1,01
Y6	I have doubts on the safety of the tourist spots I visit after COVID-19	2,50	1,50	3,48	0,99	4,20	0,82	4,08	0,90
Y7	I choose to travel during the low season to avoid crowds after COVID-19	2,50	0,50	3,90	0,95	4,34	0,91	4,27	0,94
Y8	I choose to avoid traveling in large groups after COVID-19	3,00	1,00	4,07	0,92	4,60	0,66	4,51	0,74
Y9	I choose to travel far from the city center after COVID-19	3,00	1,00	3,61	1,01	3,94	1,11	3,88	1,11
Y10	I choose to travel in the open after COVID-19	3,50	1,50	3,89	1,01	4,17	1,01	4,13	1,02
	Hygiene and safety								
Y11	I am more concerned about tourists' destinations after COVID-19	5,00	0,00	4,39	0,66	4,71	0,52	4,66	0,56
Y12	I care more about the hygiene and safety of transportation I use for traveling after COVID-19	5,00	0,00	4,28	0,68	4,66	0,57	4,61	0,61
Y13	I am concerned about the hygiene and safety of accommodation during my trip after COVID-19	5,00	0,00	4,33	0,69	4,68	0,54	4,63	0,58
Y14	I prefer star hotel that can guarantee hygiene and safety after COVID-19	3,50	1,50	3,59	1,03	4,03	1,04	3,96	1,05
Y15	I care more about my travel companions' health after COVID-19	5,00	0,00	4,07	0,77	4,34	0,84	4,31	0,83
Y16	I prefer to eat in a place that has guaranteed hygiene and safety after the spread of COVID-19	3,00	2,00	4,03	0,70	4,54	0,71	4,46	0,75
Y17	After COVID-19, I pay more attention to hygiene and safety when traveling	5,00	0,00	4,39	0,68	4,69	0,55	4,65	0,59

Source: Authors (2020), modified from Wen et al. (2005).

COVID-19. The behavior of Jakarta domestic tourists from the perspective of general impact, attitudes and choices, and hygiene and safety after COVID-19 somewhat resembles a previous study conducted on domestic tourists in China when SARS occurred. Both studies conclude that tourists generally avoid behaviors that put them at risk of contracting infectious diseases (SARS

Table 3. Kruskal-Wallis Analysis Results.

Item Code	ANOVA	
	H-KW	Sig.
	General Impact	
Y1	34.454	0,000
Y2	0.292	0,864
Y3	7.048	0,029
	Attitudes and Choices	
Y4	36.144	0,000
Y5	9.039	0,011
Y6	32.915	0,000
Y7	20.346	0,000
Y8	29.905	0,000
Y9	8.006	0,018
Y10	5.827	0,054
	Hygiene and security	
Y11	16.762	0,000
Y12	23,425	0,000
Y13	18.701	0,000
Y14	11.279	0,004
Y15	11.432	0,003
Y16	33.456	0,000
Y17	14.581	0,001

Source: Authors (2021)

and COVID-19). In general, the behavior of domestic tourists is in line with the level of perceived risk of COVID-19. This study shows that the higher the risk perception, the more they demonstrate risk-avoiding behaviors in daily lives, attitudes, and choices during traveling, and the more they are concerned about hygiene and safety in tourism components such as destinations, attractions, transportation, and accommodations. It is also indicated from this research that there are significant differences in tourist behavior in the three risk perception groups, except for two variables (disruption to work and choosing to travel in the open or outdoor). Finally, this study highlights the need to improve health protocols and health facilities for tourist destinations to reduce the concerns of domestic tourists as well as keeping the destinations safe, which is very important for host governments, communities, and tourism businesses.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Management of pilot tourism village development (conceptual model for Tugu Utara tourism village, Bogor Regency, West Java)

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ABSTRACT: This study aims to develop a concept regarding the governance of the development of a pioneering tourism village in the Tugu Utara area, Bogor Regency in West Java. This study discusses building a concept to develop Tugu Utara Village into a tourist village. This research method uses a qualitative approach. In conclusion, the development of a tourist village must start from the local community and the local community must realize the importance of developing a tourist village without damaging the environment, and get support from the government, academics, investors, and the media.

Keywords: Governance, tourist village

1 INTRODUCTION

In the era of regional autonomy, each region is given the freedom to develop and manage itself. For this reason, the Penta helix concept is a concept that can be used to identify and develop the governance of the development of the Tugu Utara tourism village, which involves elements of the Government, academics, investors, the community, and the media to unite, coordinate, and commit to developing the local potential of the Tugu Utara Tourism Village in the District. Figure 1 shows the geographical conditions of the Tugu Utara tourist village, which is one of the villages in the southern region of Bogor Regency, with an area of 1,703 Ha ,at the northern boundary of Sukamakmur District, south of South Tugu Village, west of Batu Layang Village, and east of Pacet District (http://tuguutara-cisarua.desa.id/artikel/2020/1/11/profil-desa-tugu-utara-kecamatan-cisarua).

The location of Tugu Utara Village has high accessibility because it has good topography and can facilitate transportation access to the surrounding area. This condition is supported by the existing transportation system in the area. In addition, the Tugu Utara Village Government, Cisarua District, Bogor Regency, in the near future, plans to carry out massive management of a number of natural tourist destinations in its territory (https://www.radarbogor.id/2020/11/03/desa-tugu-utara-bakal-kelola-telaga-saat-puncak-tak-bisa-lagi-bebas-keluar-masuk/). According to information obtained about the leading tourist destination in Tugu Utara Village, Saat Puncak Lake is one of the tourist attractions in the form of a lake that provides various facilities and rides for games, flying foxes, an outbound area, and lodging. Telaga Saat Puncak is located on Jl. Raya Puncak Cianjur, North Monument, Cisarua, Bogor, West Java. This lake is visited by many tourists because of its strategic location near the Puncak-Cianjur highway. Its location behind tea plantations and hills overgrown with green trees adds to the exoticism of this tourist spot. The water in the Saat Puncak Lake, Bogor is still very clear and not polluted, and thus it looks soothing to the eyes. The water of the Saat

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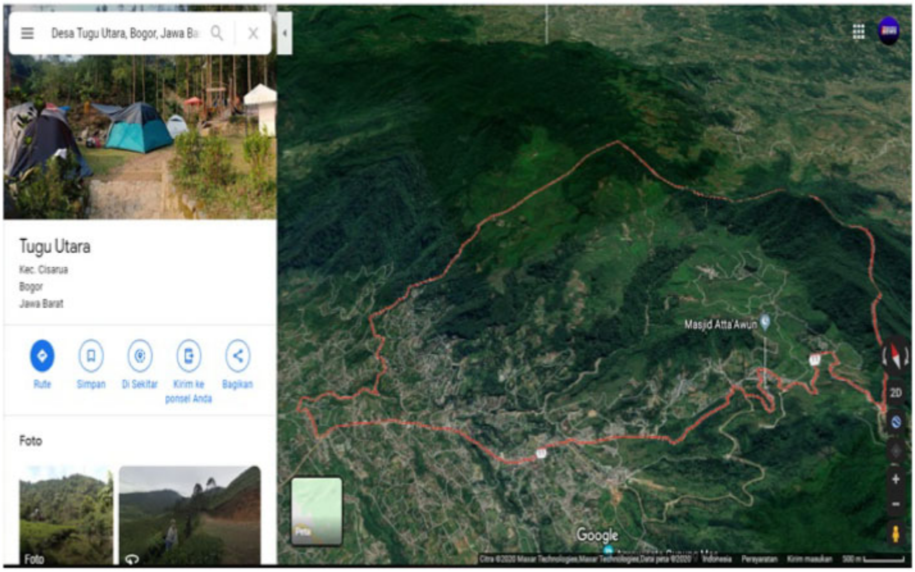

Figure 1. Geographical condition of tourism village, Tugu Utara.
Source: http://tuguutara-cisarua.desa.id/tuguutara
Cisarua.desa.id/upload/artikel/sedang_1578745067_PETA+GOOGLE.jp

Puncak Lake is also a source of water for the surrounding community and it is widely used for plantation waters and for daily needs

1.1 *Formulation of the problem*

Tugu Utara Village is about to be developed into a tourist village. The advantage of Tugu Utara Village is that it already has Saat Puncak Lake with various facilities and lodging. What is the appropriate concept for developing the object of the Tugu Utara Tourism Village, Bogor Regency, West Java

1.2 *Research purposes*

To find out the concept that is suitable in developing the tourism object of the Tugu Utara Tourism Village, Bogor Regency, West Java.

2 LITERATURE REVIEW

The concept of rural tourism states that the appropriate tourism product development model for the Tugu Utara Tourism Village area, Bogor Regency, West Java is to maximize the potential of Rural Tourism as seen from its potential that characterizes the characters of the Tugu Utara Tourism Village, as well as the unique positioning of the Tourism Village. Telaga Saat Puncak is one of the tourist attractions in the form of a lake that provides various facilities and rides for games, an outbound area, and lodging as alternative cultural tourism based on rural community activities, with an easily accessible location in Bogor Regency environment. For this reason, this tourism product can be realized, so it is expected that tourist visits will increase to this tourist village so that it can contribute further to the welfare of its citizens (Agoes, 2015).

The concept of sustainable tourism is a policy to explore the potential of natural resources to combat poverty and the need to prevent environmental degradation. The concept of sustainable tourism requires the fulfillment of basic needs for the community and wide opportunities for community members to pursue the ideals of a better life without compromising future generations (Sutamihardja 2004).

The concept of community-based tourism is a social principle that is closely related to the interaction of hosts and guests/tourists and there is a relationship between local communities and visitors/tourists in tourist destinations that affect the duration, intensity, and nature of the visit (Murphy 1983).

3 METHODS

This research is a literacy study and is divided into several stages. The stages in this research are collecting various theories and various other literature related to the development of Tugu Utara Village into a tourist village and then making a research model.

4 DISCUSSION

To build the Tugu Utara Village by looking at the tourism potential it has, a SWOT analysis is carried out so that the best development model can be designed.

4.1 *SWOT analysis*

The strengths of the Tugu Utara Tourism Village are obtained from the Tugu Utara Tourism Village Government and other related parties for the development of Tugu Utara Village as a Tourism Village. The weakness of the Tugu Utara Tourism Village is that the development of Tugu Utara Village as a Tourism Village has not been maximized. Opportunities to Tugu Utara Tourism Village are that there are already many tourist objects in Tugu Utara Village such as Saat Puncak Lake. Threats to Tugu Utara Tourism Village are many other regional tourism destinations that are better known to the public.

4.2 *Research design model for developing tourism in Tugu Utara villag*

Based on the SWOT analysis, the research model can be arranged as follows:

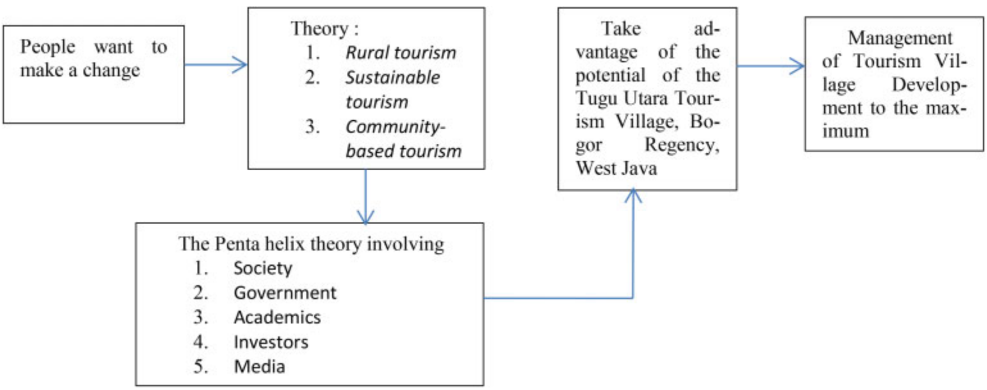

Figure 2. Research framework
Source: Framework (2021).

The people of Tugu Utara Village want Tugu Utara Village to be a leading tourist village so that it can help develop the skills and potential of the tourism village community. Rural Tourism has potential due to the characteristics of the Tugu Utara Tourism Village, as well as the unique positioning of the Tourism Village. Rural tourism can be realized, so tourist visits to this tourist village are expected to increase so that it can contribute further to the welfare of its citizens (Agoes 2015).

The concept of rural tourism is a type of tourism activity where tourists get experience related to various products produced from nature-based activities, agriculture, lifestyle, and rural culture. It is the basis of sustainable tourism village development. The concept of sustainable tourism invites all parties—especially community members—to manage resources in a way that can meet the economic, social, and aesthetic needs of the people of North Tugu Village while ensuring the sustainability of local culture, natural habitats, biodiversity, and other important support systems (Sutamihardja 2004). Furthermore, community-based tourism is a social principle that is closely related to the interaction of hosts and guests/tourists (Murphy 1983). The Penta helix concept is a concept that can be used to identify and develop village development governance (Yuningsih et al. 2019). Through support from various parties such as the local community, the North Tugu Village government, universities, investors, and the media, the development of North Tugu Village into a tourist village can be maximized.

5 CONCLUSIONS AND SUGGESTIONS

The development of Tugu Utara Village into a tourist village is based on a natural environment so that the development of a tourist village must start from the local community. The local community must realize the importance of developing a tourist village and obtain support from the government, academics, investors, and the media

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Job enlargement on employees' motivation: A case study in a hotel during COVID-19 pandemic

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ABSTRACT: Hospitality businesses were hugely impacted during the COVID-19 pandemic. Hoteliers have been completing various ways to reduce the impact of losses; one of which is by reducing the number of employees. Consequently, the management must apply job enlargement on employees. The study aimed to describe the impact of job enlargement on employees' motivation. The study applied descriptive statistics, correlation analysis, coefficient of determination, and t-test. The population was the employees who work in 4-star and 5-star hotels in Indonesia. The sample was determined by convenience sampling, and the study had 72 respondents. The research found that job enlargement has a positive and significant correlation to employees' motivation. Finally, this study implied that the management in hospitality businesses can implement job enlargement to improve employees' motivation.

Keywords: Job Enlargement, Motivation, Employees, Hotel Industry, and Pandemic COVID-19.

1 INTRODUCTION

An organization is a collection of several people who interact and work together to achieve common goals. One of the most important elements in an organization is human resources (Siswanto 2012). The ability to face challenges in an organization depends on the ability to organize and manage human resources. Emerging problems commonly lie in the efforts to maintain employee motivation to still be able to work according to the demands, and be always enthusiastic and satisfied in each job (Griffin, 2004). One of the methods that can be used by organizations to motivate their employees includes job expansion or job enlargement (Chakravarty and Shtub in Anindito 2015). Job satisfaction felt by employees related to employee work motivation will ultimately affect employee performance. Employees will get better results for hotel achievements in providing services to guests who visit and enjoy products and services offered by the hotel.

This research was made to investigate the level of satisfaction of groups of workers in hotels regarding the COVID-19 pandemic which has been going on since March 2020. With the decline in occupancy rates and the very limited mobility of Indonesian people, coupled with travel restrictions (called PPKM or Restrictions Enforcement Community Activities), the hotel occupancy rate has decreased drastically and has had an impact on overall hotel revenue. This of course has an impact on the hotel income and profit. One solution to reduce hotel expenses is to reduce the number of hotel workers, however, the quality of services and products provided to guests should not be reduced, so hotel leaders must think creatively and solve solutions strategically, namely, by implementing multitasking work in hotel organizations. Multi-tasking has certainly been done for a long time, but this time, it is suspected that the COVID-19 pandemic has made the hard work in supporting hotel performance more extreme in every hotel in Indonesia. There are several questions in this research: 1) how is job enlargement in 4- and 5-star hotels in Indonesia? 2) how are employees' motivations in 4- and 5-star hotels in Indonesia? 3) how does job enlargement affect employees' motivation in 4- and 5-star hotels in Indonesia?

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2 LITERATURE REVIEW

2.1 *Job enlargement*

Since Bartle (2008) introduced job design in the mid-1970s, management of design job enlargement (Cemane 1980) has been aiming to minimize the satisfaction and monotonous jobs as a consequence of overspecialization. In hotels, there are many specialist jobs such as a telephone operator who does a single type of work every day. The employees who are in this situation feel that the job does not meet their desire, so they are trapped in dissatisfaction. The next step is that those employees intend to leave the job. Specialization refers to repetitive types of jobs that are characterized by no autonomy, no achievement, and no recognition. Therefore, managers need to encourage employees to perform several various tasks, called job enlargement. Most of the employees look at job enlargement as rewards that can motivate employees. However, there are some barriers such as underestimation and worrying too much about making mistakes.

These factors can motivate employees at work. The most motivational predictors are reward and recognition, work environment, and employee empowerment (Norbu & Wetprasit 2021). The essence of job enlargement is empowering employees so that they have the opportunity to decide their own working pace (within the target limit), to control their job quality, to provide opportunities to make job corrections, and to be free to choose the way to complete the tasks. This autonomy motivates employees to share knowledge (Hon et al. 2021). This implementation correlates to job health (Park & Jang 2017). Since job enlargement asks for higher ability, the superior responsible for helping the employees or considering employees' needs (Ohunakin et al. 2019) could assist to avoid the barriers and accomplish the job well. This achievement leads to improving the sense of employees' pride. As employees become highly proficient in their job, there will be lower supervision. Their competence is increasing their confidence (González et al. 2016). Regarding the positive benefits in implementing job enlargement, job enlargement is absolute. Table 1 describes the factors of job enlargement (Norbu & Wetprasit 2021).

Table 1. Factors of job enlargement.

Factors	Indicators
1. Decide their own working pace (within the target limit).	1. Perform a job with flexible timing.
	2. Involvement in decision making.
2. Control their own job quality.	3. The level of strict on work rules and regulations.
3. Have the opportunity to make job corrections.	4. The work freedom of creativity and judgment.
4. Be free to choose the way to complete the tasks.	5. Challenging job.
5. Have job' pride	6. The work of trust and ownership offering.
6. Have superior support	7. Management support to solve personal problems.
	8. Job fit of skills and knowledge.
	9. Have adequate job tools/equipment.
	10. Good coworkers and managers.

Kurniawati and Damayanti (2020) argued that job enlargement did not decrease employees' performance and the employees' performance increased although the number of tasks increases. It is still an effective job design to overcome the limited number of employees. However, job enlargement could motivate employees if it is implemented based on improving employees' attitudes, morale, and job satisfaction. Improving the employee's attitude means the employee is (1) proud to work at the hotel; (2) happy to come to work at the hotel; (3) motivated; (4) has a clear career path; (5) is treated fair; and (6) is served with competitive benefit (Simbine & Tukamushaba, 2020). Based on employees' morale means, the superior: (1) provides adequate work conditions that influence the behavior of employees. This encourages employees to do the tasks as best as possible; (2) is aware of employee's preferences of their work environment; (3) motivates, respects, treats, and trusts the employees; and (4) builds employees' confidence (El-Said & Osman, 2014). Job satisfaction refers to the pleasant and positive emotional feeling of employees based on the ratio of the employees' desire and their experience in the company (Ko et al. 2020). The factors of employees' job satisfaction consist of workplace conditions, compensation, career growth, superiors' support, and job security (Ohunakin et al. 2019).

2.2 *Motivation*

The COVID-19 pandemic has led to many changes in hotel operational work procedures which of course have had an impact on the motivation to work within the overall hotel organizational structure. Performance problems require problem identification as a systematic process (Clark 1998). Companies, in this case the hotel industry, must be responsive and capable of providing motivational solutions and motivation to every employee in dealing with problems in hotel operations, especially working doubled duties in meeting guest needs without reducing the quality of services and products provided, by enhancing an award program in the form of money, certificates, paid time off, bonuses, cash, and travel perks (Vinay Chaitanya Ganta 2014). Incentive approach can be a way to increase employees' motivation (Norbu & Wetprasit 2021).

Hotel leaders need to know the emotional conditions of each member of the team to be able to take the right steps in providing motivation and the creative solutions proposed (Gagari Chakrabarti Tapas Chatterjea 2018). Furthermore, it will improve employee's engagement (Zheng et al. 2020). Every department head in a hotel organization should learn how to lead a team of workers in a pandemic condition, which is full of challenges, in order to provide excellent service and consistent products (Maxwell 2014). In the end, the success of a hotel depends on succeeding in providing excellent service quality and guest experience (Ruth Pijls et al. 2011) with consistent products, good feedback from every customer, and increasing guest loyalty.

3 METHODS

The study used a quantitative method and a descriptive approach. The data were collected in July–August 2021, using cross-sectional and convenience sampling methods by distributing questionnaires. There are two parts of the questionnaires; the first part is probing the information of respondents' profiles, while the second part consisted of statements to measure the variables of the job enlargement and employees' motivation. To determine the effect of variable X on variable Y, we used correlation analysis. We chose a Likert scale of four points, in which 1 is strongly disagree and 4 represents strongly agree. The unit of analysis of this research was 72 employees, consisting of 40 employees of 4-star hotels and 32 employees of 5-star hotels in Indonesia. The data analysis used SPSS 22 for windows software.

4 RESULTS AND DISCUSSION

Based on the results of research conducted on 72 respondents working in 4- and 5-star hotels in Indonesia through a questionnaire, it was determined that the independent variable studied is job enlargement (X) with the dependent variable being motivation (Y). The analysis includes validity and reliability tests, frequency analysis, and descriptive analysis. Validity and reliability tests were carried out on the statement of job enlargement and employee motivation variables. The validity test was analyzed by r-table. Since the number of respondents is 72, the df is 70 (df = 70). At a significance of 0.01, the r-table value is 0.2319. If the Pearson correlation value is >0.2319 then the data are valid. The results of the validity test showed that 25 statements were declared valid, The Pearson correlation value of 25 statements was between 0.697 and 0.898 (>0.2319). A reliability test was conducted to determine whether the questionnaire can be used more than once by the same respondent to produce consistent data. In the reliability test, Cronbach's Alpha is used. The value is 0 to 1. It is considered unreliable if Cronbach's Alpha value is less than 0.6; the data is said to be reliable if the Cronbach's Alpha value is between 0.6 and less than 0.8; the data is said to be the most reliable if the Cronbach's Alpha value is 0.8 or more. The results of the reliability test showed that the value of Cronbach's Alpha 10 statements for Job Enlargement was 0.786 and employee motivation of 15 statements was 0.815, which means that the reliability of the twenty-five statements is good. Next, came the frequency analysis. Frequency analysis was conducted to analyze respondent profile data. Analysis of the frequency profile and average respondents can be seen in Table 2.

Table 2. Respondent profile.

	Variable	Respondents' Profiles (%)
1. Gender:	a. Male	68,1
	b. Female	31,9
2. Age:	a. 18-29 years old	16,7
	b. 30-39 years old	20,8
	c. 40-49 years old	48,6
	d. >49 years old	13,9
3. Status:	a. Unmarried	25,0
	b. Married	75,0
4. Education:	a. High School	19,4
	b. 3-Year Diploma	25,0
	c. 4-Year Diploma,	16,7
	d. Bachelor	30,6
	e. Magister	8,3
5. Job Title	a. Rank and File	4,2
	b. Supervisor	11,1
	c. Manager	84,7
6. Type of Hotel	a. 4-star hotel	55,6
	b. 5-star hotel	44,4

Source: Processed by researchers, 2021.

Based on Table 2, male respondents made up 68.1%, while female respondents made up 31.9%. The age of the respondents ranged from 18 years to over 50 years. 16.7% of respondents were 18 to 29 years old, 20.8% were 30 to 39 years, 48.6% were 40 to 49 years as many as 48.6%, and 13.9% were aged over 49 years. 25% of respondents were not married 25% while married respondents made up 75%. The educational background of the respondents is 19.4% high school graduates, 25% graduated 3-year diploma, 16.7% graduated 4-year diploma, 30.6% graduated bachelor and 8.3% graduated magister. Job title rank and file were workers 4.2%, supervisor 11.1%, and manager 84.7%.

After the data were obtained, the next analysis was the descriptive analysis between job enlargement and motivation. In the job enlargement variable, there are the following indicators: have flexible time to complete work; have the authority to make decisions; company rules and policies are not too strict; have creative freedom; the work given is challenging; leaders give me the confidence to complete the task; supervisor cares about the problems I face; have the appropriate abilities with the work I do; supportive work equipment; and pleasant co-workers and leaders. In this research, the Job Enlargement variable uses 10 statements with the characteristics of the respondents' answers based on it being known that for each statement the Job Enlargement has an average of 3.28-4.00, except for the statement that the company's rules and policies are not too strict, which have an average value of 2.36. Meanwhile, the total average of the Job Enlargement variables is 3.44. This shows that the Job Enlargement applied to the company is very good for the respondents who run it. Meanwhile, for the motivation variable using 15 statements including: able to complete every job, work according to procedures and schedules, able to work closely with all employees, able to take initiative in work, able to be responsible for every task given, be present on time, salary can encourage to work better, old age allowance to bind employees, the work given is very challenging, want to develop my abilities while working at the company, every work that has been carried out deserves an award, work hard because of the opportunity given by the company to occupy certain positions, the relationship between employees and leaders helps you in your work, the relationship between fellow employees helps you in your work, and the facilities provided by the company are quite complete and adequate. Based on the data on the findings of the motivation variable, it is found that each statement of work motivation has an average of 3.28-4.00. Meanwhile, the total average of the work motivation variables is 3.72. This shows that the work motivation of the respondents is very good/high.

Based on the data calculation, it can be concluded that job enlargement has a positive and significant effect on the motivation of employees working in 4- and 5-star hotels. During this COVID-19 pandemic, it can be concluded that the hotel industry is good at developing strategies to motivate its employees by expanding the job content of employees horizontally, meaning that employees will be given more tasks, where the expansion remains within one level of the main job. For example, during the night shift, a room attendant in the housekeeping department can also operate as a waiter in room service, bell boy, or so on, which can be done across departments and the expansion of the work does not interfere with hotel operations and the level of service provided to guests remains constant. The benefits of job enlargement for employees, apart from being motivating, can also be an increase in efficiency related to labor costs in a hotel operation. Of course, with the COVID-19 pandemic, it is hoped that job expansion can also have a positive impact on employees, namely by increasing take-home income every month. The conclusion from the data obtained is that the implementation of job enlargement in hotel operations will create a more pleasant working atmosphere for every human resource who works in it because each will get an increase in their share following their duties and responsibilities in hotel operations.

5 CONCLUSION AND IMPLICATION

A correlation coefficient is used to determine the relationship between the variables of job enlargement and work motivation. Therefore, it can be determined that there is a correlation between job enlargement variables and work motivation. The correlation value is 0.697 indicating that the correlation or relationship between the two variables is positive and has a fairly strong relationship. The coefficient of determination is used to determine the goodness of the model in regression analysis. A high R2 value indicates that the regression model used is good. The value of the coefficient of determination (R2) shows a sufficient value even though the value of the coefficient of determination has not shown a high value. The R2 value is 0.486 or 48.6%, which indicates that the job enlargement variable can explain 48.6% of the work motivation variable, while the remaining 51.4% is explained by other variables outside the model used. To measure the linear regression, we used a t-test mainly aiming to determine the effect of each independent variable through hypothesis testing. The results of the t-test estimated the of regression parameters. The job enlargement variable has a significant effect on work motivation because the p-value is less than 0.05. Job enlargement has a positive effect on work motivation. So that the model obtained from this simple linear regression analysis is:

$$\text{Work Motivation} = 2{,}095 + 0{,}473 \text{ Job Enlargement}$$

The model shows the magnitude of the effect of job enlargement on work motivation. Each increase in job enlargement by 1 unit will increase work motivation by 0.473 units. The job enlargement variable impacts employees' motivation positively and significantly because the p-value is less than 0.05. The model shows the magnitude of the effect of job enlargement on employees' motivation. It is realized that this research has not been able to provide answers on how to increase employees' motivation. This is due to limitations, namely time constraints and research variables, in that the time for this study was quite short and the variables in this study only use job enlargement and employee motivation. It is recommended that future research add job satisfaction variables so that they can provide a more accurate answer on how to motivate employees.

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Homestay management based on local wisdom in the Borobudur area, Indonesia

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ABSTRACT: Local wisdom in this context is viewed as a series of values that apply to the community in terms of behavior and managing homestays. The location of this research is the village of Ngaran 1 and 2, in the area of Borobudur, Magelang, Indonesia. The aim of this research is to find out some local wisdom and the importance of maintaining it, and to find out the efforts of the community to apply the concept of homestay management based on local wisdom in the Borobudur area. This study used a descriptive qualitative method and an interview method of data collection. The results of this study found five relevant aspects: environment, work, culture, food, and architecture. The local wisdom has the ability to be integrated with homestay businesses and the management of tourist villages. The practical implication is homestay owners and PT Candi Tourism Park, Borobudur Tourism Village can take advantage of the findings of this paper to improve the visitor experience.

Keywords: Local Wisdom; Homestay; Tourist Village

1 INTRODUCTION

Indonesia has a unique culture, and is rich in natural beauty and art, which attracts foreigners to visit. This can be seen from the Travel and Tourism Competitiveness Index (TTCI) of the World Economic Forum (WEF), namely Indonesia has risen from being ranked 70 in 2013, to ne ranked 40 in 2019. This shows Indonesia's tourism ranking has increased rapidly (Yudantoro 2020).

President Jokowi, in 2017, determined to develop 10 priority tourist destinations, or what can also be called 10 New Balis (Yudantoro 2020). However, in 2018, the government of Indonesia, through the Ministry of Tourism and Creative Economy, via Sandiaga Uno, narrowed it down to 5 tourism destinations and is promoting the country's tourism potential. One of the efforts is to promote 5 super priority destinations in Indonesia: Lake Toba in North Sumatra, Borobudur Temple in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi. This involves several agencies, including the Ministry of Tourism, PUPR, the National Development Planning Agency (Bappenas), Transportation, and the Investment Coordinating Board (BKPM) (Prahara 2021).

There are six directives that have been submitted in relation to the government's promotion of the development of five Super Priority Tourism Destinations: the first is the regulation and control of spatial planning. Second is the discussion on access and connection in terms of terminals, airports, and aircraft runways, as well as road connectivity to tourist sites, docks, and ports if tourists do not use public airplanes. The final category includes tourist-related facilities such as affordable housing.

Street vendors, small restaurants, and toilets must be established (four-star standard, both in terms of facilities and cleanliness). Fourth, in terms of Human Resources (HR), training from

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various sources can improve the quality of human resources, such as in terms of work culture, service culture, and cleanliness culture. The fifth concern is the promotion of local items such as gastronomic delights that could be consumed on the spot or taken home as gifts (souvenir products). Finally, the sixth directive covers a huge and integrated stage, i.e., promoting the five Super Priority Tourism Destinations (Yudantoro 2020).

Borobudur is one of the five Super Priority Tourism Destinations to be promoted. It is located in Magelang, Central Java, Indonesia, and Borobudur features stunning Buddhist temple architecture. UNESCO awarded Borobudur Temple World Heritage Site status because it gives a dazzling impression to the world. In addition, Borobudur Temple can develop tourism and improve the economy. Homestay have a huge role for the community in Ngaran Hamlet, 2 Borobudur villages, in terms of fulfilling its tourism potential. The local community has managed and run 27 homestays (Wedatama & Mardiansjah2018).

The tourist village is a destination developed by the government in an effort to improve the welfare of the community. In addition, the development of tourist villages also raises local potential based on local wisdom (Kasuma, et al. 2016). In efforts to distribute the welfare of the community, the government also promotes accommodation for tourists who vacation in these 5 super priority destinations by providing lodging based on local wisdom, namely homestays. The tourists, especially teenager tourists, are interested in staying in village homestay/tourism villages. The villagers are obliged to find ways to empower themselves so that their villages can be visited by tourists, but this strategy to attract tourists must be adjusted to the tourists who dominate the tourism market (Ningrum & Mustika 2019).

The Homestay program can be implemented in the village because most of the houses have met the homestay criteria based on cleanliness, comfort, and security (Mustika ; Fachrul Husain Habibie 2016). The development of homestays in the Borobudur area makes Borobudur increasingly attractive due to the culture obtained from tourists and the culture from homestays, which is the original culture of the local population or the local wisdom, thereby adding to the variety of information and experiences. It also has a follow-up impact that is managed by the community to advance the community's economy and advance Borobudur as a priority destination for the government (Wedatama & Mardiansjah2018).

Local wisdom is a legacy of the past that has been handed down from ancestors that is not found in traditional literature. It is only found in various views of life, health, and architecture, and will be eternal if it is implemented in everyday life so that it is able to respond to the currents of the times that have changed (Fajarini 2014).

There are several problems to address in this study, namely (1) what are the aspects of local wisdom in the tourist village of the Borobudur area? (2) why is local wisdom in the tourist village of the Borobudur area important to maintain? and (3) what are the efforts of the community to apply the concept of homestay management based on local wisdom in the Borobudur area? Through some of these problems, it can be seen that the purpose of this research is to find out some local wisdom and the importance of maintaining local wisdom in the tourist village of the Borobudur area, and also to find out the efforts of the community to apply the concept of homestay management based on local wisdom in the Borobudur area.

2 LITERATURE REVIEW

2.1 *State of the art*

Some research has been done with the title Integrating Local Wisdom and Folkway to Develop Learning Activities for Homestays in Taling Chan District, Bangkok by Natenapa Luangsa-Art. This study found that the Taling Chan District area has six components of cultural tourism, local wisdom, and folkway capabilities that can be aligned with the homestay business, such as the environment, traditional food, daily activities, customs, house building. Local wisdom and folkways can be developed by being integrated into the homestay business in the Taling Chan District, Bangkok, allowing tourists to be able to see and even follow the daily activities carried out by local people. This can motivate tourists to visit the Taling Chan District and stay at the homestay (Natenapa Luangsa-Art 2018).

Application for Green Homestay Based on Bali Local Wisdom in Kuta village, Bali, I Ketut Sutama and I Gede Mudana. The results of this research show that the tourist village of Kuta, can maintain the local wisdom and tradition, even though visits from foreign tourists are expanding. There are even some attractions for tourists to visit. Thus Kuta can be said to be a Traditional Village that can blend with the latest tourism advances (Ketut Sutama & Gede Mudana 2019).

2.2 *Rural tourism*

One of the industries that can improve the people's economy is the Tourism Industry. If tourism in a country can be said to be safe and clean, then this development shows stability in the economy, socio-culture, and political security of world countries. Rural tourism is one component of the tourism industry, which can be said to be effective in increasing regional development and which has a good effect on national development and economic improvement based on careful and strategic planning, and by identifying strengths and weaknesses (Mustika & Aditya 2018).

2.3 *Local wisdom*

Local wisdom is the identity and cultural personality of a nation that can be absorbed and is able to be mixed with local culture, and it can protect local culture from foreign cultures that are not good (Wibowo2015).

Local wisdom has several aspects: environmental aspects, work, culture, food, and building forms (Natenapa Luangsa-Art 2018). The explanation are first, the environmental aspect: It is recorded that around 80% of the Earth's population has local wisdom, so this is a reference for survival even though modern life continues to develop. Modern life has the exploitation of the environment with high intensity, causing it to become more widespread. In this case, local wisdom has an important role in maintaining itself (Sufia et al. 2016). The second occupational aspect is work, which is something that is important for human life. The background of each culture in each area, such as the work that is motivated by Javanese culture, is very strong. Cultural uniqueness as well as noble and aesthetic traditions are maintained, accompanied by the friendliness of the Javanese people. Javanese culture has a strong influence on the values that a person has, so these values affect a person's behavior, including his behavior when he works (Nurani Siti & Ino Yuwono 2013). Third are cultural aspects: local wisdom refers to the character of culture, the group of cultural owners, as well as life experiences born of cultural characters (Banda 2017). The fourth aspect is food: traditional good food based on local wisdom can be interpreted as a culture that expresses a specific regional identity. The types of food reflect the potential of natural resources owned by a region in Indonesia (Fajarini 2014). The fifth aspect is architectural: in a certain period of time, almost every form of building experiences changes, either directly or indirectly. This change is the result of an adaptation process in the face of changing needs from generation to generation, changes in civilization, and the spirit of the times. To understand local wisdom in a work of vernacular architecture (house form), it is necessary to explore the concepts behind the birth of the work. Associated with vernacular architecture, sociocultural factors, the form of the house (vernacular) is closely related to the pattern of cultural behavior, cultural values, and the point of view of their world (Heryati dan Nurnaningsih Nico Abdul 2014).

2.4 *The homestay*

The homestay is one of the tourism amenities that can attract tourist visits. One of the attractions of staying at a homestay is that tourists can see and follow the daily activities of the community, and learn about customs (Wahyuni Retno Budi & Faisal 2018). A homestay is an accommodation that is in great demand by urban teenagers who want to vacation in tourist villages. They are interested in the homestay because they see photos or videos on Instagram accounts owned by the homestay owner. This makes it easier for urban youths to choose a homestay while they are in the tourist village (Nuryadin et al. 2020).

3 METHODS

The research uses a descriptive qualitative method. The way this method works is to describe, tell, or convey in detail what is happening in the field through written language (Atmaja 2013). The research approach uses phenomenology, because the focus of this research is to describe in detail the experiences of several individuals. This research uses a descriptive method, telling it as fully as possible based on the existing facts. It facilitates researchers in determining the unit of analysis, data types, and data collection methods. The results of in-depth interviews from resource persons will be discussed and analyzed as research results.

Data collection techniques in this research were interviews, documentation studies, and literature studies. The research informants are two homestay owners and one local government representative through in-depth online interviews.

4 RESULTS AND DISCUSSION

4.1 *Results*

The Borobudur Tourism Area Management Authority, through Presidential Regulation Number 46 of 2017, has established PT. Temple Tourism Park (TWC) Borobudur, Prambanan, and Ratu Boko (Persero). The development stage of Borobudur, which began in 2017, is fully under the authority of the authorities in order to maximize the potential of Borobudur as a tourist destination with a positive impact on tourism and the national economy (Wedatama & Mardiansjah 2018).

Below are the factors that influenced the formation of homestays in Ngaran 2 Hamlet. In 1991, Borobudur Temple was denoted as a UNESCO World Heritage Site, which provided the potential for the development of economic and tourism activities., In 2017, Borobudur was one of the 10 priority tourist destinations (New Bali). In 2018, Borobudur was listed as one of the 5 Super Priority Destinations (Taman Wisata Candi 2017).

Visits by local tourists and foreign tourists have been developing from year to year. Based on the data above, it is necessary to have an affordable homestay. This can improve the economy of local residents while maintaining local wisdom in accommodation, food, daily work day (e.g. farming), and the environment around the homestay.

A zoom meeting was held on June 10, 2021 with Mrs Retno Danumurti, a homestay owner and a local member of government, and Mr. Andreas, the head of the tourism awareness group (POKDARWIS). They were two sources of data: Ngaran's homestays are divided into two areas: Ngaran 1 and Ngaran 2. Each homestay has its own concept and offers a variety of amenities. Although they have not been clearly classified based on the facilities they have, these homestays can already accommodate the needs of visitors to live in a beautiful rural atmosphere. Homestays located in Ngaran 2 are members of the homestay village community initiated by Mr. Muslih, while homestays in Ngaran 1 are managed by each owner/citizen. The homestays in Ngaran 1 (one) are mostly assisted by the Ministry of Public Works and Public Housing (PUPR) to convert uninhabitable houses (RTLH) into homestays as part of the effort to provide accommodation to support Borobudur as a KSP (National Tourism Strategic Area). The shape is also uniform and similar to houses that are deliberately made with the theme of ancient Mataram life.

The Ministry of Public Works and Public Housing (PUPR) through the Self-Help Housing Stimulant Assistance Program (BSPS), with the construction of the homestay is expected to support the quality of tourism services, especially the provision of accommodation for tourists, and improve the economy of the local community. The Directorate General of Housing Provision of the Ministry of PUPR stated that there were three things behind the construction of homestays in the National Tourism Strategic Area: (1) improving the economy of the local community. A Homestay is an accommodation that is managed directly by the local community. Thus, the homestay is expected to increase the income of the local community (Kementerian PUPR). (2) The existence of product diversification. Specifically, homestays are alternative accommodation. In addition to offering lodging, they also provide experiences for tourists traveling. Tourists can mingle with homestay owners. (3) Increasing travel options, namely homestays can also offer attractions, thereby increasing the choice of tourist attractions in a tourist destination. The attractions here are observing the activities carried out by the homestay owner on a daily basis. For example, planting rice, planting corn, bathing buffalo, feeding goats, and so on (Kementerian PUPR).

4.2 *Discussion*

Based on the previous research, the study found that in Taling Chan District, Bangkok that the homestay business had all six aspects to be integrated into learning activities, including environment, occupation, food, tradition and culture, architecture. And then this study had two informants' interviews in Ngaran District, Borobudur Area. The aspects of local wisdom in the tourist village of the Borobudur area, can be seen in five aspects and also the effort of the community as follows: environmental aspect, managing homestays from the environmental aspect. Most areas in Ngaran Hamlet are still in their original condition. It's just that there are innovations in managing agriculture into agro-tourism that have spots for photos and look Instagram-able, such as Svargabumi agro-tourism. Svargabumi agro-tourism, although it is developed on a small area of ??land, can be an option for the community and can be used to build a broad economic center. In terms of the occupational aspect from generation to generation, most of the local people have been doing gardening and farming jobs: planting chilies, cassava, turmeric, ginger and albasia, mahogany and teak wood, pulling "andong" (horse-drawn carriages for tourists) as well as managing homestays. In managing plantations, i.e., coffee plantations, assisted by PT. Candi Tourism Park, Borobudur Tourism Village has built many traditional coffee shops to increase the popularity of this typical coffee bean at the foot of Mount Menoreh. In terms of the cultural aspect, the youths of Ngaran village, Borobudur, are trying to revive the umbrella craft tradition. This has a striking pattern as a symbol of diversity. The umbrella comes from banana midrib and cloth. The young women of Ngaran village, Borobudur, improve the art of batik by making culinary specialties. These crafts can attract tourists who buy them as souvenirs.

In Ngaran village, there is also the sensation of enjoying hunting for coffee beans. Here you will not find modern brewing equipment like in famous coffee shops in big cities. Coffee beans are processed in traditional ways and methods are taught from generation to generation. A stronger coffee taste will be obtained with this traditional processing method. Assisted by PT. Candi Tourism Park, Borobudur Tourism Village has built many traditional coffee shops to increase the popularity of this typical coffee bean at the foot of Mount Menoreh. Tourists can also choose the type of coffee to be served, either Robusta or Arabica. In addition to enjoying coffee beans in coffee shops scattered in the tourist village of Borobudur, you can also bring home a few packets of coffee to enjoy at home.

Food aspect: Ngaran village is an agricultural area that grows chili, ginger, cassava, and turmeric. These local products are used for cooking into herbal drinks and foods with spicy, savory, and sweet flavors. Coffee plantations produce Arabica and Robusta coffee, which are traditionally processed.

Architectural aspect: In Ngaran 1 village, there are still many homestay houses whose architectural style is based on local wisdom, namely Javanese customs, with distinctive characteristics. The shape is also uniform and similar to houses that are deliberately made with the theme of ancient Mataram life. Meanwhile, in Ngaran 2 village, in preparing homestay houses, the architectural style of the house is not based on local wisdom, but the architectural style is like an ordinary house. The characters of Javanese traditional houses have two spatial characters, namely spatial organization and spatial hierarchy. These two spatial characters are a must when designing the spatial layout of a Javanese traditional house (Suwarlan, Stivani Ayuning 2021).

Based on others previous research, even though tourism in the village of Kuta is growing fast, the village of Kuta still maintains strong customs as part of Bali's local wisdom. Kuta is a traditional village that blends the latest tourist advancements. This results in Borobudur area receiving many visiting tourists, but still maintaining the traditions that attract the tourists, like Borobudur temple. Local wisdom can be a valuable tourist attraction (Andari et al. 2020).

5 CONCLUSION

Ngaran village is a village located in the tourist area of Borobudur, Magelang, which has a lot of tourism potentials. Therefore, the houses used for lodging also have the potential to be developed. Ngaran village has 2 areas, namely: Ngaran village 1, which, with the help of the Ministry of Public Works and Public Housing (PUPR), has turned uninhabitable houses (RTLH) into homestays with individual management. Meanwhile, Ngaran 2 village is a house that has become a homestay without PUPR assistance and is managed by the Tourism Awareness Group or POKDARWIS.

In managing homestays based on local wisdom, there are five aspects, namely: first, the environment, which is that most of the neighborhoods in Ngaran village have agricultural and plantation land. The second, jobs, most of the homestay owners are farmers of chili, cassava, turmeric, coffee beans, teak wood, and others. Third, culture, in this aspect, is a daily activity that can be used as an attraction that attracts tourists to see and even try to participate in these activities, such as batik, processing local products into savory or sweet foods, painting umbrellas from banana stems and cloth materials, hunting for coffee beans, then processing them traditionally, and so on, Fourth, the food aspect. Ngaran village has agricultural and plantation products that can be processed into herbal drinks and spicy, savory, or sweet foods to be eaten or even taken as souvenirs, such as chili, cassava, coffee beans, ginger, and others. Fifth, the architectural aspect. In Ngaran I village, the architectural form of the homestay is made uniform and the ancient Mataram model, such as a pavilion, is made with a towering roof (tile).

The five aspects of local wisdom in the Borobudur area, namely environment, occupation, culture, food, and architecture, must be well maintained, so that they remain a characteristic of the area, which is likely to attract tourists to visit.

This is in accordance with research, in which the value of local wisdom can be a tourist attraction that comprises village celebration events, cultural festivals, natural tourist attractions, and community life with educational value (Andari et al. 2020). The practical implication is that homestay owners, PT. Candi Tourism Park, and Borobudur Tourism village can take advantage of the findings of this paper to improve the visitor experience with the five aspects of local wisdom in Borobudur area that have been mentioned above.

Further research could be conducted on the management of homestays from the perspective of the customers' satisfaction with the service supplied or the management of homestay in terms of the community's attitude toward welcoming tourists.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Reviving the lost heritage: Batik cultural route in the Indonesian spice route perspective

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ABSTRACT: Known as a spice producer country, Indonesia possesses a wondrous history of spice routes. Some intricate patterns of woven textile and the wax-resist dyeing Batik textile, as the evolutionary textile arts across centuries, describe the story of spice and its importance for the local community in many spice regions. This paper identifies Indonesian cultural routes with strong history spice cultivation, characterized by the presence of their textile heritage. This study provides an in-depth analysis on the context of developing Indonesian sustainable cultural routes, by considering the valorization of textile heritage and spice culture as the element of intangible cultural heritage (ICH) in the direction of sustainable tourism and heritage preservation. The creation of digital technologies, cultural hubs of textile and culinary, as well as thematic tourism, offers on spice routes are discussed, all in the framework of addressing the overarching community goals and the sustainable rural tourism development.

Keywords: Batik Cultural Route, Heritage

1 INTRODUCTION

This paper explores the Indonesian batik-cultural route and its dimensions manifested in the making of national identity. The spice route perspective might direct us to easily understand the spread of Indonesian batik. The spice route is defined as a cultural route formed by spice trade and shipping. Therefore, commercial affairs force multinational merchants and adventurers to interact and share their knowledge and culture. This perspective is used to describe the origin and spread of Indonesian batik. Batik is not merely a cloth but also a tool to reinforce the national identity. People believe that Batik comes from Java and is transported to other regions. Interestingly, Indonesia does not have a single batik motif, but Indonesia has various batik motifs. When the batik cloth arrives in the Spice Islands, the people of the Moluccas do not use the Javanese batik motif, but they try to develop their batik motif. In addition to supporting government efforts to preserve and promote Indonesian Batik and tourism, this research further one of the recent international governmental collaboration initiatives in digital technology, which is manifested through the iWareBatik digital project. This project was done in light of increasing the role of information communication technology (ICTs) for promoting the supporting cultural textile and its linkage with Indonesian existing spice routes.

Many previous scholars have already described the spice route. However, they merely reconstruct the past without placing the spice route as a perspective (Lobato 1999; Matos 1995; Meilink-Roelfsz 1962; Raman et al. 2019; 2020;;. Wijaya et al. (2020) and Suprapta et al. (2021) have attempted

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to use the spice route as a cultural route to understand the global cultural encounter in Ambon and its surrounding Uliase islands, Haruku, Saparua, and Nusalaut, all of which are called Ambon-Lease proxy. This paper attempts to revisit the Indonesian spice route in the presence of Batik textile heritage in the spice producer regions and to strengthen the national identity from the perspective of spice history and civilization. As the pivotal position of Indonesian Batik as a renowned UNESCO intangible cultural heritage, this cultural practice greatly contributes to the landscape of Indonesian tourism and its exposure at the international level.

2 SPICE ROUTE AS A CULTURAL ROUTE

The spice route is a strategic project developed by *the* Indonesian General Directorate of Culture. This project attempts to fulfill the 2020 presidential instruction number 18 on cultural affairs and the national blueprint establishment road map of 2020 to 2024. The enactment of the spice route is regarded as a way to develop and valorize cultural richness; reinforce national character, and empower Indonesian society. In addition, the spice route is also implemented as part of Indonesian cultural diplomacy overseas. In this line, the spice route has a multiplier effect for the involved regions. However, the spice route concept has gone through several debates. Many questions arise to which notion the term "route" is addressed. The term "route" refers to a trading and sailing route. This route is the traffic connection of demand and supply of commercial merchandise (Sulistyo 2020). To this day, the spice route is connected to the notion of historical routes where socio-cultural interactions happen through the interaction of multinational agents who share their culture and knowledge (ICOMOS 2008). In this regard, many Indonesian cultural remains have similar characteristics. At least, some Islamic graves and colonial buildings, scattered in many regions in Indonesia, become supporting evidence of the cultural network existence (Lombard 1990). In line, Margana (2020) seems to stick to the concept of "spice network" or zone rather than "spice route". The spice route is not merely counted as the sailing and trading route but also to be recognized as a socio-cultural route to enrich the rainbow of Indonesian culture.

From the historical perspective, the international spice trade and shipping forced the world to connect with each other. Therefore, the port-cities in the common frequented spice network possess social plurality. The social plurality is composed by its ethnic formation. This ethnic formation could not be separated from the trading determination (Andaya 2019). The interaction between foreign agents, such as scholars, venturers, and merchants with locals gives also influences the locals stimulated cultural sharing. Societal plurality in Indonesia is fastened by global interaction. This analysis leads to a deeper connection between ethnic formation and identity. This identity could be represented by cultural items, for instance, dress, cloth, food, language, and religion. As cultural items differ from one society to the others, it might not limit a possibility if society adopts similar culture and tradition. It is common for any flexible and dynamic society to absorb and adopt another culture, as they continually interact and adapt with structural and sudden change (Andaya 2019).

3 BATIK AND THE MAKING OF NATIONAL IDENTITY

Batik is a pivotal element of Indonesian civilization. This textile-making tradition is preserved for centuries since its arrival in the 6th Century in the Indonesian archipelago (MTCERI). The motifs are often used to represent stories related to the great journey of human life: birth, marriage, and death (MTCERI). The Batik-making process requires a minimum of 3 to 12 weeks depending on the complexity and the degree of its finest quality. The Batik-making activity is usually conducted by village women, who mostly work on this creative work in an open-air structure or green shelters, assisted with indirect natural lighting. This cultural activity is seen as a social activity where several women may work together while supervising their children (MTCERI). Batik industry spread vastly on the north coast of Java in the transition of the 19th century, many Batik makers from Surakarta and Yogyakarta moved to the big cities. They joined their foreign masters, who came from Europe and Chinese, then continued making new patterns and motifs according to their consumer's requests. As a result, some Batik textile origin from north java coastal appears to adopt European fairytales and floras as their motifs. They also adopted the Chinese symbology like the omnipresent butterfly and phoenix (MTCERI).

Historically, batik has been an identity for most people by using distinctive motifs and coloring. Hinterland society tends to make a batik with a darker color and the coastal people like batik with colorful motifs and symbolize a particular maritime culture. The availability of dye plants would be a consideration in batik coloring. In the hinterland, batik producers use certain ingredients composed of spice plants and other endemic plants to produce natural indigo color. Batik is also used to distinguish a social class, depicted by the existence of royal batik. The royal family of Yogyakarta and Surakarta Courts is permitted to wear the royal batik with the specific motifs (MTCERI). Batik making techniques and designs represent the global-cultural crossroad either the foreign culture affecting the Indonesian culture or vice versa. In West Africa, Javanese batik techniques have contributed to a flourishing batik industry and in Europe, the resist-dye technique became a popular method used by designers and craft enthusiasts. Conversely, patterns from foreign textiles have been incorporated into Indonesian designs. A good example is the motif of Patola cloths of Gujarat in India once traded in the archipelago or those found in Sumba which resemble the heraldic animals on old Dutch coins (MTCERI). In the modern period, batik has been an identity for each province as well as national cultural heritage. Since the establishment of one village one product (OVOP) each province is encouraged to develop batik motifs based on the local characteristics (Ministry of Industry 2020). Ian founding father encouraged Indonesian to produce and wear batik with the new motifs representing the spirit of independence. Soeharto then continued its tradition. In the mid-1970s, the governor of Jakarta Ali Sadikin decreed that long-sleeved batik shirts for men were acceptable as formal wear at receptions. This has become standardized and remained the norm until today. Long-sleeved batik has always been an acceptable alternative to business suits. In 2009, after the inscription of Indonesian Batik as a UNESCO Intangible Cultural Heritage of Humanity, another presidential decree was issued, instructing all Indonesians to wear batik outfits as formal wear or business attire every Friday (MTCERI).

4 BATIK AND SPICE ROUTE TO REVIVE THE MAGNIFICENT LIVING HERITAGE OF INDONESIA

Indonesian archipelago lies in the southern hemisphere of the Asian continent with tropical climates supporting the growth of various types of spice. As one of the Asian countries that are renowned as 'Land of Spices', Indonesia is the home of 13 major spice plants out of the world's 70 plant species (Chomchalow 2001). Not only known as the place of origin and production, but the consumption and exportation of those spices also become major historical events, shaping the landscape of Indonesian culture and civilization across centuries. The presence of spice as the endemic plant in three main Indonesian regions, namely western, central, and eastern parts of Indonesia is celebrated not only in the gastronomic expression but also in the motifs of textile heritage, such as Indonesian Batik.

For example, in the western part of Indonesia, Aceh is known as the land of Bungong Jeumpa where Yellow Champaka (*Magnolia Champaka*) grows as an endemic plant in the region. It is used as traditional skincare and medicine (Santhosh & Shanmugam 2020). Aceh has its typical Batik textile with Bungong Jeumpa outlined as the main motif (Figure 1). Another Batik textile depicting typical spice is exhibited by coffee and black pepper motifs in Bangka Belitung (Figure 1). Bangka Belitung is a province located in Sumatra Island that is known as black pepper (*Piper nigrum*) and major coffee production areas in Indonesia. According to Chomchalow (2001), India and Indonesia produce more than 90'000 tons, which is more than half of the world's total production. In the central part of Indonesia, Tengkawang is an endemic Borneo tallow tree (*Dipterocarpaceae*), which is used by the local Dayak tribe as ingredients for traditional medicine and healing purposes. This plant is present in the Batik textile produced in East and West Kalimantan (Figure 2). Bunga Raya (*Hibiscus rosa-sinensis*) motif is known as a healing spice ingredient in North Kalimantan.

Figure 1. Map of Indonesian spice regions.

This plant is massively for medicine, spice, and ceremony used by the Tidung tribe that inhabits the North Kalimantan, Indonesia (Listiani & Abrori 2019) (Figures 3–6).

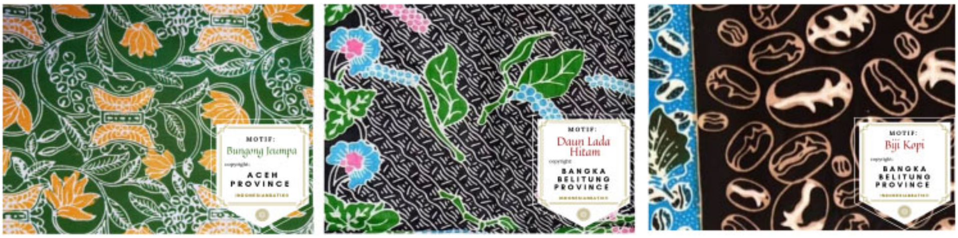

Figure 2. Western part of Indonesia, Bungong Jeumpa of Aceh, Black Pepper and Coffee of Bangka Belitung (source: iwarebatik.org).

Figure 3. Central Part of Indonesia: Bunga Raye of North Kalimantan and Tengkawang Ampiek of East Kalimantan (source: iwarebatik.org).

Figure 4. Eastern Part of Indonesia: Pala Salawaku of Maluku and Daun Sirih (betel leaf) of West Nusa Tenggara (source: iwarebatik.org).

In the eastern part of Indonesia, clove (*Syzygium aromaticum*) and pala nutmeg (*Myristica fragrans*) is the major spice products in Maluku (Moluccas) islands. The Batik motifs in both Maluku and North Maluku regions illustrate the clove and nutmeg as the main features of their textile heritage. As spices have been a precious commodity in the global market for centuries, spice glory become the collective memory of the Maluku people. Therefore, local textile producers conserve this history-related spice memory in their batik motif. Using spice as a source of inspiration, this textile art represents the storyline of spice cultivations since the colonialism era, through which symbols contain and transmit the identity of the Moluccas people across generations. Another spice motif is depicted in the Batik textile of West Nusa Tenggara. Betel leaf (*Piper beetle*) is a typical plant in the region used by the local tribe for healing purposes.

5 PROMOTING SPICE ROUTE IN CONNECTION TO INDONESIAN BATIK THROUGH DIGITAL TECHNOLOGIES

Theoretically, the roles of ICT in heritage preservation could be sustained by the ABCDE framework (Cantoni 2009), considering the point of *access* for the quality information, to provide a better experience for users to use the digital artifacts, to *connect* locals, to streamline or *(dis)-intermediate* between the travelers and tourism hospitality, and to *educate* learners and increase the competence of professionals in the sectors. Therefore, the previous studies comprising (Permatasari & Cantoni 2019; Permatasari et al. 2020; ;erthner et al. 2015) showed the contribution of ICTs to preserve cultural heritage through the development of digital heritage platforms. In addition to supporting the capacity building in tourism through e-learning (Cantoni 2009; Nafiah et al. 2019). Wahyuningtyas et al. (2021) also attempt to highlight the preserve Indonesian culture and Batik by providing e-learning in form of digital books. Connecting to the idea of valorizing the spice route in connection to Indonesian Batik and other textile heritage, this study proposed identification of potential spice routes to develop through the promotion of Batik textile regions. Looking at the presence of Batik textile that characterizes the richness of spice regions, several points of cultural tourism are proposed. To provide a seamless and strategic connection between local traditional producers with spice producers, tourism stakeholders may create tour offers connecting the history of spice within the region with the local textile producers. Indonesian government sees the importance of connecting the storyline with regards to the history of spice, through the trace, existing route, and the future through digital technologies (MEC 2020). In 2020, the authors investigate two big initiatives from the Indonesian government and international collaboration with USI UNESCO Chair in Switzerland. The first one is jalurrempah.kemdikbud.go.id, an official website dedicated to the valorization and the promotion of the Indonesian Spice Route (MEC 2020). It has been built by the Indonesian Ministry of Education and Culture to revive the storyline between the history of spice in Indonesian regions and its centurial influence within the history of global civilization.

The second initiative is iWareBatik, an official digital platform built through Indonesian LPDP research funding with USI UNESCO Chair (Permatasari & Cantoni 2021). It provides information related to the meanings of 124 Indonesian batik in 34 regions in Indonesia, comprising its names, types, motifs, socio-cultural values in the motifs, and history. The platform also enriches the knowledge of the users by providing a cultural landscape from the western to the eastern part of Indonesia through its textile motifs. It also highlights the specificity of Batik textiles in many spice regions such as in Aceh, Bangka Belitung, North, and East Kalimantan, Maluku (Moluccas), and West Nusa Tenggara. In addition, the iWareBatik digital platform also tries to promote Indonesian batik and tourism. This platform provides some information related to the local batik makers and stores in all Indonesian regions. The iWareBatik also informs Indonesian tourism and UNESCO sites. The Indonesian tourism sites are divided into two categories of cultural and natural tourism. Meanwhile, UNESCO sites in Indonesia have been categorized into global geoparks and world heritage sites. The users of iWareBatik digital could learn comprehensive information related to batik and tourism using the interactive map within the website (www.iwarebatik.org) and through the iWareBatik mobile app, which can be downloaded in Android and iOs. The mobile app version

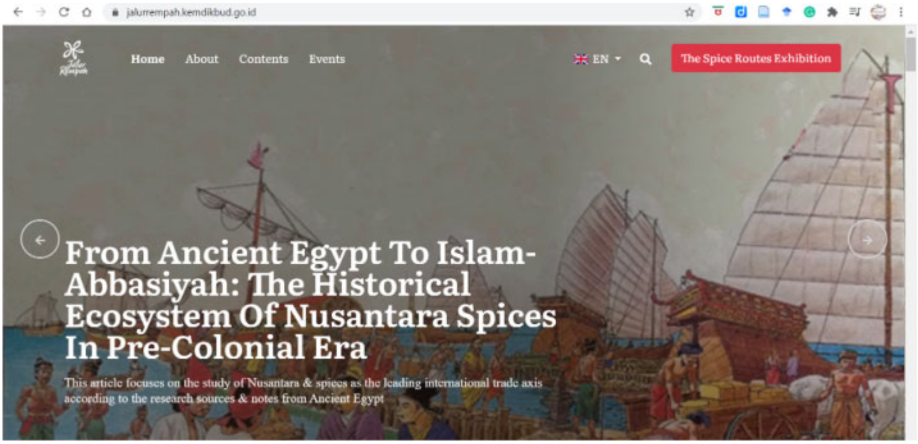

Figure 5. The website interface of, an official website dedicated to the valorisation and the promotion of Indonesian Spice Route (MEC 2020).

also provides a Batik recognition tool feature that uses artificial intelligence to recognize 8 Batik motif classes such as Ampiek, Ceplok, Gurda, Lereng, Kawung, Mega Mendung, Merak, and Parang.

Figure 6. The connection between the spice route and the richness of textile heritage presented by the iWareBatik interactive map (www.iwarebatik.org).

New tourism products may be developed by encouraging the spice producers to create licensed and authorized consumable products (for health, well-being, skincare, etc.), which can be combined with local Batik or woven textile heritage (Iberia 2021). The new tour packages may combine with the visits to UNESCO world heritage sites and other heritage sites related to the healing tradition as part of the strategy aiming at raising the awareness of visitors and locals of spice history importance.

6 CONCLUSION

Indonesian batik can be seen from various points of view including the connection with centurial spice history in the Indonesian archipelago. The spice route as part of the cultural centurial legacy is not only seen as tangible cultural heritage but also living heritage. Indonesian Batik, as millennial textile art, has been mostly developed in Java island. Across centuries, the spread of the wax-resist dyeing method characterized in batik production to all 34 Indonesian regions influenced and affect the variety of local textile heritage. This gives a leeway for textile artisans in the regions to actualize their creative expression into a visual pattern that represents local identity, which in some cases may relate to the spice history of the island. The Batik motif deconstruction begins when they accept and receive the influence of Javanese batik both in terms of the production method and the philosophy. The cultural adjustments as a result of the craftsmanship and art interaction enrich the motifs variety and the knowledge mastery within batik society. Consequently, through the presence of spice and its association with Batik textile art, this proposition gives a new opportunity to the opening of Batik-Spice Route, which combines powerful assets of both local tangible and living heritage into a strategic valorization of cultural tourism. The intervention of the two digital platforms, both *Jalur Rempah* (Spice Route) and iWareBatik, provides new experience and facilitation to the preservation and promotion of Indonesian batik in connection to the spice route. The digital platform also promotes the local batik makers and attracts tourism objects in all Indonesian regions. It is important to maximize the digital platform to revive people's awareness of the exceptional cultural values of the proposed living heritage and to foster sustainable cultural tourism in favor of local development.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Tourist preferences for the Mount Talaga Bodas tourism component

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ABSTRACT: Mountain Tourism is a new tourist center in Garut Regency, Indonesia, and Mount Talaga Bodas is one of the most popular sites. The purpose of this study was to analyze tourist preferences for the tourism component of Mount Talaga Bodas. This research uses a quantitative method with exploratory type. The survey was conducted by distributing questionnaires to 50 respondents. The data were analyzed using the choice-based conjoint method. The results showed that there were four dimensions of tourism being explored, namely attractions, accessibility, amenities, and additional services. For tourist attractions, photo spots are the main choice, for accessibility, local transportation is the most requested, toilets are the facilities that tourists pay the most attention to, and access to communication is an additional service at Mount Talaga Bodas, Garut's tourist attraction. This research implies that it can be used as material for developing tourist objects for managers and evaluating the performance of local governments to restore the tourism sector in the post-pandemic world.

Keywords: Tourism Marketing, Tourist Preferences, Mount Tourism, Conjoint Analysis

1 INTRODUCTION

Tourism is one of the industries that are the mainstay in generating the country's foreign exchange, thus it can spur economic growth in terms of providing income, improving the standard of living, and providing employment. Mountain tourism has gradually risen in popularity among international tourists' preferences in recent years (Rama et al. 2019). But unfortunately, the COVID-19 pandemic has dimmed this sector. Various government policies to break the COVID-19 chain have forced many tourist attractions in Indonesia to totally close for several months (Syahrin 2021).

On the other hand, various efforts have been made to save Indonesian tourism. There are three phases of "rescue" carried out by the Ministry of Tourism and Creative Economy (Kemenparekraf), namely emergency response, recovery, and normalization (Mutiarin et al. 2021).

In contrast to hotel tourism, which provides staycation services and works from home during the Covid-19 pandemic, natural tourism such as mountain tourism still relies on tourist visits as usual to earn income (Syahrin 2021). One of the natural attractions that opened after COVID-19 is Mount Talaga Bodas tourism in Garut Regency, Indonesia. This tour offers a different natural scenery compared to its competitors, namely the availability of springs containing sulfur which is believed to be able to treat various skin diseases.

But of course, not all tourists know the advantages of the spring or even ignore it because there are other things that encourage them to visit the tourist attraction of Mount Talaga Bodas. Research on tourist preferences is important because it can provide advice to tourism managers to clarify the tourism image, increase the level of management, implement marketing strategies, and provide references for the development and management of tourist destinations (Xu & Xu 2020). Cooper et al. (2005) focused on the main components that support tourist destinations, which consist of attractions, amenities, access, and ancillary services. The conjoin method is a statistical approach that is able to create an ideal profile for a tourist attraction that comes from

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tourist opinions/preferences (Alamanda et al. 2019). Therefore, the purpose of this study is to analyze tourist preferences for the tourism component of Mount Talaga Bodas.

2 LITERATURE REVIEW

2.1 *Tourism marketing*

The hospitality and travel sectors are the two main industries that make up the tourism industry (Kotler et al. 2014). Yung et al. (2021) said that virtual reality is an alternative tourism marketing in the face of COVID-19, although there are still many disadvantages from researchers interested in nature tourism (Mura et al. 2016). A market offering satisfies consumer requirements and wants by providing a product that is a combination of tangible, services, information, or experiential product component (Kotler et al. 2014). Research on tourist preferences can be done as an effort by tourism managers to meet the expectations and desires of tourists (Alamanda et al. 2019).

2.2 *Tourism preferences*

Tourist preferences are values for tourists that need to be considered in making a choice (Zhang et al. 2021). When embarking on a tour, one of the things to keep in mind is to plan an itinerary ahead of time to adhere to the time constraints imposed by tourists (Wangi et al. 2020). Kotler et al. (2014) argue that the more developed a tourist destination, the more diverse the demand by tourists. Individual influencing elements of travelers and external information stimuli combine to produce tourism preferences. This preference can be found both before and after a trip (Xu & Xu 2020). Preferences are the best images and values that a person considers in making a decision (Batteux et al. 2019). Tourists prioritize proximity to the site, low prices/special offers, special tours, availability of travel agents, information on objects in various media, recommendations from friends/relatives, and fascinating advertisements while choosing mountain tourism destinations (Arismayanti & Rahyuda 2020). Tourist preferences for a tourist attraction can be analyzed using Choice-based Conjoint Analysis (Alamanda et al. 2019; (Zhang et al. 2021). Tourists frequently utilize social media to learn about upcoming vacations. Information shared on social media can be found quickly by searching for specific keywords. Vlogs are the last option for travelers looking for information (Wijaya & Prananta 2019).

2.3 *Tourism component*

Kotler et al. (2014) stated that tourism supply consists of competitiveness, infrastructure, superstructure, attractions and events, the environment, and sustainable development. Cooper et al. (2005) focused on the main components that support tourist destinations, which consist of attractions, amenities, access, and ancillary services. Mountain spaces are now more than just religious places, thanks to increased visitor flows, increased diffusion of these areas, increased accessibility, and the adaption of necessary infrastructure (Rama et al. 2019).

Attractions are a significant component in attracting tourists (Andrianto & Sugiama 2016). Attractions are also called tourist objects and are of interest to tourists. Tourism capital contains the potential to be developed into a tourist attraction where natural tourism is one of the capital attractions that can attract tourists. Tourist attraction significantly affects the demand of tourists to visit a tourist destination (Vindiana et al. 2020). The better the tourist attraction, the more tourists visit, thus the tourist attraction grows (Cooper et al. 2005).

Amenities are things needed in tourism (Cooper et al. 2005). These amenities are facilities such as lodging, transportation, places to eat, and others. If an area does not have sufficient amenities, tourists will not feel comfortable visiting the tourist destination for long. These amenities are strongly influenced by consumer demand and expectations. If the facilities are not qualified and sufficient, tourists will not be interested in visiting the area (Andrianto & Sugiama 2016).

The entrance to a tourist destination is a very important accessibility in tourism activities. Terminals, airports, ports, and all kinds of other transportation are important access points in tourism.

On the other hand, this access is synonymous with transferability (Vindiana et al. 2020). Additional or complementary services (ancillary services) must be provided by local governments, both for tourists and tourism actors (Andrianto & Sugiama 2016).

3 METHODS

This study uses quantitative methods with exploratory because it intends to explore tourist preferences of Mount Talaga Bodas tourism. This study is also a cross-sectional study with no intervention data. The survey was conducted on 50 local tourists, most of whom (80%) are teenagers and nature lovers. Based on gender, 70% of respondents are male and 30% are female. Questionnaires were distributed using a purposive sampling method toward respondents that have visited Mount Talaga Bodas at least twice. The number of samples is multiplied by 5 (level – attribute + 1), where there are 13 levels and 4 attributes. The attributes are generated from theory (Cooper et al. 2005), while levels are generated from interviews with 3 informants who are leaders of the nature lover's community.

Data were collected in March 2021 through the WhatsApp group of the nature and traveling lover community in Garut Regency. The data was then analyzed using the choice-based conjoint method. The method was chosen because of the large number of combinations generated from the SPSS 24 software output to be ranked by respondents.

4 RESULTS AND DISCUSSION

Conjoint analysis can help tourism managers to find optimal solutions in designing tourism marketing strategies for Mount Talaga Bodas in a post-pandemic world. Attraction attributes are considered with 4 levels, namely myths, historical objects, outbound, and photo spots. Accessibilities attribute is considered with 3 levels, namely local transportation, road access, and lodging. The amenities attribute is considered on 3 levels, which consist of food stalls, toilets, and parking lots. The last attribute, namely ancillary service, consists of 3 levels, namely prayer room, communication access, and electricity availability. There are 108 stimuli that the respondents should be asked about. However, because it was very challenging, the stimuli were reduced using SPSS software, thus they became 24 stimuli on the questionnaire.

The relationship between attribute factors with ranking or attribute values or discrete models as well as utility scores from respondents' opinions are presented in Table 1. It can be seen that respondents like myths stimuli (0.002), historical objects (0.023), photo spots (0.052), local transportation (0.070), toilet (0.133), prayer room (0.048), communication access (0.131) had positive

Table 1. Important value and utility score of Mount Talaga Bodas.

Importance	Attribute	Utility	Level
27.106	Attraction	0.002	Myths
		0.023	Historical objects
		(−0.077)	Outbound
		0.052	Photo spots
13.772	Accessibilities	0.070	Local transportation
		(−0.070)	Road access
26.822	Amenities	(−0.081)	Lodging
		(−0.052)	Food stalls
		0.133	Toilet
32.300	Ancillary service	(−0.060)	Parking lots
		0.048	Prayer room
		0.131	Communication access
		(−0.119)	Electricity availability

scores. Meanwhile, respondents' dislike of stimuli is indicated by a negative utility score on stimuli of outbound (−0.077), road access (−0.070), lodging (−0.081), food stalls (−0.052), parking lots (−0.060), and electricity availability (−0.119).

From Table 1, it is known that the ancillary service attribute has the highest level of importance with 32.300, which means that respondents consider that aspect as the most important tourist attraction at Mount Talaga Bodas. The second important attribute is amenities with a score of 26.822, attraction is the third with a score of 27.106, and the least important attribute is accessibilities with a score of 13.772. In contrast to the results of the Anggraita and Student (2020) in Mount Kelud, tourism and transportation activities are the main preferences of tourists.

In general, respondents prefer to enjoy photo spots attractions with the highest utility value, which is 0.052. Taking pictures at a tourist attraction is indeed a trend. Besides the availability of good photo spots, the activities of taking pictures and taking selfies are supported by the popularity of Instagram, the availability of geotagging features, and the availability of smartphones. This finding is in line with the research of Wibowo et al. (2019), who, by using big data with data sources from Twitter, proved that the development of social media strongly supports the activities of selfies or tourists vlogs at tourist attractions. Tourists are also happy if their position while traveling is known by their social media followers through the Geotag feature (Weilenmann & Hillman 2019). Tourist selfie activities are very effective in promoting tourism spots, therefore, aspects that support the motivation to take selfies that are intended to be promoted are very important. Chen et al. (2016) added that the better the quality of the camera on a smartphone, affects someone's selfie behavior, in terms of getting likes on social media (Charoensukmongkol 2016).

Respondents tend to want the availability of local transportation to be able to visit the tourist attraction of Mount Talaga Bodas (utility value 0.070). Mount Talaga Bodas is 20.5 km from the city center. The availability of local transportation provides opportunities for tourist attractions to be visited by tourists who do not bring their own vehicles (Latiff & Imm 2015). Local transportation that can be an alternative for mountain tourism is a motorcycle taxi (*ojek*), minibus, or cable cars. Hafasnuddin (2017) adds that themed and integrated local transportation can turn into additional tourist attractions and increase tourist satisfaction at tourist objects.

Based on the attributes of amenities, respondents tend to expect the availability of toilets at tourist attraction locations. Mount Talaga Bodas Tourism is located at an altitude of 1,720 m MSL, thus it has cold weather throughout the day, which triggers the need for toilets by visitors. This tourist attraction is also far from resident villages, therefore the availability of toilets at tourist sites is very important. Currently, there are three toilets in the parking area, but unfortunately not in proper condition. The manager needs to evaluate the attributes of these amenities because research shows that tourists consider them very important (Andrianto & Sugiama 2016; Cooper et al. 2005).

The ancillary service attribute is the last aspect to be discussed. As the most important attribute, respondents tend to expect good communication access while on Mount Talaga Bodas. It is known that tourists often use smartphones in their tourism activities. In addition to taking pictures, they also often need a smartphone to maintain communication. Communication needs the availability of a stable internet network at tourist attractions (Japutra & Keni 2020). Communicating through social media and social chat is today's basic need for tourists when traveling (Jusuf 2020) In contrast to the preferences of Mount Tai tourists, the grouping and sorting of accurate, personal, and interesting information affect the interest of tourists to visit tourist sites (Feng 2020).

The findings of Wijaya and Prananta (2019), that heavy consumers examine the costs incurred by paying attention to the value acquired, and then decide whether to visit a new destination or return to their prior destination, have not been analyzed in this study. Moral experience, educational journeys, and personal experiences were also not considered in the study (Anggraita & Student 2020). The choice of the examined traits is influenced by the respondent's profile. The use of digital marketing and the proper selection of digital marketing technologies can help to boost the number of tourist visits (Suryaningsih et al. 2020). Digital marketing management and the selection of appropriate digital marketing tools will result in favorable word of mouth (WOM). It is feasible to improve the motivation of tourists to visit Mount Talaga Bogas when WOM is positive.

5 CONCLUSION AND RECOMMENDATION

Based on the results, there are four attributes that become tourist preferences when traveling to Mount Talaga Bodas. Ancillary services with communication access levels is the first priority. The second preferred tourism component is the attraction attribute of the availability of photo spots at the Mount Talaga Bodas tourist attraction. The next attribute is amenities in the form of proper toilets and the last attribute is accessibility, especially the availability of local transportation.

This research produces very valuable findings for the manager of the Mount Talaga Bodas tourist attraction in determining their marketing strategy to face the new normal life in the post-pandemic period, namely improving communication networks, providing photo spots, repairing toilet facilities, and providing integrated local transportation service. This study also provides information that the health protocol is not considered by tourists when traveling to Mount Talaga Bodas, this could be due to vaccine activity or tourists' unawareness of mobility during the pandemic. Vigilance needs to be carried out by the manager of the Mount Talaga Bodas tourist attraction in particular and the Garut Regency government in general, to be able to monitor the health condition of tourists before entering the tourist area. This study has limitations in the number of respondents, although it is considered sufficient from the calculation of the number of samples. Further research can use online questionnaire services such as Facebook Ads to generate a large and varied number of respondents.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Cultural tourism: The meaning and symbol of crocodile bread in Betawi traditional marriage

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ABSTRACT: Indonesian people have a diversity of culture, ethnicity, religion, language, and custom that enriches local wisdom. In addition, the human life cycle tradition of Indonesian ethnic groups can be a tourist object and attraction. One of the examples of the tradition is the marriage tradition of the Betawi ethnic group with the bridewealth (*Seserahan*) of 'crocodile' bread as a symbol to express the groom's faithful promise, patience, and responsibility for protecting his family. Therefore, this research aimed to reveal the chronology and meaning of the 'crocodile' bread symbol as *Seserahan* in Betawi marriage tradition. This research was carried out through a descriptive qualitative research method, with a multidisciplinary approach and semiotic studies to analyze the symbols and meanings of 'crocodile' bread based on the local society's perspective. The procession of 'crocodile' bread *Seserahan* in Betawi marriage tradition can be presented as a tourist object and attraction both for domestic and foreign tourists.

1 INTRODUCTION

Indonesia is unique due to its ethnic groups and customs throughout the archipelago from Sabang to Merauke. The Indonesian cultural diversity indicates the cultural wealth of each ethnic group in Indonesia (Hariyanto 2017). Furthermore, as an archipelagic country, Indonesia has various ethnic groups with diverse, unique, and distinctive mindsets, knowledge, art, religions, languages, and local cultural traditions (Widiastuti 2013). Every society has its own unique culture as a part of supporting society life (emic). This becomes an attraction for both domestic tourists and foreign tourists.

Culture is a manifestation of tradition actualized in the form of art, customs, and religious ritual traditions, as well as traditional rituals related to the human life cycle. Including the diversity of traditional foods from each ethnic group in Indonesia, some people use food to complement ritual activities in religion and the traditional rituals of the human life cycle. Food is often used as a means of retaining cultural identity (Sibal 2018). For a part of the society, foods are needed in several ritual events, whether it is ritual for individual needs such as human life cycle, religious ritual, the ethnic group's identity, and the race of a nation (Hariyanto 2017). In this case, traditional food is served as a symbol to express educational meaning, conveyed to the audience or the society attending the ritual. As time goes by, traditional food is being replaced by foreign or modern foods from various Asian and Western countries. Traditional food is slowly but surely starting to be abandoned and forgotten by some people, especially today's millennials. Along the time, the symbolic sources of food that have local wisdom will also become extinct although it is actually very meaningful for Indonesian tradition preservation. Daniah (2016) claimed that globalization has significantly shifted the values of indigenous Indonesian local culture. Foreign cultural values are developing rapidly in people's lives and broadly affect the millennial generation. Millennials do not even realize that they have lost a lot of traditional foods and simultaneously lost the local wisdom of a regional culture that has meaning for people's lives.

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Traditional rituals are related to the human life cycle from their birth, to marriage, and to death. These three very interesting human life processes often involve family and relatives as well as bringing joy, emotion, and sadness (Busro 2017). For example, in Hinduism, the *Ngaben* ritual in Bali is a ceremony for the burning or cremation of corpses. In this case, the fire is Brahma or the creator, while *Ngaben* means going to Brahma-Loka or sending the corpse to the next life back to the Creator. The Ngaben ceremony is a symbol to purify the spirits of those who have died. Ngaben is a happy time for Hindus because parents or children have carried out their obligations as family members. Therefore, the Ngaben ceremony is always greeted with joy without any sadness. This ceremony is a phenomenon and has become one of the tourist attractions, particularly to foreign tourists (Hutagalung 2009). The human life cycle tradition is always an interesting discussion topic. In this case, the human life cycle studied is the marriage tradition of the Betawi ethnic group. In Betawi marriage tradition, the groom's family brings *Seserahan* in the form of food, which is 'crocodile' bread. This bread is given to the bride as a symbol with a very sacred meaning and as an expression of a faithful pledge from the groom to the bride (Hyrasti 2019). Indonesia's cultural diversity contributes to the diversity of using signs and symbols in the form of food to deliver messages, intentions, and goals. The Betawi marriage tradition can be a tourism attraction for both domestic and foreign tourists, thus it should be included in tour packages, such as the Ngaben ritual case in Bali.

The first objective of the current research is to reveal and describe the chronology and preserve the traditional expressions and meanings of 'crocodile' bread Seserahan in Betawi traditional marriage, which is now almost extinct and is now almost not understood by the millennial generation. The second objective is that this study aims to maintain that the cultural inheritance from generation to generation is not interrupted or stopped, thus causing the loss of the meaning of local wisdom contained in the symbol of 'crocodile' bread. On the other hand, the dynamics of society will cause changes in how people think and view an object. The question raised is how the chronology of the 'crocodile' bread symbol arose as a Betawi marriage tradition that has a sacred meaning to be preserved throughout the ages, especially in Betawi society. The local wisdom values maintained throughout the ages can serve as the foremost filter in dealing with Indonesia's foreign cultural values. According to Ahimsa-Putra (2009), Indonesian local wisdom is the basis for more sustainable society development in various situations and conditions. In addition to become a part in Betawi marriage tradition, the preservation of giving 'crocodile' bread can also be a tourist object and attraction.

2 LITERATURE REVIEW

2.1 *Previous studies*

Each ethnic group in Indonesia has its own marriage traditions. This uniqueness becomes a characteristic that distinguishes the ethnic groups in Indonesia. The marriage tradition of the Malays in Tanjung Kuyo Village, Sumatra, provides an obligation to the groom to give a shopping money gift to the bride whose amount is determined based on the mutual agreement (Windyarti 2015). This shows the presence of deliberation between both sides of the groom and bride's family to build togetherness and unification. In addition, in the marriage tradition of the Weelewo Ethnic group in Southwest Sumba, the groom is obliged to give 'belis' as a dowry to the bride. 'Belis' is mamoli or cash that is given to the bride as a binding sign of friendship, kinship, or a symbol to unite the bride and groom as husband and wife (Lede et al. 2018). Furthermore, the marriage tradition of Galela Ethnic group in North Maluku is a traditional marriage with a modern touch because the dowry given is in the form of a ring. This dowry is part ofWestern culture that acts as a valid bond for life. In addition, other *Seserahan* is also given including clothes and food. The food is called tamo with cone-shaped rice decorated with side dishes, such as eggs, vegetables, tomatoes, and chicken. This food is a symbol of the integration of nature, environment, soil fertility, and society which are the basis of strength (Satria 2013). Furthermore, the marriage tradition of Dayak ethnic group in

Kalimantan has a dowry in the form of goods that shows the obligation or ability of the prospective groom to provide a living for his family in the future. In addition, white plates and bowls are also given from the groom to the bride as a symbol of purity. The marriage tradition of Dayak ethnic group is also attended by traditional or society leaders to give advice so that their marriage will last. Meanwhile, the food provided is in the form of nasi adap, which is a symbol of information to guests that their marriage is legal (Kristina 2018). Additionally, the marriage tradition of Asmat ethnic group in Papua, provides *Seserahan* in the form of hunted animals. i.e., pig's snout, and turtles. These animals are considered to be the most valuable *Seserahan* since the majority of the Asmat's livelihoods are forest and hunting products (Triantoro et al. 2017).

Meanwhile, in the Javanese marriage tradition, *Seserahan* is carried out by giving a dowry as a sign of completion done during the marriage proposal. *Seserahan* given from the groom to the bride is based on the deliberation of both parties and the ability of the groom. There are nine kinds of complete delivery and each of them has a different symbol and meaning (;ratama & Wahyuningsih 2018; Pupitorini & Faidah 2018). The marriage tradition of several ethnic groups in Indonesia is generally a procession in the form of *Seserahan* of dowry, which is called peningset in Javanese. *Seserahan* is a tradition that must be done by the prospective groom given to the prospective bride. This can be in the form of money, goods, and food. In this case, the food is usually in the form of vegetables and fruits, especially cakes. Each ethnic group or region has different cakes or traditional foods. The use of ingredients, shapes, and the name of the cake is also different, as well as the way of processing it (Table 1).

Table 1. Previous research review.

Researchers	Marriage Tradition	*Seserahan*	Aim of Study
Satria (2013)	The marriage tradition of Galela Ethnic group in North Maluku	– A gift in the form of a gold ring. – Giving clothes and food, food is called tamo; cone-shaped rice, decorated around it with side dishes and major vegetables.	– Legitimate bond symbol for a lifetime. – The integration of nature and the environment; Soil fertility and society become the basis of strength for a marriage.
Windyarti (2015)	The marriage tradition of the Malays in Tanjung Kuyo Village, Province Riau	Giving in the form of shopping money	Building togetherness and deliberation and unification from both sides of the family.
Triantoro, Kusrini, and Prasetyo (2017)	The marriage tradition of Asmat ethnic group in Papua	Gifts in the form of prey such as pigs taken from the snout of pigs and turtles.	The tortoise is the most precious gift to the bride-to-be.
Lede, Bidaya, and Anshori (2018)	The marriage tradition of the Weelewo Ethnic group in Southwest Sumba.	Belis or mamoli or cash gift	Signs of binding ties of friendship, kinship as a symbol to unite the prospective groom, and the prospective bride as husband and wife.
Kristina (2018)	The marriage tradition of Dayak ethnic in Kalimantan.	– Giving in the form of white plates and bowls – Nasi adap is a symbol of information to guests that their marriage is valid	– White as a symbol of holiness and household equipment as the husband's obligation and ability to provide a living for his family. – Nasi adap as information to guests that their marriage is valid

Table 2. Previous research review.

Researchers	Marriage Tradition	*Seserahan*	Aim of Study
Pupitorini and Faidah, (2018) Pratama and Wahyuningsih, (2018)	The Javanese marriage tradition in Surakarta.	The offerings on the Javanese marriage tradition can be categorized into: – A set of women's needs; clothes, shoes, jewelry and make-up – Beautiful betel leaf and banana – Bananas and a set of betel ayu. – Market snacks; wet pastries – In the form of agricultural products; vegetables and fruits symbolize – Batik and stagen – For the Javanese, batik and stagen are inseparable.	– It is hoped that a wife will always look attractive in front of her husband in the future, always of one heart. – Symbol of happiness – The bride and groom are united in marriage until the end of their lives. Welfare and prayers so that the life of the bride and groom brings blessings to the family and those around them. – Batik cloth, so that husband and wife can keep secrets from each other, – Stagen implies a strong determination in living the household.
O.I.B Hariyanto 2021	The marriage tradition of Betawi ethnic	Giving a pair of crocodile bread	History and nature Tribal environment. – Local genius Betawi people – Crocodile A symbol of fidelity in marriage, especially on the part of the husband being loyal to his wife. Responsible for family.

Based on the results of six previous studies, namely about the marriage tradition of the Galela tribe from North Maluku (Satria 2015); the marriage tradition of the Malays in Tanjung Kuyo Village, Riau Province (Windyarti 2015); the marriage tradition of the Asmat tribe in Papua (Triantoro et al. 2017); the marriage tradition of the Weelewo tribe in Southwest Sumba (Lede et al. 2018); the marriage tradition of the Dayak tribe in former Kalimantan (Kristina, 2018); the Javanese marriage tradition in Surakarta; and the marriage tradition of the Betawi tribe, the marriage traditions of the tribes in Indonesia basically have similarities, namely: (1) there is a *Seserahan* procession; (2) *Seserahan* is in the form of food; and (3) food is a symbol and has meaning and purpose. Each tribe has differences in terms of food ingredients or food used as offerings. The Betawi marriage tradition is analogous to a 'crocodile' in the form of bread as a symbol of the fidelity of a prospective husband and is responsible for and cooperates in marital life. The Betawi tribe has the skills and abilities (local genius) to present the life behavior of a loyal 'crocodile' animal couple without making a promise in front of a *penghulu* or priest.

2.2 *Tourism object and attraction*

Tourism is a combination of various kinds of fun activities supported by various interesting facilities, accompanied by professional services. The Ministry of Tourism of the Republic of Indonesia or *Kemenparekraf* (2009), through the Law of the Republic of Indonesia number 10 of 2009 on Tourism states that "Tourism objects and attractions are everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth which is the target or purpose of tourist visits." Tourism objects consist of natural tourist objects including (a) the beauty of flora and fauna, (b) the uniqueness and distinctive of ecosystems such as beaches and mangrove ecosystems, (c) the uniqueness of natural phenomena such as craters, hot springs, waterfalls of lakes, and rivers, and (d) cultivation of natural resources such as rice fields, plantations, livestock, and fisheries. The second tourist object is social and cultural tourist objects which include museums, historical relics, traditional ceremonies, and arts and crafts performances. The third tourist object is special interest tourist objects which attract tourists who have special interests or hobbies including hunting, mountain climbing, rafting, agro-tourism, and various kinds of water sports. The fourth one is man-made tourist objects which are various innovations that humans have made to develop artificial tourist objects such as Ancol, Taman Mini, Disneyland, and so on (Natalya Nikolaevna Zubakova et al. 2014).

An object can have a tourist attraction as long as the object meets the criteria to motivate and generate the tourists' interest to visit the object. This criteria includes: (1) what to see—there are unique and interesting objects and attractions that can be enjoyed and felt by tourists, and are different from other destinations or areas; (2) what to do—there are various recreational complete and fun facilities so that the tourists can choose activities according to their hobbies, ranging from children, teenagers to adults or the elderly; (3) what to buy—There is a place to shop to buy souvenirs and local specialties; (4) how to arrive—accessibility and transportation facilities are available to be used to the destination; (5) where to stay—accommodation facilities are available for tourists on vacation such as inns or hotels with various classifications (Kirom et al. 2016).

The Betawi marriage tradition processions are a series of interesting and unique events that can be developed into tour packages as socio-cultural tourism objects. This opens up opportunities for socio-cultural activities to be packaged as a tourist attraction for domestic and foreign tourists, and at the same time become a medium for preserving local culture.

2.3 *Culture*

Budaya and *kebudayaan* (Culture) have different meanings. In this case, budaya is the mind, reason, and human mind, while kebudayaan is the result of work and initiative which includes the results of thoughts, mind, and wisdom or human creations. In English, the words *budaya* and *kebudayaan* are translated into one word, which is culture. Culture has many perspectives. The first perspective is the form, which is the material form. This is the most concrete result of human work and initiative that can be felt, such as food products, household appliances, medicine, technology products, automotive, and others. Meanwhile, the non-material culture form is the result of human work and initiative in an abstract form. Therefore, both of these cultures are viewed based on the forms, those are (1) material form which is the same as material culture; (2) non-material or abstract forms which include ideas, concepts, values, norms, traditions, rules and so on which are abstract in nature and whose existence cannot be seen; and (3) the cultural behavior form or patterned actions from humans in society, such as the social order in society that regulates the human life in interacting in accordance with the status and roles regulated by the values and norms applied in the society (Luftiany & Santosa 2011).

Furthermore, human culture has universal elements because these elements can be found in all the cultures throughout the world, from ancient times to modern times. Based on the elements, culture can be divided into eight parts, these are: (1) language, including spoken language, writing, and symbols used as a communication means between human beings; (2) knowledge, which is related to mind and wisdom to produce useful works and intentions for the needs of human life;

(3) the social system or social organization, including the order and customs as rules that govern human life in society; (4) the living equipment system and technology, including how humans carry out and maintain their lives as well as create and produce equipment as tools to make it easier to complete their work; (5) the livelihood or economic system, including how humans look for or generate livelihoods or an economic system. Based on the ethnography definition, economics is the system of how people earn income in order to meet their needs; (6) the absolute system of religion or belief. All peoples who have faith carry out ceremonies and traditions led by their religious leaders; (7) the activity of a society to produce art that is useful in human life (Koentjaraningrat 2000); and (8) food is part of the culture whose development is in accordance with the development of human culture, since human birth requires various kinds of food as a nutrition source. Food is universally needed by humans from when they are in the womb, and so are the other seven elements of culture. Food is needed in all cultures in the world from ancient times to modern times. Its development follows the development of human culture. Therefore, food in terms of cultural elements can be equated as the eighth element of universal culture. Furthermore, cultural diversity contributes to the diversity in using signs and symbols of food. Food in the cultural concept has a broad meaning depending on the societal perception as interpreting and supported by the society (emic). This is related to the belief of the local society (Yevita Nurti 2017).

2.4 *Local wisdom*

The diversity of ethnic groups in Indonesia will enrich the diversity of the customs from *Sabang* to *Merauke*. According to BPS census in 2010, Indonesia has 1,340 ethnic groups. Such diversity in ethnic groups, culture, religion, languages, and customs enrich the local wisdom. Local wisdom is a local idea or ability that has the characteristics of being wise, full of wisdom, good value, as well as being instilled in and followed by the members of society. Local wisdom builds noble character so that the national culture has roots to build a national identity. Through education, local wisdom (local genius) basically can be seen as the basis for the formation of national identity (Hariyanto 2017).

Cultural shifts or changes are events caused by the dynamic development of cultural elements in society. Cultural shifts can cover all aspects, including the eight elements of culture, which are language, knowledge, social systems, life equipment and technology, economy, religion or belief (Koentjaraningrat 2000) and food. People's perceptions towards a condition will continuously occur in accordance with the dynamics that occur in a society that is considered more suitable with the times (Widiastuti 2013). There are several changes in the millennial generation, including entering the socio-cultural life as well as changing the mindset and behavior, and lifestyle of the society, especially the millennial generation. Advances in science and technology (IPTEK) have affected the Indonesian people's lives, in this case, it changes the people's values and attitudes from being irrational to rational. In essence, there is no static culture, because it will change and develops sooner or later, both caused by factors from the outside and from within the society (Khoiri 2009). People's values and attitudes will change due to a shift or loss of identity. As the Indonesian nation is known for its eastern values, thus its local wisdom which contains the meaning of goodness and education must be maintained.

2.5 *Semiotics, symbols, and meaning*

Semiotics is a science that studies signs. Signs are everything or objects that include colors, signs, body language, such as food, clothes, and others, which represent something other than themselves. A previous study conducted by Mintz (2002), food studies have illuminated broad societal processes such as political-economic value-creation, symbolic value-creation, and the social construction of memory. This means that the study of food and its relation to social processes provides political-economic value, symbolic value, as well as social values (Nurti 2017) as a meaningful system, culture is not always visible but requires significant, deep, and cautious interpretation according to the perspective of the supporting society (emic). A symbol is an object that has meaning and value and is studied by humans. It does not only include objects but also actions carried out by local people in accordance with the traditions from generation to generation (Zahra 2017).

Symbols and meanings have the characteristics of being public and not privately owned. Studying culture means learning the rules of symbols and meanings shared by society. In this case, semiotic approach is used to provide meaning or interpretation and express the purpose of communication, thoughts, and feelings, or any expressions conveyed by symbols. According to Riffaterre (1978) symbols are displacing of meaning, distorting meaning, and creating meaning. In addition, Chaer (2012) claimed that symbols have two meanings, those are denotative meaning which is the actual meaning and connotative meaning which is another meaning that is "added" or developed; this also called subjective meaning. The semiotic approach is conducted by firstly extracting value and meaning through signs found in society. This is closely related to semiotics focusing on sign systems. The sign system is a combination of all systemic elements which represents meaning implicitly or explicitly, and a sign convention is a form of mutual agreement regarding the existence of the sign (Jayanegara 2019). Symbol is used as one of communication means to convey messages, thoughts, and emotions (Haris 2018). The most important characteristic of symbols is arbitrary in the sense that symbols have no inherent relationship to what they represent. Symbols are used by humans to share reality with others or interact with others. In addition, symbols are also used by humans to pass on culture from one generation to another generation.

2.6 *Marriage*

Perkawinan (Marriage) comes from the word *kawin* which is an ancient Javanese language which means to bring. Marriage is the union of two people, making a bond and a sacred promise to be together in hardship and joy. The purpose of marriage is to build a happy family and nurture their offspring to become useful members of society for religion and nation. According to the Law of the Republic of Indonesia Number 1 of 1974, marriage is an inner and outer bond between a man and a woman as husband and wife with the aim of forming a happy and eternal family or household based on the Belief in One and Only God. Marriage is considered legal if it is carried out according to the religion and beliefs and recorded according to the applicable laws and regulations. Marriage is a sacred event in human life. Almost everyone experiences this as a part of their human life circle. It is expected that marriage will lead to a lasting and harmonious life and offspring. According to Santoso, (2016) marriage is one of the most important dimensions of human life in any world. Moreover, religion and societal tradition also participate in regulating this event, such as the date, wedding day, as well as the types of *Seserahan* as symbols that have sacred meanings. In addition, the state also regulates marriage through the Marriage Law No. 1 of 1974 (Figure 1).

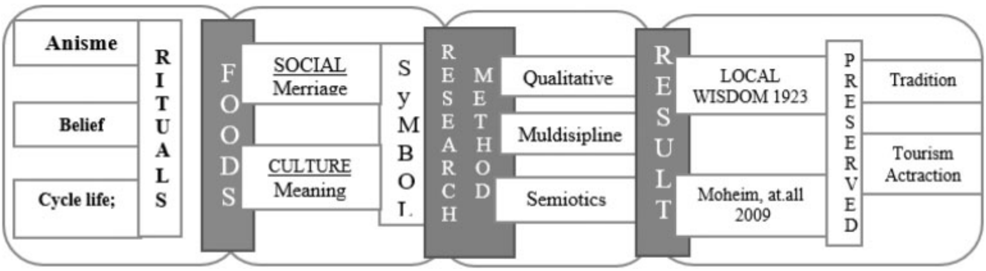

Figure 1. Framework of thinking.

3 METHODS

This study uses a qualitative descriptive method on the grounds that the results of the research are current and actual social problems and are described systematically. The object of the research is the marriage tradition of the Betawi tribe and the meaning of the 'crocodile' bread symbol. In qualitative research, observation of social situations is important. To get accurate data, the focus of the research is on three elements, namely (1) the locus (place or space) or the research area is Central Betawi or *Jakarta Kota*, outskirt Betawi area or Udik Betawi; (2) Betawi people as the main actors or actors (key informants) or as key resource persons; and (3) the activity is a procession of offering the symbol of 'crocodile' bread at a Betawi traditional wedding (activities).

Data collection techniques require appropriate techniques and strategies in accordance with research objectives. Researchers collect quality and accurate research data. Accurate data is important in research so that it can lead to the correct conclusions. The data collection techniques used are observation, interviews and documentation. To test the data obtained are valid or not, a test is carried out using triangulation techniques, namely using several different techniques to one key informant. Meanwhile, source triangulation, on the other hand, uses one data collection technique to different sources. To get quality key informants who can provide accurate data about the history and meaning of 'crocodile' bread in the marriage tradition of the Betawi tribe, the snowball technique is used. This technique is used to explore from one interviewee to another, obtain some accurate information, and find key sources who can reveal the history and meaning of 'crocodile' bread in the marriage tradition of the Betawi tribe.

The stages of data processing techniques, according to Sugiyono (2011) are as follows: (1) perform data reduction, collect all issues related to the history and meaning of 'crocodile' bread in the marriage tradition of the Betawi tribe. Observations and interviews were conducted in depth (deep interviews) with key informants; (2) the display of research findings data is summarized systematically so that it depicts the mindset of the Betawi tribe, especially about the history and meaning of 'crocodile' bread in the marriage tradition of the Betawi tribe; (3) conduct triangulation analysis for the data obtained, with depth and consistency or contradictions, which are accurate. This data is needed to interpret the history and meaning of 'crocodile' bread in the marriage tradition of the Betawi tribe; and (4) data verification (conclusion). The triangulation results are then used as the basis for making conclusions as a result of the research. In order to provide factual and accurate research results from various cultural points of view, the research also uses various relevant sciences and theories or a multidisciplinary approach (Ratna 2010). To analyze the symbols and meanings of 'Crocodile' bread in Betawi traditional marriages, a semiotic and imaginative approach to the community is used based on the results of interviews with people who support the tradition.

4 RESULTS AND DISCUSSION

4.1 *Regional history and description*

Based on the history, Betawi ethnic group is a descendant of the 5th century Proto Malay family. The Betawi ethnic group was not found during the census conducted during the Dutch colonial period in 1615–1815. The term 'Betawi ethnic' group was used during the Dutch East Indies period through the establishment of 'kaoem Betawi' association in 1923 which was founded by Husni Tharim (Pamungkas & Wahyudi 2015). Several studies on the Betawi ethnicity stated that Betawi culture is a mixture of several different ethnic cultures, including the Dutch, Chinese, Portuguese, Arabic, Indian, and Sundanese. These cultures influenced each other and the acculturation of a new culture, called Betawi culture. In addition, Betawi is also known as a pluralistic society (Tantria et al. 2017).

The residential areas of Betawi ethnicity are divided based on their cultural characteristics, those are: (1) Central Betawi or Urban Betawi for those who live in the Jakarta City area; and (2) Suburbs Betawi or Betawi Udik, which is divided into two groups, namely (a) Suburbs Betawi ethnic group who live in the North and West of Jakarta as well as Tanggerang which are influenced by Chinese culture, and (b) Suburbs Betawi ethnic group who live in the eastern part of Jakarta, Bekasi, and Bogor who are influenced by Sundanese culture. Based on its geography, the Betawi ethnic is divided into Central Betawi or Urban Betawi, Suburbs Betawi, and Coastal Betawi, who live on the coast, i.e., formerly the port of Sunda Kelapa (Andi n.d.).

Betawi people are Muslim and very religious. They are obedient in carrying out their religious teachings and are tolerant of the other religions. Since childhood, Betawi children have been taught to recite and memorize the Qur'an until they graduate. The language used is Indonesian with Arabic absorption and Chinese with Betawi dialect. Betawi language occurs through interference at the morphological level, namely a change in vowel, 'a' becomes a sound change 'e,' for example, 'kenapa' becomes 'kenape' (Pujaning Ati & Ahmad 2021). Another example is 'I' with the absorption of the Arabic 'ane'; the word 'ane' has entered Betawi language, as well as the absorption of the Chinese 'engkong,' where the word 'engkong' has entered Betawi for grandfather. Likewise, Betawi marriage tradition is a mixture of various cultures, such as Dutch, Chinese, Portuguese, Arabic, Indian, and Sundanese. Batavia was the previous name during the Dutch Colonial era from 1621 to 1842. Now, it is known as Jakarta which is the capital city of Indonesia. There are 13 major rivers that pass through and enter Jakarta and finally empty into the sea. Some of the major rivers include (1) Ciliwung River; (2) Angke River of 91.25 km length, in which the headwaters are in Menteng and East Cilandek Villages in Bogor City; and (3) Pesanggrahan River, which is upstream in Bogor Regency, crossing Depok City, South Jakarta, and finally to Tangerang, Banten. Another river includes Cipinang River, whose headwaters are in Depok and empties into the sea (Jakarta 2019).

In the past, the river crossed by ships carrying goods to Jakarta. On the other hand, rivers are also the habitat of 'crocodiles.' When sailing, people or communities around the river often see saltwater crocodiles living in the river. In 2018, several rivers in Jakarta went viral including the Flood Canal River, Grogol River, and Pondok Dayung, where several 'crocodiles' were still found and emerged on the surface of the river ("Selain di Ancol, Buaya Juga Pernah Nongol di Ciliwung dan Pesanggrahan" 2018). The river as a habitat for 'crocodiles,' and the tradition of 'crocodile' bread *Seserahan* as a symbol in Betawi traditional marriage have a very close relationship in Betawi people's life with their natural surroundings. This is reflected in: (1) the shape of the 'crocodile' bread as a symbol of Betawi marriage tradition; (2) the folklore of 'buaya putih' Situ Babakan (the white crocodile of Situ Babakan), where situ means lake. This folklore is believed to be a love story of lovers who could not conjoined, because the girl was to be married to a richer man. Because of that, the girl ran and dived into Situ Babakan and was helped by the demon guard of Situ Babakan, transforming the girl into a 'White crocodile' (Hendarto 2019); (3) reflected as a place name; 'rawa buaya' is believed to be an area owned by landlord during the Dutch East Indies era, now located in Cengkareng village of West Jakarta. Rawa Buaya is also used as the name of Transjakarta bus stop and City's train station; (4) 'Lubang buaya' is also a sub-village in Cipayung District, East Jakarta City, which is a relic of the Dutch East Indies (VOC 16th-18th centuries), originally a rubber plantation. It is said that the name of 'Lubang Buaya' was inspired by the many 'crocodiles' found in Pondok Gede river around Lubang Buaya area. Lubang Buaya is also the site of the bloody events of the September 30th movement (G30S PKI) in 1965. Now, there is Pancasila Sakti Monument to commemorate the seven heroes who died during the G30S PKI incident.

It has been explained that the natural conditions of Batavia in the colonial era until now included many rivers which eventually led to the sea, and these rivers were the habitat of the saltwater crocodile. Life and relationships in the thoughts of Betawi people, or the culture of the Betawi ethnic, are closely related to the surrounding natural conditions, especially about the 'crocodiles' which are often seen in rivers around Jakarta. Several facts have been discovered by the 'kaoem Betawi' association, where in 1923, the word 'crocodile' was found in the legend of 'white crocodile of Situ Babakan' and 'rawa buaya' has been the name of several places in Jakarta since colonial times. In addition, there is also the Crocodile Hole which is a relic of the Dutch East Indies era, in which there is the Pancasila Sakti Monument now and the 'crocodile' bread as sesearahan in Betawi marriage tradition.

4.2 *Betawi marriage traditions and the symbol of 'Crocodile' bread*

Marriage is an interesting event and part of the human life circle. Indonesia has many ethnic groups from Sabang to Marauke, where each of them has a different traditional each other. Betawi people have an interesting and unique marriage tradition, which contains the procedures and stages that must be passed by the bride, groom and their families. The 'Crocodile' bread as *Seserahan* in Betawi marriage tradition is a sacred symbol of faithfulness from the groom to the bride. The meaning of the 'crocodile' symbol is that a husband is expected to be faithful to his wife until the end of his life, and vice versa. This is related to the life of crocodiles who have a loyal marriage to only one partner. Previous research conducted by Moheim (2009) reveals "that up to 70% of females choose to remain with their partner, often for many years. This amounts to the first evidence for partial mate fidelity in any crocodilian species and reveals a similarity in mating patterns between alligators". The research was conducted through observation for 12 years to determine the mating life of alligator including crocodiles (Moheim, 2009).

The second meaning of the symbol is the hope that the husband will become a leader or head of the family who can provide protection and comfort to his wife and children. The protection given by a husband is related to the life of the male 'crocodile' who always supervises and provides protection to his partner, where the male 'crocodile' helps build a nest to lay eggs and guard them together. "I don't think any of us expected that the same pair of alligators that bred together in 1997 would still be breeding together in 2005 and may still be producing nests together to this day." This is a fact about the life of a pair of 'crocodiles' who are naturally loyal to each other, without having to make a pledge of allegiance in carrying out their married life. The crocodile pair agrees and is responsible for maintaining their nests together, and is not tempted slightly by other 'crocodiles' around them. The faithful behavior of the 'crocodile' becomes an inspiration and an example in human married life. This is what later became the reason that 'crocodile' is a symbol of Betawi marriage tradition. The 'crocodile' symbol gives a very meaningful meaning to the continuity of marriage life. On the other hand, the saltwater 'crocodile,' Crocodylus porosus, is one of the protected 'crocodile' species based on the Minister of Agriculture Decree No. 716/Kpts/Um/105/1980 and PP. 7 of 1999. Based on the decree, the use of all types of 'crocodiles' in Indonesia must be approved by the Indonesian Minister of Forestry (Ripai & Kamaruhayana 2016), due to their decreasing population and to sustainably maintain the 'crocodile' habitat. Likewise with the 'crocodile' bread *Seserahan* in the Betawi cultural marriage tradition, which can become extinct if the tradition is not preserved by the millennial generation of Betawi ethnic group. The millennial generation of the Betawi is expected to always include the 'crocodile' bread *Seserahan* in the proposal procession. In this case, *Seserahan* in the form of 'crocodile' bread has a sacred meaning as local wisdom and genius is owned by the Betawi ethnic group.

Betawi people have understood the characteristics of 'crocodile' loyalty (1923), even before Indonesian independence (1945), and long before the research conducted by Moheim et al. (2009). This faithfulness is indicated by the crocodile's responsibility to his family, cooperation between the couple in providing nests, and protecting them from harm. This is done by large animals that are known to be very vicious. The local wisdom and genius possessed by the Betawi people must be preserved and become an example for the lives of couples who will be married so that they will be loyal and lasting. On the other hand, the proposal procession for Betawi marriage tradition is very interesting and unique, thus it can be presented as a tourist attraction for domestic tourists, especially foreign tourists who really like foreign culture. Local wisdom is the capital of noble character formation so that culture has roots to build national identity. This can be seen as the basis for the formation of national identity.

5 CONCLUSION

Based on the results of the research and discussion, the research can conclude that the symbol of 'crocodile' bread in the procession of Betawi marriage tradition has a close relationship with the environmental and natural conditions of Betawi society from a long time ago (1923). Batavia, now Jakarta, is crossed by more than 13 rivers that empty into the sea, and these rivers are the habitat of the saltwater crocodile (Crocodylus porosus). Thus, the meaning of the symbol 'crocodile' and the word 'crocodile' is immortalized and actualized in the form of *Seserahan* of 'crocodile bread' in Betawi marriage tradition as well as the name of the area, location, place, bus stops, and train stations in Jakarta. The previous Betawi elders instinctively possessed local wisdom, by analogizing 'crocodiles' as a symbol of the faithfulness in marriage. The symbol of 'crocodile' as a sacred promise for the longevity of a marriage should be imitated by couples who will marry. Meanwhile, research by Moheim et al. (1997-2009) conducted a 12-year study at the Savannah River Ecology Laboratory, University of Georgia to observe and prove that alligator reptiles of the 'crocodile' type have loyalty to their partners. In this case, the 'crocodile' couple will work together to make a nest when their partner lays eggs and keep them together. The Betawi marriage tradition with *Seserahan* of 'crocodile' bread as a symbol that has a sacred meaning is also an education for couples who will hold a marriage so that the marriage must still be maintained well. Betawi marriage tradition with 'crocodile' bread *Seserahan* can be an attractive object for tourists. In addition, the 'crocodile' animal can also be used as a miniature as a distinctive Betawi souvenir.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Institutional capacity of "Dewi Amarta" Pokdarwis in Tugu Utara Village, Bogor

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ABSTRACT: The village of Tugu Utara Bogor started from a community that initially did not realize its natural beauty for tourism development in the village. The purpose of this study is to determine the institutional capacity that has been built by the community, village government, and academics triggered by a tourism village activist (Pokdarwis) named "Dewi Amarta." The research method used is descriptive qualitative. The results obtained three indicators of institutional capacity based on the system, organization, and individual (supporting role). The system implemented by Pokdarwis Dewi Amarta already has an official institution, five supporting partners, and academic assistance. North Tugu Village, Bogor, during the COVID-19 pandemic, succeeded in developing tourism in the form of Saat Lake, Coffee Tour, Pasir Angin Camping Ground, and American Jeep Tour in North Tugu Village, which was developed in partnership with PPAJI (American Jeep Indonesia Fan Association).

Keywords: Capacity, Dewi Amarta, Tourism, During Pandemic COVID-19

1 INTRODUCTION

Indonesia is in an era of implementing sustainable development goals by preserving the natural environment for the future generations to come. Several tourist villages have been formed in various regions. Tugu Utara Village, located in Bogor Regency, is directing its area to become a tourist village. Based on news information from Bogor, Roy expressed his pride in Tugu Utara Village for his achievements in representing Bogor Regency in the village competition at the West Java Province level. "Tugu Utara Village has undergone a rigorous selection process, I am proud of its achievement," he said.

Febriani and Pengestuti (2018) stated that the government encouraging the growth of tourist villages is one of the government's efforts to improve people's welfare in rural areas. The level of welfare of rural communities is relatively lower than that of people living in cities. The percentage of poverty in rural areas in 2017 is still at a high number. The percentage of poverty in rural areas was recorded at 13.96 percent, while in urban areas it was only 7.7 percent. In an effort to increase village and village community development, a strategy is needed to develop it. Because the village of North Tugu is trying to improve the welfare of the community and direct the village to become a tourist village.

The development of tourism in the village is a joint effort of the government and village communities in this region. The institutional role that has been formed in Tugu Utara Village is named Dewi Amarta. Various sectors have experienced the impact of the COVID-19 pandemic, and are trying to set up and develop their respective sectors. The village of Tugu Utara Bogor has a tourism sector with natural landscapes that have great potential for tourism. The existence of an institution that has recently been established in 2020 needs to be known and researched, so it can serve to

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evaluate and give advice to institutions in the village. Many institutions, communities, associations, and others were established in the village. However, not all play a role in village development. The role of academics in reviewing through research is needed in these activities.

A tourism village is an area related to the area or various local wisdom (i.e., customs, culture), which is managed as a tourist attraction according to its capabilities, for the social and economic interests of the community. According to Pitana (2009), tourism development and development will directly touch and involve the community, so that there are various impacts on the local community, both positive and negative impacts. For the community, tourism development has enormous potential benefits for the economy, socio-culture, and the environment. However, sometimes the wrong tourism development occurs, it brings many losses to the local community itself. The development of the sustainable tourism development (STD) paradigm that portrays the development of tourism from three economic, socio-cultural, and environmental dimensions requires tourism in Tugu Utara Village to be managed and built wisely.

Djogo et al. (2003) state that in general, the definition of an institution includes the concept of social behavior patterns that are deep-rooted and continue or recur. The Institutional contains two important aspects, namely; “institutional aspects” and “organizational aspects.” Institutional aspects include social behavior or behavior where the core of the study is about values, norms, customs, folkways, usage, beliefs, ideas, doctrines, desires, needs, orientation, and others. Meanwhile, the organizational aspect includes the social structure, with the core of the study being the role aspect. Further structural aspects include roles, activities, relationships between roles, social integration, general structure, comparison of textual structures with factual structures, structures of authority or power, relationships between activities and goals to be achieved, aspects of solidarity, clique, profiles, and power patterns. According to Kapucu et al. (2011), capacity is a resource, level of leadership, ability or adequate community expertise, and a certain level of institutionalization (changes in new things that are of good value). Institutional or institutional capacity can be seen from the levels of community capacity, namely the system level, the organizational level, and the individual level (UNDP 1997), which is more clearly illustrated in Figure 1. The level of individual competence or capacity can be measured through several indicators. Based on the individual capacity indicators theorized by experts, the researchers took several contextual indicators with the management of tourism villages. These indicators refer to Noho’s research (2014) because of his research related to community capacity in managing tourism, namely awareness in pioneering the development of tourism potential, knowledge of the concept of a tourist village, the ability to serve tourists, the ability to process souvenirs or souvenirs, and the ability to manage tourist attractions.

2 LITERATURE REVIEW

Utama (2014: 7) pointed out that in sustainable development, with tourism activities that offer natural beauty, cultural richness, and hospitality and services, very few resources are used up to support these activities. This means that the use of consumable resources tends to be very small so that it will be easy to manage over a relatively long time.

According to Poerwanto (2017: 108), tourism development must be able to provide support for efforts to improve the quality of life of the community through the protection of the freedom to choose the desired field of life or active involvement in the management of development resources. The local community must be an actor in empowering the resources available in their environment for the wider interest in a responsible manner. Tourism must be one of the activities that function as a dynamist and in the control of development based on the principle of sustainable tourism development.

Poerwanto (1998) asserts that strategic planning based on future interests is key to successful sustainable tourism development. Furthermore, Poerwanto added, based on the interests of the local community and the future, ideally tourism development should be based on four basic principles, namely: (1) sustainability of socio-cultural life, in the sense that tourism development must be able to increase the role of the community in monitoring governance. life through values that are created together as identity, culture, and independence; (2) economic sustainability, in the sense that tourism development must ensure opportunities for all parties to be involved in economic activities through healthy competition; (3) sustainability of the physical environment, in the sense that tourism development must ensure the maintenance and protection of natural resources used; and (4) to improve and improve the quality of life of the local community where the object is developed through providing opportunities for them to be actively involved in tourism development and development.

Three main principles in sustainability development (McIntyre 1993: 10):

1) Ecological
   Sustainability, namely ensuring that the development carried out is in accordance with ecological processes, biology, and the diversity of existing ecological resources.
2) Social and Cultural Sustainability, namely ensuring that the development carried out has a positive impact on the lives of the surrounding community and is in accordance with the culture and values that apply to the community.
3) Economic Sustainability, namely ensuring that the development carried out is economically efficient and that the resources used can withstand future needs.

A tourist village is an area related to the area or various local wisdom (customs, culture, potential), which is managed as a tourist attraction for the social and economic interests of the community.

According to Pitana (2009), tourism development and development will directly touch and involve the community, thus bringing various impacts to the local community, both positive and negative impacts. For the community, tourism development has enormous potential benefits for the economy, socio-culture, and the environment, but sometimes the wrong tourism development often brings a lot of harm to the local community itself.

Sukarsa et al. (2018: 42) state that the development of sustainable tourism development (STD) paradigm that captures tourism development from three economic, socio-cultural, and environmental dimensions requires tourism in Tugu Utara Village to be managed and built wisely.

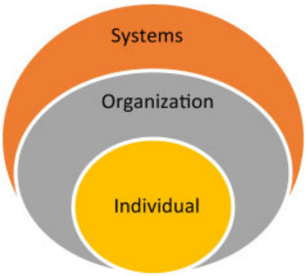

Figure 1. Levels of institutional capacity (UNDP 1997).

System-level institutional capacity consists of relationships between individuals, informal groups, and formal organizations that produce a network of social relationships called social capital (Chaskin 2001). Given this research on tourism villages, to measure the institutional capacity at the system level will refer to Damayanti's (2014) research, namely the policies of the Provincial and District Tourism Offices and Village Government policies related to the development and management of tourist villages, and partnerships made by the Village Government with other institutions outside the village.

Djogo et al. (2003) mention that in general, the definition of an institution includes the concept of social behavior patterns that have been rooted in and take place continuously or repeatedly. The Institutional contains two important aspects, namely; "institutional aspects" and "organizational aspects". Institutional aspects include behavior or social behavior where the core of the study is about values, norms, customs, folkways, usage, beliefs, ideas, doctrines, desires, needs, orientations, and others. While the organizational aspect includes the structure or social structure with the core of the study lies in the aspect of the role (role). Furthermore, structural aspects include roles, activities, relationships between roles, social integration, general structure, comparison of textual structures with factual structures, structures of authority or power, relationships between activities and goals to be achieved, aspects of solidarity, cliques, profiles, and patterns of power.

According to Kapucu et al. (2011), capacity is a resource, an adequate level of leadership, ability or community expertise, a certain level of institutionalization (changes in new things that are of good value). Institutional or institutional capacity can be seen from the levels of community capacity, namely the system level, organizational level, and individual level (UNDP, 1997) which is more clearly illustrated in Figure 1.

The level of competence or individual capacity can be measured through several indicators. From the JICA concept (2004) in Hamzah and Khalifah (2012) the indicators include knowledge, expertise/skills, awareness, and attitude. Based on individual capacity indicators theorized by experts, the researchers took several contextual indicators with the management of tourist villages. These indicators refer to Noho's research (2014) because his research is related to the capacity of the community in managing tourism, namely awareness in pioneering the development of tourism potential, knowledge of the concept of a tourist village, the ability to serve tourists, the ability to process souvenirs or souvenirs, and the ability to manage tourist attractions.

3 METHODS

The observation unit in this study was Tugu Utara Village, Bogor Regency. This research aspect is focused on tourism development strategies. While the unit of analysis in this research is the village of North Tugu. This research is descriptive in nature, carried out to get an overview or description of the assessment of aspects of village tourism development in North Tugu which is carried out through statistical calculations, then an analysis of the development of a tourist attraction is carried out using SWOT analysis techniques, namely analysis to find strengths, weaknesses, opportunities and threats to products, markets, policies, and marketing programs.

The respondents in this study were the head of the North Tugu village, Mr. Asep, the Head of the Pokdarwis Dewi Amarta, the Pokdarwis members, and the North Tugu Community. The instruments in this study were researchers and respondents using interview techniques.

Methods are used to uncover and gain insights that are little known. This qualitative method can provide complex details about phenomena that are difficult to reveal by quantitative methods, so to apply this qualitative research it is necessary to: (1) review and critical analysis, (2) recognize and avoiding bias, (3) obtain correct and valid data, and (4) think abstractly. The data collection techniques were observation and interviews. Respondents of the research were the activists of the tourist village of Dewi Amarta, the community of North Tugu village, the village head, and supporters of the tourism village management.

4 RESULTS AND DISCUSSION

Based on the results of the study referring to the UNDP Institutional Capacity Level references (1997), Damayanti (2014), Damanik and Weber (2006), Noho (2014), the institutional capacity is based on systems, organizations, and individuals as follows:

1) Systems
   In terms of the institutional system in 2013, it was found in the decree (SK) of the village head of Tugu Utara Number 141/04/Kpts/IV/2013. The background is the spirit of the people of Tugu Utara Village to be able to improve their welfare by utilizing all the potential of existing resources, starting from Natural Resources, Culture, and also Utilization of Human Resources

with the concept of making North Tugu Village a Tourism Destination (Tourism Village) which Bringing Prosperity to the Community At the beginning of its establishment, it consisted of 9 members of Pokdarwis Dewi Amarta. During the COVID-19 pandemic in 2020, the North Tugu Village government developed a tourist village driver named “Dewi Amarta” for tourism development in Tugu Utara Bogor. Based on the number: 141/01/Kpts/I/2020 decree of the Head of Tugu Utara Village. In the 2020 decision amendment, there are already 15 Dewi Amarta administrators. The organizational structure consists of Advisor I from Kadisbudpar Bogor Regency, Supervisor II from Camatua District Head, Advisor III from the Association of Bogor Regency Tourism Villages. The chairman of Pokdarwis Dewi Amarta, namely Rendy Fatkhurrahman, and deputy chairman Hendarwin.

2) Organizations
Institutional capacity in terms of community organizations. Tugu Utara Village, Bogor, has the organizational capacity to lead and coordinate, there is the chairman of Pokdarwis Dewi Amarta, Kang Renold. Democratic leadership style and prioritizing common interests. People who do not have a job are invited to take care of developed tourist destinations. As long as it was established there was no conflict between members because it was led for the common welfare. Dewi Amarta in terms of the organization’s ability to conduct external partnerships has external partners consisting of North Tugu Village Government, Perhutani, BBWS, Trisakti School and tourism, Ciliwung Tea Plantation. Institutional capacity in terms of organization, organizational capacity to develop tourism products has been developed in Tugu Village during the COVID-19 pandemic. Since the COVID-19 pandemic, the people of Tugu Utara Village, Bogor, together with the village head, Mr. Asep Ma’mun, partnered with academics to develop tourism. This is expected to empower village communities to carry out creative economic activities and make village communities aware of jointly developing their villages. During the COVID-19 pandemic, the tourist attractions of Telaga Saat, Coffee Tour, Pasir Angin Camping Ground, American Jeep Tour in Tugu Utara Village were developed, namely in partnership with PPAJI (American Jeep Indonesia Fans Association). Telaga Tourism When initially it was not used as a tourist attraction, since 2020 it has brought in as many as 300 tourists per day with an entrance ticket of IDR 10,000. The attraction that is presented at Telaga Saat is the view of the lake around the tea hill and there is a Javanese eagle breeding on the hill. Telaga Saat also has a tourist attraction with colorful nuances around the lake, good photo objects for Instagram, and cool air. Tourists can also take pictures in a tea plantation, and feel the cold air in Bogor as a rainy city. The following is an overview of the tourist attractions developed during the COVID-19 pandemic by Pokdarwis Dewi Amarta and synergize in a Penta helix (Figure 2).

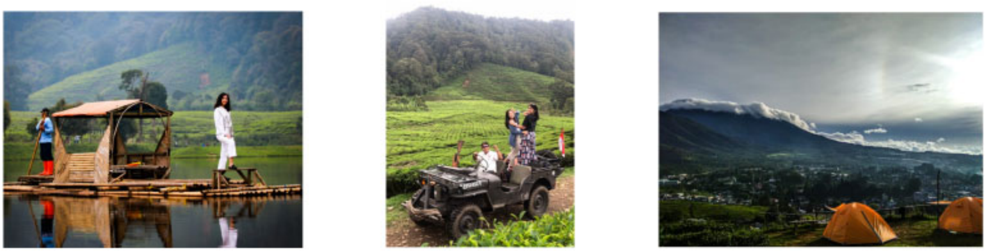

Figure 2. Tourist attraction.

The organizational aspect based on the organization’s ability to promote tourist destinations has been carried out by people who have attended various training on tourism promotion and digital marketing, although they are still not sophisticated. Promotional media that have been carried out such as Instagram (IG) Come on for holidays (Facebook), the Tugu Utara Village Web site, supports the activities of STP Trisakti students and is assisted by tourism promotions.

3) Individuals
   Institutional capacities by individual categories from the individuals in question are the parties who play a role in the development and management of villages as tourist destinations. The role of the institutional capacity of "Dewi Amarta" and the synergy of the Penta helix have created awareness in pioneering the development of tourism potential. The community helps each other in tourism development, promotes tourism, and makes special culinary delights in Tugu Utara Village as culinary delights in tourist objects. Knowledge of the concept of a tourism village has been applied by the community with the desire of the community to take part in training related to the development of a tourist village. The community and Pokdarwis Dewi Amarta already have the ability to serve tourists. The community uses Dewi Amarta's uniform and several other uniforms to welcome tourists who come. The ability to process souvenirs or souvenirs has been implemented, although not too many. Souvenirs that have been made such as wooden key chains, angklung. The community together with Dewi Amarta also has the ability to manage tourists. The attractions have begun to be developed. The ability to package tours, welcome tourists, and develop special culinary delights such as honey from Cisuren hamlet and Cibulao coffee. A more complete discussion of the individual roles of the parties that play a role in tourism development in Tugu Utara Bogor. The community participates in training activities on tourism, such as upgrading human resources, managing homestays, making culinary delights, and others. Dewi Amarta provides an understanding to the community about tourist villages. The community is now supporting the development of tourism in their village. Dewi Amarta has implemented the ability to serve tourists. They have attended various training and collaborations with several partners. Pokdarwis Dewi Amarta has uniforms in serving tourists at Lake Saat. Dewi Amarta processes and manages culinary delights and products that can be used as souvenirs, such as coffee, chips, rengginang, pickles, cakes, honey from Cisuren hamlet. Attractions and Tourism Activities are well managed by Pokdarwis Dewi Amarta. The pandemic did not dampen their resolve. During the pandemic, tourism in Telaga Saat, Pasir Angin Camping Ground, and American Jeep Tour has developed.

Previous research on institutional capacity in tourist villages according to Pakasari et al (2020), namely the institutional capacity of Brajan Tourism Village managers from the management aspect can be seen from strategic leadership, program and process management, and networking and stakeholder relations. Involvement is seen from involvement in mutual cooperation as well as instructors in training.

5 CONCLUSIONS

Based on the research results, the institutional capacity which is named "Dewi Amarta" in the efforts to develop tourism in Tugu Utara Village, Bogor is as follows: there are three indicators, namely system, organization, and individual (the parties that play a role): (1) System—the active role of the village government is in the form of policy and budget advocacy support for "Dewi Amarta" administrators so as to create good communication and collaboration patterns with stakeholders. (2) Organization—the pattern of collaborative organizational management so as to bring an atmosphere and positive impact for the development of Tugu Utara village as a competitive tourist destination. (3) Individual—the growing awareness of tourism awareness for some people in managing and developing the potential resources found in the village of North Tugu has been done. Now the village community has jointly built their village.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

To impress or being impressed: Visitor experience of local values on Instagram photo spots in Ubud Bali

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ABSTRACT: In the current digital environment, tourists taking selfies in destinations or Instagramble spots is becoming a more significant activity. With the boost of popular social media functions, selfie-taking has become a major leisure activity. In relation to destinations, the photo spots generally show the unique and specific character of the tourist destinations, such as the values of local wisdom of the local community. This research aims to examine visitor experience with local values of Tegalalang Ubud as posted on Instagram. This study uses a descriptive qualitative approach through content analysis methods supported by observations and in-depth interviews. The finding shows that less than 0.04% of Tegalalang postings on Instagram that incorporated visitor experience related to subak, the local values of Tegalalang.

Keywords: Visitor Experience; Local Value; Instagram Spot; Heritage; ite, Photo spot

1 INTRODUCTION

The existence of information and communication technology (ICT) nowadays has led to the popularity of the use of social media which has strongly affected the tourism industry in this millennial era. This phenomenon has made changes in two aspects, namely the aspect of the development of tourism destinations and products, and the aspect of tourists' behavior. Destinations are required to always creatively develop their attractions and other tourism products to keep attracting visitors and to stay competitive within global standards. Tourists also become into more various, more mature, more well informed, and consequently become more demanding and have higher expectations. Tourist behavior from the stages of planning, during, and post trip has changed significantly, creating different and dynamic tourism experiences.

Modern tourism offers a wide range of experiences for tourists who are looking for different views, cultures, and local lifestyles in various destinations (Ritchie, Tung, & Ritchie, 2011 in Chandralal & Valenzuela, 2015). Given that tourist attractions are the amalgam of a wide range of tourism products that offer integrated experience to consumers (Buhalis, 2000 in Chandralal & Valenzuela, 2015), tourist attractions are required to provide unique, extraordinary, and unforgettable experiences to tourists in order to maintain a sustainable competitive over to competitors (Hudson & Ritchie, 2009 in Chandralal & Valenzuela, 2015). Tourists now demand more than just watching amazing nature or charming culture, they want to get more unique, satisfying, and different tourism experiences (Azevedo, 2010; Lagiewski & Zekan, 2006 in Chandralal & Valenzuela, 2015).

On the other hand, the destination faces the continuous challenge to increasing its attractiveness without ignoring its carrying capacity and sustainability. One answer to this challenge is the

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emergence of a development approach of sustainable tourism and community-based tourism. In the Indonesian context, these two approaches are commonly implemented in the format of ecotourism and tourism villages which are rich in the local values or local wisdom of each destination. These unique and genuine local values generally have a long history and strong roots in tradition. Whilst there are local values that are eroded and abandoned by their society, some local values are able to survive and remain relevant to the present situation. The uniqueness of these local values can increase the attractiveness of a destination, while at the same time offering a unique and different experience to tourists. One such experience that is popular right now is tourists taking pictures in the unique and specific spots/locations of a destination, also known as an instagramable destination. The photos are taken carefully with strong concern on creative aesthetic, resulting in pictures that are more than just a photograph of travel documentation, and then they are uploaded with delight to an Instagram feed.

Tourism and photography have had long and strong relationship since the early days of photography and cameras. Urry (1990, in Pearce & Moscardo, 2015) suggests that “photography helped tourists to organize their experiences, gave them a sense of productivity and authenticated their presence in the tourist setting.” Haldrup and Larsen’s (2003 in Pearce & Moscardo, 2015) investigation centered on the sorts of family photography. They recommended a more extensive extension of inspirations for tourist-photography including a need to be eyecatching, a want to construct individual accounts, and how to construct and continue important family connections (Larsen, 2014 in Pearce & Moscardo, 2015).

The selfie is a modern format of self-portraiture that combines a snapshot of the human face with a conversation. The selfie was created with the purpose of propagation and to communicate photographs to others from afar. Clients may create and distribute images at an unprecedented scale thanks to the convergence of web 2.0 advancements and portable smart phones. These advancements, together with the increasing prevalence of social-media platforms, allow the selfie to be sent to a large number of people in almost real time (Walsh & Baker, 2017). Meanwhile, Tifendale (2014, in Frosh 2015) mentions that “instantaneous distribution of an image via Instagram and similar social-networks is what makes the phenomenon of the selfie significantly different from its earlier photographic-precursors.”

Larsen (2014 in Pearce & Moscardo, 2015) notes an-important refinement between two waves of computerized photography. Larsen (2014 in Pearce & Moscardo, 2015) observes a significant development in computerized photography between two waves. In the field of digital photography 1.0, the focus was on the use of improved cameras, which allowed for a greater number of images to be shot as well as faster checking, erasing, and retaking of photos. These modifications mean that less time is spent on each photograph and that more time is spent experimenting with the aesthetics and arrangements of photographs (Urry & Larsen, 2011). Computerized photography 2.0 according to Larsen (2014) refers to mobile phone advances relating to the posting of photographs to various web locations, particularly social media or what Picken (2014) calls “the digital context.” Because it is the offspring of advanced systems, the selfie becomes a replacement phatic agent within the energy flows and physical movement, social interactions, and media innovations that have gotten to be crucial to our ordinary, routine experience of digital activities (Frosh, 2015). Pearce and Moscardo (2015) suggest that “many tourists are very active in this digital-context.”

And in this digital context, tourists taking selfies in destination or Instagramable spots are becoming a more and more significant activity. With the help of enhanced social media functions, selfie-taking has become a major leisure activity. Such actions enable selfie-takers to present themselves in a controlled way to impress others (Balakrishnan & Griffiths, 2018). Pearce and Moscardo furthermore describe these selfie activities as follows:

“Tourists take selfies as part of developing stories about the place and how they experience it. Furthermore, there are three core principles of tourist selfies: that selfies are about making-connections between tourists and places, tourists and audiences and the audience and the place; that selfies are fundamentally-social rather than selfish; and that selfies are part of larger complex-social-systems not just simple swift acts of isolated individuals” (Pearce & Moscardo, 2015).

In relation to destination, the photo spots are very unique and generally show specific characteristics of the tourist destinations, such as the uniqueness of the landscape, architecture, crafts, local products, and others. By implication, the photo spot will reflect the values of local wisdom of the local community. It becomes interesting then to examine to what extent tourists who take the picture could identify and interpret these local values into their story as seen on Instagram.

2 LITERATURE REVIEW

In the current era, whilst tourism turns into a globalized phenomenon, cultural heritage is evolving as a part of cultural-tourism industry. As a subset of cultural-tourism, cultural heritage tourism is a shape of tourism, and now no longer a shape of cultural-heritage control. Consequently, the ambiguity in handling cultural heritage tourism occurs: selecting to go into this area has to be pushed with the aid of using tourism considerations, belongings are controlled with the aid of using precepts of cultural background control. This competing approach is what McKercher and du Cros (2002: 7) said "can be a source of friction between tourism and cultural heritage management interests."

The consumption of experiences and products in cultural heritage tourism also becomes a crucial issue. On the tourism side, to facilitate this consumption, cultural-heritage assets must be transformed into cultural-tourism products that can be consumed and experienced by visitors (McKercher & du Cros, 2002: 8). This is a commodified process. On the other hand, from the perspective of heritage management, to protect the authenticity of intrinsic values of heritage is a must (Diarta, 2017).

In 2012, the cultural-landscape of Indonesia's province of Bali was listed as a World Heritage Site – an area of "outstanding universal value," to be protected and preserved for all humankind. The engraving recognizes the esteem of Bali's subaks: farmers' organizations that collectively oversee water system frameworks on rice terraces, also as water temples. The subak framework, which dates back to at least the eleventh century, is still in use, making it the only living cultural panorama among Southeast Asia's World Heritage Sites. The subaks encompass the Balinese philosophical rule Tri Hita Karana (3 reasons of virtue), which purports to establish harmony between the human world and the otherworldly domain (parahyangan), between the human world and nature (palemahan), and between people (pawongan). The subaks "give religious aims to the administration of the rice terrace environment" as a concrete recognition of this logic (Government of Bali Province 2011).

The Balinese subaks ensure that water is distributed evenly to fields, that the irrigation system is maintained, that assets and common help are mobilized, that conflicts are resolved, and that ceremonies are carried out properly. The World Heritage Site is made up of a collection of subaks that "exemplify the interrelated natural, spiritual, and cultural components" of the typical subak framework, where farmers grow traditional Balinese rice organically and follow traditional ceremonies in any case.

"The subak isn't only an irrigation culture; it's also the home of environmentally sustainable 'local wisdom,' a cultural-spiritual fortress against globalization and other tyrannies. to 'conventional' Balinese culture, an monetary asset within the traveler industry, and the idea for the livelihoods of folks who did now no longer make the step toward the services sector. It's where shifting notions and domains of customary law, religion and spirituality, and governance collide – and where cultural meanings and identities in relation to water, irrigated agriculture, and a variety of other domains are re-negotiated and contested, among other things, through law and policy" (Roth, 2014 in Salamanca et al, 2015).

From the point of view of economy, tourism is the major segment that supports the Balinese economy. For an island of generally 0.3% of Indonesia's acreage, Bali is Indonesia's most important tourist destination, accounting for 37% of the country's international visitor arrivals. Tourism employs 674,600 people, accounting for 28% of the island's workforce. It is also a significant contributor to Bali's common pay, accounting for 29.89% of GDP in 2013 (Bali Provincial TourismoOffice n.d.). With all of the activities, structures, monuments, etc. built to support the division, it's easy to see why tourism is also a major driver of land use change. Land transformation to non-agricultural employment is also being driven by the growth of tourism. Tourism has been widened to other developing patterns which cannot be socially according to the practices within the subaks, like the bundling of the rice gathering as a tourism offering (Salamanca et al., 2015).

3 METHODS

This study uses a descriptive qualitative approach through content analysis methods supported by observation and data collection through in-depth interviews with key management person of the Instagram spots in the destination.

Content analysis is a "technique of analyzing written, spoken, or visual communication messages," according to Cole (1988 in Parveen & Showkat, 2017). Content-analysis is a "research-method for the subjective evaluation of the content of text-data" that involves a systematic categorization process of coding and detecting themes or patterns" (Hsieh & Shannon, 2005 in Parveen & Showkat, 2017).

Content analysis may be executed each quantitatively in addition to qualitatively. The technique of content analysis may be carried out to take a look at primarily five kinds of texts: (1) written texts, including documents, books, papers, newspapers etc.; (2) oral texts, including sound, speeches, audio-messages, lectures etc.; (3) iconic texts, including graphs, paintings, posters, drawings etc.; (4) audio-visual texts including films, MMS, videos etc.; and (5) hypertexts, which are texts on the internet (Parveen & Showkat, 2017).

Based on the level of popularity on Instagram, a photo spot was determined, namely Tegalalang, an UNESCO Heritage Site in Ubud Bali, Indonesia. Besides being popular on Instagram, Tegalalang photo spots also have strong recognition of local values and high exposure among foreign tourists, thus adding to the international weight of the research.

The Instagram contents analyzed are all Instagram contents using hashtag #tegalalang and that mention "subak," "trihita karana," "irrigation system," and or "heritage site."

4 RESULTS AND DISCUSSIONS

Social media is having more and more impact on our daily life. Instagram is among the most popular and used among digital citizens. Beginning as social media format that mainly served a role of sharing pictures and self-recognition, nowadays Instagram has grown into many roles, such as a source of fast, actual news and as a tool for marketing/business use. Contents of Instagram posting from worldwide users can be tracked down through the hashtags being used. The hashtag serves as key word that can be easily found and seen by global audience. For business, it means bigger and better exposure of the contents to the market. For individual or personal use, the hashtag gives a probability for greater exposure and recognition from everyone that is active in the digital world. For a public figure or public figure-to-be, it also means business.

Up to April 27, 2020, there were recorded 99,400 posts on Instagram using the hashtag #tegalalang and 11,400 posts using the hashtag #subak. During the observation period between February 2019 to March 2020, 40 Tegalalang posts were found with the #tegalalang hashtag that mentioned the words of "subak," "trihita karana," "irrigation system," and or "heritage site." Those words are the key words that bear close relation to local values of Tegalalang as a UNESCO Heritage Site. From those limited postings, 18 posts belong to visitor's personal Instagram account, while the remaining 22 belong to tourism-business-related accounts. This means that only 0.04% of the total 99,400 Instagram postings of Tegalalang incorporated experience related to subak.

Three main Instagram spots in Tegalalang area, namely Aloha Bali, Alas Harum—both managed by a private company—and Ceking Village, managed by a local community were also observed. On those three locations, there are no written information or interpretation boards available explaining subak, tri hita karana, heritage sites, or other details that relate to local values. Visitors only get such information from the local guide or if they ask for it. And considering the easy and popular situation of Tegalalang, most visitors to Tegalalang are not accompanied by a guide. Visitors must ask local villagers or local staff or even have to search on internet themselves (Figures 1–3).

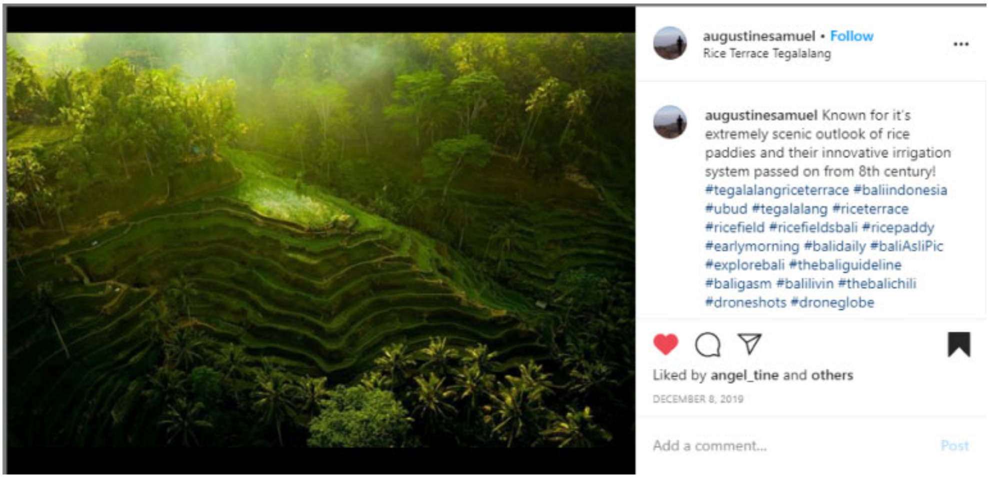

Figure 1. Some of Instagram postings which mention Tegalalang local values. Courtesy of @augustinesamuel.

Figure 2. Some of Instagram postings which mention Tegalalang local values.Courtesy of @anastasia.sh.

With regard to tourists taking selfies as part of developing stories about the place and how they experience it (Pearce & Moscardo, 2015), the findings show that very limited visitors had experience related to local value. The majority of visitors still use photography as a medium to mainly authenticate their presence in the tourist setting, organize their experiences, and to give them a sense of productivity (Urry, 1990). In other words, visitors shared their story on Instagram

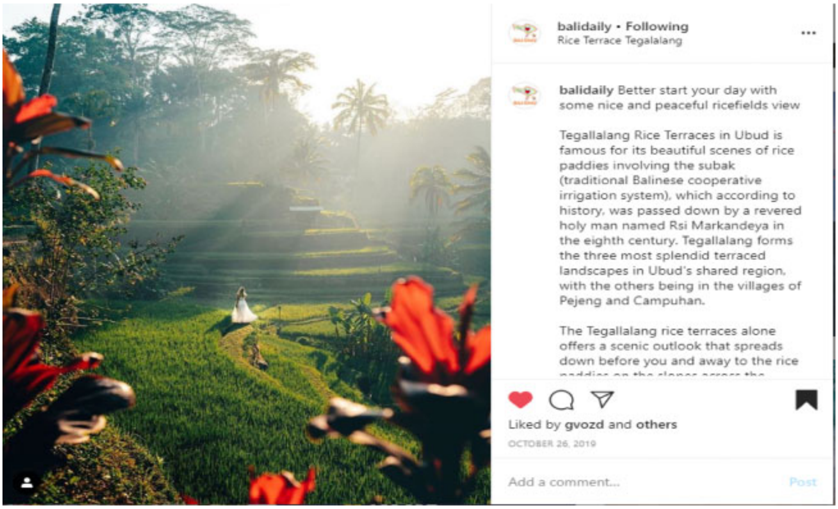

Figure 3. Some of Instagram postings which mention Tegalalang local values.Courtesy of @balidaily

as an attempt to impress others, whilst only a few visitors are being impressed with their experience of encountering the local values of Tegalalang.

This can be seen as the result of re-negotiation among tourism industry, cultural heritage management, and socio-political elements of Tegalalang. Or in terms used by McKercher and du Cros (2002), this is a result of friction between tourism and cultural heritagemanagement interests. Cultural heritage is developed as part of the cultural tourism industry. This commodication process is using more tourism considerations than the cultural heritage management side. Hence, there are almost no such policies and efforts to enhance, interpret, and appreciate local values of subak as the cultural heritage side of Tegalalang. There is no written information or interpretation signboard available in Tegalalang's Instagram spots to be read or scanned by the visitor. Visitors can find merely the cultural tourism industry side, such as the selection and development of specific locationsffor taking photographs/selfies and the provision of swings, props and backdrops, cafes, souvenir shops, and art galleries that can engage tourists. This is obviously something that Tegalalang management needs to improve to gain more recognition and appreciation of the local values from the visitor, whilst at the same time it could create a more balanced relation between commodication and the cultural heritage site.

5 CONCLUSION AND IMPLICATIONS

As the findings and discussion suggest that very few visitors are impressed by local values at Tegalalang photo spots, we can adopt a strategy suggested by Pearce and Mocardo (2015) to improve visitor experiences with local values. The first method is to deliver more exceptional and more widespread place interpretation. The use of heritage interpretation to tell the stories of the destination locations and different human beings can help in dealing with visitor experience. Firstly, it could help provide a much higher expertise and appreciation for the destination and its local values, accordingly this can inspire vacationers to have interactions and additional significant experiences. Secondly, interpretation can offer location unique tales for tourists to retell through the photographs and text content that they post online. This method has to be supported through offering information and guidance to visitors about where and how they should take secure and appropriate photos (inclusive of selfies) in the numerous visitor settings. Information about where and how photos are commonly taken, as well as what topics and items are appropriate and inappropriate for photography, must be provided in a variety of formats and locations for both passengers and intermediaries, such as guides and other tourism employees. Through implementing the strategy suggested, both the host community of Tegalalang and the visitor could get beneficial and mutual relationships as more recognition and appreciation of the local values is being developed, and at the same time the visitor also gets a meaningful and more satisfactory experience of the cultural heritage site.

ACKNOWLEDGMENT

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The effect of marketing mix to the customer loyalty in the lodge at Jagorawi Golf & Country Club, Karanggan West Java, Indonesia

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ABSTRACT: In the hotel sector, Bogor is superior to other surrounding towns in terms of having a high occupancy rate in hotels and high tourist visits. According to HVS records, in 2014, there were 17 hotels. This number increased to 32 hotels in 2016. The research was conducted to identify the effect of the marketing mix to customer loyalty in The Lodge at Jagorawi Golf & Country Club, Karanggan West Java, Indonesia. 400 questionnaires were distributed to the respondents. Thereafter, 350 questionnaires were collected from the respondents. The results showed the hypotheses could be proven by the results from the questionnaires. The contribution of the effect of the Marketing Mix to the Customer Loyalty variable is equal to 90.3%, while the remaining 9.7% is influenced or explained by the other variables outside of the variables tested in this research.

Keywords: Marketing Mix, Customer Loyalty, Lodging

1 INTRODUCTION

Bogor is famous as a city of rain with the attraction of the Bogor Botanical Gardens as a tourist destination. Bogor is also known as a resting place. The city is only 60 kilometers from Jakarta, making the growth of this city is no less rapid compared to other satellite regions such as Tangerang, Bekasi, and Depok. In fact, in the hotel sector, Bogor is superior. According to HVS records, a global hotel data provider, until the end of 2014, there were 17 starred hotels both from local and international networks. This number increased to 32 hotels with 2,969 rooms in 2016 (Kompas.com 2015).

In this case, business competition is very fierce, thus entrepreneurs engaged in hospitality continue to improve their quality in terms of products and services, in addition to being able to create a variety of new innovations that can attract customers to continue to use the products or services offered in order to survive in existing competition. Furthermore, they must be able to see very carefully the desires and needs of customers who will use the hotel accommodations they provide. Thus they need to make marketing strategies that are appropriate for marketing their products to attract customers.

The Lodge at Jagorawi Golf & Country Club has a very strategic location because it is located in front of the Karanggan toll gate, KM 24 Jagorawi toll road from the direction of Jakarta so that it is located midway between the city of Jakarta and the city of Bogor. Moreover, it is a very integrated area with complete facilities ranging from golf courses, driving range, football field, swimming pool, and the outdoor venue that can accommodate up to 5000 guests for weddings and company gatherings. In addition, the lodge presents an atmosphere and feel that is quite comfortable for its customers who want to unwind from the bustle of the city but not too far away with a travel time of about 30 minutes from downtown Jakarta.

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2 LITERATURE REVIEW

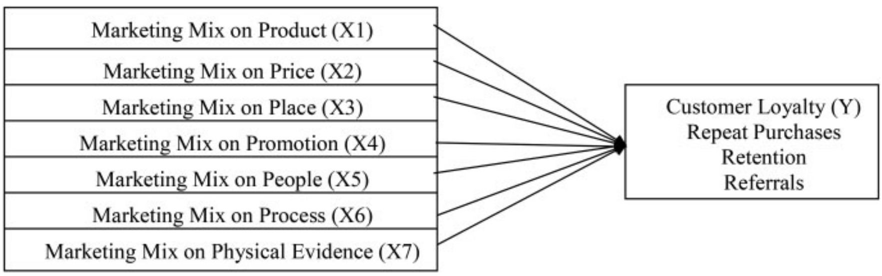
Societal marketing strategy is a strategy to meet tourists' satisfaction when they are interacting with their hosts. This is important because the survival of tourism depends on noticing where the components of marketing mix are lacking and paying attention to this deficiency. One of the essential components of the tourist experience is how the hosts and the tourists interact and raising each other's awareness to understand what kind of tourism resort can be attractive to some of the types of tourists. Then, the tourist satisfaction level can be observed by the criteria for success, rather than upgrading the tourist number and watching the hosts' reaction to the tourists. In addition, marketing research has to be adaptable regarding extremely dynamic tourist demands. This is the strong reason as to why the marketing research should not be limited to tourist visits to create all the elements of the marketing mix in the tourist destination. The growth of the marketing mix development has been resolved after the tourist management and the marketing strategy decide which destinations are to be visited. This is the best way to get close to the target market with a range of offerings and proposals with regard to the tourists' needs and desires. The type of tourists and many external problems related to the environment will determine the growth of the marketing mix in the tourist destination. However, the fundamental need and the framework have also to be noted to support the marketing destination in order to choose the best marketing mixes (Buhalis 2000).

The basic marketing process gives value to the customers. The marketing mix is a good marketing tool to produce the desired response of the target market. The 4Ps are Product, Price, Place, and Promotion. As marketing became more complex, a fifth P was added—People. More recently, two further Ps were added—Process and Physical evidence—as suggested by Kotler and Amstrong (2015).

According to Kotler and Keller (2009), indicators of customers who are loyal to a product or service include Repeat Purchases, Retention, and Referrals.

3 METHODS

The research was conducted to explore the effect of the marketing mix on customer loyalty in The Lodge at Jagorawi Golf & Country Club, Karanggan West Java.



The variables in this research are as follows:

1. Independent Variables in this research are Marketing Mix variables (X) based on Kotler and Amstrong (2015): Marketing Mix on Product (X1), Marketing Mix on Price (X2), Marketing Mix on Place (X3), Marketing Mix on Promotion (X4), Marketing Mix on People (X5), Marketing Mix on Process (X6), and Marketing Mix on Physical Evidence (X7).
2. Dependent Variables in this research are Customer Loyalty variables (Y) based on Kotler and Keller (2009): Repeat Purchases, Retention, and Referrals.

Based on the research, the proposed hypotheses in this study are as follows:

H1: The effect of marketing mix on the product to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H2: The effect of marketing mix on the price to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H3: The effect of marketing mix on the place to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H4: The effect of marketing mix on the promotion to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H5: The effect of marketing mix on the people to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H6: The effect of marketing mix on the process to the customer loyalty in The Lodge at Jagorawi Golf & Country Club;
H7: The effect of marketing mix on the physical evidence to the customer loyalty in The Lodge at Jagorawi Golf & Country Club.

This research focuses on the primary data, which have been collected through survey questionnaires. Whereas the additional data have been gathered through interviews. The primary data are the original data for the research. On other hand, the secondary data have been collected for the purpose of this research as stated by Finn et al. (2000). These research aims are to know the score from the hotel guests, in terms of the maximum value, the minimum value, and the standard deviation to understand the condition of the respondent's answers. This questionnaire uses a Likert scale. The Likert scale uses five assessment numbers, namely: (1) strongly disagree, (2) disagree, (3) uncertain or neutral, (4) agree, (5) strongly agree (Kusmayadi & Sugiarto 2000).

In the data analysis of SPSS version 20.0, the data have been used as the instrument data in the analysis. Moreover, the reliability test and validity test are reliable and valid. A good questionnaire must be tested for validity and reliability (Cronbach & Meehl 1955, pp. 281-302 cited in Yadhisaputra 2013, p. 95).

After a preliminary test with 100 respondents, the 30 items in the questionnaire included 21 items of independent variables and 9 items of dependent variables. The validity test result shows that all the items are valid. Furthermore, the reliability test result shows all the items are reliable. The Cronbach's Alpha of X Variable is 0.931 for 21 items on the independent variable. This means the 21 items are considered as good and reliable to be used on the independent variable. Moreover, the reliability of the test results in customer loyalty (Y Variable). The result of the dependent variable in this research shows that Cronbach's Alpha is 0.887 for 9 items. The 9 items are considered as good and reliable on the dependent variable.

The Pearson Correlation (r) determines the significant relationships in the effect of the marketing mix to the customer loyalty in The Lodge at Jagorawi Golf and Country Club, Karanggan West Java. Furthermore, Triola (2008) states that the Pearson Correlation (r) is a measurement tool for the linear relationship between two or more variables, which describe the strength and the direction of the linear relation among two variables (Pallant, 2011). The value of Pearson R is between −1 and +1, where −1 shows a perfect negative relationship, and in contrary +1 is a perfect positive relationship. In addition, 0 means the perfect absence of relationship or the bivariate correlation of the zero-order correlation coefficient (Vaus 2002).

4 RESULTS AND DISCUSSIONS

The research is established by using 20 items in the questionnaire of the primary data. The 400 questionnaires were distributed to the respondents. Thereafter, 350 questionnaires were collected from the respondents. According to the result, males comprised 247 out of 350 respondents or 70.6% of all respondents. There were 103 female respondents, i.e., 29.4% of all respondents. Based on the age range, there were 60 respondents aged 20–30 years old, i.e., 17.1% of the total;

there were 151 respondents aged 31–40 years (43.1%); 76 respondents aged 41–50 years (21.7%); 63 respondents aged >51 years (18.0%). In addition, there were 97 “single” respondents (27.7% of all respondents), while there were 253 “married” respondents (72.3%). Additionally, there were 56 respondents who visited The Lodge at Jagorawi Golf & Country Club <3 times a month (16.0%), 192 respondents who visited The Lodge at Jagorawi Golf & Country Club 3–6 times a month (54.9%), and 102 respondents who visited The Lodge at Jagorawi Golf & Country Club >6 times a month (29.1%).

The findings of the research into the effect of the marketing mix on the customer loyalty in The Lodge at Jagorawi Golf & Country Club are as follows.

1) The effect of marketing mix on the product to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest product mean of 4.6971 is I choose The Lodge at Jagorawi Golf & Country Club because products and services meet my expectation; the second-highest product mean of 4.6943 is I choose The Lodge at Jagorawi Golf & Country Club because it provides good quality products & services, and the third-highest product mean of 4.6800 is I choose The Lodge at Jagorawi Golf & Country Club because provide many facilities
2) The effect of marketing mix on the price to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest price mean of 4.7114 is I choose The Lodge at Jagorawi Golf and Country Club because the price is in line with products and services; the second-highest price mean of 4.6571 is I choose The Lodge at Jagorawi Golf and Country Club because of the free parking area; and the third-highest price mean of 4.6171 is I choose The Lodge at Jagorawi Golf and Country Club because of affordable rice
3) The effect of marketing mix on the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest place mean of 4.7314 is I choose The Lodge at Jagorawi Golf & Country Club because it is easy to find on the internet, such as via websites and social media; the second-highest place mean of 4.6771 is I choose The Lodge at Jagorawi Golf & Country Club because it is easy to purchase on the online travel agent; and the third-highest place mean of 4.6371 is I choose The Lodge at Jagorawi Golf & Country Club because it is easy to access that location.
4) The effect of marketing mix on promotion to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest promotion mean of 4.7029 is I choose The Lodge at Jagorawi Golf & Country Club because it has attractive advertising on social media; the second-highest promotion mean of 4.6514 is I choose The Lodge at Jagorawi Golf & Country Club because WOM by other parties; and the third-highest promotion mean of 4.6086 is I choose The Lodge at Jagorawi Golf & Country Club because of its trusted promotion.
5) The effect of marketing mix on people to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest number of people mean of 4.7371 is I choose The Lodge at Jagorawi Golf & Country Club because the employees have performed effectively and efficiently in their duties; the second-highest people mean of 4.6857 is I choose The Lodge at Jagorawi Golf & Country Club because it provides friendly services; and the third-highest people mean of 4.6429 is I choose The Lodge at Jagorawi Golf & Country Club because employees have good product knowledge.
6) The effect of marketing mix on the process to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest process mean of 4.7171 is I can recognize products and services that are suitable for me in The Lodge at Jagorawi Golf & Country Club; the second-highest process mean of 4.6629 is I can trust it and the willingness to purchase products and services in The Lodge at Jagorawi Golf & Country Club; and the third-highest process mean of 4.6229 is I can get information easily about products and services in The Lodge at Jagorawi Golf & Country Club on the internet.
7) The effect of marketing mix on physical evidence to the customer loyalty in The Lodge at Jagorawi Golf & Country Club. The highest physical evidence mean of 4.6743 is a belief that The Lodge at Jagorawi Golf & Country Club supports a green environment; the second-highest physical evidence mean of 4.6657 is a belief that The Lodge at Jagorawi Golf & Country Club

makes me feel good because of the convenience and ambiance; and the third-highest physical evidence mean of 4.6600 is a belief that The Lodge at Jagorawi Golf & Country Club has a good corporate image and identity.

8) The effect of customer loyalty on repeat purchase in The Lodge at Jagorawi Golf & Country Club. The highest repeat purchase mean of 4.7457 is I am willing to repurchase at the The Lodge at Jagorawi Golf & Country Club; the second-highest repeat purchase mean of 4.6914 is I am willing to purchase additional products and services in The Lodge at Jagorawi Golf & Country Club; and the third-highest repeat purchase mean of 4.6543 is I am willing to be a repeat guest in The Lodge at Jagorawi Golf & Country Club
9) The effect of customer loyalty on retention in The Lodge at Jagorawi Golf & Country Club. The highest retention mean of 4.7486 is I will not move to other products or services; the second-highest retention mean of 4.6943 is I am willing to participate in any events in The Lodge at Jagorawi Golf & Country Club; and the third-highest retention mean of 4.6457 is I am willing to purchase at the The Lodge at Jagorawi Golf & Country Club even if there is an attractive offer from other places.
10) The effect of customer loyalty on referral in The Lodge at Jagorawi Golf & Country Club. The highest referral mean of 4.7429 is I am willing to invite family and friends to The Lodge at Jagorawi Golf & Country Club; the second-highest referral mean of 4.6886 is I am willing to recommend my family and friends The Lodge at Jagorawi Golf & Country Club; and the third-highest referral mean of 4.6486 is I will inform family and friends about The Lodge at Jagorawi Golf and Country Club.

The seventh hypothesis can be proven. This has certainly proved that there is an effect of marketing mix on the product, price, place, promotion, people, process, and physical evidence and that they have a positive correlation and significance with the decisions regarding customer loyalty at The Lodge at Jagorawi Golf & Country Club (Tables 2 and 3).

Table 1. Result summaries.

Hypothesis	Significant (p-value)	Pearson correlation (r)	Result	
H1	There is the effect of marketing mix on product to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.725	Significant
H2	There is the effect of marketing mix on price to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.880	Significant
H3	There is the effect of marketing mix on place to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.947	Significant
H4	There is the effect of marketing mix on promotion to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.858	Significant
H5	There is the effect of marketing mix on people to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.974	Significant
H6	There is the effect of marketing mix on process to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.898	Significant
H7	There is the effect of marketing mix on physical evidence to the customer loyalty in The Lodge at Jagorawi Golf & Country Club	0.000	0.705	Significant

Based on the table below, the R-value (multiple correlation values) is equal to 0.951 and the value of R square or the coefficient of determination is 0.904. To adjust inflation because of data overfitting, the calculation of adjusted or the adjusted multiple determination coefficient is used. Based on the test of the adjusted multiple determination coefficient (adjusted), the coefficient of determination obtained through the adjusted R square is 0.903 or 90.3%. The figures used to see the contribution of the effect of the Marketing Mix variable are Marketing Mix on Product, Marketing Mix on Price, Marketing Mix on Place, Marketing Mix on Promotion, Marketing Mix on People, Marketing Mix on Process, and Marketing Mix on Physical Evidence to the Customer Loyalty variable, which are equal to 90.3%, while the remaining 9.7% is influenced or explained by other variables outside of the variables tested in this study.

Table 2. Coefficient of determination.

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.951[a]	.904	.903	1.01097

Interviews were supposed to be conducted face to face with 115 respondents during their stay at The Lodge at Jagorawi Golf & Country Club. The purpose of the interviews is to know what is needed and wanted from the respondents. According to the marketing mix to the customer loyalty, The Lodge at Jagorawi Golf & Country Club can make the right decision.

The sequence of questions asked to respondents with answers from the highest to the lowest:

1. What are the reasons for choosing products and services from The Lodge at Jagorawi Golf & Country Club?
   Response: Green environment, Free parking area, Recognize products and services are suitable, Attractive advertising on social media, Easy to access location, Has many facilities, Friendly services, Easy to find on the internet, a good quality products & services, Affordable Price, WOM by other parties.
2. In your point of view, please describe The Lodge at Jagorawi Golf & Country Club in 3 words.
   Response: Needed additional room, Green environment, Sports complex, Affordable Price, Attractive advertising on social media, Easy to access location.
3. If we ask you to evaluate The Lodge at Jagorawi Golf & Country Club in improving our performance, what will you do? And does it have any effect for you to get more loyal to The Lodge at Jagorawi Golf & Country Club?
   Response: Build additional guest room, Meeting room, Futsal court, Volleyball court, Basketball court, Partnership (with bank and fin-tech for discount, with a travel agent), Package (wedding package, meeting package, golf package), Program (make event such as football tournament, golf tournament, healing treatment program, social activity program).

5 CONCLUSION AND RECOMMENDATIONS

The contribution of the effect of the Marketing Mix variable, which comprises Marketing Mix on Product, Marketing Mix on Price, Marketing Mix on Place, Marketing Mix on Promotion, Marketing Mix on People, Marketing Mix on Process, and Marketing Mix on Physical Evidence to the Customer Loyalty variable, is equal to 90.3%, while the remaining 9.7% is influenced or explained by other variables outside of the variables tested in this research.

Because of that, researchers suggest:

1. Pay attention to the factors of Marketing Mix on Promotion, Price, and Process. Management is advised to make partnerships, packages, and programs with other companies in order to provide promotions and the best prices.

2. This research into Marketing Mix based on Kotler and Amstrong (2015) consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence. Based on this research, Partnership, Package, and Program also contribute to Marketing Mix Variable
3. Carry out further research to determine other factors that can be more influential to the effect of marketing mix on customer loyalty in The Lodge at Jagorawi Golf & Country Club because even though Marketing Mix contributes positively and significantly to the Customer Loyalty, the effect is 90.3%, while 9.7 % are factors outside of this research.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

A conceptual framework on the relationship between group cohesion, emotional intelligence and employee retention

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ABSTRACT: Employee turnover is a concern among many firms to retain their skilled and insightful employees that is important for the daily operations of the business. Emotional Intelligence has been debated for its existence and relevance within human resources, social science, and psychology. However, it could be the key in retaining loyal employees by improving their emotional stability while also strengthening work relations and while also creating a friendly work environment, which would ultimately influence their intention to stay within the organization. This work presents the relationship between emotional intelligence, group cohesion, and employee retention. We explore literature from previous studies with specific keywords which will then be analyzed through descriptive synthesis and narrative synthesis. Thirty journal articles were analyzed and upon reviewing previous research there is a positive relationship between emotional intelligence, group cohesion, and employee retention from creating a stable work environment by transmitting positive moods and emotions while also satisfying the psychological needs for the sense of belonging and affiliations.

Keywords: Emotional Intelligence; Task Cohesion; Employee Retention; Systematic Review; Social Cohesion

1 INTRODUCTION

Emotional Intelligence is a term to describe a person's ability to recognize their emotions as well as other people's emotions, and to understand the meaning behind those emotions and to control those emotions appropriately (Salovey & Mayer 1990). The term was popularized by journalists, and since then has been debated endlessly whether there are benefits to nurturing emotional intelligence or if it is a merely personality test (Decker 2003).

Recently, Harvard Business Review released research that would shed some light regarding Emotional Intelligence within the corporate culture of the private sectors. Their findings were that only 18% of their respondents claim that their organizational culture incorporates Emotional Intelligence while 50% of the respondents claim that theirs are uncommitted while the rest are detached (Harvard Business Review Analytic Services, 2019) Previous studies also have shown that people who possess high Emotional Intelligence are shown to have more relationships since the skills attained from Emotional Intelligence further aid their communication skills (Hsich et al 2014). Moreover, a previous study shows that good communication within an organization leads to employee retention from being able to deliver motivation to employees, a sense of belonging and partnership among employees (Ashfaq et al. 2012).

Hospitality differs from service—despite their similarities of daily duties and tasks—in that hospitality engages the guests in a hospitable manner as the guest would want to be recognized, respected, validated, and appreciated (John A. Montgomery 2016). Cathy Cook highlights that hospitality service employees must provide an authentic experience by being hospitable regardless of whether they're under stress from their work or personal life and additionally, hospitality experience is what helps to differentiate hotels and can be used as a competitive advantage (Doug Kennedy

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2018). This would make it of the utmost importance for hospitality venues to retain their loyal and skillful employees as they would impact brand's reputation and customer relationships (Hotel Business 2019). In a short interview with current Room Director, Silvana Ng, of Ritz-Carlton Mega Kuningan in Jakarta to investigate if there's a similar crisis happening to one of the hotels in Indonesia, she claims that they face high employee turnovers as employees seek better job opportunities and benefits. The hotel uses internal hiring as their main method of hiring as opposed to external hiring which is mainly used to replace part-timers.

The aim of this paper is to analyze the role of group cohesion in the relationship of Emotional Intelligence toward employee retention that would help solve the current crisis of employee turnover.

2 LITERATURE REVIEW

The authors propose that there is a connection between emotional intelligence and employee retention through job satisfaction in which emotionally stable employees would be able to react less intensely to negative events and react more positively to positive events, via emotional intelligence's ability to regulate one's emotions. A previous study reported that an emotionally intelligent person benefits from an improvement to their psychological well-being (Mayers et al. 2008) and another study stated that individuals who scored highly in awareness of emotions are able to communicate more effectively with less intense emotional reaction (Wolff et al. 2002).

Emotional Contagion is the theory that an individual takes on the emotions and moods of their surroundings while those emotions are transferred also from one person to another (Hatfield et al. 1992). Leaders have been shown to be able to instigate positive events for subordinates (Pescolido 2002) and they are also the main source of emotional contagion within the working place as they have greater control of time and resources (Sy & Saavedra 2005). Additionally, emotionally intelligent leaders are able to influence the facets of organizational culture (Subramanian & Yen 2013).

As job turnover is highly negatively correlated with job satisfaction, the facets of job satisfaction will contribute towards employee retention through which emotional intelligence could be aided through good peer relationships and supervisor relationships due to enhanced communication skills, as shown in a previous study conducted with university students (Hsich et al. 2014).

The connection of group cohesion within the working place can be explained with motivational theories. Firstly, group cohesion describes an individual's attraction to the group; social cohesion is having good social relationship with their peers; and task cohesion is sharing a commitment toward completing a task. Secondly, motivation is described as the intensity, direction, and persistence of a subordinate in achieving and fulfilling the goals of the organization (Jones & M, 2008). There two different aspects of motivation that can be analyzed: intrinsic motivation is a person engaging in an activity or behavior that would lead to their own personal satisfaction. In the context of a working environment, these are: personal growth, pride in your work, respect and recognition, and sense of belonging. Extrinsic motivations on the other hand are activities that that lead to a reward by an outside source (Ryan & Deci, Intrinsic and Extrinsic Motivations: Classic Definitions 2000). McClelland's Needs theory of Needs of Affiliation explains that people have a need for affiliation in which they take pleasure from the approval of others, recognition, and a sense of belonging, and it has been found to be related to the appraisal of emotions in one of the facets of emotional intelligence (Christie et al. 2015). Additionally, Maslow's "love and belonging" dimension contributes from a sense of belonging, friendship, or intimacy from coworkers and supervisors, which are within the "love and belonging" aspects of hierarchy of needs. Aside from aiding in fulfilling the needs of "love and belonging" emotional intelligence could potentially aid in the esteem dimension as an empirical study has shown that emotional intelligence is positively correlated to self-esteem (Bibi et al. 2016), and groups of high intelligence aid in their members' esteem as well as through recognition from the benefits of effective communication that would help in conveying it (Sinha & Sinha 2007). However, Herzberg conveys that relationships among peers and supervisors have no relation toward contributing to job satisfaction, it is mainly a necessity within a workplace.

One of the dimensions of the three-component model by Meyer and Allen explains that one of the factors of employee commitment is affective commitment where an employee discusses how likely a person is to stay within an organization from having emotional attachment to it, which parallel group cohesion or team cohesion, where a person is inclined to stay in the group due to a positive social relationship or from a shared commitment to the task (Brawley et al. 1987). Finally, self-determination theory also has a similar dimension of human motivation that is the intrinsic motivation of relatedness (sense of belonging). Therefore, the author proposes that with emotional intelligence aiding in group cohesion from the benefits of strengthening interpersonal relationship and effective communication, it would ultimately have an effect towards job satisfaction. Although this research heavily focuses on the intrinsic motivation as opposed to extrinsic motivations of welfare benefits such as salary, leave benefits, health and related benefits, retirement plan, non-monetary benefits, etc., this research does not devalue the retention strategies through extrinsic rewards as both intrinsic and extrinsic rewards and motivations were found in several studies to be positively significant with regard to employee retention (James & Mathew 2017; Lahida et al. 2017; Mahpara Shah 2018; Sinha & Sinha 2012).

3 METHODS

A systematic literature review is one of the approaches to write a literature review where it utilizes a systematic and transparent process to establish a research question, examining previous studies for their quality and validity and synthesizes findings qualitatively or quantitatively. It requires the researchers to have an in-depth understanding of research gaps, definitions and existing literature (Armstrong et al. 2011). Systematic literature review can identify possible existing trends or an effect from previous empirical studies (Davis et al. 2014). There are six fundamentals of literature review that clearly define the motivation behind the topic and research question: informing the methods of identifying and screening relevant literature, assessing the appropriate amount of depth and breadth from previous studies, focusing on the concepts rather than studies, creating a meaningful conclusion and having a consistent structure in the article (Fisch & Block 2018).

The keywords that were used are: *Emotional Intelligence, Employee Retention, Employee Satisfaction, Organizational Commitment, Group Cohesion, Social Cohesion* and *Task Cohesion*. In total 196700 journal publications were found by the researchers. After assessing the relevancy of their choses methodologies and industry types, 30 journals were used in the systematic review.

The authors also provide qualitative data from conducting a focus group interview obtained from five different experts of varying professions and departments within the hospitality industry, which will provide an insight regarding the relevance of emotional intelligence affecting an employee's intention to stay within an organization. These experts are:

1. Irmansajah Madewa General Manager,
2. Ginto Hutangalung Hotel Human Resources Manager Association Chairman,
3. Hendaris Adriyanto Chairperson of Certification Commission of LSP Hotel dan Restoran.
4. Issa Abdul Bari Issa Managing Editor of Travelmaker,
5. Ningsih Chandra Secretary General of Pacific Asia Travel Association and Secretary General

The author proposes that there is a relationship between Emotional Intelligence, Group Cohesion and Employee Retention (Figure 1).

H_1 = There is a positive relationship between Emotional Intelligence and Employee Retention
H_2 = There is positive relationship between Emotional Intelligence and Group Cohesion
H_3 = There is positive relationship between Group Cohesion and Employee Retention

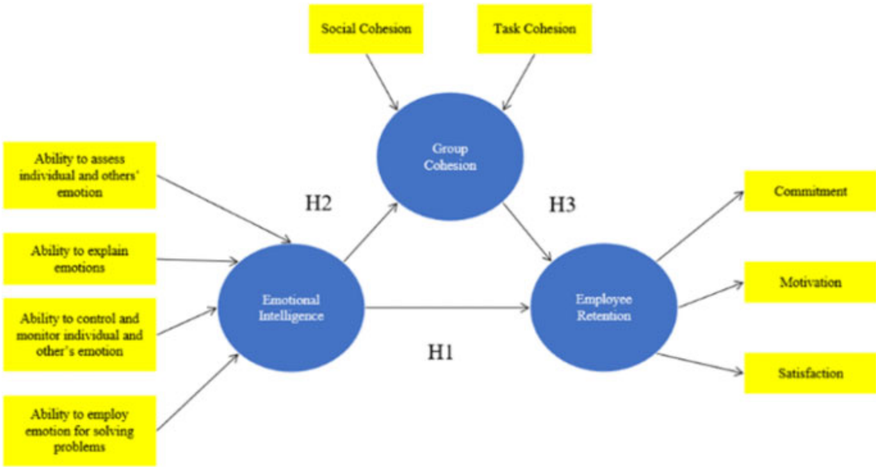

Figure 1. Group cohesion and employee retention.

4 RESULT AND DISCUSSION

4.1 *Relationship between emotional intelligence and group cohesion*

Ten journals were analyzed to determine the relationship between emotional intelligence and group cohesion. Six involved research being conducted within university grounds with their samples being university students, while two of the studies were conducted in private firms with four in the tertiary industry.

Six studies reported that high emotional intelligence in groups would lead to strongly cohesive groups. Amanda and Ketevan (Examining the Relationship between Emotional Intelligence and Group Cohesion 2012) and Jordi and Michel (The Impact of Trait Emotional Intelligence on Nursing Team Cohesivenes 2009) and Brigette (The Impact of Emotional Intelligence On Work Team Cohesiveness and Performance 2002)—although having different subscales from different emotional intelligence questionnaires and theories—share the commonality that awareness and management of emotions in self and others has a strong correlation towards group cohesion. Additionally, another study revealed that management of emotions contributes towards effective communication—although weak—which ultimately contributes towards group cohesion (Troth et al. 2012). Groups of high Emotional Intelligence were found to be able to buffer the negative effects of social and task conflicts while also contributing towards the group effectiveness of innovation, performance, and cohesion. However, it could only protect cohesion when it comes to social conflicts (Lee & Wong 2019). Additionally, high emotional intelligence in groups was found to be more cohesive and compatible and less likely to create conflicts (Curseu et al. 2015). A study revealed that highly emotionally intelligent individuals that score highly in emotional clarity and regulation—with reference to the previous studies highlighting the importance in management of emotions—in high cohesive groups are more likely to become transformational leaders and informally emerge as leaders. It was theorized that the ability of managing and recognizing emotions in others helps in leading, inspiring, and creating respect and trust between coworkers (Judge & Bano 2000).

Two studies highlight the importance of emotional intelligence in leaders. A study revealed that emotionally intelligent managers are able to form cohesive teams and are able to coordinate with their subordinates and contribute towards store performances (Wilderom et al. 2015). Another study revealed that emotional intelligence within leaders is significantly positively correlated with transformational leadership which leads towards group cohesion. However, the main difference in this study is that it was conducted within the working environment as opposed to school grounds and there's an already existing leader in place as opposed to a group without a chosen leader (Lopez-Zafra et al. 2008).

It was found that individuals who scored high in management of emotions are more likely to use integrative conflict resolutions, and in another study the choice of integrative conflict resolutions is highly correlated with transformational leaders (Huntitie 2016), which somewhat reveals that the respondents are potential transformation leaders that could create cohesive groups.

4.2 *Relationship between group cohesion and employee retention*

Ten journals were analyzed to determine the relationship between group cohesion and employee retention. Eight studies were conducted in the tertiary industry, one in the secondary industry and one in industry.

An intervention study investigates the personality and traits of staff and the barriers of teamwork while also teaching staff how to deal with conflicts and change, communication skills to improve group cohesion. The findings revealed that there was a significant increase in the means of group cohesion, job satisfaction, sense of autonomy, and staff interaction while decreasing employee turnover by resolving the issue of professional respect and support and shared governance of responsibility, authority and accountability (DiMeglio et al. 2005). Theoretically, Self-Determination Theory (Ryan & Deci, Intrinsic and Extrinsic Motivations: Classic Definitions 2000) satisfies the needs of freedom in decisionmaking as well as Maslow's Hierarchy of freedom (Maslow 1995), respect, and recognition within the esteem category.

Theoretically satisfying the psychological needs explained in McClelland's (D.C. 1961) Needs of Achievement and Affiliations while also contributing to Self-Determination Theory's (Ryan & Deci, Self-Determination Theory 2000) sense of belonging, with Maslow's Hierarchy of Needs (Maslow 1995) of self-actualization, and with belongingness and love needs (Wu et al. 2015) reveals that group cohesion is able to moderate turnover intentions from positive social relations and attachments to the organization while indirectly affecting job group, and task satisfaction i.e., a member's attitude towards their work environment and task (Mason & Griffin 2002). Another study reveals that group cohesion was able to moderate the negative effects of stress exposure and posttraumatic stress towards compassion fatigue and compassion satisfaction and burnout though despite having no significant relationship towards job satisfaction (Li et al. 2014) Previous studies reveal that there is a correlation between burnout and job satisfaction (Kim & Stoner 2008; Santoso et al 2018; ;hang & Feng 2011) but this could be an error from respondents and possibly research for not using an up-todate questionnaire compared to the other studies.

Three studies revealed that there is a direct significant relation between group cohesion and job satisfaction (Asegid et al. 2014; Iverson & Roy 1994; Rice & Fallon 2009;). Qualitative data also showed that for the respondents interpersonal relationships were the most important aspect of job satisfaction while also being a good indicator of turnover intentions (Asegid et al. 2014).

Two studies revealed that stress fully mediates between group cohesion and job satisfaction. One study revealed that group cohesion contributes towards a positive relationship with supervisors and hardiness which reduces stress and increases job satisfaction (Steinhardt et al. 2003)

4.3 *Relationship between emotional intelligence and employee retention*

Four studies explore whether emotional intelligence within leaders can influence job satisfaction within subordinates. Emotionally intelligent leaders are able to keep their subordinates happy through effective decisionmaking (Ngirande & Timothy 2014), and are capable of regulating emotions in the work place while bringing a sense of belonging to their subordinates (Alzyoud et al. 2019). Furthermore they influence organizational cultures of communication, and build trust, innovation and social cohesion that ultimately influence their subordinates' intention to stay within the firm (Mohammad et al. 2014). Additionally, Miao et al. (2016) revealed that the relationship is partially mediated by the subordinate's emotional intelligence while it also is moderated by an organizational culture being more effective in low humane culture (House et al. 2004) with the subordinates being more reliant on their leader while it is less in a collectivistic culture due to the tendency of masking and controlling their emotions (Gunkkel et al 2014).

Five studies revealed that there is a positive significant relationship between Emotional Intelligence and Employee Retention. Marvos and Hale (2015) revealed that managing and using emotions were the strongest direct connection toward employee retention which emphasized those scales once again from the commonality of the findings from previous researchers of Amanda and Ketevan (Examining the Relationship between Emotional Intelligence and Group Cohesion 2012), Jordi and Michel (The Impact of Trait Emotional Intelligence on Nursing Team Cohesivenes 2009) and Brigette (The Impact of Emotional Intelligence On Work Team Cohesiveness and Performance 2002). It was also found that managing emotions aids in communicating in an amicable manner by maintaining tone and composure. It was found that individuals who scored high in self-emotional appraisal were able to buffer the negative effects of surface acting towards job satisfaction (Psilopanagioti et al. 2012). Ealias and George ("Emotional Intelligence and Job Satisfaction: A Correlational Study, 2012) found a strong Pearson correlation of 0.966 however they did not obtain further evidence to explain this result. Another study revealed that job involvement positively moderates between emotional intelligence and job satisfaction (Judeh 2013) while the other reveals that job satisfaction fully mediates between emotional intelligence and job commitment (Batool et al. 2017)

Hosain's (Impact of Emotional Intelligence on Turnover Intentions of Front-Line Bank Employees of Bangladesh: The Role of Leadership 2018) study contradicts the findings above where emotional intelligence contributes towards turnover intentions though the author did not obtain further evidence for this finding but only speculated that it is due to the high power distance and closed culture society. This parallels previous findings of moderation effects of organizational culture between leader's emotional intelligence and subordinate's job satisfaction although they did not find a significant relationship between power distance and closed culture (Miao, Humphrey, & Qian, Leader emotional intelligence and subordinate job satisfaction: A meta-analysis of main, mediator, and moderator effects 2016)

4.4 *FGD result*

Do you believe that Emotional Intelligence is a necessity for the working environment/organizational culture? What would you believe it would affect overall?

All respondents collectively agree the importance of Emotional Intelligence within the working place in contributing towards effective teams, maintaining relations among peers and clients, leadership, and management skills. Respondent 5 emphasizes that self-motivation aids in rational decisionmaking and thinking while also helping to stabilize one's mind. Additionally respondent 1 added that it also helps to buffer negative moods and conflicts from emotional stability. Respondent 2 and 3 claims that it influences the success within an organization, although respondent 3 added emotional intelligence within an organization is a considered a necessity for millennials to have in their chosen organization. The responses above support the previous mentioned studies which give further insight regarding the relation between emotional intelligence and group cohesion through good relations and emotional stability as well as being aided by improved communication skills (Chen et al., 2011; Sinha & Sinha, 2007).

Has there been a case where an employee leaves due to experiencing internal work and social conflicts and bad relationship with their supervisor? Was there an intervention involved in every conflict? If there was an intervention, how often was it resolved in a satisfactory level

Respondents 2, 3 and 5 experienced leavers having the commonality due to a bad relationship with their peers or supervisors. Respondents 1, 2 and 4 stated that leaders and management must intervene and resolve conflicts within the organization and added that supervisors must maintain a good relationship with their subordinates and coworkers. Towards the end of the discussion all respondents collectively agreed that relationships among peers and supervisors is a determinant towards a worker's turnover intentions. These responses further revealed that management or someone in a higher position is responsible for maintaining the work environment which further emphasizes the importance of leaders for their subordinates. Furthermore, this provides more evidence on how leaders have an effect towards their work environment that ultimately affects retention and turnover (Alzyoud et al. 2019; Guchait et al. 2016; Huang & Wang 2009; Miao et al. 2017; Mohammad et al. 2014; Ngirande & Timothy 2014; Pescolido 2002; Sy & Saavedra 2005; Wilderom et al. 2015).

5 CONCLUSION

This literature review reveals the existing relationship between emotional intelligence, group cohesion and employee retention and that emotional intelligence has an impact towards group cohesion from strengthening and forming relations within the workplace. Forming a friendly group cohesive working environment thus satisfies the psychological needs of an employee for a sense of belonging which would help to retain employees and enables emotional attachment to the organization. This study however contains limitations, mainly consisting of narrative descriptive synthesis with only one reviewer analyzing the journals and a meta-analysis would strengthen the claims and should be sourced. It also lacks any statistical data that would make this research more compelling.

Future researchers should consider longitudinal studies and observational studies across countries, industries and time that would provide more insights regarding the relationship, possibly revealing a causal relationship between variables while also providing qualitative data. Furthermore, future researchers should consider having control groups of group cohesion, Mayer's Big Five Personality, types of organizational culture and consider controlling the extrinsic motivation such as bonuses or rewards based on productivity as they would provide incentives for group members to be cohesive. Future managements should incorporate emotional intelligence within their organizational culture while also fostering emotional intelligence and group cohesion. This would ultimately affect the retention of employees while also encouraging supervisory employees to maintain a good working relationship with their subordinates and to determine the emotional intelligence of leaders and subordinates. A 360-degree questionnaire is recommended to determine the target's emotional intelligence level. However to obtain more accurate truthful results, the name of the respondents that assess the target's emotional intelligence should not be disclosed to protect the respondent's confidentiality. Furthermore, managements should hold an intervention much like in a previous study to appease any lingering hostility or eliminate indifference which would encourage group cohesiveness through mandatory recreational activities that promote teamwork and improve social relationships (DiMeglio et al 2005)

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Preservation of cultural harvest tradition of Kasepuhan Citorek as a concept of cultural tourism

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ABSTRACT: This study aims to determine the cultural preservation that is still upheld in Kasepuhan Adat Citorek Banten, Indonesia. The research method used is descriptive qualitative and ethnographic using the data collection techniques of observation, interviews, and triangulation. The research respondents were the village head (jaro), the Citorek community, village officials, Citorek Banten culturalists, and the staff of the Lebak Tourism Office. The results showed that the Kasepuhan Adat Citorek Banten from planting rice to harvesting rice applied the traditions of the Kasepuhan Adat. There is a harvest tradition consisting of ngored hama (looking for pests), ngalantayken (drying rice), muzzle rice (tying rice), nguyal/ngarengkong (thanksgiving ceremony), ngayaran (tasting the harvest from the rice planted), leit (rice barns), seren taun (harvest tradition), handing over the harvest, papayungan, looting wangtua graves, bathing together in the river while resting, and a big gathering. This can be an effort to preserve heritage tourism.

Keywords: Patterns of cultural preservation; Harvest traditions; Conservation efforts; Heritage tourism

1 INTRODUCTION

Culture is born from every ethnic group and region in Indonesia. The existence of culture creates diversity and variety. Indonesia has a culture consisting of customs, clothing, culinary, traditional houses, traditions, and others. Cultural diversity is a valuable identity for the nation and state. The existence of culture contains unique characteristics and important values from various regions. Therefore, we as a society must always respect and preserve the nation's culture.

The goal is that culture is not extinct, lost, and can be inherited again for future generations. The village of Citorek Banten still preserves the culture that has been passed down from generation to generation from Kasepuhan Citorek. Cultures that are still preserved in Citorek village include the traditional harvest, seren taun (harvest feast), the existence of houses for rice barns, the use of headbands, and others. The uniqueness of Citorek culture which is the hallmark of the village is a culture that needs to be conveyed to a wide audience.

The harvest tradition is a series of Sundanese rice harvesting traditions that are carried out every year. There is a series of processions carried out to honor rice which is considered as a human's life. This ceremony takes place solemnly and vibrantly in various villages in Kasepuhan Citorek Banten. The traditional ceremony as a thanksgiving for the agrarian community was enlivened by thousands of surrounding communities. As cultural preservation, Seren taun kasepuhan citorek is carried out every year by the community and local government. This view of life is from the traditional Kasepuhan people of Banten Kidul, a modern society wrapped in karuhun customs.

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The philosophy in these words is the acceptance of a harmonious and synergistic view or pattern of life between customs, religion, and the state. The buildings that stand in the middle of community villages are full of symbols, meanings, and values hidden in them. The mosque building is a symbol of the religion adopted by the community, the pendopo is a symbol of the state, while the traditional house is a symbol of customs.

Culture-based tourism is a type of tourism activity that uses culture as its object and is distinguished from other special interests, such as nature tourism and adventure tourism. In culture-based tourism, there are at least 12 elements of culture that can attract tourist arrivals. Among other things, language, traditional society, handicrafts, food and eating habits, music and art, history of a place, ways of working, and technology. Other elements are religion expressed in stories or something that can be witnessed, architectural forms and characteristics in each tourist destination, local people's dress code, education system, and activities that can be done in their spare time.

Deputy Regent of Lebak Ade Sumardi said the Seren Taun tradition has become a cultural asset for the people of Lebak Regency. "We hope that Seren Taun culture will become a tourist destination in the future," he said. Ade said that in the midst of modernization, the task of the local government and the community is to maintain and preserve these cultural customs (Aminah 2020).

Based on the Minister of Home Affairs Regulation number 52 of 2007 concerning guidelines for the preservation and development of customs and socio-cultural values of the community, article 3, which reads: Preservation and Development of Customs and Socio-Cultural Values of the Community, is carried out with basic concepts, basic programs, and implementation strategies.

Based on Law 11 of 2010 concerning cultural heritage, there are three processes carried out in cultural preservation, namely protection, development, and utilization. There are three efforts that can be done to help the process of cultural preservation.

2 LITERATURE REVIEW

According to Wardah and Fauziyah (2020: 16), in the Kayfiyat Tatanèn manuscript, agriculture has the potential to be implemented in fertile areas such as Banten. However, sometimes there are conditions that do not support farmers in managing agriculture, such as pest attacks or natural factors such as the dry season or floods that threaten the survival of agriculture. As a religious society, farmers in Banten are facing challenges and threats to agriculture, one of which is through a religious approach.

The tradition of harvesting rice that is preserved by the community and the village government of Citorek has a cultural uniqueness that is not widely known by others. The pattern of cultural preservation as to what is being done is also not known by the wider community. Kasepuhan Citorek still raises culture in every life.

Culture has a need to be preserved and maintained because it is an effective means of socializing the values that are considered important by society. These values can then become a way of life, a guide to behavior in social life.

Kumar and Dir (2020) state that the culture of a country is one of the driving factors in the development of its tourism industry. With the upsurge in new tourist destinations, countries are required to understand their national culture and develop strategies based on their own various cultural dimensions. National culture can influence the TTC of a destination, as the extant literature claims that culture is deeply associated with travel and tourism competitiveness. It can be concluded that culture is a characteristic of a country. The existence of cultural tourism can enrich the country and introduce cultural and social traditions in the country.

Various experts define culture in various ways, culture gets an affix to become a culture that has the meaning of "outcome." So culture is the result of another culture. According to E.B. Taylor, an anthropologist in Widaghdo (2010: 19), culture is a complex whole that includes other knowledge and habits acquired by humans as members of society.

According to Rachman (2012: 34), this culture will be realized through a world view, values, lifestyle, and finally concrete activities. Concerns about the extinction of culture led to the idea of preserving cultural heritage. Preserving culture is a way to strengthen the cultural image through spatial and socio-cultural handling of the economy in empowering a cultured community. Empowerment of cultural communities in the city of Bandung and community for preserving folk games in Bandung (Community Hong) is an approach to evoke and introduce traditional games as heritage. Preserving culture is an effort to be creative in modern society and forget about historical stories or cultural heritage that have been created before.

Puguh (2015: 138) stated that culture is the embodiment of the development of the new Indonesian state and society on the basis of a new culture that includes arts, literature, and decency. The Indonesian nation cannot simply go back to the past. However, cultural heritage is the background of Indonesian society that cannot be ignored. Therefore, the management of cultural heritage is one of the steps that need to be taken as a cultural policy.

Widjaja in Jacobus (2006: 115) defines conservation as an activity or activity that is carried out continuously, directed, and integrated in order to realize certain goals that reflect something that is permanent and eternal, dynamic, flexible, and selective.

Syariffudin (2016) states that cultural tourism is a type of tourism whose purpose is to enrich information and add knowledge of people's behavior in a region, and in addition, to get satisfaction, entertainment from the result of a nation's culture, such as traditional dance (the way of life). The result of this human creation (man-made supply) is art.

Cultural-based tourist attractions or those containing cultural values can be used as cultural tourism. The harvest tradition is a custom that exists in Kasepuhan Citorek Banten. This can be used as cultural-based tourism and has become a tourist attraction. Although culture-based tourism is rarely in demand by visitors, it is a special interest tour that can be packaged as attractively as possible to attract visitors' interest. The current digital presence can also be used as a medium to attract visitors, as well as the concept of activities that attract attention.

3 METHODS

The research method used is descriptive qualitative and ethnographic with data collection techniques of observation, interviews, and triangulation. The research respondents were the village head (jaro), the citorek community, village officials, citorek banten culturalists, and the staff of the lebak tourism office. Researchers saw directly one of the rice harvest traditions in citorek banten in April 2021.

4 RESULTS AND DISCUSSION

The profile of Kasepuhan Banten Kidul Kasepuhan Banten Kidul is a group of Sundanese sub-ethnic indigenous people who live around Mount Halimun, especially in the Sukabumi Regency area, west to Lebak Regency, and north to Bogor Regency. Kasepuhan refers to old customs that are still maintained in everyday life. The Kasepuhan Banten Kidul community includes several traditional and semi-traditional villages, which still recognize local adat leadership. There are several Kasepuhan including Kasepuhan Ciptagelar, Kasepuhan Cisungsang, Kasepuhan Cisitu, Kasepuhan Cicarucub, Kasepuhan Citorek, and Kasepuhan Cibedug. Kasepuhan Ciptagelar itself includes two other Kasepuhan, namely Kasepuhan Ciptamulya and Kasepuhan Sirnaresmi (Book of Online Library 2017).

In their daily life, Kasepuhan Cipta-title, Kasepuhan Ciptamulya, and Kasepuhan Sinarresmi are regulated and led by a traditional head who is usually called Abah (Putra et al. 2019). Kasepuhan Ciptagelar, Kasepuhan Ciptamulya, and Kasepuhan Sinarresmi hold fast to the belief that is described by the term "anu nyepeng tetekon adat tradition." This means that they still preserve the traditions of their ancestral heritage.

The Cisungsang indigenous community or better known as the Kasepuhan Cisungsang is one of the kasepuhan located in the Lebak region of Banten. The Kasepuhan Cisungsang indigenous people live in the vicinity of Mount Halimun National Park. An area at the southern tip of Banten Province, in Lebak Regency, that borders Sukabumi Regency, West Java (Heryatun 2018).

One of the ancestral powers of Banten Kidul which plays an important role in Lebak Regency is the Wewengkon Adat Kasepuhan Citorek. Kasepuhan Citorek is administratively located in the Cibeber sub-district, Lebak Regency. This area is surrounded by Mount Halimun Salak National Park (TNGHS), bordering Bogor Regency, West Java Province, and Sobang District, Lebak Regency, Banten Province. It has expierenced several divisions into five villages, namely: East Citorek, Central Citorek, West Citorek, South Citorek, and Sabrang Citorek. Of the five villages, the most special is East Citorek, because the place is Kasepuhan Kaolot (Pupuhu) so that every big event is held in East Citorek Kaolotan Village, such as Seren Taun, Mass Celebration, and so on. The area of East Citorek Village is about 1,712.4 hectares, consisting of rice fields, 24.8 hectares of rice fields, 129 hectares of plantations, 1326.25 hectares of forestry, 0.25 hectares of offices, and 0.32 hectares of cemetery complexes. To the north, East Citorek Village is bordered by Suka Maju Village, Sobang sub-district, to the east by Bogor Regency, West Java Province, to the west by Central Citorek, and to the south by Citorek Sabrang.

The total population of East Citorek village is 2685 people, consisting of 1320 women and 1365 men. The majority of the residents of Citorek Village are indigenous people, although there are some residents who are immigrants because of work and marriage. On the other hand, there are also residents of Citorek who live outside Citorek Village for reasons of work and marriage, but still feel bound by customs, so that during the Seren Taun Ceremony they try to visit their home village.

5 CONCLUSION AND IMPLICATIONS

5.1 *Patterns for preserving harvest culture at Kasepuhan indigenous Citorek Banten*

Kasepuhan Adat Citorek

Banten in planting rice to harvesting rice applies the tradition of Kasepuhan Adat. The timing of planting to harvest is determined by the traditional leader. The rice barn in the form of a traditional house is a characteristic of the region. There is a harvest tradition consisting of ngetem, ngalantayken, muzzle rice, nguyal/ngarengkong, ngayaran, leuit, seren taun, handing over the harvest, papayungan, looting wangtua graves, bathing together in the river while resting, and ngariung big. These traditional traditions can teach visitors or others about togetherness, cooperation, and respect for leaders. This can be an effort to preserve heritage tourism. Besides seeing natural attractions, tourists also learn about its culture.

Figure 1. Ngored hama (looking for pests).

Before the rice harvest is carried out, the community carries out the tradition of controlling pests. It means clearing weeds or grass in customary huma. Usually about 2–3 weeks before harvest.

The traditional process of making floors or drying rice on bamboo. Made using a tool called ane-ane. The Citorek indigenous people respect rice, so they don’t dry the rice under or on the road

Figure 2. Creating a floor space.

but instead it is tied up and stored on the floor. Barns with floors of bamboo are used to dry the rice. The process ranges from 2–3 weeks.

Figure 3. The activity of drying rice together.

All people who have rice fields or huma have a floor, the function of the floor itself is so that the rice is not stored under or put away. The rice is left to dry for approximately 2 weeks before being rengkong. So this is a form of community respect for rice (Dewi Sri).

Figure 4. Ngalantayken (drying rice).

In the picture is the process of drying rice, named Laintaian (ngelantayken). The community works together to carry out the rice harvesting tradition. The rice is tied in the form of a pocong, then dried in the sun.

The next tradition is the muzzle of rice or tying rice. Rice that has been dried is then taken and tied. The ngarengkong activity begins with ngadudut pare, rice that has been dried and dried for approximately 2 weeks is seated or pulled from the floor. The rice is trimmed and tied like a pocongan. Pocongan ties consist of 3 bundles or 3 fists and can number as many as 6–8 pieces.

As carried out in a traditional village around Citorek, Lebak Regency, Banten. Ngarengkong is a ritual of transferring rice from tangtu or traditional rice fields to a rice barn called leuit. This

Figure 5. Muzzle of rice (tying rice).

Figure 6. Ngarengkong (Thanks Giving Ceremony).

Figure 7. Saweran to renkong carriers.

Figure 8. Transferring rice to leuit or barns ngarengkong.

tradition has been carried out for hundreds of years. Rice carried out by the ngarengkong tradition should not be traded. The rice is stored in leuit or rice barns. The rice is used by the Citorek indigenous people and people who are in trouble. This is a socio-cultural picture of the community.

During the famine, rice from ngarengkong can be used. This is a concept of food security that is maintained as a form of gratitude to God Almighty for all that is obtained, namely rice every year.

Based on the results of research in other countries, Dessalegn et al. (2017:17) stated that food security in Ethiopia is an increasingly important issue, and reducing post-harvest losses is vital to increasing the nation's food security. Saying that post-harvest losses need to be reduced is easy enough, but actually reducing the losses and improving food security is proving to be a challenge. It is not impossible, but there is also no "one-size-fits-all" solution. The harvest problem in Ethiopia is an increasingly important problem and reducing post-harvest losses is very important to improve the nation's food security. Saying that post-harvest losses need to be reduced is easy enough, but actually reducing losses and improving food safety is proving to be a challenge. The tradition applied by the indigenous people of Citorek Banten has been passed down from generation to generation since their ancestors, this does not lead to the problem of rice shortages in the village.

In addition to ngarengkong, people know an activity called ngunjal, namely transporting gradually from one place to another. Rengkong is made of bamboo which is given an elongated hole at both ends. In the hole, fibers are tied to hook it with the rice pocongan that has been made. The rengkong carrier will sway to the rhythm of the footsteps. This is to produce a beautiful sound. This activity is still a hereditary tradition according to customary rules in Kasepuhan Citorek. This activity is carried out only once a year, according to the orders of the traditional leader.

Excitement occurs during ngarengkong activities. Some people encourage rengkong carriers by setting off firecrackers. The community can also give saweran in the form of money or goods to the rengkong carrier. The rengkong carrier carries it from the tangtu rice fields to the leuit fields, then walks to the kasepuhan square, before turning to the square. Then they bring the rice to leiut, a location that is separate from the residents' houses. After the rengkong carrier arrives at the customary leuit, the community is welcome to give thanks by saying a prayer and eating the tumpeng rice that has been provided. After that, people get together and discuss.

5.2 *Heritage tourism preservation efforts*

Based on the research results obtained, that the indigenous people of Citorek Banten are still implementing and preserving the harvest culture or the process of respecting rice. Based on the results of the discussion, the community and traditional parties or traditional families are willing to accept Citorek culture and nature as tourism and bring in tourists. However, it is worth noting the boundaries of customs that not everything can be seen, published, and discussed.

Preservation of heritage tourism is based on a series of harvest traditions in the traditional village of Kasepuhan Citorek Banten. So it can be used as a cultural tourism activity during the ngarengkong tradition or the transfer of rice from tangtu rice fields or traditional rice fields to rice barns called leuit. The tradition can be witnessed and seen by visitors. With the preservation of culture through heritage tourism in the traditional village of Citorek, Banten, tourists can learn about traditional penen raya culture, learn about gotong royong, togetherness, and mutual respect.

The pattern of cultural preservation's form carried out is based on Law 11 of 2010 concerning cultural heritage. There are three efforts that can be done to help the process of cultural preservation: 1) protection efforts have been carried out by the community in the village of Citorek Banten with the implementation of the hereditary tradition of the ancestors regarding the harvest. The community and traditional leaders still apply the harvest tradition from generation to generation. This is a form of protection for the cultural preservation of the harvest tradition. 2) Development efforts—development efforts have not been implemented optimally. So the researchers suggest, to allow tourists to be able to see the tradition. According to respondents, the people of Citorek should not personally invite them to witness the tradition. Therefore, it can be done by people outside Citorek, but with the permission of the customary leader. Because the decision comes from the customary leader, it is permissible or not to do a thing or activity. 3) Utilization efforts, in the tradition of harvesting in Kasepuhan Adat Citorek Banten, have been carried out by the community and kasepuhan. The tradition is still carried out every year and functions as a concept of food security and is maintained as gratitude to God Almighty for all that is obtained, namely rice every year. Rice storage is also useful for dealing with times of famine, people's distress, and is useful for distributing justice to people in need.

5.3 *Conclusion*

Based on these results, it can be concluded that the traditional kasepuhan Citorek Banten still preserves the traditional harvest culture. The pattern of cultural preservation is based on three concepts, namely protection, development, and utilization. Heritage tourism activities can be applied to visitors to see the ngarengkong tradition. Because in that tradition, people work together in the open to move the rice to leuit or rice barns. The tradition can be witnessed by outsiders. However, it is necessary to obtain permission from the traditional leader or Kasepuhan Citorek. The traditions that exist in the traditional village of Citorek Banten must be maintained and the traditional procession carried out must continue to run solemnly. These traditional traditions can teach visitors or others about togetherness, cooperation, and respect for leaders. This can be an effort to preserve heritage tourism. In addition to tourists seeing natural attractions, they also learn about its culture.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The potentials of homestay development: A SWOT analysis from a case study

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ABSTRACT: This paper aims to analyze the strengths, weaknesses, opportunities, and threats to develop homestays. A direct survey was administered to five homestays in Indonesia from May to June 2021. The results were assessed following a SWOT approach. The findings showed that some strengths of the homestays included the rate, meal/private space, location, and the natural atmosphere of the tea garden. The weaknesses included lack of cleanliness/hygiene/sanitation, hospitality attitude, local wisdom, private access, and proactive attitude. The opportunities for developing homestays included the regency government financial support, tourism contest, internet access, tourism activists' awareness, none of the tourist's accommodation around the village, the nature of homestay business, tourists' lifestyle, and none of the accommodation substitution. The threats to the development of the homestays were economic instability, higher tourists' expectations of hygiene and sanitation, and local government's dependence on financial support. The community needs financial support and hospitality ability. The paper contributes to the need for a multidisciplinary approach for homestay development and the analysis offers the data to determine its strategy.

Keywords: Rural Tourism; The Potential for Developing Homestay; SWOT Analysis; Sustainability.

1 INTRODUCTION

The COVID-19 crisis has transformed tourism needs to green tourism and local job creation. The government of Indonesia, for example, has supported green tourism by developing tourism villages. The tourism village development relates to eco-tourism where tourists can enjoy local daily activities, the natural beauty of the village, fresh air, and many outdoor activities. Tourism villages also generate job opportunities, such as culinary and accommodation businesses. While the tourists travel, they need food and accommodation, and homestays could be popular accommodation in tourism villages. They are operated by the local community, and the homestays' owners cater meals for the guests. They also sometimes provide traditional snacks and souvenirs. Homestay development has the potential to leverage the community's wellbeing and togetherness during the tourist's vacation and might create a positive emotional connection between tourists and homestay owners' families. This is the initial phase of sustainability, such as the possibility of tourists revisiting or giving positive recommendations to their friends.

The living experience of tourists affects community values with regard to tourism (Ngo & Pham 2021), such as the change of homestay owner attitude. The changing attitude can be in the form of keeping the environment clean, such as providing trash cans around the homestays. This experience provides an insight to homestay owners that adequate trash cans must be provided for visitors, and it has influenced the owners to follow good habits of keeping the environment clean by throwing

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garbage into the trash cans (Sen & Walter 2020). Sharma and Sarmah (2019) found that a factor that influences cleanliness in tourism destinations is tourist-host engagement.

For tourists, their engagement with the host family or homestay owner may foster local culture learning (Rai et al. 2021), such as language or food (Torii et al. 2020). The mutual understanding among cultures creates good relations that can eliminate negative thoughts about a particular culture and even create mutual respect among cultures (Kwon 2021). Even though staying in the homestays is cheaper than the hotel, homestays could be a family's favorite lodging (Jiang & Yin 2021) if they have strategic locations, provide adequate facilities, and are managed by friendly hosts (Ly et al. 2021).

Rural tourism contributes to regional growth and development (Shone et al. 2016). Developing a homestay is a crucial driver of setting strategy (Uchiyama & Kohsaka 2021) in tourism villages and the inner area, such as creating derivative business for tourists (e.g., food and souvenir businesses). These businesses can increase income and raise new job opportunities (Forleo & Palmieri 2019). Since homestay development serves several roles in the economic, socio-cultural, and environmental sectors (KC 2021), it is essential to have an insight into the potential for homestay development. By having an insight on the potential for developing homestays, homestay owners might pay more attention to tourists' needs for better experiences while staying in their homestays. Therefore, in terms of destination management, this framework can be a tool for supporting the policy-making of local government (Zahra 2010). Consequently, it could assist in strengthening the quality of homestays, and give the local community the authority to develop homestays (Bramwell 1994). Since the previous works have focused on applied external analysis at micro levels, this paper attempts to analyze the potentials for developing homestays through SWOT analysis, including external analysis at macro levels. We conducted a case study in Pondok Rawa Village in Dusun 2, Tourism Village of North Tugu in Bogor Regency, by analyzing the strengths, weaknesses, opportunities, and threats to homestays in the area (Battisti et al., 2013; Braun & Amorim 2015; Demir et al. 2016; Patnaik & Poyyamoli 2015). This paper attempts to answer the following research question: What are the strengths/weaknesses/opportunities/threats of homestay development?

2 LITERATURE REVIEW

2.1 *Homestays*

Homestays are small lodgings in rural tourism where a tourist can stay in a part of the local community house for rent (Rai et al. 2021). It is an accommodation in a community-based tourism initiative (Sen & Walter 2020). The tourists usually stay for several days for several motives (Guttentag 2015), such as value for money (lower rate, better services and facilities, good accessible location, cleanliness, and hospitality attitude), learning opportunities (to experience local culture and make new friends), novelty (to acquire unique experience and to receive a personalized recommendation from homestay owner) (Chen et al. 2011; Kong et al. 2020; Kwon 2021; Ly et al. 2021; Sen & Walter 2020; Torii et al. 2020)

Homestays can provide a private room, an entire place, and a shared room (Jiang & Yin 2021). They have some rooms including a reception room, a pantry, a restroom, and bedrooms. The private rooms for guests are a restroom and bedrooms. Other rooms, like reception and pantry, are shared where guests and homestay owners can interact with each other. However, those rooms must be cleaned regularly by disinfectant according to the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) Standard. The guests' experiences determine the guest's intention of revisiting or giving positive recommendations to their friends (Kim & Park 2015; Ly et al. 2021).

Kwon (2021) argued that from the guests' staying in a homestay arises network relationality, which covers temporary belongingness, a sense of empathy, technological connection, and relations area. The temporary belongingness comes from the mutual interaction between the guests and the homestay owner. The bonding practices could emerge from sharing moments during breakfast or any occasion, such as playing a traditional music instrument, which can impact on a greater belongingness if the guest's motive is learning local community culture (Rawat 2018). Meanwhile, a sense of empathy relates to positive feelings both in tourists and homestay owners. The positive feeling could be formed from the prior communication via social media, for example, while making a reservation (Jovicic 2019). It is a mediator to smooth face-to-face interaction later (Marques & Gondim Matos 2020).

Like other types of businesses, homestay development is strongly influenced by environmental aspects. Harrison and Enz (2005) and Yogi et al. (2007) stated that the environment influences the development of homestays at macro levels and micro levels. The macro level environment includes economic, political, socio-cultural, technological, and ecological influences. Meanwhile, the environment of the micro-level adopts Porter's five forces (Fitzsimmons et al. 2014), which include competitive rivalry among industries (number of competitors, rate of industry growth, industry capacity), potential new entrance (barriers to entry, brand equity, capital requirements), bargaining power of customers (buyer's price sensitive, threats of substitutes (buyer propensity to substitute, buyer switching costs, product substitution), and bargaining power of suppliers (presence of substitute inputs, threat of forwarding integration, uniqueness of inputs).

2.2 *SWOT analysis*

SWOT analysis is widely applied for assessing rural tourism to formulate a strategic vision. This approach analyzes internal and external analysis (Forleo & Palmieri 2019; Okumus et al. 2010). The internal analysis estimates strengths or weaknesses and the external analysis appraises the opportunities or threats (Braun & Amorim 2015; Demir et al. 2016; Kc et al. 2014; Patnaik & Poyyamoli 2015; Uchiyama & Kohsaka 2021). The external analysis is at the macro and micro levels.

1. *Strength and weaknesses: the internal analysis*

   The internal analysis assesses factors of rate, services/facilities, accessibility, cleanliness, hospitality attitude, ability to experience local culture, ability to make new friends, ability to acquire a unique experience, and ability to receive a personalized recommendation from the homestay (Guttentag 2015).
2. *Opportunities and threats: the macro-level of the external analysis*

   The macro-level external analysis included economic, political, socio-cultural, technological, and ecological influences (Harrison & Enz 2005). *Economic* refers to the economic stability globally, regionally, and nationally. *Political context* includes local government policies because they are responsible for planning and developing tourism destinations (Ruhanen 2013), especially through decentralization implementation (Churugsa et al. 2007). In some cases, however, the government involvement in the planning process may create a stressful community environment that reduces community participation (Jordan et al. 2013; Shone et al. 2016). It is the local community participation that is important to achieve successful tourism planning (Marzuki et al. 2012). The government is an inhibitor for sustainable development if it lacks understanding of the tourism (Zahra 2010) and the creative approaches applied (Beaumont & Dredge 2010). Various studies show that tourism activities create jobs for the community and achieve wellness (Churugsa et al. 2007; Jordan et al. 2013; Ma et al. 2020; Slocum & Backman 2011; Suntikul et al. 2016). However, the radical transformation of local communities, such as changes in livelihoods from farmers to workers in the tourism sector, become problems for the local community in terms of their *socio-cultural context* (Luo & Bao 2019). *Technological impact* refers to elaborating the availability of technology (e.g., internet access, electricity). *Ecological influence* refers to the existence of environmental activists who care about protecting the environment. If there are no environmental activists, this is an opportunity for tourism destinations that don't take care of the environment and vice versa.
3. *Opportunities and threats: the micro-level of the external analysis*

   By adopting Porter's five forces model, the study assessed opportunities and threats regarding (1) competitors, (2) barriers to entry in the homestay's business, (3) bargaining power of customers (e.g., buyer price sensitivity), (4) threats of substitutes product or service, and (5) bargaining power of supplier (Fitzsimmons et al. 2014).

3 METHODS

The survey responses were the object of qualitative analysis by the SWOT (strengths, weaknesses, opportunities, and threats) approach. The primary data were collected by making direct observations of Pondok Rawa Village, direct interviews with tourism activists and homestay owners, and taking photographs as documentation. Furthermore, the collected data were recorded and grouped according to the SWOT analysis framework. The study was conducted from May 12 to June 7, 2021. Figure 1 describes the framework of the study.

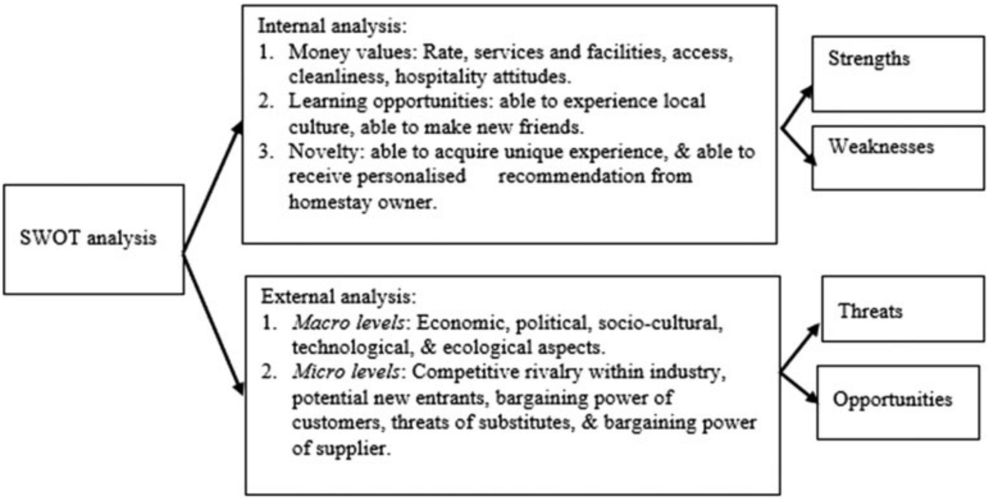

Figure 1. Framework of the study.

Five homestays in Pondok Rawa Village in Dusun 2, North Tugu Tourism Village in Bogor Regency were used as a case study. Figure 2 shows a homestay and its surrounding. The participants are homestay owners, females, aged 38 to 45 years old. Their formal educational backgrounds were Senior High School (1 person) and Elementary School (3 persons).

Figure 2. A homestay and its surrounding of Pondok Rawa Village.

4 RESULTS AND DISCUSSION

4.1 *Strengths and weaknesses of the internal analysis*

Homestays in Pondok Rawa Village have several strengths regarding money value in terms of rate, service and facilities, access, and novelty in terms of acquiring a unique experience. The local government (the Village Head), tourism activists, and the homestay owners decided a reasonable price for homestay's rate. In terms of services and facilities, each homestay plans to cater meals and provide a private facility for a sitting room, bedroom, bathroom, and in–out access. There are only the living room, dining room, and kitchen that is shared (Jiang & Yin 2021; Ministry of Tourism and Creative Economy 2020; Rai et al. 2021). This can facilitate communication between guests and homestay owners to satisfy cultural learning and making friends (Ly et al. 2021; Ngo & Pham 2021; Torii et al. 2020). It is consistent with Kwon (2021) that the interaction will lead to network relationality arising, which covers temporary belongingness, a sense of empathy (Rawat 2018), technological connection (Jovicic 2019), and relations area (Marques & Gondim Matos 2020). In terms of access, Pondok Rawa Village is not far from the main road towards Puncak (around ± 500 m). The guests' novelty satisfaction could also be completed by acquiring a unique experience of enjoying the natural beauty of the village and the tea gardens activities.

Kampung Rawa Village has weaknesses of money values in terms of cleanliness and hospitality attitude, learning opportunities in terms of experiencing local culture and making new friends, and novelty in terms of receiving a personalized recommendation from homestay owner (Guttentag 2015). On the money values of cleanliness, the homestays and their surroundings need to improve their cleanliness, for example, by providing more garbage bins. Since post-pandemic guests are concerned with regard to health and hygiene (Sharma & Sarmah 2019), this condition is the weakness. Regarding hospitality, the homestay owners need to improve their attitude, such as improving friendliness towards visitors. In terms of learning opportunities, guests search for novelty while they are staying in the homestays, such as experiencing local culture and making new friends. Unfortunately, the homestays are built and decorated without elevating local wisdom, and the homestays provide separate access for guests. This hampers the interaction between guests and the homestay owner's family. In terms of novelty, homestay owners tend to be quiet and were still hesitant to chat with guests. There was a lack of interaction between the owners and the guests. The owners were not proactive in initiating the conversation with the guests. These weaknesses must be corrected to improve the positive experience for guests so that the guests will have the intention to re-visit (Kim & Park 2015; Ly et al. 2021).

4.1.1 *Opportunities and threats: the macro-level of the external analysis*

The opportunities at macro levels cover political, socio-cultural, and technological aspects. In the political aspect, local government can give the financial assistance to renovate homestays, such as supporting homestays in Pondok Rawa Village to develop as tourist destinations (Jordan et al. 2013; Ruhanen 2013). The local government support contributes to the success of the homestay development (Beaumont & Dredge 2010; Churugsa et al. 2007; Ma et al. 2020; Marzuki et al. 2012; Zahra 2010). Furthermore, the local government could organize competitions, such as the tourism village video contest. The local government provides an interesting reward for the winner. The competition aims to strengthen a sense of pride in their village (Suntikul et al. 2016). Regarding the socio-cultural aspect, the existence of tourism activists who look after the homestays is an opportunity for the homestay community to enhance the community's ability to manage homestays. In terms of technological aspect, the availability of internet network access is an opportunity for Pondok Rawa Village to promote their homestays visually through social media, facilitate interaction of potential guests with the existing guests, and maintain the promotion to attract other guests to visit the homestays (Jovicic 2019).

The first threat at the macro levels of external analysis is the economic aspect. The COVID-19 pandemic is influencing the tourism business because the people cannot visit places freely due to health restrictions. The second threat is an ecological aspect. The homestay owners have not maintained the cleanliness of the homestays and the surrounding. In post-pandemic conditions, tourists search for a clean place for vacation (Sharma & Sarmah 2019). They have much higher expectations of high hygiene standards (The Conservation 2021). The homestays community should be encouraged to be aware of cleanliness through community service activities which have been carried out once a month. They must focus on hygiene standards that guests are expected to covet.

4.1.2 *Opportunities and threats: the micro-level of the external analysis*

The opportunities at micro levels are at the point of competitive rivalry within the industry, potential new entrance, bargaining power of customers, and the threat of substitution. In terms of competitive rivalry within the industry, there is no lodging yet developed in the North Tugu Tourism Village. The only accommodation for rent is a villa owned by the non-local resident. It is known as a wooden house because it was built of wood and is located in Dusun 2. Since there are not any competitors, there will be an opportunity for managing homestays (Fitzsimmons et al. 2014). The absence of lodging in the North Tugu Tourism Village and tourism attraction in Dusun 1 and Dusun 3 is an opportunity to manage a homestay in Pondok Rawa Village. By empowering the people of Pondok Rawa Village to manage homestays, tourists can enjoy tourism activities in Dusun 1 and Dusun 3 and spend the night in the homestays (Sen & Walter 2020; Rai et al. 2021). Regarding potential new entrants, building a homestay requires a large number of funds. The more capital required, the more difficult it is for other people to enter the business. This is an opportunity for homestays in Pondok Rawa Village, considering that the local people of Pondok Rawa Village are among those who receive welfare funds to renovate their residences (Harrison & Enz 2005; Yogi et al. 2007). In terms of the bargaining power of customers, living in a homestay is a family favorite (Jiang & Yin 2021), which is generated from the lifestyle of today's people is to travel to the countryside to get a natural atmosphere. In this case, developing a homestay is an opportunity. Meanwhile, regarding the threat of alternatives, there are campsites in Dusun 2. Staying at the campsite is cheaper than staying in a homestay, and the tourists who stay in a homestay may rent the tent at the same time for recreation. The existence of a campsite is an opportunity for homestay' owners.

The threat at micro-levels in Pondok Rawa Village was the bargaining power of suppliers. In terms of supplier bargaining power, the regency government is the only stakeholder who supports the homestays' community to renovate their houses.

5 CONCLUSION AND IMPLICATIONS

The research provides conclusions of the strengths, weaknesses, opportunities, and threats of homestays in Pondok Rawa Village. The homestays had some strengths in terms of their moderate rate, meals, private spaces, facilities, strategic location, and the unique natural atmosphere of the tea garden. However, the homestays had weaknesses including their cleanliness, hygiene, sanitation, hospitality attitude, low local wisdom, private access at the homestay for the guests, and lack of proactive attitude shown by the owners. Meanwhile, there are some opportunities which include fund support from the local government to renovate homestays, tourism contests, internet access availability, and tourism activists' awareness on homestays development. There are also some threats to the homestays including unstable economic conditions, tourists' higher expectation of hygiene and sanitation, and local government's dependence on financial support. The homestays' community needs fund support and hospitality improvement. This study only discusses the weaknesses, strengths, opportunities, and threats aspects of homestay development using a qualitative approach. A future study could apply a quantitative approach to determine the homestay business positioning in Kampung Rawa.

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Gastronomy

Current Issues in Tourism, Gastronomy, and Tourist
Destination Research – Oktadiana et al. (Eds)

Impact of Ayurveda, yoga, and diet on urban residents' lifestyle during Covid-19: A study from India

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ABSTRACT: Ayurveda and Yoga have long been a part of India's cultural legacy, and Uttarakhand, an Indian state at the foothills of the Himalayas, has made significant contributions to this living tradition. Several scholarly discussions during the epidemic revealed that the traditional practice was regained popularity among people as a preventative approach to boost immunity. The current study aims to research and document the change in lifestyle during the pandemic, as well as to examine, quantitatively, first, the health benefits obtained through *Ayurveda* and *Yoga* practice, as well as *food habits*; and second, the restoration of faith in the revival of traditional knowledge. The research design used for the study is the explorative sequential mixed research method. Data collected through in-depth interviews were analyzed using N Vivo 12 trial versions. An online survey was conducted among the target respondents and the quantitative analysis was performed using SPSS 12. The study validates the statistical model conceptualized for the present study.

Keywords: Pandemic; Intangible Heritage; Ayurveda; Yoga; Diet

1 INTRODUCTION

The covid-19 pandemic altered the lives of people worldwide and witnessed an unparalleled health crisis from March 2020 to March 2021. In the initial period of the spread of disease, people were confined to their own space to protect themselves from infection. As the vaccines were discovered by modern medical science that could prevent the fatality and death rates, the people reinstated their hope, and humanity is slowly being assured of reduced risk from the pandemic. Experts from around the world began to look for substitutes to manage the health crisis caused by the pandemic through alternative medical systems, and traditional living practices started to attract immense attention (Bhalla et al. 2021). India, being the home of alternative medical systems, yoga, and indigenous traditions contributed to this discourse of boosting immunity through a disciplined lifestyle that is popular through shared native knowledge systems. Every region in India has indigenous approaches that emerged from age-old traditions rooted in local knowledge systems.

Uttarakhand, a small state in the Northern part of India, is also known as Dev Bhumi meaning the Land of Gods. The geographical features range from plains, valleys, hills, and snowy peaks of Himalaya. The Indian Himalayan Region is an abundant source of medicinal herbs and plants that are not found elsewhere (Mehta et al. 2020). A study conducted by Shrestha and Dhillion (2003) noted that the majority of the people in developing countries use plants and their parts in raw or processed form to cure various health issues. In the Sanskrit language, Ayurveda means 'The Science of Life' (Lad 2006). It is believed that Gods themselves shared the knowledge of Ayurveda

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with sages in ancient times. It is originated in ancient India and the oral traditions continued till it was documented. Chara-ka Samhita, compiled in BCE 400-BCE 200 is considered to be the most authoritative and oldest compilation of treatment procedures (Dick 1998). In Ayurvedic practices, the use of medicinal plants and their various parts such as flowers, leaves, bark, root, and seeds carry utmost importance to cure a specific illness.

Historical evidence indicates that yoga existed as early as BCE 2700 (Basavaraddi 2015) in ancient India. Yoga is a way of life and holistic approach towards maintaining both physical and mental health (Woodyard 2011). Yoga was recognized by the state as a branch of indigenous practice in 1978 (Newcombe 2020) and different countries in the world accepted it as a form of alternative practice. Celebration of International Yoga Day was adopted by the United Nations in the year 2015 and this not only emphasized the international acceptance of yoga but also resulted in rejuvenating Yoga practice in India (Newcombe 2017). The Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homeopathy), the Government of India, also encouraged people to practice yoga to increase their immunity levels. Uttarakhand has been the favorite place of yoga practitioners since age-old times, Rishikesh in Uttarakhand is known as the yoga capital of the world.

In the last couple of decades, it has been observed that urban residents have developed inclinations to fast-food culture. It is also witnessed that traditional food habits have been replaced with the new food culture in many cities in India and the youth and children show more interest in such food habits, which slowly eroded the orthodox lifestyle that promoted homemade food. The regular diet includes a combination of grains, pulses, vegetables, and fruits, junk food on the other hand is not so hygienic in preparation, and carries less nutritional value, posing a serious threat to the immune system. Researchers found that nutritional deficiencies lead to impairment of immunity and cause infection (Chandra 1997; Childs et al. 2019). During the lockdown period, people became conscious of their food habits. The lockdown forced the closure of fast-food outlets thereby confining people to home-cooked food.

The use of medicinal plants known locally played a significant role in households from ancient times. In rural areas of India, one can still find the widespread use of such herbs, but in urban space, the practice of such tradition is significantly less due to lack of space, knowledge, and high dependence on branded ayurvedic products. The pandemic caused the widespread use of Tulsi (Ocimum sanctum), Giloy (T. cordifolia), Turmeric (Curcuma longa) added with warm milk to improve immunity during the time of excessive infection. The other common observation also shows the increase in embracing healthy food habits that focused on nutritious food, especially in terms of vegetarian food both in the rural and urban centers.

The main research question of the present study is as follows; what is the impact of Ayurveda, Yoga, and Diet (AYD) on the lifestyle of urban residents of Uttarakhand during the Covid-19 pandemic? The following objectives were formed to obtain results for the research question.

1. Study the perceived importance of AYD among the residents of Uttarakhand during the pandemic.
2. Understand the lifestyle changes during the pandemic.
3. Examine the causal relationship between perceived impacts and main attributes of AYD that emerge from qualitative analysis.

The study empirically examines the experience of people on change and its impact on lifestyle.

2 LITERATURE REVIEW

A close look at the existing literature on Covid-19 provides the trajectory of research taking shape since its outbreak. While most of the authors examined the reasons for the health emergency created by Covid-19 at an initial phase, by the end of 2020, many researchers took to examine the preventive measures through medical and non-medical interventions. A considerable body of research dealt with areas of health benefits, only a few were indicative of people's experience regarding Ayurveda, Yoga, and Diet practices.

According to a report of the United Nations, 90% of the reported Covid-19 cases were from urban areas by the mid of the year 2020 (UN 2020). It caused long-term consequences on physical health, mental health, economy, social conditions, education, and environment and many countries are yet to ascertain its impact on various fronts. Children and young adults were more vulnerable to the mental health crisis created by lockdown due to Covid-19 (Health 2020, Lancet, August 2020). One of the primary outcomes of this crisis is a new global health order (Casale 2020). In the initial phase of the crisis, reports of death and despair created anxiety, fear, and increased stress levels that led to depression. A study conducted by Shuster et al. (2021) explained that humans have the high capability to adapt emotionally to such crises. The initial shock created by Covid-19 among the people has waned after a couple of days. The research of Gupta et al. (2021) emphasized that personality traits are highly significant in coping with stress and anxiety. Traveling to natural sites and connecting the self with nature have been found effective in addressing the psychological crisis caused by Covid-19 (Bhalla et al., 2021).

Traditional complementary and integrative medicine (TCIM) has been found helpful in combating infectious diseases (Lam et al. 2021). According to the authors, people used one or another form of TCIM to augment immunity levels before the pandemic. The study also reported that countries with traditional societies with strong local knowledge systems recognize the importance of TCIM in preventive medicine. van der Werf et al. (2021) examined the lifestyle changes of people during the first wave of Covid-19 in the Netherlands. The study reported substantial changes in the lifestyle of people though there was no significant change in inhabits.

Empirical research conducted by Soveri et al. (2021) in Finland, reported a moderately negative correlation between people who endorse CAM with Non-Pharmaceutical Interventions (NPI). Victorson et al. (2020) termed complementary and integrative health (CIH) to mention the medicinal qualities of nature. Ayurveda does not just treat the disease, but it also recommends healthy lifestyle methods and builds strength to the body and mind so that it can fight against infections (Tillu et al. 2020). It is a comprehensive and holistic health care approach with multiple constituents (Jayasundar et al. 2020, Nesari & Kajaria 2020). In research, Paul et al. (2020) argued that ayurvedic drugs could fight against Covid-19 infection. Adapting to the prescribed lifestyle according to Ayurvedic practices will increase immunity and reduce the risk of infection (Chaudhary 2020).

Research conducted by Sahni et al. (2021) during the Covid-19 pandemic indicates that yoga practitioners are found emotionally more stable and lead a peaceful life in comparison to those who did not practice yoga. The study's findings further suggested that people regularly practice yoga with higher personal control, lower emotional impact, and comparatively fewer chances of getting infected. Yoga is highly beneficial in depression and anxiety than any other form of physical exercise or medication (Bele et al. 2021; Upadhyay et al. 2021) and regular practice of yoga could lead to a healthy lifestyle (Nagarathna et al. 2021). Sudharshan Kriya Yoga rooted in traditional yoga positively impacts emotional well-being (Brown & Gerbarg 2005; Zope & Zope 2013). It is also evident that after the outbreak of Covid-19, younger people residing in urban areas in India developed positive attitudes towards Yoga (Verma et al. 2020).

Diet has an important role in health and nutritious food in developing the immune system (Childs et al. 2019). Nutritional deficiencies impair health by increasing the risk of infections (Chandra 1997; Lockyer 2020), while lifestyle, food habits, nutrients, and genetic features result in enhancement of immunity (Galmes et al. 2020). Healthy eating behavior also plays a vital role in reducing health risks (Butler & Barrientos 2020). It was found that many patients diagnosed with Covid-19, had poor food choices, increased intake of carbohydrate-rich food and snacks which ultimately resulted in weight gaining and flawed immune systems (Chee et al. 2020).

The concept of wellness is often looked at through the prism of rejuvenation therapies, spa, and wellness treatments. However, diet and exercise contribute immensely to overall wellness (Turner et al., 2008) and a diet that contains antioxidants can reduce the risk of covid infection (Joshua et al., 2020). The authors argued that awareness of the medicinal quality of the food ingredients could increase immunity levels. Research by Kotwani et al. (2021) proposed a holistic approach towards the treatment of Covid1-19 through yoga, music therapy, diet practices, and immunity-boosting AYUSH medicines. According to AYUSH guidelines, the therapeutic healing capabilities of Ayurveda and yoga could supplement modern medicine in controlling Covid-19 (Sawant et al. 2021).

The literature review provided insights on the paradigm shift in the complementary and alternative medicine segment. After the outbreak of Covid-19, researchers focussed more on health issues and paid immense attention to the contributory roles of Ayurveda, yoga, and diet practices on health. However, no research has taken place in the area of change in lifestyle of the urban residents during Covid-19 especially in a country like India where CAM is embedded in its culture. Secondly, the research conducted in the area was limited to experimental, and researchers attempted to deconstruct the impact of a particular aspect on health.

3 METHODS

The study follows a mixed-method research approach using a sequential exploratory research design (Creswell & Clark 2007). Mixed methods are used to investigate a subject matter logically with specific research questions framed for the research and present the findings without losing the academic rigor (Clark et al. 2008). At first subjective information is gathered from the respondents using in-depth interviews, then based on the themes that emerged, a quantitative analysis is followed to verify the facts and validate the findings. Purposive sampling has been used to shortlist the respondents to collect the qualitative data. The qualitative study was conducted among the shortlisted residents living in Dehradun city (the capital of Uttarakhand).

An interview schedule has been prepared based on the research question of the study. Telephonic interviews were conducted with the respondents in the local language Hindi. The questions on the study area were designed, keeping in view the research ethics and care that has been taken to avoid questions about any specific illness or questions related to private life. The participants were first informed about the research plan, and after getting their consent, interviews were recorded. Each interview lasted for approximately 20-25 minutes. The sample size of the qualitative study was initially fixed at 15, but saturation point was reached after conducting 11 in-depth interviews and there were repeated kinds of responses. According to Patton (2015) qualitative research highly depends on theoretical sampling as the sample size varies according to context and research questions.

The recorded telephonic interviews were transcribed to English without losing meaning through data analysis. For the study, NVivo 12 trial version was used to analyze the data. In the process, thematic coding has been done to identify the emerging themes, then by using the coding cluster, a questionnaire was developed to collect the quantitative data to measure the experience of people on AYD. After going through the responses, codes, coding similarities, and themes, a questionnaire has been developed to collect data that can be statistically analyzed for the study. The questionnaire was circulated with ten respondents who were interviewed to recheck the validity of the items. After making necessary corrections, an online survey has been conducted using the snowball sampling method. The questionnaire contained three sections; (a) the profile of the respondents, (b) four general questions on Ayurveda, yoga, and diet (c) statements indicate the level of agreement on the use of herbal products, branded ayurvedic products, yoga, diet practices, and wellness. A total of 700 people were contacted for collecting the questionnaire, 306 responses were received (response ratio: 44%). Responses of 17 respondents were removed from the datasheet after verifying the outliers. SPSS 22 has been used to perform the descriptive analysis and multiple regression to test the observations empirically.

4 RESULT AND DISCUSSION

4.1 *Qualitative analysis*

The qualitative analysis includes a thematic analysis of the responses received from in-depth interviews. The result of the findings is mentioned in Table 1.

Table 1. Profile of respondents-in depth interview.

Name	Gender	Age	Occupation	Veg	Veg and Non-veg
Jagriti	Female	44	Lecturer	Y	
Meenu	Female	30	Housewife	Y	
Alisha	Female	31	Councilor		Y
Suresh	Male	54	Principal	Y	
Naveen	Male	48	Teacher	Y	
Animesh	Male	48	Teacher	Y	
Sweta	Female	31	Teacher		Y
Paul	Male	48	Professor		Y
Kamal	Male	37	Asst. Professor		Y
Vipin	Male	34	Teacher		Y
Akash	Male	38	Professor		Y

The in-depth interviews were conducted among 11 residents living in Dehradun since birth out of which, seven respondents were male and four females. All respondents were above 30 years and five were strictly vegetarian and the remaining six respondents were not strict vegetarians (Table 2).

Table 2. Themes emerged from qualitative analysis.

Latent Construct	Theme and references	Selected References (Translated into English)
Ayurveda	Adoption of herbal products (15)	Many people adopted it during the pandemic.
	The benefit of Ayurveda (6)	It takes time but it lasts for a longer period and you feel way better.
	Confidence in Ayurveda (5)	It ends the disease completely and works on the overall healthy body
	Influence of advertisements (4)	News channels and Patanjali have advertised and encouraged people to adopt Ayurveda during the pandemic.
	No past experience (4)	Haven't used it till now
	Traditionally used at home (4)	Used easily accessible things like turmeric, tulsi, honey, giloy, etc
Yoga	Adoption of yoga (6)	During the pandemic, more than half of the population adopted yoga in their daily routine
	Yoga is an intangible cultural heritage of India (4)	It has been in our culture for a very long time and can cure any disease.
	Practice yoga regularly (4)	Practicing for a long time and has seen a positive result, age factor affects few positions so, I do that much I can.
	Yoga and immunity (7)	It is a very disciplined process, and it definitely prevents disease to overcome our immunity system.
	Awareness on yoga (12)	Yoga is God's gift to us; it is a very positive lifestyle everyone should adopt.
Diet	Adoption of healthy diet practice (7)	After the pandemic people have shown more emphasis on healthy homemade food and low cholesterol and healthy food can lead to a better lifestyle.
	Advocate veg diet (9)	It is a whole combination of vitamins and minerals and moral vegetarian food can prevent disease.
	Awareness of healthy diet (4)	It is all about what we eat, good food, good life.
	Food and immunity (5)	Good food can maintain the immunity system
	Food culture (5)	Every cultural region has its own food eating behavior according to the temperature, season, etc.
Wellness	Overall wellness (9)	A combination of all three can make you fit and healthy to live a good lifestyle and it is very important to adopt all three.

The thematic coding demonstrated underlying themes in the data. After going through the codes and their pattern the following framework has been prepared to take up the quantitative study. The following diagram depicts the conceptual framework, which enabled the researchers to hypothesize the study to examine the statistical effect of awareness, adoption, revival, wellness on benefits (Figure 1).

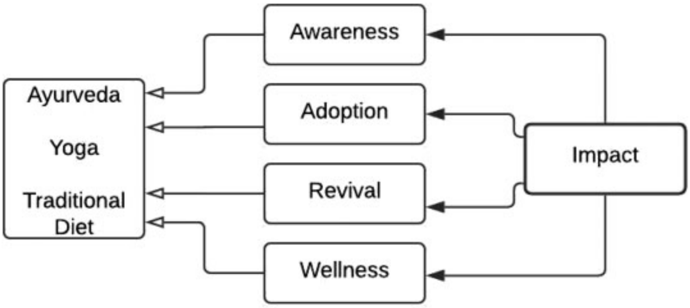

Figure 1. The conceptual framework was developed from qualitative analysis.

The conceptual framework explains that the perceived benefits of people emerge from awareness, adoption, revival, and wellness factors. These factors further represent that people endorsed the impacts of Ayurveda, yoga, and traditional diet.

4.2 *Quantitative analysis*

The quantitative analysis performed for the study includes (i) descriptive statistics, (ii) mean and standard deviation of items under dependent and independent variables, (iii) multiple regression.

Table 3. Profile of the respondents-survey.

Profile of the respondents	*N* 289	% 100
Gender		
Male	148	51.2
Female	141	48.8
Age group		
Below 30 years	58	20.1
30-50 years	177	61.2
Above 50 years	54	18.7
Education		
Matric	20	6.9
Graduate	67	23.2
Post Graduate	175	60.6
Other	27	9.3
Occupation		
Private job	123	42.6
Government job	43	14.9
Self-employed	41	14.2
Unemployed	46	15.9
Student	36	12.5

Table 3 explains the profile of the respondents. 51.20% (n = 148) of respondents were male and 48.2% (n = 141) respondents were female. Most of the respondents were between the age group of 30 years to 50 years (n = 177, 61.20%). All the respondents were educated and among them, postgraduates constituted 60.60% (n = 175) and graduates accounted for 23.20% (n = 67). Regarding the occupation of the respondents, 42.6% (123) were working in the private sector, 14.90% (n = 43) were in government jobs, 14.20% (n = 41) were self-employed. 15.9% (n = 46) of respondents were unemployed at the time of data collection.

Table 4. General information on yoga, Ayurveda, and diet (n = 289).

Features	No. of responses	Percentage
Practice yoga regularly		
Yes	118	40.8
No	171	59.2
Food		
Strictly Vegetarian	130	45
Veg and non-veg	159	55
Knowledge of locally available herbs and traditional practices		
Yes	59	20.4
No	95	32.9
Have some knowledge	135	46.7
Preference of medicine		
Ayurveda	152	52.6
Allopathy	109	37.7
Homeopathy	28	9.7

Table 4 presents the lifestyle pattern of the respondents in four major areas. The study reflected that 40.80% (n = 118) respondents practice yoga regularly; 45% (n = 130) respondents were strictly vegetarian, and 20.40% (n = 59) respondents knew locally available herbs and traditional ayurvedic practices. It is found that during pandemics many people developed an interest to understand the traditionally used herbs and medicinal plants and 46.70% (n = 135) respondents replied that they developed some knowledge of locally available herbs. The study results also show that most of the respondents prefer ayurvedic medicines as a priority to cure illness. 37.70% (109) of respondents preferred to take allopathic medicines in case of any illness.

Table 5 summarises the mean and standard deviation of the items taken up to measure the effect on the dependent variable's impacts. From the mean score, it is evident that most of the respondents agreed to the given statement. The standard deviation indicates that except for the healthy diet, all other items have comparatively less difference in responses.

4.2.1 *Multiple regression*

Multiple regression has been employed to understand the predictability and the effect of independent variables (adopt, aware, revival and wellness) on the dependent variable (benefits). Preliminary analysis was conducted to ensure no violation of the assumptions on normality, linearity, multicollinearity, and homoscadacity (Table 6).

The model explains 70.50%, F(4, 172.679, $p < .0005$) of the total variance by the independent variables on the dependent variable 'impacts'.

Table 7 explains the unique contribution by independent variables on the dependent variable. An examination of the t-values indicates that 'wellness', 'aware', and 'revival' were found to be statistically significant ($p < .05$) and explain the dependent variable 'impacts'. Wellness is a significant predictor of benefits $\beta = .574$, $p < .05$) among other factors. 'Adop' is not statistically significant $\beta = .030$, $p > .05$) and thereby, it does not contribute to the dependent variable 'impact'.

The study revealed some interesting aspects of lifestyle changes among the urban residents of Uttarakhand. The qualitative research conducted among the selected respondents provided an insight into how urban residents feel about Ayurveda, yoga and diet could impact immunity and

Table 5. Variables, items, mean and standard deviation.

Variable	Subject area	Item	Mean	Standard deviation
Adopt	Use of herbal and branded ayurvedic products	Usage of herbal products at home frequently (H1)	4.29	.837
		Use of branded ayurvedic products by people who never used it before (B3)	3.97	.689
	Yoga	Adoption of yoga as a routine (Y2)	4.06	.720
	Healthy diet	Less consumption of junk food (D1)	3.80	1.024
Aware	Herbal products	Trust on locally available herbal products (H2)	4.13	.751
		Effectiveness of locally available products (H3)	4.17	.736
	Awareness on yoga	Increased awareness of yoga (Y1)	4.24	.724
	Healthy diet	Conscious of a healthy diet (D2)	4.10	.759
Revival	Local knowledge on traditional practices	Revival of local knowledge on traditional ayurvedic practices (H4)	4.13	.772
	Traditional diet	Revival of traditional diet (D6)	4.01	.659
	Heritage	People trust yoga being it is part of Indian culture (Y5)	4.11	.762
Wellness	Yoga and wellness	Regular practice of yoga leads to wellness (W1)	4.17	.815
	Traditional diet and wellness	Traditional diet leads to wellness (W2)	4.04	.756
	Ayurveda and wellness	Traditional ayurvedic practices lead to wellness (W3)	3.97	.735
Impacts	Traditional ayurvedic practices and immunity	Traditional ayurvedic practices impact overall immunity and wellness (W4)	3.97	.735
	Yoga, immunity, and wellness	Yoga helps in building immunity (Y4)	4.20	.692
	Traditional diet and immunity	Ingredients of traditional diet and immunity (D3)	4.01	.679

Table 6. Model summary.

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.842	.709	.705	.301

a. Predictors: (Constant), Wellness, Adopt, Revival, Aware
b. Dependent Variable: Impacts

Table 7. Coefficients.

	Unstandardized Coefficient		Standardized Coefficient		
Mode	B	Std. Error	Beta	t	Sig.
(Constant)	.442	.154		2.86	.005
Adop	.032	.050	.030	.637	.524
Awar	.212	.060	.202	3.54	.000
Reviva	.132	.051	.131	2.57	.010
Wellness	.509	.040	.574	12.834	.000

wellness. According to the present study, respondents were aware of the benefits of the traditional knowledge systems and their significance in health and wellness, their location in urban space caused them to adapt to the modern lifestyle, which was seemingly unhealthy and resulted in a deficiency of immunity. During the interview, respondents agreed on the broader acceptance of home remedies such as the consumption of black pepper, tulsi, cinnamon, giloy, dry ginger, honey, and hot milk added with turmeric to gain immunity. Some respondents agreed that people with no prior experience also used the home-grown medicinal plants and herbs or those available at the nearby markets. The Ministry of AYUSH, the Government of India, played a vital role in creating awareness on enhancing immunity among the people through alternative measures. Ayurvedic pharmaceutical companies found great opportunity in the Indian market and there was increased demand for products that were popularized as 'immunity boosters'. The study confirmed the belief of people on Yoga, helps in a healthy body and mind also received immense acceptance among the people. It further asserted the belief in the usefulness of yoga; doing *pranaya*m, *anulo*m-*vilo*m (controlled breathing exercises), and other *asanas* (yoga postures) that led to an increase in immunity and resistance the infection.

From the responses received, it is found that people agreed upon traditional nutritious food is necessary to improve immunity. The ingredients of the traditional diet included grains, various pulses, vegetables, milk, and other milk products which could give strength to the body and fulfill the requirement of nutrients. There was an emphatic argument that traditional diet habits could help people in gaining immunity than modern junk or fast-food habits. In India, roadside eateries are very popular as these outlets satisfy instant hunger, save time and money. Substances used in fast food often harm the body's metabolism as most fast-food outlets use cheap ingredients that could compromise quality. Respondents had mixed opinions on the reduced consumption of junk food during the pandemic but agreed that a revival could be seen in people's food culture.

The qualitative study led the researchers to finalize the themes for the questionnaire survey. Five key themes identified from the qualitative study constituted the hypothetical model, which measures the predictability of four variables viz. adopt, aware, revival, and wellness (independent variables) on perceived benefits (dependent variable). The profile of the respondents reflected the general nature of urban residents in India. Most of the respondents were educated, employed, and belong to 30 to 50 years of age and the proportion of the male to female respondents was slightly higher. The data revealed that most of the respondents did not practice yoga regularly. The food habits were not restricted to vegetarians alone. It was also noted that many respondents developed knowledge of herbal medicines and traditional practices after the outbreak of Covid-19.

The *firs*t variable, 'adop' indicates the adoption of Ayurveda, yoga, and a healthy diet in daily life. The *secon*d variable 'aware' means awareness of the usage of herbal products, locally available herbs, awareness of yoga, and consciousness of a healthy diet. The *third* variable 'revival' represents the revival of Ayurveda, local knowledge, increased popularity, and revival of yoga and traditional diet practices. 'Wellness' is the *fourt*h independent variable, which means the contribution of Ayurveda, regular practice of yoga and health, traditional diet on immunity and wellness. Finally, the *fifth* dependent variable in the study is 'impact'.

The fit indices of the statistical model demonstrated that four independent variables explain 70.50% of the total variance of dependent variable benefits. The unique contribution of the independent variable mentions three independent variables contribute to the dependent variable whereas'adop' is statistically insignificant. It further indicates that the contextual relevance of the variable adopt is not important by the respondents in explaining the perceived benefits. There was an increased effort from various corners to promote Ayurveda and yoga by governmental and non-governmental agencies in recent years, even before the outbreak of the pandemic. This could be one possible reason respondents did not consider adoption as a significant factor in the context. The wellness factor plays a significant role as the pandemic realized the importance of the need for good health and wellness.

The present study confirmed the findings of the previous research. Benefits of traditional systems which could help to gain immunity(Priya & Sujatha, 2020); perception of young people on the health benefits of yoga (Nagarathna et al., 2021, Verma et al., 2020). Research by Lam et al. (2021) conducted in Hong Kong reported increased awareness of diet practices and the use of Chinese herbal medicine. Newcombe (2017) described the revival of yoga in recent years in India and connected it with nationalist sentiments. However, with the outbreak of Covid-19, people in India were more confident about the health benefits of yoga than notions of promotion of yoga with any religious agenda. The use of home remedies and their widespread use as a preventive measure of Covid-19 has been reported in the study of (Cruz et al., 2020). Damijanic (2019) reported two important factors- awareness and a nutritious diet contribute to a healthy lifestyle. To summarize, the present study's findings can be validated with the research deal with health, wellness, preventive medicine, complementary and alternative medicine taken place after the outbreak of Covid-19.

5 CONCLUSION

The present study explained the perceived benefit of Ayurveda, yoga, and a traditional diet to gain immunity and wellness among the urban residents of Uttarakhand. The study used qualitative and quantitative methods to expedite the key findings. Key themes of AYD have been extracted using thematic analysis which could further develop as a questionnaire for collecting the intrinsic data. The study's findings reported three main predictors of perceived benefits on AYD during the pandemic, which people considered that result in gaining immunity and wellness. The outcomes of the present study draw the following conclusions. (a) Wellness is the most significant perceived benefit of Ayurveda, yoga and traditional diet practices (b) Increased awareness on the traditional ayurvedic and herbal practices, yoga, and traditional diet practices are the second important perceived benefit (c) Revival of the traditional knowledge systems and trust of people in these practices is the third perceived benefit.

The results can be generalized in the following context. Reinforcement of local knowledge on alternative medical practices prevail in different parts of the country during the spread of Covid 19. The trust of people in the effect of medicinal plants and herbal products increased over this period. Yoga has been accepted as a preventive practice and given due importance and people in India are highly conscious of its health benefits. Finally, adequate attention has been given to food ingredients which may ultimately result in good health. In a nutshell, one may conclude that the revival of traditional knowledge systems was a means to contest the panic created by the Covid-19. The present study would be helpful for researchers to develop a theoretical framework on wellness and contributes enormously to the body of knowledge that exists in this area of research.

The study was conducted over a short period, and it was a cross-sectional study. Longitudinal research may yield more accurate results. While designing the research, the geographical region was selected based on the homogeneous population and background of India's AYD practices. Research on the same topic in states with a more heterogeneous population with diverse cultural backgrounds could produce different results. The observation of experiences through experimental research could provide a scientific picture.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

History of traditional culinary and gastronomy and preservation efforts through culinary tourism (case study: Taoge Tauco (Geco) in Sukabumi City, West Java, Indonesia)

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ABSTRACT: The purpose of this research is to contribute the proper written documentation of traditional culinary and gastronomy in Sukabumi, mostly *Geco,* and the effort of its preservation through culinary tourism. The method applied for this research to analyze the history and preservation of *Geco* using ethnography that consists of history, culture, landscape, and geography; and to analyze the effort of its preservation using a culinary tourism approach that contains the basic concept and strategy of implementation to preserve this traditional culinary product by creating a digital culinary application. Furthermore, to preserve this traditional culinary through culinary tourism in the digital era, the *Geco* traditional culinary application has been created, which can be accessed through the Play store; for the next generation, the cooking method has been applied to the curriculum of Vocational Cooking School and in the annual local food festival.

Keywords: Culinary Tourism, Gastronomy, Geco, Toge Tauco, Traditional Culinary, Sukabumi

1 INTRODUCTION

One of the culinary delights in Sukabumi that is rarely found is tauco bean sprouts (Toge Tauco-Geco). Although Sukabumi is better known as the City of Mochi, Geco is already familiar to the public and has been in Sukabumi for decades. Geco dishes in Sukabumi City are influenced by Chinese culture in Sukabumi City. Geco cuisine is difficult to find and it can only be found in a few places which are scattered, and most of the Geco traders who survive are family heritage businesses. One of them is the Geco traders in Sukabumi City, which can be found in the traditional market (Gang Peda) and now they are running their business in the third generation. Geco is made from easy-to-find ingredients but the signature tauco seasoning is the trademark of this dish. Unlike other West Java specialties, Geco is not spread evenly throughout the land of Sunda, because not all areas in West Java can provide the key basic ingredient in making Geco, namely tauco. This material cannot be replaced with other ingredients because it has an unique and distinctive taste. Based on the problems mentioned above, we conducted the research to trace the distribution of Geco traders in Sukabumi in terms of both their existence and the history of Geco traditional culinary so that Geco is properly documented, and widely known for all generations in order to preserve the Geco culinary traditional.

2 LITERATURE REVIEW

Gilleisole (2001) in (Santich, 2004) stated that gastronomy is the art or science of good food (good eating). Briefly, it can be explained that gastronomy is everything related to the enjoyment of

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food and drink. The study (science) of culinary arts, which contains studies of culture and history contained in it, is said to be gastronomy. According to Ketaren (2017), gastronomic studies generally emphasize four elements, namely: (1) history—the discussion is about the origin of raw materials, the ability to innovate on ingredients, texture, and taste of food; (2) culture—the discussion is about the factors that influence the condition of the local community, why they consume the food, their beliefs, traditions, customs, and values of local wisdom and others; (3) geographical landscape—the discussion is about environmental factors and ethnicity that influence local people to cook the food; and (4) the cooking method discusses how the general cooking process is implemented by the local community. The study of the cultural value of a food can also be strengthened through the study of food ethnography. Food ethnography (Muslikah & Afifah 2013) is the study of community food culture related to food behavior in certain ethnic groups. The food needs of the people in each region cannot be separated from three important factors, namely geographical location, natural resources, and community habits (Laksono 2015). These three factors of food ethnography are in line with the four elements contained in gastronomy, i.e., history, culture, geographical landscape, and cooking methods. Gastronomy preservation is a tangible product. Preservation is an effort that is supported by factors both internal and external to something that is considered important to be preserved. Ranjabar in Putri et al. (2019) stated that preservation is an activity or effort that is carried out continuously, directed, and integrated to realize certain goals by reflecting the existence of something permanent and eternal with a dynamic, flexible, and selective nature. Nia Kur Still in Putri et al. (2019) stated that the indicators or aspects of the preservation of an object/product to survive include two aspects, namely: (1) basic concepts, which include product protection, product maintenance, product utilization, and product development; (2) implementation strategy includes efforts to maintain cultural value in term of society and policies in the order they are still implemented and used.

Rosalina and Ahmad (2017) describe the definition of culinary tourism as a series of tourism activities that provide a variety of integrated service facilities and culinary activities to meet the needs of tourists who are doing tourism, recreation, relaxation, education and health activities in a place. These include: (1) enjoying culinary dishes, namely culinary tourism activities with the main objective of enjoying the taste, uniqueness, or artistic creations regarding culinary in an area/region visited; (2) meals and drinks (table manners) are culinary tourism activities related to life style, social relations, or business activities carried out at the dining table; (3) the culinary festival is one of the culinary tourism activities in promoting food and beverages as well as to increase public/tourist awareness on special/traditional foods; (4) culinary studies, that is culinary tourism activities carried out with the aim of gaining knowledge and skill in food or beverage processing, which are generally given in a training or learning; (5) food tests, that is food and beverage trials, which are culinary activities related to the introduction or testing of food quality to tourists or professionals in the culinary field; (6) a visit to a factory or food industry or market is a culinary tourism activity with the aim of increasing knowledge and experience of trending food and beverages; (7) culinary competition is a culinary tourism activity by offering experience in watching competitions to process food or drinks accompanied by attractions from professionals in the culinary field; (8) tourist visit activities or tours to the agricultural, plantation, fishery industries with the aim of tourists being able to enjoy food processed from food ingredients that are cultivated on these tourist visit activities; and (9) culinary shopping as souvenirs is a culinary tour activity by buying culinary products to take back as souvenirs.

3 METHOD

This research study uses qualitative research with the ethnography method to know the development of culture in an area (Windiani & Nurul 2016). Qualitative research methods with ethnography were done through a gastronomic approach with indicators, namely the history of traditional Geco; Geco's traditional culinary culture; the geographic landscape of the traditional Geco; and the traditional culinary cooking method of Geco. Then, the efforts to upkeep this Geco were studies through a culinary tourism approach. This study uses primary data, while secondary data are supporting data. The technique of determining respondents is using the non-probability sampling technique with snowball sampling. Primary data is data obtained from the first party, namely Geco traders, community leaders (historians), culinary experts/traditional culinary observers and academics, policymakers, Tauco craftsmen, soy sauce industry entrepreneurs, tofu craftsmen, palm vinegar and palm sugar craftsmen, and owners of sugar palm plantations and business actors in Sukabumi City. The secondary data is obtained through documentation already available in books, reports, journals, pictures, and other relevant documents. The research instrument uses interview guidelines with data collection methods, namely observation and in-depth interviews. Data analysis techniques used in qualitative research include transcripts of interview results, data reduction by triangulation as a technique to check the validity of data, data display, and conclusion verification.

4 RESULTS AND DISCUSSION

4.1 *The history of traditional culinary Toge Tauco (Geco)*

The traditional culinary of tauco bean sprouts (Geco) has existed in this city since the Dutch colonial period around the year 1900. This cuisine was originally brought by traders from Bogor as fried bean sprouts. At first, the traditional culinary bean sprouts tauco in Sukabumi City was known as “Fried Sprouts” in 1900 because it was made from bean sprouts, tauco, and oncom. In 1945, this term changed its name to culinary “Taoge Tauco”, which became the name for the people of Sukabumi City at that time. The term “toge” in Sundanese is already familiar to the people of Sukabumi City, if someone says they want to buy “toge” then the merchant has understood that it is the bean sprout dish because the composition of the ingredients in this culinary product is only two ingredients, namely bean sprouts and tauco. In 1955 “taoge tauco” changed its contents, namely there was the addition of the components of ketupat, wet noodles, and yellow tofu as filling ingredients; this is due to the influence of Javanese native Islamic culture and the influence of immigrant Chinese culture in Sukabumi City. In 1970 the culinary “taoge tauco” changed its name to “Geco” which is an acronym of tauco bean sprouts and up until now the culinary product is named Geco.

Based on Ketaren (2017) the gastronomic study that is discussed is about local ethnic factors including religion, beliefs, traditional customs, and values of local wisdom contained in the traditional culinary of tauco bean sprouts (Geco) in Sukabumi City. Two ethnic groups living in Sukabumi are Sundanese (Javanese) as indigenous people and Chinese as immigrants. Since its existence, indigenous people have only enjoyed the culinary bean sprouts, but in the 1950s the indigenous people began to experience changes in enjoying the tauco bean sprouts. This is because the majority of natives who are Muslim often enjoy ketupat (rice cake) in the Eid tradition. The use of ketupat in Geco cuisine is in line with the theory of the existence of ketupat on Java island (Misbah, 2019); ketupat first entered when Sunan Kalijaga spread Islam on the Java island, around the 15th century. Due to a large number of ethnic Chinese living in Sukabumi City who began to like the culinary bean sprouts, in 1955 tauco was added as a sauce, and then wet yellow noodles and yellow tofu were added as additional filling ingredients for this product.

4.2 *The geographical landscape of traditional culinary Geco in Sukabumi City*

The geographical landscape in any traditional culinary is influenced by environmental and climatic factors that affect the community in processing the culinary, available agricultural products, the level of diversity of local tribes and immigrants that affect local cuisine (Ketaren 2017). Based on the narrative of Geco traders, the availability of raw materials from the Sukabumi region. For bean sprouts raw materials, one of which is obtained from a home industry located on Jalan R. Didi Sukardi, which is managed by Mr. H. Ibin, it has been producing bean sprout around since 1965. The availability of other raw materials in traditional culinary Geco, that is wet noodles obtained from the home industry of wet noodles located in Jalan Cimandiri (Paris City) in Sukabumi City. This wet noodle home industry is the only one that has been established since 1960. Mrs. Neti is one of the ketupat producers, who has been making ketupat since the 1960s. The tofu used in Geco's traditional cuisine is yellow tofu obtained from the tofu home industry in Jalan Ko-peng and Jalan Pabuaran, Sukabumi City, while the tauco is obtained from the Warung Jambu area, Bogor City. Tauco from Sukabumi City is the tauco home industry, which is located in Jalan Pelabuhan II Sukabumi City with the trademark "Tabera." The owner of tauco "Tabera" is Mr. H. Hamid who is a Chinese descendant of Sundanese who has converted to Islam. He built this business of making tauco as a legacy from his family who came from Sukabumi. The sellers of tauco in Sukabumi are selling the tauco made in Sukabumi City and Warung Jambu area in Bogor City. As well as the use of other ingredients such as sauce and palm vinegar, all sellers use sweet soy sauce with the trademark "Samyu," which is located in Jalan R. Didi Sukardi (Gedong Panjang) Sukabumi City. Samyu soy sauce was founded in 1973 by a Chinese descendent. The meaning of "Samyu" in Chinese is "three friends." Palm sugar and palm vinegar are obtained from areas in Sukabumi Regency. One of them is located in Cikaliung, Kalibunder village, Sukabumi Regency. The palm sugar and palm vinegar are obtained from the tapping of palm trees (Arenga sp.), and then the palm water is divided into two products, that is for palm sugar and palm vinegar products. Those products are then collected by the collector and brought to Sukabumi City and Sukabumi Regency.

1. The cooking method of Geco Traditional culinary

   The things discussed in cooking methods include the techniques and processes of making food, the equipment used, and the taste and texture of the food (Ketaren 2017). The equipment used for traditional *Geco* is still traditional, namely a Kendil made of clay or copper as a storage tool for *tauco* sauce and a tray made of copper used to boil bean sprouts. The equipment is obtained from the Sukabumi area, in the Cibatu area, Cisaat Regency. Sukabumi. Cibatu Cisaat area is an area for craftsmen of tools made of iron in the form of knives, swords, household tools, agricultural tools, and other tools. The recipe for traditional *Geco* cuisine consists of bean sprouts as the main ingredient, other stuffing ingredients consist of *ketupat*, wet noodles, and yellow tofu. As for the sauce, it is made of *tauco*, shallots, garlic, green onions, red chillies, brown sugar, salt, and sugar. The process of making sauce from this *tauco* is very easy, the first step is grinding the spices, then sauté until fragrant, then adding the coarsely ground *tauco* into the spices, then stir-frying until fragrant, before adding water, and other spices. After the sauce has been made, then it is stored in the *kendil*. The *kendil* can be made of clay or copper. One of the unique things of traditional culinary products lies in the use of traditional tools (Setiawan 2016), the purpose of storing sauce in a *kendil* is so that the sauce is durable and the taste of the sauce does not change if it is stored for a long time. The cooking methods still use firewood. The use of firewood in a traditional culinary process is to add a distinctive aroma and taste to a dish (Ketaren 2017). The firewood usually uses coconut shells or dry tree branches in order to get the long-lasting fire.
2. Preservation of Geco Traditional Culinary through Culinary Tourism

   The purpose of *Geco* traditional culinary preservation is carried out as an effort to prevent the traditional cuisine from going extinct with the advent of modern culinary products from various countries that are entering Indonesia. According to Putri et al. (2019) and Ayuningsih (2017) traditional culinary preservation through the aspect of culinary tourism has the following approach: basic concept and implementation strategy. The basic concept of preserving *traditional Geco* in Sukabumi includes an educational policy such as adding local food into the Tourism Vocational School curriculum, promotion of traditional culinary delights through the local government of Youth, Sport, and Tourism office, and also implementing the regulation to hotels in Sukabumi City to provide traditional *Geco* as a breakfast dish for hotel guests. Also a map has been created of the locations of traditional Geco restaurants, as well as an application for android mobile phones with the title D'Geco's.

5 CONCLUSION

The history of traditional Geco in Sukabumi City has occurred since 1900. This culinary product was introduced by sellers from Bogor to Sukabumi City. The geographical landscape is influenced by environmental and climate factors in Sukabumi City, and the raw material is easy to find in Sukabumi City and the surrounding areas. The cooking method passed from generation to generation by sellers is still maintained so that the taste of traditional Geco remains the same, with a sweet, savory (umami), and sour taste. Traditional Geco has been preserved through policies such as educational policy; adding local food into the Tourism Vocational School curriculum in Sukabumi City; promotion of traditional culinary products through the local government office of Youth, Sport, and Tourism; regulation to the hotels to provide Geco for breakfast. Furthermore, in the digital era, the researchers created a map of traditional Geco sellers around Sukabumi City and created a technology-based application for Android phones.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Green paths for foodies after COVID-19: Sustainable practices of European high-end restaurants

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ABSTRACT: While the COVID-19 pandemic has a major impact on hospitality establishments today, conscious entrepreneurs have exploited this critical situation to carry out self-revision and examined the opportunities to open new models during or after the multiple shutdowns. The period of recovery after a crisis often shifts in a new direction of operation such as the emergence of a zero-kilometer food strategy and other sustainable approaches in gastronomy and tourism. Our research is based on the benchmarking methodology that is a complex, systematic process including the creation of new standards to improve particular areas. A system of criteria was defined based on the practices, where the criteria could be classified into 3 dimensions: procurement of raw materials and menu items; operation and restaurant design; and local communities and social responsibility. By this research, we aim to outline possible pathways for market operators and hospitality professionals that serve them as a "handhold" during the recovery period after COVID-19.

Keywords: sustainability, gastronomy, Michelin, restaurants, COVID-19

1 INTRODUCTION

As a result of the coronavirus, economic life has changed fundamentally all over the world. While home delivery and takeaway food provided some chance of survival for some players in the hospitality industry, particularly fine dining restaurants were severely affected by the epidemic, especially the ones that mainly relied on gastronomic tourists coming from distant countries. However, the appearance of coronavirus vaccines and the beginning of mass vaccinations may be the first steps on the road to recovery. Nevertheless, it can be concluded that economic systems are undergoing significant change, and the question is how we can emerge from the crisis. Although experts say the end of the age of globalization has not yet come (Elliott 2020; Karabell 2020); some analysts expect a significant change in the system of value chains (Kantrup et al. 2020), as was the case during the economic crisis that started in 2008 (Van Til 2020).

In our study, we are about to answer the research question "*what sustainable practices are applied and communicated by European high-end restaurants?*" In our study, we attempt to outline a sustainable vision for restaurants based on the literature and our empirical benchmarking analysis. First, we review the literature of sustainable hospitality based on which we present the results of our research along the dimensions and research criteria defined by the following paper. The examination was carried out online by processing the information available on the internet: restaurants' websites, social media sites, as well as reports and blog posts. In addition to the academic aims, the goal of

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this research is to present some exemplary practices to the hospitality professionals with that the re-launched restaurants may realize a more sustainable operation.

2 LITERATURE REVIEW

The period of recovery from the crisis may lead to the opening of new directions in the field of management—also affecting the practice of hospitality management. Such a new direction could be the promotion of sustainable models in hospitality and, as part of this, the spread of procurement strategies based on local producers. Sustainability can be analyzed along three pillars—examining the environmental, economic, and social aspects of a given issue. Nevertheless, examining the issue of sustainability, we find that although many studies have been conducted on the topic of tourism in recent decades, the academic sphere has focused less on the issue of sustainability of restaurant hospitality and food served (Jacobs & Klosse 2016). At the same time, it is important to highlight the contradiction that surrounds sustainable hospitality. While the sector is increasingly seeking to use sustainability in both its marketing messages and customer experience management, on the other hand, the emphasis is often on "*conspicuous consumption*," which can be seen as the opposite of responsible consumption (Jones et al. 2016).

One of the main initial milestones in the spread of sustainable hospitality was the launch of the "slow food" movement in 1986, the initiative of an Italian gastro blogger, named Carlo Petrini. Three years later, in 1989, the basic document of "slow food" was born in Paris, proclaiming the importance of local markets, regional traditions, and the enjoyment of slowly cooked food (Simonetti & Petrini 2012). Restaurant menus based on ingredients from the nearest possible source—commonly known as zero-kilometer food or farm-to-table/farm-to-fork concepts—have become fashionable since the early 2000s in Western European countries. Fine dining restaurants were first affected by this phenomenon, which later spread to other categories of hospitality establishments as well. Looking at the literature, we can see that there is no uniform definition for local products. According to the Canadian Food Inspection Agency, for products advertised as "local," a maximum distance of 50 kilometers is allowed between the place of production and the place of sale (Herzog & Murray 2013), while elsewhere products from a 100-kilometer distance are also marked with the "local" badge (Hall 2013). Kooy (2013) formulated the basic criteria of sustainable food preparation along with five "*ingredients*" by analyzing the cultural, health, natural, quality, and profit aspects of the topic. However, Rimmington et al. (2006) previously identified nine necessary criteria for sustainable food preparation, also highlighting the use of local ingredients and the choice of products from nearby producers.

However, research with more than 1,200 consumers has shown that motivation to buy local products is more about supporting local actors than about the quality characteristics of the product itself (Memery et al. 2015). In general, the complete displacement of imported goods cannot be a realistic goal for the hospitality sector. According to KOOY (2013), a value of around 20 percent of the share of raw materials from abroad may be ideal, while the rate of use of local products is set by the author at 80 percent. The results of a study published by Kinnunen et al. (2020) ties in with the previous principle. Although the length of food supply chains, and thus the "locality" of food systems, is a key consideration in the sustainability narrative, we can see that overall, between 11 and 28 percent of the world's population can meet the demand for crops within 100 kilometers depending on the regions and plant varieties studied (Kinnunen et al. 2020). Emphasizing the role of local raw materials, the European Commission's Communication of 20 May 2020 addresses the issue of the "*farm-to-table*" strategy, addressing the values that Europeans attach to the sustainability of food. In the text, the Commission points to the impact of short value chains on consumers' health and quality of life, stating that consumers must be able to choose sustainable foods and therefore all actors in the food chain must take responsibility while recognizing their potential (European Commission 2020). Nevertheless, the first necessary step in putting these theories into practice is for those working in the hospitality industry to recognize the role of local product-based thinking—which, according to KOOY (2013), can be analyzed along three dimensions of sustainability pillars: social, economic, and environmental.

3 METHOD

Our experience shows that sustainable hospitality systems are an area less examined by academic researchers, however, it is gaining in popularity nowadays. In our research, we aim to explore sustainable solutions and practices for market players that can help them in the post-COVID-19 recovery period. The analysis was performed by qualitative analysis to obtain specific information on exemplary practices. Bhutta and Huq (1999: 254) define "*the essence of benchmarking is the process of identifying the highest standards of excellence for products, services, or processes, and then making the improvements necessary to reach those standards—commonly called best practices*." Based on the literature, several different benchmarking models have evolved over the years. Deros et al. (2006) also examined trends in this methodology, which were classified into different models. Our present research can be seen as one of the subtypes of "*consultant or expert-based models*" that are based on personal opinion and experience to provide advice to organizations. This approach is considered to be specifically practice-oriented (Deros et al. 2006).

Our research aims to identify and present sustainable practices of restaurants. Therefore, we included high-quality European restaurants in the benchmarking research. The restaurants have been selected based on their performance in Michelin Guide, with only restaurants with the "*Michelin Green Star: Gastronomy and sustainability*" award being selected. The collection of practices was carried out in April and May 2021 by processing information available on the internet: restaurants' websites, social media sites (Facebook and Instagram), as well as reports and blog posts.

Table 1. Restaurants analyzed in the paper.

Name of restaurant	Location	Number of Michelin Stars*
Horváth	Berlin, Germany	2
Loam	Galway, Ireland	1
The Black Swan	Oldstead, UK	1
Joia	Milan, Italy	1
L'Enclume	Cartmel, UK	2
Gastrologik	Stockholm, Sweden	2
Arpége	Paris, France	3
La Distillerie	Bourglinster, Luxemburg	1
Alain Ducasse au Plaza Athénée	Paris, France	3
Mirazur	Menton, France	3
Osteria Francescana	Modena, Italy	3
Alchemist	Copenhagen, Denmark	2
Restaurant Sat Bains	Nottingham, UK	2
The Dining Room	Malmesbury, UK	2

* as of 3 September 2021.

As a result of the study, a total of 14 restaurants (Table 1) were identified as having exemplary practices, which were analyzed along the following dimensions:

- Procurement of raw materials and menu items
- Operation and restaurant design
- Local communities and social responsibility

The challenge of the coronavirus pandemic also concerned our research as most of the restaurants were closed due to restrictions. During the data collection, we analyzed online posts and articles, reports, blog posts written about the restaurants' operation, menu, and/or other activities.

4 RESULTS AND DISCUSSION

Our analysis of restaurants awarded by Michelin Green Star revealed that sustainable practices are widely applied and communicated online. We tried to focus equally on all three pillars of sustainability and finally, as a result of this analysis, we defined criteria grouped into three dimensions (procurement of raw materials and menu items; operation and restaurant design; local communities and social responsibility) outlined below.

4.1 *Procurement of raw materials and menu items*

In the case of the examined restaurants, the procurement of ingredients appeared as a primary consideration. However, the use of organic or biodynamic raw materials obtained from local producers is no new phenomenon, this approach has appeared in many cases (examples: Restaurant Horváth, Loam, Joia, Arpége, Alchemist), aiming not only to protect the environment by their short supply chains but also to support local communities and transparency in production. In addition, the use of local ingredients can also easily ensure the seasonality of the menu. At Gastrologik, they not only work with ingredients sourced from local, Swedish producers, but every day they create a daily menu from current fresh local ingredients. In the case of Loam, which serves renewed local food, the role of local wild herbs and seaweeds, fresh fish, and seafood from the Atlantic Ocean is strongly communicated on the menu. Restaurants' head chefs often shop from local farmers' markets (e.g., Restaurant Horváth from the Maybachufer farmers market). At the same time, a new trend is that restaurants satisfy their need for some vegetables, fruits, or herbs by their production – having their farm or vegetable garden (examples: Restaurant Horváth, The Black Swan, Arpége).

Restaurant Sat Bains works with the University of Nottingham to strive for sustainability, thus having its garden that produces about 40 percent of the plants, salads, and herbs used. In addition, two beehives have been installed in the garden providing homemade honey for the restaurant. The case of L'Enclume is also exemplary. To provide the most seasonal food, the restaurant does not have a permanent menu; their offer changes based on the products available. Some ingredients are produced on their farm, while they also study the plants and try to use the crops in as many growth stages as possible. To ensure sustainable operation, organic, bio-intensive, biodegradable processes are used on the farm and the animals are sourced from ethical producers, just as in Gastrologik. The Arpége Restaurant, both on the website and the social media, strives to place great emphasis on working with seasonal food from the chef's gardens, as well as highlighting that all ingredients from the gardens are organic. La Distillerie's head chef, René Mathieu, based on interviews with him, visits the garden around the restaurant every morning to pick up fresh ingredients (vegetables, fruits, herbs) for cooking. Alain Ducasse au Plaza Athénée also used home-grown vegetables from the courtyard of the Palace of Versailles, as well as fish caught sustainably, with a short delivery time, so that it gets freshly into the restaurant. Osteria Francescana also relies on producers from the region and the city, preferring mainly small family businesses with high-quality products.

Offering vegan and vegetarian menus in high-end restaurants is not a unique phenomenon nowadays as we could see in several examples (e.g., The Dining Room, Restaurant Horváth, The Black Swan, Joia, Gastrologik, Arpége). Moreover, restaurants usually pay attention to guests with special dietary needs, usually by asking them about their intolerances or requirements while booking the table or after seating them. Restaurant Horváth also offers non-alcoholic drink pairing to the tasting menus. In L'Enclume, the flexitarian diet appears on the menu lines: however, the restaurant is not vegetarian, there is only a small proportion of meat-based dishes. The Dining Room also offers a special pescatarian menu. However, La Distillerie is not considered vegan, based on its philosophy it is a "vegetable restaurant" using plenty of vegetables, while meat appears only as a "side dish" on the plates. Emphasizing the "Think Vegetables! Think Fruit!" principle in its communication, the main role belongs to vegetables and fruits. However, using the trio of fish, cereals, and vegetables, Alain Ducasse au Plaza Athénée restaurant did not place meat dishes on the menus.

As a new trend, daily changing menus based on currently available ingredients also point to sustainability, while at the same time representing seasonality and reducing food waste. One of such restaurants is Mirazur, where lemon is used for all dishes symbolizing the city of Menton where the restaurant is located. Alchemist's mission is to raise the awareness of consumers for sustainable methods, thus, as part of the restaurant experience food specifically addressing sustainability issues may be served for guests as well.

4.2 *Operation and restaurant design*

Generally, restaurants following the principles of sustainable operation pay attention not only to the ingredients and their menu setting but also to such aspects as the design of interior or water, energy, and waste management. Dealing with the issue of energy reduction is not a novelty. Most restaurants are trying to reduce their energy consumption with various energy-saving solutions, and the use of renewable energy is also becoming more common (for example L'Enclume, Loam, Gastrologik). Quantifying the exact effects of new solutions, we can see that Restaurant Sat Bains has reduced their power consumption by 18% by using solar panels. In the case of Loam, they not only pay attention to this principle in their activities but also expect their suppliers to use responsible energy. Another exemplary practice is the opening of an outdoor terrace in Restaurant Horváth, which aims to reduce energy use by taking advantage of natural ventilation and lighting. Gastrology is a particularly good example of the reuse of energy: heat generated during cooking is used in the heating of guest areas. It is also a general approach to reduce the amount of waste and eliminate food waste in restaurants. Sometimes it is also stated in the operation concept by referring to the nose-to-tail consumption principle in the use of ingredients of animal origin. For example, in the case of Loam, it is emphasized that all parts of animals are used—even bones and other offal are also used in food preparation. Conscious communication of the zero food waste concept is also common (example: L'Enclume, Joia, Mirazur). The owner of Osteria Francescana, Massimo Bottura, has often spoken publicly to raise awareness about food waste reduction. In his restaurant, he contributes to this goal by cooking the leftover ingredients every week as a matter of charity so that it doesn't end up in the trash.

As a result of half-year-long scientific studies carried out by a PhD student in Restaurant Alchemist, with the cooperation of other employees, waste products could be minimized and all waste is classified into 16 categories, including 3 different types of plastic by now. Their biodegradable waste is collected for biogas, while the remaining food still safe for consumption is delivered to 14 organizations, providing food for disadvantaged groups. Regarding compostable food waste, restaurants often compost locally (e.g., Gastrologik, Mirazur) or send the waste to composting plants, which later contribute to the growth of fruits and vegetables (e.g., Loam). In Restaurant Sat Bains, waste is also composted, which quantifies an annual saving of £16,000 in landfill costs. In the restaurant, food waste is put into a machine that boils at 65 degrees, extracts the water, and converts it into a dry matter, then takes 3-6 months to make compost and then uses to grow the garden. While in many cases, the reduction of plastic is initiated (example: Gastrologik, Mirazur) or completely avoided. In Restaurant Horváth, the interior design also reflects sustainability by using wood materials and surrounding the outdoor terrace with special plants thus reducing its negative environmental impact.

4.3 *Local communities and social responsibility*

In many cases, responsibility for local communities and society is reflected in the communication and activities of restaurants. For instance, Restaurant Horváth supports the brands and companies they work with on their social media pages. Moreover, under an initiative ("Suppe mit Sinn" project) launched in recent years the restaurant also supports people in need. Furthermore, Restaurant Joia serves food for patients at the Sant'Orsola-Malpighi Hospital in Bologna. As an exemplary practice, Restaurant Loam not only lists their partner producers on their Instagram and Facebook sites but also helps educate students in local schools to fight together for a more sustainable world. This includes cooking demonstrations for children, in cooperation with Slow Food Ireland. In collaboration with elementary schools, the 2 Michelin-starred restaurant, The Dining Room also organizes cooking demonstrations for children. Supporting education is a general principle of Alain Ducasse as well, as he believes that changing our eating culture is only possible through education, therefore he founded Ducasse Education.

Sustainability operation is also reflected in Osteria Francescana by incorporating culture and traditions into the food served as well as into the image of the restaurant. The owner, Massimo Bottura, also believes that everything is based on our knowledge of culture. "*Culture brings knowledge. Knowledge leads to the opening up consciousness — and consciousness to a sense of responsibility. That step is very short.*" – he stated.

Table 2. Criteria of restaurants' sustainable practices.

Dimension	Criteria
Procurement of raw materials and menu items	Using sustainably sourced ingredients from locals Reducing meat consumption Seasonally (or even daily) changing menus Menus for guests with special dietary requirements
Operation and restaurant design	Reducing energy consumption Using sustainable energy sources Reducing waste generated in restaurants Using sustainable materials in interior design
Local communities and social responsibility	Reflecting on local culture in the restaurants' operation Indicating producers and partners in their communication Supporting deprived local communities Getting involved in education and supplementing local communities' knowledge

However, there is no available representative data about how the operational models of European restaurants have been affected due to the pandemic, our practical experience shows that it has been changed in some aspects in several cases. Our results are mainly in accordance with Kooy's (2013) recommendation about the ratio of local and imported goods. The analyzed restaurants mainly try to use the most local ingredients available, however, in some instances (e.g., spices) it is less feasible. Nevertheless, while many restaurants communicate their "localist" procurement strategies, it is usually not clearly defined what local products exactly mean. This is in parallel with our literature review identifying definitions setting a maximum of 50 kilometers (Herzog & Murray 2013) or even more than 100 kilometers (Hall 2013) as a necessary criterion.

In summary, we can say that sustainable practices can be grouped into several categories. While Kooy (2013) marked cultural, health, natural, quality, and profit aspects of sustainable hospitality operations, our results could be classified into 3 dimensions based on the concerned operating areas: procurement of raw materials and menu items; operation and restaurant design, as well as local communities and social responsibility. However, we must not overlook the inconsistency of sustainable hospitality operations. While the examined restaurants are increasingly seeking to use sustainability on both its webpages and social media sites, on the other hand, the emphasis is often on 'conspicuous consumption, which is the opposite of responsible consumption as also noted by Jones et al. (2016). By this research, we intended to fulfill a gap in the academic literature about restaurants' sustainable practices. As Jacobs and Klosse (2016) also stated, while many studies have been conducted on the topic of tourism in recent decades, the academic sphere has focused less on the issue of sustainability of restaurant hospitality and food served. In addition, beyond the academic aims, the purpose of our research was to outline exemplary initiatives to chefs, restaurant owners, and managers so that restaurants may realize a more sustainable method of operation after the restart.

5 CONCLUSION AND IMPLICATIONS

In our study, we intended to answer the research question "what sustainable practices are applied and communicated by European high-end restaurants?" Firstly, we reviewed the literature of sustainable hospitality based on which we presented the results of our research along the dimensions and research criteria defined by this paper. The examination was carried out online by processing the information available on the internet: restaurants' websites, social media sites, as well as reports and blog posts.

Our analysis of restaurants awarded by Michelin Green Star revealed that while environmentally conscious organizational practices are often applied and communicated online, economic and social sustainability considerations are less often taken into account in such establishments. At the same time, in developing the dimensions of the analysis, we tried to focus equally on all three pillars of sustainability, which resulted in the definition of the analytical criteria outlined in the paper. Our results were allocated within three dimensions (procurement of raw materials and menu items; operation and restaurant design; local communities and social responsibility), assigning each practice to specific aspects by dimension (see Table 2). Based on the results, we can state that "local thinking" appears across the dimensions in exemplary practices, mainly regarding the procurement of ingredients. Offering vegan and vegetarian menus is a common phenomenon nowadays while restaurants usually also pay attention to guests with special dietary needs and intolerances. Some of the restaurants openly communicate their intention to reduce the use of meat, such as by offering vegetarian, flexitarian, or pescatarian menus or identifying themselves as vegetable restaurants. Moreover, as a new trend, daily changing menus based on currently available ingredients also point to sustainability, while at the same time representing seasonality and reducing food waste. However, restaurants primarily communicated their menus and ingredients as sustainable practices, several examples could be found regarding energy and waste management as well. Conscious operation is important to reach long-term results and quantify the exact effects of responsible solutions. To reduce waste produced in hospitality, scientific results may be applied as well. As an example showed, based on the result of a study carried out by a PhD student in one of the analyzed restaurants, all waste could be classified into 16 categories while minimizing waste production at the same time. In connection with sustainability's social pillar, remaining food still safe for consumption may be used for charity as well.

In many cases, responsibility for local communities and society is reflected in the communication and activities of restaurants—such as supporting people in need, serving food for patients in hospitals, or educating students in local schools on sustainable issues. A limitation of the research was that due to the pandemic, the analyzed restaurants were heavily affected by Covid-19 restrictions and even closed for more or less time in 2020 and 2021. Thus, we could only examine their practices based on their online communication which is one of the most significant limitations of this study. However, for this reason, we intend to conduct a comprehensive study in the future regarding the practice of high-end restaurants as well as a comparative analysis with the practices described in the present study.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Competencies of bachelor's degree graduates in the field of culinary business management and gastronomy tourism

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ABSTRACT: Currently culinary businesses and gastronomic tourism are growing rapidly in Indonesia. This sector needs the competency of human resources to provide good quality culinary products and gastronomic tourism destinations and to be able to exist as businesses. Good quality education needs to be continued; thus, it can produce a good quality educational output, and then the graduate will be absorbed by the industry. This study aims to determine the prominent competencies of the graduate according to the graduate users' satisfaction. This research uses descriptive quantitative methods, through survey techniques. This study uses the consumer satisfaction index (CSI) and Important Performances Analysis (IPA) methods by identifying the level of service quality using the seven indicators of integrity, professionalism, mastery of foreign languages, IT skills, communication skills, adaptability, self-development, and teamwork. The sample of this study is 30 graduates of the Catering Industry Management Study Program, Universitas Pendidikan Indonesia. The aim of this program is to produce graduates in the field of culinary business management and gastronomic tourism. The result of this study is that there is a gap between user expectations and the performance of Catering Industry Management graduates. This gap can be proven in quadrant A in the Cartesian diagram of IPA analysis, meaning it needs to maintain its achievements and keep up the good work.

Keywords: Bachelor Competency; Culinary Business; Gastronomic Tourism; CSI; IPA Analysis

1 INTRODUCTION

The tourism industry has become a leading sector that contributes to the nation's economy. This industry has the potential to encourage economic growth and can also provide a double effect *(multiplier effect)* for the wider community. Culinary tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy food or drinks (Widayati & Harsana 2008). Tourism will develop well if it is supported by businesses related to the food sector (Sara et al. 2009). The government continues to strive to develop all national tourism potential. Therefore, the academic community must play an active role in contributing ideas to the implementation of the tourism wheel. Tourism students as one of the components of the academic community are expected to be able to become a component in the development of Indonesian tourism.

Higher education is a continuation of secondary education which is carried out to prepare students in their roles as members of the community with academic and professional competence abilities who can practice, advance, and create science, technology, and arts. (Shobirin et al. 2019). The study program in higher education is a group of unitary sciences in educational activities that have certain learning methods and curricula (Bakhtiar & Latif 2017). The Catering Industry Management (MIK) academic education study program was established on March 16, 2005, under the auspices of the Faculty of Social Science Education (FPIPS), Universitas Pendidikan Indonesia, and the output of this program is to produce graduates in the field of culinary business management and

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gastronomic tourism. Efforts to improve the quality of education in study programs at universities are undertaken by evaluating educational outcomes through conducting a track record study called a *tracer study* (DIKTI 2011).

Irawan and Handi (in Bahri & Sada 2019) suggest that satisfaction is defined as an attempt to fulfill something or make something more adequate. Satisfaction can also be interpreted as an impression of something that has met expectations. In one of the points of the accreditation guideline for the assessment of higher education study programs by the National Accreditation Board for Higher Education (BAN-PT) regarding the evaluation of graduate performance, the level of satisfaction of graduate users is assessed by several aspects, namely: 1) integrity (ethics and morals), 2) expertise in the field of science (professionalism), 3) foreign language skills, 4) use of information technology, 5) communication skills, 6) teamwork, and 7) self-development (National Accreditation Board for Higher Education 2019).

The main purpose of this study is to measure and track the competency of bachelor graduates in the field of culinary business management and gastronomy tourism, in the case of the Catering Industry Management study program, to measure user or stakeholder satisfaction with alumni of the Catering Industry Management study program as an effort to improve the quality of education and services for graduate competencies.

2 LITERATURE REVIEW

2.1 *Definition of tourism*

Tourism can be defined as a travel activity carried out by a person or group of people visiting a particular place for recreation, personal development, or studying the tourist attraction visited (Pradana 2019). With the existence of tourism activities that can encourage the growth of many companies that form the tourism industry, namely the tourism service business *(Service industry)*, that fulfills various needs for tourists, and which aims to provide facilities and form products to help the smooth progress of tourist activities (Ningsih 2014). Business or service facilities in tourism can be grouped into five groups, namely: transportation providers, accommodation providers, food and beverage providers, area providers, and water tourism (Utama 2017).

2.2 *Satisfaction indicators*

Satisfaction is the feeling of pleasure or disappointment felt by a person arising from the performance of a product (Kotler & Keller 2014). There are seven indicators of satisfaction in the quality of the graduates of the study program in this study, namely integrity, professionalism, mastery of foreign languages, IT skills, communication skills, adaptability, self-development, and teamwork (National Accreditation Board for Higher Education 2019). There are several methods that companies use to measure customer satisfaction with their company's products, namely complaint and suggestion system, customer satisfaction survey (directly reported satisfaction, problem analysis, and important performance analysis) ghost shopping, and lost customer analysis (Tjiptono 2011).

2.3 *Stakeholders*

Based on the location and position of stakeholders in tertiary institutions, stakeholders are divided into several groups, namely primary stakeholders, i.e., lecturers, students and alumni, education staff, and other personnel; secondary stakeholders, i.e., creditors, media, educational institutions, and competitors; and key stakeholders, i.e., the Board of Trustees (MWA) (Purnama & Sulastri 2014).

2.4 *Tracer study*

A tracer study is a method to get feedback from alumni which is widely used in several universities in Indonesia. The feedback provided by alumni is needed for universities to improve and develop the quality of their learning systems, it can also be useful for universities in the mapping industry and the business world (Farida & Saptarini 2020).

2.5 *Higher education*

Based on the definition of higher education according to Law Number 12 of 2012, Higher Education has the functions to 1) develop capabilities and shape the character and civilization of a dignified nation to educate the nation's life; 2) develop innovative, responsive, creative, skilled, competitive, and cooperative academics through the implementation of the Tridharma and; and 3) develop science and technology by paying attention to and applying humanities values (Law No. 12 of 2012 concerning Higher Education, 2012, 2012, pp. 6).

2.6 *Graduate's readiness to enter the work field*

According to Stefani and Yulhendri (2014), work readiness is individual conditions that explain the harmony between mental, physical, and experience and the will to carry out an activity or work to be faced. Pool and Sewell (in Sariroh 2018) stated that a student is said to be ready to enter the work field if he already has the following four aspects: *knowledge,* namely having sufficient knowledge in his field; *career management system,* namely skills in carrying out some developing tasks; *presentation* namely understanding all the knowledge that has been studied; and *personal circumstances*, namely personality attributes that can highlight the potential that exists in a person.

3 METHOD

The subjects of this research are agencies and industries that use alumni from the Catering Industry Management Study Program at the Universitas Pendidikan Indonesia who graduated from 2015 to 2020. There were 30 respondents from various companies and agencies that used Catering Industry Management graduates. The data collection method used in this research was a survey method through a questionnaire. The users of Catering Industry Management graduates are described in the pie chart in Figure 1.

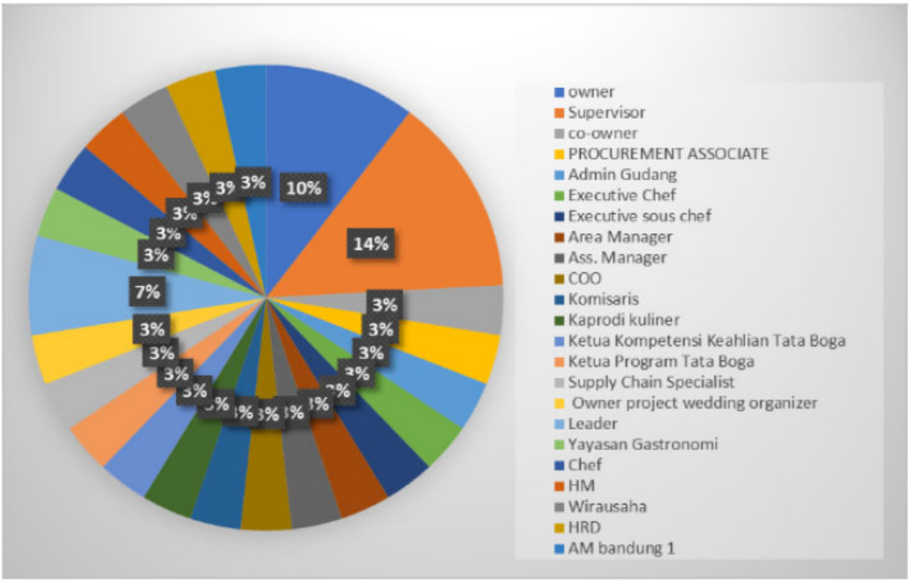

Figure 1. The users' job position.

The object of research in this study is stakeholder satisfaction as a dependent variable (Y) and performance (competency) of graduates of the Catering Industry Management study program as the independent variable (X). The data analysis techniques Consumer Satisfaction Index (CSI) and Important Performances Analysis (IPA) were used as the analysis method.

a. Consumer Satisfaction Index

The Customer Satisfaction Index (CSI) is a method that uses an index to measure the level of customer satisfaction according to certain attributes. According to Irawan (in Simanjuntak 2013, p.24), there are four stages in calculating the Customer Satisfaction Index (CSI), namely:

1. Determining the Mean Important Score (MIS) and Mean Satisfaction Score (MSS).
2. The Mean Important Score (MIS) is obtained by calculating the average weight of each attribute of importance, while the Mean Satisfaction Score (MSS) is obtained by calculating the average weight of each satisfaction attribute.
3. Creating Weight Factors (WF)

This weight is the percentage value (MIS) per attribute of the attribute that determines the total Mean Important Score (MIS).

Creating Weight Score (WS)

This weight is a multiplication of Weight Factors (WF) with an average level of satisfaction or Mean Satisfaction Score (MMS)

The formula for determining the value of CSI,

i.e.: CSI $= \frac{Wsi\Sigma}{5} \times 100\%$

Description, WSi_{Σ} = number of attributes of interest

5 = number of scales

b. Important Performances Analysis (IPA)

Important Performances Analysis technique is a tool used by service users to analyze and compare the results of the perceived service with the expected satisfaction (Hertanto 2019, p. 30). Questions that have been packaged into questionnaires are then used to determine to what extent these questions are assessed according to the level of implementation and importance. A scale range formula is needed (Umar 2007, p. 165) as follows:

$$\mathrm{RS} = \frac{\mathrm{n(m-1)}}{\mathrm{m}} \tag{1}$$

Description, RS = Scale / Range

m = Number of alternative answers for each item

n = Number of samples Then obtained:

$$\mathrm{RS} = \frac{30(5-1)}{5} = 24 \tag{2}$$

In the range of the scale, the number of samples (n) used is the number of companies using the Catering Industry Management alumni, which was 30 respondents. Thus the scale range for each assessment group is 24 points.

Table 1. Scale ranges for each group based on performance levels and expectations.

Levels of Expectations	Scale	Performance Levels	Scale
Very Bad	30–54	Very Bad	30–54
Poor	55–79	Poor	55–79
Fairly Good	80–104	Fairly Good	80–104
Good	105–129	Good	105–129
Very Good	130–154	Very Good	130–154

4 RESULTS AND DISCUSSION

4.1 *Consumer Satisfaction Index (CSI)*

CSI analysis aims to determine the level of satisfaction of the overall attribute items from users on the performance of Catering Industry Management graduates.

From the results of calculations using the above formula, the CSI value is 85.4 percent, which means the level of user satisfaction with the performance of graduates of the Catering Industry Management is "very satisfied."

4.2 *Important Performances Analysis (IPA)*

By Important Performances Analysis (IPA) technique, this study found the table IPA analysis to be as in Table 2.

Table 2. Table of important performances analysis (IPA).

			Average Value				
			No. Attributes	Score of Performance	Level of Performance	Level of interest	Rate of Expectations
No	Indicator	Statement	Attributes		X1		Y1
1.	Integrity	Responsible	A1	139	4.96	116	4.14
		Loyalty to the job	A2	136	4.86	116	4.14
		Idealists	A3	120	4.29	116	4.14
		Consistent in work	A4	131	4.68	116	4.14
2.	Professionalism	Time discipline	A5	126	4.50	116	4.14
		Ability to carry out tasks	A6	134	4.79	116	4.14
		Field competence	A7	126	4.50	116	4.14
3.	English ability	Speaking	A8	119	4.25	116	4.14
		Reading	A9	126	4.50	116	4.14
		Writing	A10	123	4.39	116	4.14
		Listening	A11	123	4.39	116	4.14
		Certificate of English proficiency (TOEFL /TOEIC)	A12	111	3.96	116	4.14
4.	Communication skill	Ethics in communication	A13	133	4.75	116	4, 14
		Communication between personal	A14	133	4.75	116	4.14
		Self-Control	A15	129	4.61	116	4.14
		Good behavior	A16	118	4.21	116	4.14
		The ability of public service	A17	129	4.61	116	4.14
		Responsiveness	A18	133	4.75	116	4.14
5.	Information Technology	Operating Office programs skills (Microsoft word, excel, and PowerPoint)	A19	127	4.54	116	4.14

(Continued)

Table 2. Continued.

No	Indicator	Statement	No. Attributes Attributes	Score of Performance	Level of Performance X1	Level of interest	Rate of Expectations Y1
			Average Value				
		Graphic design and video editing skills (Photoshop, Corel draw, windows movie maker)	A20	115	4.11	116	4.14
		Food digital marketing skill (web-site, blog, social media)	A21	125	4.46	116	4.14
6.	Teamwork	Ability to work in a team	A22	136	4.86	116	4.14
		Coordination	A23	133	4.75	116	4.14
		Division of tasks	A24	134	4.79	116	4.14
		Solidarity in the Team	A25	138	4.93	116	4.14
7.	Self-development	Perseverance	A26	133	4.75	116	4.14
		Creativity	A27	130	4.64	116	4.14
		Visionary	A28	127	4.54	116	4.14

After obtaining the average value of the assessment of importance and performance in each attribute, the average value of the level of importance on the vertical axis is 4.57 and the average value of the performance level on the centerline for the horizontal axis is 4.27.

Table 3. Quadrant importance performances analysis (IPA) for quality performance of graduates.

QUADRANT I MAIN PRIORITIES Attributes in quadrant I are considered very important by users but the performance given by graduates of Catering Industry Management is not satisfactory so graduates must improve their performance. The attribute numbers in quadrant I are: A3, A7, A8, A9, A11, A12, A16, A19, A20, A21.	**QUADRANT II MAINTAINS ACHIEVEMENT** The attributes in quadrant II are considered very important according to users and the performance provided by the Catering Industry Management graduate is very satisfactory, so graduates must be able to maintain their performance. Attribute numbers in quadrant II are: A1, A2, A13, A15, A18, A24, A25, A26, A27
QUADRANT 111 LOW PRIORITY Attributes in this quadrant are considered less important for users and the performance of graduates of Catering Industry Management is less than satisfactory. The attribute numbers in quadrant III are: A5, A10, A28.	**QUADRAN 1V EXCESSIVE** Attributes in this quadrant are considered less important for users but the performance provided by graduates of Catering Industry Management is very satisfactory. The attribute numbers in quadrant IV are: A4, A6, A14, A17, A22, A23.

From the results of data processing through IPA analysis in the Cartesian diagram above, the calculation can be carried out by mapping attributes that fall into quadrants I, II, III, and IV. This can be seen in Table 3, from which it can be concluded that there are 10 service items that fall into the top priority category, nine service items that fall into the maintained category, three items in the low priority category, and six items in the excessive category.

5 CONCLUSION

The results of this research can be concluded as follows. Important aspects required by users of the performance of Catering Industry Management graduates, whose graduates focus on the field of culinary business management and gastronomic tourism, are integrity aspect, namely responsibility, job loyalty, idealism; professionalism aspect, namely competence; communication skills aspect, namely communication ethics, self-control, and responsiveness; teamwork aspect, namely division of tasks and solidarity in teams; self-development aspect, namely perseverance and creativity; English skills aspect, namely English language proficiency certificate (TOEFL/TOEIC); communication skills aspect, namely good behavior; and lastly, IT skills aspect, namely graphic design and video editing skills (Photoshop, Corel draw, windows movie maker).

The level of user satisfaction with the graduate's performance on all attributes calculated using the CSI calculation obtained a value of 85.40%, which was categorized as a "very satisfied" satisfaction index. There is a *gap* between user expectations and the performance of Catering Industry Management graduates. This gap can be proven in quadrant A in the Cartesian diagram of IPA analysis, it means maintaining the achievements and keeping up the good work.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Geographical Indication (GI) tagged foods and promotion of gastronomic tourism: A developing country perspective

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ABSTRACT: Food is a distinctive product that attracts tourists and is a symbol of cultural identity for a destination. Gastronomic tourism act as a differentiator that aids in attracting tourists to a destination. India has an array of food like its culture, and each destination has its own distinctive food products capable of being a branded tourism asset. Geographical Indications (GI) based branding is an emerging trend across the world after the introduction of Trade-Related Aspects of Intellectual Property Rights (TRIPS) by the World Trade Organization (WTO). The aim of the current research is to analyze trends in the tagging of unique regional food products and how the existing food products with GI tagging have been promoted in India, a developing country. The findings show that states have added few GI food products and are far behind their potential, they are lacking in branding and promotion. It has also been found that gastronomic tourism has minor representation among tourism offerings.

Keywords: Regional Food, Gastronomic Tourism; Geographical Indication (GI), India.

1 INTRODUCTION

Tourism is the best mode for economic development which helps developing countries like India with the transformation of their economies. Tourism along with travel is a key driver for economic development and creation of jobs around the world. The total contribution of tourism towards global GDP is about US$8.9 trillion and constitutes about 10.3% of the total (WTTC 2019). The country's gastronomic richness of food is still an untapped market and can be promoted as a niche tourism product. The food itself does possess an immaterial cultural heritage and could be a tool for the positioning of a destination (Cavicchi & Stancova 2016). Geographical Indication (GI) is a process by which agricultural and other food products could be marketed that facilitates local communities and the regions to sustain their economic growth and their environmental and social benefits. In a contemporary business setting, GIs are the best tool to promote regional products, mainly local foods (Mogol 2015). Many countries have long been using GI for the branding of their local food products. Consumer preference for a food product will be stronger if there is a close link between the locality of the production with the quality (Roy et al. 2018). Despite its significance, research on regional food and its tourism value remains scarce (Timothy 2015).

2 LITERATURE REVIEW

Demand for tourism products is dynamic in nature. Changing customer expectations and the demand for unique tourism experiences force marketers to induce differentiation in their tourism offerings (Tang & Jones 2006). Many researchers suggest that local foods associated with the specific region

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are a valuable source of differentiation, as food and tourism have a symbiotic relationship with each other (Jolliffe 2012; Piramanayagam et al. 2020; Rusher 2003; Upadhyay & Sharma 2014). Food is one of the major motivators for the tourist traveling to a destination, which enhances their tourism experience (Quan & Wang 2004; UNWTO 2012). It also acts as a source of influence in tourist choice of destination (Cohen & Avieli 2004). Distinctive local food products can be a branded asset for a destination. The brand serves as a reliable signal of quality when the consumer lacks the expertise and time to access the quality of the food (Han 1989). A unique and authentic local food contains all these features, except the ownership. The ownership of local food belongs to a community or group of manufacturers in a specific geographic location and is considered to be a tourism asset. A seller's benefits of the brand are ensured through trademark protections, while the benefit for the community on their local food is through the Geographical Identification Act. GI is a symbol that is used on products that are of specific geographical origin with certain qualities, specifications, and reputation that are distinct to the place of its origin (WTO 1994). GI products are promoting opportunities for creating employment, reducing rural migration to cities, empowering the local community, conservation of biodiversity and environment, preserving traditional knowledge and knowhow on production and processing, creating awareness of heritage, valuing nature, and stimulating belonging among the community (Vats 2006).

There has been a growing demand for GI products in the food sector over the past decade, which indicates that consumers are increasingly valuing products that are associated with a certain place. The relationship between origin and quality is easy to identify and remember by the consumer than the association of brand and quality (Guerrero 2001). A study shows that there is an increase in demand for traditional food and the consumers are ready to pay an additional amount for GI products. In France, consumers are ready to pay a €2 premium more for cheese with a GI, while in Ohio it is has been found that consumers are ready to pay even 30% more for local products with more emphasis on local origin than freshness (Deselnicu et al. 2013). GI food and beverages have established a niche market of their own. Some well-known GI products examples are Champagne from France, Scotch whiskey from Scotland, and Washington Apple from the United States. Understanding the importance of branding and preserving the traditional knowhow, the Government of India introduced an act in the parliament in 1999 in accordance with TRIPS (Trade-Related Aspects of Intellectual Property Rights), an international agreement under the World Trade Organization (Rahmah 2017). Geographical Indication of Goods Registration and Protection Act 1999 defines GI as "an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristics of such goods is essentially attributable to its geographical origin and if such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be" (GI Act 1999). Under the act, any group of individuals, organizations, producers, or any recognized authority will be the legal owner of GI (Revesz 1999).

Developed countries like France, Italy, and Spain have utilized the maximum potentials of GI. France earned about €19 billion, which is almost 10% of the national food market, Italy earned about €12 billion from its 430 GIs, and while Spain earned €3.5 billion within a decade of enactment of the TRIPS agreement (Vats 2006). The United States and Europe are significant markets for wine and spirit GIs. India earned US$ 1.5 billion from the export of Basmati rice during the year 2007. The developed countries, i.e., mostly OECD (Organization for Economic Cooperation and Development) countries, have maximized protected GIs, while in developing countries GI is underutilized (Gopalakrishnan et al. 2007). Some researchers concluded that the GI system is not appreciated to the extent of its optimal value, and is not utilized to its maximum potential by developing countries (Giovannucci et al. 2009; Mogol 2015). India as a country is endowed with an array of tourism resources that include historical, natural, cultural, and gastronomic products. Along with the diversified culture of each state, the food products of each state are distinguished and contribute toward providing a unique tourism product (Aggarwal et al. 2014). India across the world is known for its spices, though it is not very popular for its gastronomic heritage (Jolliffe

2012). International tourists' awareness and exposure to Indian cuisine are also found to be limited (Babu & Gade 2014; Kanungo 2016). The aim of the current research is to analyze trends in the tagging of unique regional food products and how the existing food products with GI tagging have been promoted in India, a developing country.

3 METHODS

The researchers adopted a quantitative research approach. Two sets of data were collected for the study: data on the promotion of gastronomic tourism by the states through promotion media and data on the number of GI-tagged products since the inception of the GI Act in 1999. The data on gastronomic tourism promotion were collected from secondary resources, mainly from the official tourism websites, promotion material on the internet, and social media platforms such as YouTube, Facebook, Twitter, etc. The data on GI products were collected from the website of the Government of India (http://www.ipindia.nic.in/gi.htm). The updating of data happened last on October 25, 2020. While recording the data for analysis, a GI certification issue for both the logo and the word of the particular product is considered as a single GI.

The data for the study evolved from two distinct information sources. At first, the data were collected from tourism websites. Second, the data were collected from social network sites used for tourism promotion by the concerned state-level tourism organizations. A content analysis approach has been adopted to observe and describe the content and the messages related to the promotion of GI-tagged food products in tourism communication. The data presented in India's official tourism websites of 28 states and eight union territories were analyzed using the content analysis method. The home page and other supporting pages of the target website are considered units of analysis. The data were encoded using content analysis. Suppose any material related to local food of the state is being displayed. In that case, it is considered that the respective state is giving priority to the local food and gastronomic experience in their tourism marketing. The data were collected between October to November 2020 from state government websites, Twitter, Facebook, and YouTube of the state tourism board. This method has been widely used in social media and communication-related studies (Voorveld 2019).

4 RESULTS AND DISCUSSION

4.1 *Results*

The secondary data were collected from the reports of the Government of India, such as registration details of a geographical indication, state-wise GI assets in each category, and the presence of GI attractions either foodstuff or agriculture products in various promotional media presented in frequency tables. There were 344 GI registrations until March 31, 2020 in India. After the enactment of the GI Act 1999, three GI were registered during 2004–05: two handicrafts and an agriculture product. During the year 2008–09, India witnessed the highest number of GIs with 45 registrations. The result shows that the significance and commercial importance of GI are underexplored and underutilized in India. The state-wise different GI registration from 2004 to 2020 (up to March) is presented in Table 1. Currently, there are 344 products granted Indian GIs tagged by the office of the Controller General of Patents, Designs, and Trademarks, India. The products are classified into different categories following the international norms on GI. The categories are agriculture, handicrafts, foodstuff, manufactured, textile, and natural. Handicrafts are given the highest number of GI tags with a whopping 56.39%, followed by agricultural commodities to 30.8%. A meager 4.3% are food products. Karnataka holds the major GI tagged products, followed by Maharashtra. In terms of food, Karnataka and Utter Pradesh have major shares. It is also observed that products like Basmathi, Phulkari, Arakku Valley Arabica Coffee, Kolhapuri Chappal, and Banaganapalle Mangoes are shared between two neighboring state provinces. About 13 International products are tagged with Indian GI.

There are 344 GI registrations until March 31, 2020 in India. After the enactment of the GI Act 1999, three GIs were registered during 2004–05: two handicrafts and an agriculture product. During the year 2008–09, India witnessed the highest number of GI with 45 registrations The result shows that the significance and commercial importance of GI are underexplored and underutilized in India. The state-wise different GI registrations from 2004 to 2020 (up to March) are presented in Table 1

Table 1. State-wise registration of geographical indications

States	Agriculture	Handicraft	Food Stuff	Manufactured	Textile	Natural	Total
Karnataka	20	19	1	3			43
Maharashtra	25	7		1			33
Tamil Nadu	6	21		2			29
Kerala	14	15					29
Uttar Pradesh	3	19		3		1	26
West Bengal	6	12	4				22
Andhra	3	13	2		1		19
Odisha	3	12			1		16
Gujarat	2	13					15
Rajasthan		12	1			1	14
Telangana		11	1	1			13
Madhya Pradesh		8	2				10
Bihar	4	8	1				13
Jammu & Kashmir		7					7
Himachal Pradesh	2	4		1	1		8
Assam	5	2					7
Chhattisgarh	1	5					6
Manipur	1				3		4
Nagaland	2	1					3
Meghalaya	2						2
Pondicherry		2					2
Sikkim	1						1
Uttarakhand	1						1
Arunachal Pradesh	1	1					2
Goa				1			1
Mizoram	1						1
Tripura	1						1
Punjab	1						1
Portugal				2			2
France				1			1
Peru				1			1
Mexico				1			1
UK				1			1
USA				1			1
Italy			3	2			5
Thailand		1					1
Basmati	1						1
Phulkari		1					1
Total	106	194	15	21	6	2	344

Source: http://www.ipindia.nic.in/gi.htm

Data in terms of states under the federal government of India's intention to promote local foods and GI tagged products were collected from various social media pages, promotion material available in the public domain, and the internet. Any content about local food including food delicacies, photographs, and videos were used to ascertain that the state has an intention to promote local food. Any description of local food in the tourism package by the state is considered that the state is willing to promote gastronomic tourism. It is also assumed that a state or a region is interested in promoting and capitalizing on the benefit of GI-tagged food products. The result is presented in Table 2.

Table 2. Promotion of local food and gi tagged food products by states and union territory of India

Sl. No	States & Union Territory	Website	Facebook	Twitter	YouTube	Gastronomic Tourism
1.	Karnataka	Yes	Yes	Yes	Yes	Yes
2.	Tamil Nadu	Yes	No	No	Yes	Yes
3.	Kerala	Yes	Yes	Yes	Yes	Yes
4.	Uttar Pradesh	Yes	Yes	Yes	Yes	No
5.	Maharashtra	Yes	Yes	Yes	Yes	No
6.	Odissa	No	No	No	Yes	No
7.	Andhra Pradesh	Yes	Yes	Yes	No	No
8.	Gujarat	Yes	No	yes	No	Yes
9.	Telangana	Yes	Yes	Yes	Yes	No
10.	Rajasthan	Yes	Yes	Yes	Yes	Yes
11.	West Bengal	Yes	Yes	Yes	Yes	Yes
12.	Madhya Pradesh	Yes	Yes	Yes	Yes	No
13.	Himachal Pradesh	Yes	No	No	No	No
14.	Jammu and Kashmir	Yes	No	Yes	No	No
15.	Assam	No	No	Yes	No	No
16.	Bihar	Yes	Yes	No	Yes	No
17.	Chhattisgarh	Yes	Yes	No	Yes	Yes
18.	Manipur	No	Yes	Yes	Yes	No
19.	Meghalaya	No	Yes	Yes	No	No
20.	Nagaland	No	No	No	No	No
21.	Haryana	Yes	Yes	Yes	No	No
22.	Arunachal Pradesh	No	No	No	No	No
23.	Goa	Yes	Yes	Yes	No	No
24.	Mizoram	No	No	Yes	No	No
25.	Punjab	Yes	No	No	Yes	No
26.	Sikkim	No	No	Yes	No	No
27.	Tripura	Yes	Yes	No	No	No
28.	Jharkhand	Yes	No	No	No	No
29.	Uttarakhand	No	Yes	No	No	No
30.	Puducherry	Yes	No	Yes	No	No
31.	Delhi	Yes	Yes	Yes	Yes	Yes
32.	Andaman and Nicobar	No	No	No	No	No
33.	Chandigarh	Yes	No	No	No	No
34.	Daman and Diu	No	No	No	No	No
35.	Lakshadweep	No	No	No	No	No
36.	Dadar and Nagar Haveli	No	No	No	No	No

Yes* denotes the availability while No** denotes non-availability

The results indicate that the majority of the states have not been actively promoting their local food, encouraging gastronomic tourism, or using GI-tagged food as a branding element. States like Karnataka, Kerala, Uttar Pradesh, Telangana, Rajasthan, West Bengal, Madhya Pradesh, and Delhi use internet-based media for promoting their local cuisine. It is also observed that states like West Bengal, Andhra Pradesh, Rajasthan, and Mizoram also promote GI-tagged foods, agriculture commodities, and handicrafts in their tourism marketing communications.

4.2 *Discussion*

Differentiation and innovation in tourism are critical for tourism destinations to sustain the benefits derived from tourism. Diversification and innovation in the form of new tourism products are considered viable options by many developing countries. Offering local foods associated with the specific region as a form of tourism product is a valuable source of differentiation. Food is an immaterial cultural asset that can be used as a differentiator. Food tourism or gastronomic tourism is gaining prominence in tourism communication of destinations. GI is a process by which local food can be branded. Branding local food through GI benefits the local community and the region to sustain the economic, environmental, and social benefits (Mogol 2015).

The study's findings indicate that states under the federal government of India are not giving much priority to the GI tagging of food and products despite the diversity and uniqueness of each region. The current 344 GI tagged products indicate the slow-paced adoption of GI tagging of food and other products. Very few states have been actively involved in the GI tagging of products since enacting the GI act in 1999. The findings of the study are aligned with other results (Babu & Gade 2014; Cavicchi & Stancova 2016; Mogol 2015), in that many developing countries have never utilized their potential to a maximum as the commercial value of the GI tagged food item has been not well recognized. Low awareness (Mogol 2015), insufficient marketing efforts (Kumar 2016), low consumer awareness (Bramley et al. 2009; Kumar 2016), and the obscured nature of Indian GI itself are noted. Poor presentation of visual distinction, phonetic, functional, and aesthetic elements make the more valued GI assets "pseudo brands" (Babu & Gade 2014). Many states have well recognized the importance of local food, however, it has been relatively low among North-East states and the union territories of India. The government of India until 2001 considered gastronomic tourism as a subset of cultural tourism (Kanungo 2016). Gastronomic tourism got a fillip during the National Tourism Policy 2002, where the government of India stated that it intends to capitalize on the diverse and unmatched variety of traditional food. The result highlights the fact that as against its potential, gastronomic tourism in India has not achieved the status of a major tourism attraction.

5 CONCLUSION

Tourism is considered a major vehicle of economic development which helps developing countries like India with the transformation of its economy. Creating demands through product differentiation and innovation is a key for the sustainability of economic, socio-cultural, and environmental benefits from tourism. Effectively incorporating local food will yield many benefits for the destinations and tourism stakeholders other than providing an authentic experience to tourists. GI tagging has been recognized as a major branding tool for local foods in developed countries. Gastronomic tourism in India is still not recognized as a major tourism product by various states except a few states in India. Branding through GI of possible local foods, promotion and communication of regional cuisine in all possible communication channels, and creating awareness among tourists with suitable policy support will take tourism in India to greater heights.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Chef's perception of molecular gastronomy: A study in Indian luxury hotels

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ABSTRACT: Luxury hotels have always been the first ones to identify any new trend and adopt Molecular Gastronomy. A lot of studies were carried out on the evolutions and impacts of molecular gastronomy on tourism, but limited research has been done on the perception of chefs. The main objective of this study is to get an insight into what chefs of luxury hotels about this new culinary trend, its past, present, and the future for molecular gastronomy in India. The corporate chefs, executive chefs, and sous chefs working in Indian luxury hotels were the respondents of the study. Study findings state that there was limited receptivity in the past, the present Indian diners are open to new trends and the chefs feel that there will be a lot more acceptance of molecular gastronomy-based foods in the future, and it will contribute to the future of dining in Indian Luxury Hotels.

Keywords: Molecular Gastronomy; chefs; foods

1 INTRODUCTION

Cooking has been a science from the beginning and is a continuous journey of experimentation. The innovation in the field of food preparation needs multi-disciplinary approaches that are emerging from engineering and food science. Molecular gastronomy is a blend of both physics and chemistry that transforms the tastes and textures of the food to create an innovative dining experience. The principles and practices of molecular gastronomy have created interest amongst chefs and customers across the world. Molecular gastronomy (MG) is a new scientific discipline (Caporaso & Formisano 2016) and is a base for sophistication in food preparation. It considers the technical part of cooking science behind the recipes, the concepts, recipe detailing, artistic component of cooking with the social component of cooking. GM enhances food sensory, nutritional value, and operational efficiency food (Rodgers 2008). Rationalization of nutrition is the main feature of MG since the standard restaurant portion undermines the notion of a balanced diet (Slobodan et al. 2011). This has led to the need for new cuisine to overcome the crisis of energy that cannot be solved by traditional cuisine (This, 2013). It allows chefs to express their own emotions and vision by artistic foods capturing the imagination of chefs and diners. MG tries to explore the physical and chemical changes in cooking by incorporating the three components social, artistic, and technical (Hervè, 2006).

Currently, MG has become an integral part of the hospitality industry, termed as the future of cooking around the world. Indians are fond of their traditional food and are hesitant to move away from it. In India, some hotels along with many restaurants have adopted MG, mostly in the metropolis. The food industry in the country has evolved with restaurants currently serving food with great ambience and service and the only way to differentiate themselves is to create something new. Some of the Indian flavors are enhanced with MG techniques like gol gappa spherification.

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The demerits of MG adaptability are its difficulty due to the complexity of Indian cuisine. Though MG may be recommended for success, in the long run, it seems challenging.

2 LITERATURE REVIEW

MG is a science of cooking and also a process of application of scientific principles into the cooking of food that also answers unanswered questions about cooking. It is a radical idea that fusions the science and cooking, adapted by the best restaurants in the world. The term "Molecular Gastronomy" was coined by Nicholas Kurti, a physicist at Oxford, and Herve This, a French chemist and celebrity chef. MG is also called "culinary physics" (Slobodan, et al., 2011). MG is centered upon experiments and calculations to explore phenomena like biology, astrophysics, or chemistry but to make food from the food ingredients.

The factor which led to MG's momentum was the creativity in presenting old traditional dishes in a contemporary way with scientific methods. MG is stated as an antithesis in which no food dishes can be prepared without the intervention of a chemical event process. In contrast to its popularity, some practitioners of MG believe that there is no future for it. The reason attributed for its questionable future is its name; they perceive that the name and its elitism creates an artificial barrier in the minds of the diners (Rayner, 2011), and its safety (Mishra, 2016). The diners' perception of chemicals is an important inhibitor of MG though experts allayed the fear of any harm of chemicals saying the usage is miniscule and mostly biological origin, there is a possibility of indigestion if used in larger quantities. Some of the other challenges that restrict the further growth of MG are lack of formal training, limited text sources in English, availability, and cost of the specialized ingredients, and equipment in a particular country (Hill, 2009)

MG is different from food science, as it is concerned with food preparation techniques rather than nutrition and food safety (Peter, et al., 2010). The availability of scientific literature on MG is limited but the techniques have received enormous attention in media. The term MG has got a lot of media attention over the past few years since some celebrity chefs have labeled themselves as MG exponents. It has been welcomed by the spectrum of dining outlets serving high-end food connoisseurs to low-end casual diners and is widely used in preparing starters for desserts. MG is distinguished from traditional food science as the preparation of food is restricted to a smaller scale only. MG treats food as a whole: the ingredients, following preparation, and finally how food is appreciated by the consumers. It is, therefore, a highly interdisciplinary subject involving physics, chemistry, biology, and biochemistry, but also physiology and psychology (Raquel, et al., 2012). MG is considered as the culinary trend created by a collaboration of chefs and scientists as a scientific study of deliciousness.

Over the years, a lot of techniques have evolved through trial and error by various chefs around the globe. The commonly used techniques are *spherification*—a process of transforming liquid into enclosed spheres using calcium chloride or calcium glucate lactate; gelification—liquids are turned into solid form in which molecules are aligned to trap liquid; foaming—a process of attaining foam form of various fatty liquids with the addition of lecithin and liquid nitrogen; flash-freezing—instantly freezing food by liquid nitrogen; and emulsification—mixing of two or more liquids that are unmixable like egg yolks, mustard, soy lecithin.

Criticism on molecular gastronomy: Whenever the term "MG Food" is used the first words that cross our mind are unhealthy, synthetic, chemicals, dehumanizing, and unnatural due to its extensive use of chemicals. The common chemicals used in MG are liquid nitrogen, sodium alginate, maltodextrin, calcium chloride, agar-agar, calcium lactate, and sodium bicarbonate. These chemicals have biological origins and have been purified and processed from marine plants and animals. Chefs practicing MG believe that the effect on human health is minimal as the "chemicals" have a biological origin. One criticism of MG amongst chefs and food writers some chefs is that it is a scientific phenomenon categorized as a temporary style of cooking.

MG, an Indian dining trend from late 2005, has gained popularity on the Indian diner's palate though there is a scarcity of related literature on MG in India. Studies have been done in the past on MG evolutions and their impact on tourism but very limited research has been done on the perception of chefs, who actually introduced MG in the eateries. Luxury hotels are always front-runners in introducing new food or cuisine or dining-related innovations that help them to differentiate their services. The demerits of MG include the limited adaptability of Indian guests who are not often open to experimentation in food. The equipment set for the process, ingredients, and chemicals cost is also high, and for guests the value for money is less due to limited portion size. Indian dishes have limitations with MG as they cannot replicate Indian style of cooking like tandoor, and there are side effects of chemicals used in MG with Indian spices which may hamper taste. MG also involves skills and techniques which need training, practice, and upgrading to meet the expectations of the guest.

The main objective of this research is to understand the chefs' perception of the past, present, and future of MG in Indian luxury hotels. It also tries to explore the popular MG technique used in the kitchen and the availability of MG foods in different courses of the menu in Indian luxury hotels. The findings of the research will throw some light on the evolution of MG and its sustainability in the Indian luxury hotels serving the different palates of Indian diners.

3 METHODS

The target population of the research study is corporate chefs, executive chefs, and sous chefs who hold top management positions in particular hotels or hotel groups which were approved by the Hotel and Restaurant Classification and Approval Committee (HRACC) as a five-star hotel or five-star deluxe hotel. As per the most recent classification under Classification, Approval, and Occupancy of Hotel report by the Ministry of Tourism, Government of India, there are a total of 252 luxury hotels in India. A request was sent to all the chefs through an e-mail to participate in the study. Only 82 chefs agreed to participate in this study. The data collection was done through an online questionnaire. The questionnaire has been divided into 4 sections. The first section is on the demographic characteristics of the respondents. The second section consists of 20 questions measuring the chef's perception of the past, present, and future of the MG in India measured in Likert Scale, where 1 denotes no opinion and 5 denotes strongly agree. The third section is about the use of MG in different dishes of various courses of meals. And the final section deals with the frequency of usage of various techniques pertaining to MG, where 1 denotes no use at all and 5 denotes very frequently used. The data analysis was done using the SPSS 20 software.

4 RESULTS AND DISCUSSION

Out of the 82 respondents, 53.7% were Executive Chefs, 37.8% were sous chefs and 6.1% were corporate chefs; 96.3% of the respondents were male. 37.8% of the respondents were undergraduates, 34.1% were post-graduates and only 28% were diploma-certified holders. Only 4.9% of the total respondents had high expertise in the art of MG and 39% of the respondents lacked any expertise. The mean age of respondents was 52.7 years with a standard deviation of 8.85 years.

The descriptive statistics in Table 1 show the minimal inclusion of MG-based food and great customer receptiveness. Chefs earlier had difficulty in procuring chemicals as they lacked knowledge in the techniques of MG and had inadequate training opportunities though they had been promoting food based on MG in their menu.

It is inferred that present menus in luxury hotels have a greater number of MG-based dishes as compared to in the past. Table 1 also shows that the chefs currently have enough training opportunities and use all the techniques of MG. Chefs perceived that there is an increased presence of MG-based dishes in their hotel menu. Chefs promoted MG techniques in their dishes as there are demands of such dishes among customers. It is inferred that luxury hotels do invest a great amount of time and money to train their staff, and in acquiring chemicals and equipment, as the future

Table 1. Descriptive statistics on chef's perception on molecular gastronomy.

Variables	Perception Mean Score (Standard Deviation in the bracket) Past	Present	Future
MG based foods in the Menu	1.80 (0.85)	3.44 (1.12)	4.12 (1.05)
Promotion of MG based foods	3.68 (0.82)	3.84 (0.76)	4.11 (1.05)
Customers' receptiveness	3.94 (0.98)	3.26 (1.33)	3.61 (1.11)
Availability of Training in MG	2.67(0.82)	3.86 (1.07)	4.13 (1.17)
All major techniques of MG were used	1.99 (0.88)	3.83 (1.25)	4.30 (1.02)
Easy availability of chemicals	1.99 (0.68)	3.26 (1.33)	4.39 (0.76)
Investment in MG equipment	1.21 (0.42)	2.95 (1.08)	3.99 (1.05)

acceptance of MG food is forecasted to emerge in the Indian luxury market as a niche product. The chefs also perceive that the gastronomically prepared foods are commercially viable for hotels.

Table 2. Course-wise use of molecular gastronomy.

Variable	Mean/SD
Starter	3.96/1.030
Main Course	3.81/1.145
Dessert	4.14/0.890
Cocktail	4.29/0.808

As inferred from Table 2, gastronomic techniques are used widely for the preparation of components of cocktails and desserts as compared to starters and main course.

Table 3. Techniques used.

Variable	Mean/SD
Spherification	4.21/0.801
Foam	3.43/1.101
Gelification	4.42/0.720
Flash freezing	3.67/1.031
Emulsification	3.75/1.013

The most common and widely used gastronomic techniques by the chefs of India are spherification and gelification rather than the other techniques of foam, flash freezing, and emulsification, as shown in Table 3.

The focus of the study was on the past, present, and future of MG in Indian luxury hotels. Luxury hotels are meant for innovations in quality or experience. As inferred from the articles, MG has been popular in western countries and is gaining popularity in the Indian scenario. The findings of the study show that in the past there was limited acceptance of MG in the Indian kitchen due to the non-availability of resources, insufficient staff training, and low popularity among the Indian diners. Initially, there was skepticism amongst the diners about health due to the extensive use of chemicals. The chefs require necessary training and talent to avoid adverse impacts on the consumer's health as ingredients like liquid nitrogen, *agar-agar*, or xanthan gum are used in MG.

MG in the Indian market scenario proves that customers have become more receptacle to MG, and the trend has been accepted by Indian diners. The restaurant's menu and staff training is imparted to meet customer demands are proof that gastronomically prepared food leads to a new niche market. Chefs have acquired various skills and techniques to deliver proper gastronomically prepared foods. The hotel's management is open to investing in tools and equipment for training their staff and the future for gastronomically prepared foods is bright. MG only leads to changing the food's physical state while searching the limits of each food. As the future is unpredictable there is uncertainty on MG. In summary, the data findings reveal that there is little knowledge on acceptance of gastronomically prepared food amongst the customers for which chefs had not incorporated these dishes into their menus. The future of the MG market in India is seemingly bright with a greater number of chefs experimenting using these techniques along with niche customer market's increasing demand.

5 CONCLUSION

MG provides a new direction by connecting the kitchen with the laboratory and thereby creating new flavors. The final products in MG require knowledge of both physical and chemical processes. The scientific results obtained by the scientist should be communicated to the fellow scientist through various conferences and seminars. A professional relationship should be built by chefs and culinary training schools and the results transcribed into easy-to-appreciate actions that are to be mastered by chefs. The MG should also prove its merits via its interaction with the general public, emphasizing the importance of food to improve the quality of life. MG only leads to changing the food's physical state while exploring the limits of each food. The future is unpredictable and it is uncertain which direction MG will go. A standard restaurant portion does exceed the nutritional requirement and the intake of these foods undermines the concept of a balanced diet, so rationalization with the moderate consumption of food is needed. The new generation of chefs can rethink adopting radical ideas so as to achieve the fusion of science with cooking. There is increasing stress on food sustainability, and interest in the local sourcing of ingredients with an earnest interest on reducing food miles and an attempt to reduce food wastage. The chefs of today have to consider solving global problems, which require an innovative approach, which include those practicing experiential cooking or MG or whatever name the same is being called.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Product innovation of fermented sticky rice returns in Cibereum Village, Kuningan Regency

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ABSTRACT: This study was conducted to determine the effect of fermented glutinous rice product innovation (dodol and jam) on community empowerment in Cibereum Village, Kuningan Regency, West Java. The number of samples is 100 people. The influence of significant innovation is novelty and change, processing and technology, and convenience which have a value above 4 with the statement strongly agree. While the average need for life is 4.54, the need for self-esteem is 4.37, and the need for freedom is 4.27. These innovations make people get additional income to aid with the cost of living. This business is very good if there are marketing opportunities. Further research could add other variables such as entrepreneurial orientation, product marketing, and performance of producers of sticky rice products typical of Cibereum Village.

Keywords: Fermented Sticky Rice, Innovation and Community Economic Empowerment

1 INTRODUCTION

Kuningan Regency is one of the regencies in West Java Province and has a well-known nickname, "City of Horses." It has many small and household industries spread across every sub-district and even villages. This small industry focuses on the community environment that is far from luxurious, to provide social benefits to the community in Kuningan Regency, especially in the business sector. Fermented sticky rice is very famous in Kuningan Regency, West Java and is the target of tourists who stop in Kuningan City. The fermented sticky rice industry in Kuningan Regency has 117 business places employing 603 workers (Department of Industry and Trade of Kuningan Regency 2019). One of the villages that produces fermented sticky rice is Cibereum Village. It now has 14 small businesses that make sticky fermented sticky rice cakes typical of Kuningan. Almost all souvenir shops sell the fermented sticky rice. Apart from Kuningan City itself, producers in this village often receive orders from outside the city, such as Cirebon, Indramayu and others. The fermented sticky rice craftsmen in the village are never short of buyers. In fact, in certain seasons, such as before Idul Fitri, Christmas, and New Year, as well as long holidays, they have to double the amount of production. However, when the COVID-19 outbreak broke out in 2019, it really hit the fermented sticky rice tape producers. Many employees who were previously employed were temporarily laid off due to lower sales than in previous years. Sometimes the demand was so low that there is leftover fermented sticky rice tape from the many souvenir shops or shopping centers. The rest of the fermented sticky rice tape obtained from these shops is finally reprocessed, by being re-steamed and then distributed to the people or simply thrown away by the producers as food waste. Seeing this kind of incident, the fermented sticky rice tape producers clearly suffered

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tremendous losses. The losses during the COVID-19 virus outbreak from March to September 2020 are recorded in data Table 1.

Table 1. List of fermented sticky rice returns during COVID-19 in 2020.

NO	BRAND	RETURNS
1	Wangi Madu	2-3 buckets
2	Sari Manis	1-2 buckets
3	Rasa Manis	2 buckets
4	Hegar Sari	2 buckets
5	Kharisma	100 buckets
6	Cita Rasa	1-5 buckets
7	Rasa Madu	2 quintals
8	Sari Manis	1-5 buckets
9	Kania	10 buckets
10	Sari Wangi	300 buckets
11	Rasa Manis Madu	10-15 buckets

Source: Cibereum Village Observations, 2020.

Looking at the table above, it is very clear that there has been a decline and loss that was borne by the fermented sticky rice tape producers during the Covid pandemic in 2020. The returned fermented sticky rice tape product has greatly concerned the Regent of Kuningan Regency, H. Acep Purnama, SH., M.H. Seeing the problems above, in Cibereum Village, community empowerment occurred to overcome the return of fermented sticky rice tape products returned from the gift shops because they had passed the time limit for storage and had not been sold and caused losses to fermented sticky rice tape producers in Cibereum Village. The researcher and the team conducted a preliminary study on the feasibility of returning fermented sticky rice tape products to the producer. Preliminary research conducted from September 2020 to February 2021 shows that the results of the research that have been carried out can conclude that the returns of fermented sticky rice tape can be processed into fermented sticky rice dodol with pandan flavor and jam. The returned product of fermented sticky rice tape has been innovated into several kinds of products that have a selling value and their deliciousness has been proven through organoleptic and hedonic tests by panelists and then tested on the public using a Likert scale. In the hedonic test to 100 panelists, it was stated that the color of the pandan fermented sticky rice dodol product showed a preferred value of 3.08; the taste was better with a value of 3.27; the aroma of dodol tape fermented pandan sticky rice was preferred with a value of 3.18; and the preferred texture got an average value of 2.93. For the color fermented sticky rice tape jam, the average score was 3.27, which is highly favored; the taste received an average score of 3.14, i.e., favored; and the aroma got an average score of 3.23, i.e., very favorable; and the texture got an average value of 3.23, i.e., very liked. The returns of glutinous tape are processed into new products that have a selling value and become a household business to improve the family's economy. The existence of innovation in the manufacture of fermented glutinous tape products can increase the economic income of the community in Cibereum Village and with community empowerment it can increase economic income in Cibereum Village. It can be seen from the picture above that the community is able to innovate with fermented glutinous tape returns. The research objectives in product innovation to convert returned fermented sticky rice tape into dodol and jam are: 1) To find out the effect of product innovation of fermented sticky rice tape (dodol and jam) on community empowerment in Cibereum village; 2) To find out how the public responds to the introduction of the sticky tape return innovation product; 3) To find the community's response to the community's economic income after the product innovation of fermented sticky rice tape returns.

2 LITERATURE REVIEW

2.1 *Product innovation*

2.1.1 *Definition of product innovation*

Product innovation is one way to meet market demand, so that it can be used as a product that is able to compete (Han et al. 1998). Customers need high-quality product innovation, through the development of existing product lines, as well as new products on the market. This becomes one of the strategies in achieving competitive ability. De Vries et al. (2014) explained that innovation is a result-oriented thinking in improving quality which has four main elements, namely: 1) Process innovation, which focuses on improving the quality and efficiency of internal and external processes to the company. For example, changes to the production process such as the use of automatic machines. 2) Product or service innovation is the ability of the organization to improve the design, features, and specifications of products according to consumer desires or increase the value of products and services by creating new product or service arrangements, such as in online marketing. 3) Market innovation, to develop new forms and processes within the organization to gain new market share, such as making cashless payment processes. 4) Innovation of supply sources, use of new raw materials, or sourcing such as diversifying new product variants. The term innovation is closely related to technology that is able to open company insights about something so that it becomes a new product advantage and cannot be separated from the new product development process. The new product development process is defined as the process of understanding and creating new products, as well as the results of that process (Stata in Bagas 2005). There are six groups that are classified as new products, among others: 1) New products for the world, namely creating new products and creating entirely new markets. 2) New product lines, these new products allow the company to enter an established market for the first time. 3) Addition of existing product lines, new products that complement the company's established product lines such as packaging size, taste, and shape. 4) Improvements and revisions of existing products: new products that provide better performance or value to replace obsolete and superior products. 5) Repositioning, existing products are directed to new market segments. 6) Cost reduction, new products with lower prices (Kotler & Armstrong 2000). Consumer acceptance of product innovation takes time. According to Kotler (2002) the process of consumer acceptance focuses on the mental processes that a person goes through from the time he first hears about the innovation until the end of acceptance. Consumers will feel satisfied if the company can successfully innovate products. There are four factors that can affect the consumer acceptance process according to Kotler (2002), namely; 1) The readiness of consumers to try new products. 2) Consumers' personal influence in accepting new products. 3) The characteristics of innovation are able to influence the level of consumer acceptance. 4) Innovations that use new sources of raw materials to improve product or service quality, as well as to increase work efficiency and effectiveness. One of the determining factors for the success of a product in competing is the superiority of the product itself compared to other similar products (Song et al. 1997 in Kusumo 2006). This is also in line with Cooper (2000) that in a competitive global market environment, a new product must have an advantage. Meanwhile, according to Li et al. (1998) the uniqueness of a product is an important attribute of the superiority of a product because it is innovative with high technology so that the product is produced according to the wishes of consumers. It can be concluded that what is meant by product innovation is: "companies that create new products with the aim of adapting to consumer tastes and increasing sales." The goods offered to consumers are supported by interesting information on how products are easy to obtain, and consumers will be more selective in buying an item, both in terms of quality, design, style, color, and price. According to Guerrero et al. (2009) in the concept of food innovation there are five main indicators: 1) Novelty and change: Food is said to be innovative when it is prepared in a different way, by adding foreign or new ingredients, or when adding unusual ingredients. 2) Variation: Innovation provides important and tangible benefits for consumers because it increases the available options such as variety of flavors, combinations of ingredients, product shapes, and sizes. 3) Processing and technology: Food innovation is related to technology and industrial food processing aspects. Innovative foods can be created by applying new technology or further processing. 4) Origin and ethnicity: Innovations are related to ethnic foods and imported products as well. 5) Comfort: In line with changing lifestyles, comfort is also an important parameter in innovation. With the innovation of the fermented sticky rice tape return product, it can make the community participate and can create a community empowerment community that is able to help increase the community's economy for daily needs.

2.2 *Community empowerment*

2.2.1 *Definition of community empowerment*

Tourism is currently predicted to be the leading sector by the government because tourism plays an important role as a driver of the economy, creating jobs, businesses, and infrastructure development, and in its implementation will involve many parties, namely the government, the private sector, and the community. Sometimes the meaning of community empowerment is often difficult to distinguish from community development because it refers to overlapping meanings in its use in society. Community empowerment is a concept of economic development that encapsulates the values of society to build a new paradigm of people centered, participatory, empowering, and sustainable development (Chamber 1996). Alternative efforts for local economic growth to meet the basic needs of the community in community empowerment are models of the concept of development. People's skills that are still lacking will greatly hamper economic growth because it is related to the progress and changes of the nation in the future. Community empowerment is a process where individuals, organizations, or groups who are in a state of helplessness become aware of and increase knowledge about the dynamics of power in their lives, build skills and capacity to control their lives, exercise control without disturbing the rights of others, and support efforts to empower individuals or groups in society (Buchari 2003).

2.2.2 *Types of community empowerment*

Najib (2016) has two definitions of community empowerment, namely to give power or authority and to give ability to or enable. The second understanding is to provide ability or empowerment and provide opportunities for other parties to do something. Empowerment is a new paradigm in the concept of economic development that encapsulates social values. The efforts made to carry out a community empowerment required several components as follows Pitana (2011): 1) Enabling, namely creating an atmosphere so that local communities are more empowered. 2) Motivating, namely motivating the community to be moved to participate. 3) Educating, namely raising public awareness to find out what is happening and realize the importance of a development program; 4) Encouraging, which is to encourage people to be moved to participate in every development process. 5) Opportuning, namely developing opportunities for the community to participate. 6) Devoluting, handing over some authority to the community so that they can make decisions.

2.2.3 *Economic empowerment*

Sumodiningrat (1999) argues that community empowerment must be carried out through three pathways, namely: 1) Creating a climate that allows community potential to develop (Enabling). 2) Strengthening the potential and power of the community (Empowering). 3) Provide protection (Protecting). Community empowerment is an effort to increase the ability of the community to be able to realize independence and escape from the shackles of poverty and underdevelopment. The concept of empowerment in development discourse is usually always associated with the concepts of independence, participation, networking, and justice. The goal to be achieved from community empowerment according to Sulistiyani (2004) is to allow individuals and communities to become independent. This independence includes the independence of thinking, acting, and controlling what they do. To achieve community independence, a process is needed. Through the learning process, the community will gradually gain the ability or power from time to time. Rakib (2016) also suggests that the concept of empowerment is more about how we can give the community the time or opportunity to determine what direction they will choose in running their community. That way people can decide which path they will take. According to Suryana (2006), if we already have trust (trust), obey the rules (role), and the network (networking) has strong social capital then it will be easy to direct and regulate (direct) the community and easily transfer knowledge to others. According to Goulet in Suryana (2006): there is the need for life, the need for self-esteem, the need for freedom. Therefore, economists argue that the target of community economic empowerment is minimal and must prioritize the so-called absolute needs, i.e., the minimum requirements to meet basic needs and basic needs. The explanation is as follows: 1) Living needs: working in such a way as capital to finance the necessities of life (Virginia Henderson in Potter & Perry 1997). 2) Self-esteem needs: says that self-esteem (self-esteem) is an individual's assessment of the results achieved by analyzing how far the behavior meets his ideal. It can be interpreted that self-esteem describes the extent to which the individual assesses himself as a person who has the ability, significance, value, and competence (Stuart & Sundeen 1991). 3) The need for freedom: freedom to take initiative and be creative. The environment within the family, community or political, social, and cultural environment that allows and encourages the emergence and development of initiatives, ideas, individuals, or groups (Holil 1980).

3 METHODS

This research was conducted in Cibereum Village, Kuningan Regency, West Java, Cibereum Village was chosen as it is the center of the Kuningan sticky tape industry. The population of this research is the entire fermented sticky rice tape industry and the community of mothers who make fermented sticky rice tape returned products in Cibereum Village. The method of determining the sample used is non-probability sampling with purposive sampling technique. The number of samples used is 100 respondents who are owners or managers of the fermented sticky rice tape industry and makers of processed products made from fermented sticky rice tape (dodol and jam). The criteria for the sample are that they are at least 18 years old and have a business income. The data collection method is a systematic and standard procedure to obtain the data needed by Siregar (2010). In this study the data collection method used was a questionnaire with Likert scale measurements. The variables used in this study are Innovation as the independent variable and Community Economic Empowerment as the dependent variable. The method of analyzing the data used is a descriptive analysis method with a quantitative approach. According to Supardi (2005) the descriptive research method quantitative approach is research that emphasizes testing theories through measuring research variables with numbers, The data analysis was carried out using IBM SPSS Ver.22 data processing, and the data analysis included validity test, reliability test, Simple Linear Regression Analysis, and Pearson Correlation Analysis.

4 RESULTS AND DISCUSSIONS

4.1 *Characteristics of respondents*

The respondents in this study were grouped by age, gender, education, and occupation. In terms of age classification, this study illustrates that respondents are diverse as follows: 18–27 years old, 25%; 28–37 years old, 29%; 38–47 years old, 33%; 48–57 years, 10%; more than 58 years old, 3%. 31% were male and 69% were female. Educational background of the respondents is as follows: elementary school, 7%; Junior high school, 14%; Senior high school, 42%; Diploma, 15%; Bachelor, 22%.

4.2 *Validity test*

The results of the validity test on the Product Innovation variable are that the correlation coefficient value for each product innovation variable indicator has a value greater than the value of the r table.

Thus the 12 indicators that make up the product innovation variable are valid. Furthermore, for the results of the validity test of the community economic empowerment variable, it is known that the 7 indicators that make up the community economic empowerment variable are valid because the correlation coefficient value is greater than the r table value.

4.3 *Reliability test*

The results of the reliability test for the product innovation variable are 0.864 with 12 statements and community economic empowerment is 0.597 with 7 statements. It can be seen that the Cronbach's Alpha value obtained on the product innovation and community economic empowerment variables is more than the r table, so the answers from both variables are reliable.

4.4 *Respondents' average*

For the product innovation variable, the novelty and change sub-variable is 4.52, processing and technology is 4.45, and the convenience sub-variable is 4.35. This shows that the three sub-variables have a fairly high rating above the value of 4 or tend to strongly agree. This shows that in terms of the product innovation of fermented glutinous tape returns, ordinary fermented glutinous tape products can be made into new products that have economic value, and the process of making dodol and fermented sticky rice jam using equipment and materials that are easily available. Dodol products and fermented glutinous rice jam remain a traditional food typical of Cibereum Village and are served by the community when there are events in Cibereum Village. Meanwhile, in terms of convenience, the return products of dodol and fermented glutinous rice jam are easily accepted by the public with the shape and taste that has been innovated according to taste. The people of Cibereum Village also buy dodol products and fermented glutinous tape jam because they are guaranteed to be clean and packaged. Descriptive analysis of respondents' answers to the variable of community economic empowerment shows that the value of the sub-variable of the necessities of life is 4.54, the sub-variable of the necessities of life-esteem is 4.37, and the value of the sub-variable of the need for freedom is 4.27. This shows that these three sub-variables have a fairly high rating above the value of 4 or tend to strongly agree. With the dodol and jam products from fermented sticky rice tape, the community has many consumers so that it helps people's income.

4.5 *Correlation coefficient*

This correlation analysis uses Pearson correlation and from the results that it can be seen that the p-value is 0.006 which indicates a value less than 0.05, so that it can be determined that there is a correlation or relationship between product innovation variables and community economic empowerment. The correlation value shows a small value, namely 0.275. The value of the coefficient of determination (R2) is small at 0.076 or 7.6% which indicates that the product innovation variable is able to explain the variable of community economic empowerment by 7.6%, while the remaining amount is explained by other variables not examined in this study.

4.6 *Simple linear regression analysis*

The product innovation variable has a significant effect on community economic empowerment. It is known that the p-value is less than 0.05. The work innovation variable has a positive effect on community economic empowerment. The model shows the magnitude of the influence of product innovation on community economic empowerment.

4.7 *Research implications*

The implication of the results of this study emphasizes the real benefits of the research results to encourage housewives who have the skills to make food to be more innovative in the use of fermented sticky rice returns which are proven to be able to have a positive impact on the use of these products and thus avoiding waste. So it is hoped that the synergy between housewives who make dodol and fermented sticky rice tape returns with fermented sticky rice tape producers is able to overcome problems that have arisen during the COVID-19 pandemic outbreak where producers experienced considerable losses. The addition of other product variants from the returns of fermented sticky rice tape will give additional color to the collection of souvenirs from the Kuningan district. The makers of dodol and fermented sticky rice tape returns should also have a good understanding of marketing and business management so that these opportunities can continue to grow.

5 CONCLUSION AND IMPLICATIONS

Based on the results of the analysis, it can be concluded that there is an effect of innovation of fermented glutinous tape products (dodol and jam) on the economic empowerment of the community. There are three sub-variables of fermented glutinous tape product innovation that have a fairly high rating above the value of 4 or that strongly agree, namely novelty and change, processing and technology, and convenience. Meanwhile, in terms of community economic empowerment, there are also three sub-variables with an average value above 4, namely the need for life, the need for prices, and the need for freedom. Suggestions that the author can give include for industrial entrepreneurs of products made from fermented glutinous tape to improve their ability to find marketing opportunities, so that products made from sticky rice tape typical of the Cibereum village will further strengthen the image of Cibereum Village as the center of the typical glutinous tape industry in Kuningan Regency which has a variety of innovative products. Further research could add other variables, such as entrepreneurial orientation, product marketing, and the performance of producers of fermented glutinous tape processed products typical of Cibereum Village.

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Tourism attraction of Saung Ciburial as a potential gastronomic tourist village

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ABSTRACT: Nowadays tourist villages have become one of the interesting tourism attractions. Garut, West Java, Indonesia, has a lot of tourism potential and tourist villages, one of which is Saung Ciburial tourism village. The purpose of this study is to seek out the potential of gastronomic tourism attractions in the Saung Ciburial Tourism Village in Garut Regency. This study uses a mixed-method with data collection techniques through the distribution of questionnaires to 100 tourists, in-depth interviews, observation, and documentation. A quantitative analysis uses a linear regression model to estimate the tourism attraction factors. Then a qualitative analysis using SWOT is used to find the gastronomic tourism development strategy. The result of this study is as follows: first, the local foods and beverages that contain gastronomic elements are found. Second, attraction and service supports have a significant positive effect on gastronomic tourism attractiveness. Third, through a SWOT analysis, a development strategy, as well as routes and gastronomic tourism packages are found for Saung Ciburial Tourist Village, Garut Regency.

Keywords: Tourism Attraction; Saung Ciburial; Tourist Village; Gastronomic Tourism

1 INTRODUCTION

The tourism sector is being promoted for development by the government, because the tourism sector has a potential economic contribution for the nation, reducing unemployment, and increasing community income through foreign exchange income (Qorina 2014).

West Java is one of the provinces in Indonesia that has a lot of natural tourism diversity, such as mountains, cultural and historical attractions (museums), and tourist villages that have special characteristics and unique attractions. Garut Regency is one of the regencies in West Java which has a lot of potential for tourism with culture, history, and rural-based attractions. One village that has a tourism village that has been recognized by the Government of Garut district is Sukalaksana village. Sukalaksana Village still has a cozy atmosphere, cool and rich water, and farmland. (Banani 2017). Sukalaksana village in Kecamatan Samarang Garut is one of the pilot tourism villages. This village has been many visited by the government agencies, as well as foreign and local tourists as material in the comparative study of outdoor activities. Saung Ciburial Tourist Village is in a strategic area near to tourism industry areas such as spa and resort hotels (Indra topic of Maulana 2018).

Gastronomy is about the origins of food, culture, customs, and associated culinary management. Commonly, most of the tourists who come to a tourist destination would have a curiosity about the local food, so the development of gastronomic tourism needs to be done to increase the

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tourist attraction (Ningsih et al. 2021). Potential gastronomic tourism has begun to be developed in various tourist destinations to attract visits (Turgarini, 2018). Based on the background above, the author undertook research with the title: "**Tourism Attraction of Saung Ciburial as Potential Gastronomic Tourist Village**"

2 LITERATURE REVIEW

Tourism involves a wide range of aspects, including economic, social, cultural, religious, environmental, security, and others. Tourism provides accommodation and accommodation services (Gelgel 2006). A tourist attraction is everything that encourages people to visit and stopover in the tourist destination. (Khodyat 1996).

Goldner and Ritchie (2012) in (Turgarini 2018) state that gastronomic tourism is a process resulting from the interaction between tourists, tourism suppliers, government and host communities, and the surrounding environment, that is involved in attracting and entertaining visitors. A gastronomic tourism development strategy is needed to increase tourist motivation for gastronomic tourism (Ningsih 2021; Ningsih & Nuraeni, 2019;.

3 METHODS

Quantitative research data were obtained from 100 respondents, namely tourists who have been or are currently visiting Saung Ciburial Tourism, Garut Regency. The data were collected by distributing questionnaires. Then, the qualitative research data referref to the concept of Salapan Cinyusu (nona helix) (Turgarini 2021), where data were obtained from entrepreneurs, government, workers, suppliers (including farmers), experts, observers, connoisseurs, Non-Governmental Organizations (NGOs), and information technology. The survey field technique was in-depth interviews and documentation.

This research method was a qualitative and quantitative approach. The quantitative method was done with survey technical and analysis of regression, to measure the tourism attraction factors. The objects of the research in quantitative methods include tourist attractions as a dependent variable, as well as independent variables that consist of attractions, and support services. The qualitative method consisted of (1) identification of local food and beverages that contain gastronomic elements (Turgarini 2018); (2) field survey; (3) SWOT analysis for a gastronomic tourism development strategy and designing a gastronomic tourism route and tour package.

4 RESULTS AND DISCUSSION

4.1 *Local food and beverage identification*

Referring to gastronomic element analysis (Turgarini 2018), it can found that local food and beverages in Saung Ciburial tourist village are very diverse, however the prominent ones, that fulfilled the gastronomic elements, are two drinks, namely Kewer tea, and Akar Wangi coffee; the two foods are Wajit and Angleng; and the two snacks are Ranginang and Ranginning. These beverages have a health value with efficacy for relieving aches, waist pain, neutralizing toxins in the body, and overcoming insomnia.

Local food in the village of Saung Ciburial Tourism has its own history, is rich in cultural value, and has philosophical meaning. The food and beverage serving is integrated with its geographical conditions as an area of farmland. This place is still using traditional food tools that combine with modern tools. However, these do not cause the taste of food to change.

4.2 *Analysis of tourism attraction factors*

Based on Table 1, it can be concluded that attraction (X1) and supporting services (X2) have a significant positive effect on the attractiveness (Y) of Saung Ciburial Tourism Village in terms of potential gastronomic tourism in Garut.

Table 1. T-test and F-test of the tourism attraction factors.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	T	Sig
1	(Constant)	1,522	1,500		1,015	0,313
	Attraction	0,452	0,070	0,512	6,490	0,000
	Supporting Services	0,471	0,092	0,403	5,109	0,000

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1358,631	2	679,315	134,102	.000[b]
	Residual	491,369	97	5,066		
	Total	1850,000	99			

a. Dependent Variable: attractiveness
b. Predictors: (Constant), Supporting Services, Attraction

According to Table 2, the value of the coefficient of determination is the adjusted R square value of 0.734. This means that attraction (X1) and supporting services (X2) affect the attractiveness (Y) by 72.9%, the remaining 27.1% is described by other variables that are not addressed in this study.

Table 2. R-squared of the tourism attraction factors.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	0,734	0,729	2,251

4.3 *SWOT analysis*

According to SWOT analysis, it is found that the internal factor effect (IFE) and external factor effect of Saung Ciburial as a potential of gastronomic tourism, are as follows: frst, strength factors consist of interesting attractions, a cozy homestay, type of local drinks, quality tourism village workers, community contributions, raw materials, and clean water quality. Second, the weakness factors consist of travel pattern, standard recipe, a lack of promotion, tour package fee, internet access, and funding process. Third, opportunity factors are the development of tourism villages, nature-based attractions, cultural explorations and attractions, word of mouth promotion in social media, government policy, tour packages, recreational activities, and road access. The last threat factors are new competitors, the COVID-19 pandemic, weather conditions, accessibility, completeness of facility souvenirs, and the availability of restaurants.

Referring to the IFE matrix, it can be seen that the position of the X axis can be determined with the following formula: X = Total Strength − Total weaknesses = 1.88 − 0.81 = 1.07.

And, referring to the EFE matrix, it can be seen the position of the Y axis can be determined with the following formula: Y = Total Odds – Total threats = 1.92 – 0.82 = 1.1

Thus, based on a matrix IFE and matrix EFE, it can be known that the axis of X and Y position is at point 1.07 and point 1.1. This is a picture that shows the positioning of the village of Saung Ciburial tourist village as a gastronomic tourism destination in Garut Regency.

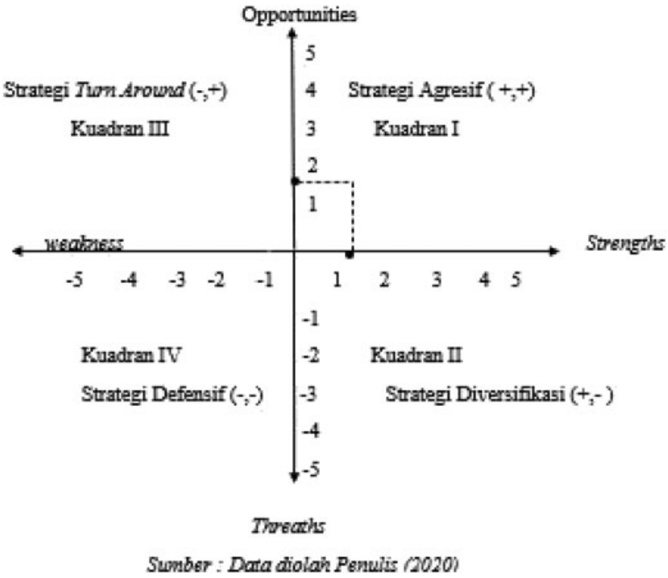

Figure 1. SWOT quadrant position result.

It can be seen in Figure 1 that Saung Ciburial tourist village is in the position of quadrant I. So that in this research the strategy should be a growth-oriented strategy. Saung Ciburial Tourist Village has the opportunity and strength to take advantage of existing opportunities.

4.4 *The gastronomic tour package: Sadulur -Salembur gastronomic package*

Further, we made a package of gastronomic tourism, in an effort to make this place become a gastronomic tourism village. The title of gastronomic tourism package is “Sadulur-Salembur: ngendong di lembur emam sareng ameng,” which means having family and village, enjoying sleep, eating, and traveling in the village. The package activities are exploring the local gastronomy, from the selection of good raw materials, a cooking class, and tasting the local food and beverages. This package is also completed by the local handicrafts of Saung Ciburial Tourism Village, cultural arts, and leisure attractions. The Salembur package is 2 days 1 night (staying at homestay). The price of the Sadulur-Salembur Package is 199.000 IDR/pax.

This tour package will be presented to the management of the tourism village in order to manage and develop a tourism village that has the potential of gastronomic tourism within it.

5 CONCLUSIONS

The conclusions of this study are as follows:

Local food and beverages in Saung Ciburial tourist village are very diverse, however the prominent ones, that fulfilled the gastronomic elements, are two drinks, namely Kewer tea, and Akar

Wangi coffee; the two foods are Wajit and Angleng; and the two of snacks are Ranginang and Rangining.

Local food in the village of Saung Ciburial Tourism has its own history, is rich in cultural value, and has philosophical meaning. The food and beverage serving is integrated with its geographical conditions as an area of farmland area. This place is still using traditional food tools that combine with modern tools. However these do not cause the taste of the food to change.

Attraction and supporting services have positive effects on the attractiveness of Saung Ciburial Tourist Village as a potential gastronomic tourist village in Garut district.

Finally, we made a gastronomic tour package to give a different impression to the attractions provided in the village of Saung Ciburial. It will be offered to tourists when they visit. This tour package provides culinary tourism of local food in the village Saung Ciburial in collaboration with tourism packages of art, culture, and recreation.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Investigating food consumption values: A case of culinary destinations in Indonesia

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ABSTRACT: Tourism has become one of the most contributing sources of income in Indonesia. Due to COVID-19, Indonesia has decided to focus on domestic tourists. Local food has become an attraction and consideration for tourists to visit a destination. In order to attract domestic tourists, it is important to understand what they value in consuming local food. This study investigated the local consumption food value comprising functional, emotional, prestige, interaction, and epistemic values based on gender, age group, and three culinary destinations, namely: Jogjakarta, Solo, and Semarang. This study included 462 respondents who had eaten local food in one of three culinary destinations. Several analyses were used in the study: the descriptive statistics analysis and then the comparative analysis using independent sample T-test and one-way analysis of variance (ANOVA) to determine the statistical significance of the differences between gender, age group, and culinary destinations. The findings of the study showed that there were significant differences based on gender, age group, and culinary destinations.

Keywords: Local food consumption value; Gender; Age group; Culinary destinations; Indonesia

1 INTRODUCTION

Tourists come to a tourist destination for a variety of reasons, one of which is to enjoy and experience the local food. The local food in one tourist destination might inspire the establishment of new and exciting activities when tourists visit a tourist destination (Björk & Kauppinen-Räisänen 2016; Mitchell & Hall 2004). Local food is an important component of a tourist destination's overall tourist experience (Almeida & Garrod 2017). The greater a tourist's perception of local food in one destination, the better their perception of the destination as a whole. Tourists will be attracted to visit a tourist destination when there are various activities to explore the destination such as walking, tasting local food, shopping, or playing games (Pearce 2005).

Indonesia has several culinary destinations which are popular due to the fact that the local food is very appealing. The Indonesian Ministry of Tourism selected five culinary destinations, namely Bali, Bandung, Joglosemar (Jogjakarta, Solo, dan Semarang) (Samparaya 2018). Currently, the tourism industry in Indonesia, as well as in other countries affected by the Coronairus Disease 2019 (COVID-19) pandemic, has taken a huge hit due to the global concerns about the widespread transmission and spread of the COVID-19 virus. The entry of COVID-19 transmission in Indonesia first occurred in February 2020, and since then tourism in Indonesia has been on the decline, reaching its lowest point in the country's history of tourism growth (Nuraini 2020). However, the government is currently preparing Indonesian tourism to enter a new normal. The Ministry of Tourism and Creative Economy chose a strategy to focus on domestic tourists in this situation (Fauzan 2020). Therefore, this research was directed at domestic tourists, with a concentration on three of Indonesia's five culinary destinations: Joglosemar (Jogjakarta, Solo, and Semarang).

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Several studies on culinary tourism have been completed in various contexts in nations throughout the world, but few have conducted research or examined the local food consumption value that makes tourists interested in local food in a tourist destination in Indonesia. Previous research has shown that there is a strong correlation between the local food in a destination and the attractiveness of a tourist destination. For tourists, the main attraction of a tourist destination is local food. Tourists are interested in visiting a tourist destination because they want to taste the local food at the destination visited (Ab Karim & Chi, 2010; Brokaj 2014). Therefore, this study investigated the consumption value of domestic tourists when doing culinary tours in the three tourist destinations, namely: Jogjakarta, Solo, and Semarang.

2 LITERATURE REVIEW

2.1 *Culinary tourism*

Culinary tourism is a form of tourism in which visitors organize a trip either partially or entirely to taste the local food or participate in food-related activities (Herrera et al. 2020). Culinary tourism, which offers high-quality local products, has grown in popularity as a result of the role of food in destination selection and tourist consumption (Gaztelumendi 2020). In addition, tourists who enjoy these culinary activities will also engage in other tourism activities, such as visiting historical sites and participating in outdoor activities, all of which contribute to the local economy (Gilmore 2015).

2.2 *Local food consumption value*

The theoretical framework of *consumption value* was first developed by Sheth et al. (1991) which was subsequently applied to numerous contexts in the realm of *hospitality and tourism*. This consumption value varies depending on the products available (Choe & Kim 2019). The consumption value of the local food tends to have many different elements compared to other products or services (Dagevos & Van Ophem 2013). Basically, individuals will pay more for the added value provided because there is a perceived dining experience (Richards 2020).

An in-depth measurement was carried out by Choe and Kim (2019) to identify the consumption value of local food to determine the behavior and experiences of tourists when consuming local food in a destination. The first was the *functional utilitarian value* associated with food selection (Kim, Choe & Lee, 2018; Kim, Tang & Bosselman, 2018) which tourists evaluated from three aspects while eating local food: *taste/quality value, price value, and health value*. The second was the *emotional value*, referring to the sensations of pleasure and satisfaction that arise when consuming food in a new location, where eating local food delivers a unique emotional experience (Choe & Kim 2019). The third factor was the *prestige value,* referring to the social image that was created when a person dined at a restaurant (Kim & Lee 2017). Eating unique/special local foods might help tourists gain status and prestige (Mak et al., 2012). Trying local food in one new location gave tourists a sense of social prestige, and they were happy to discuss their culinary adventures with their friends after returning home (Chang et al. 2010). The next factor was the *interaction value*, which emphasizes the importance of social interaction with friends and family (Goolaup & Mossberg 2017). In the context of food consumption, social interactions between family members, food providers, and consumers were valued (Williams et al. 2015). The last was the *epistemic value,* where local food became the primary medium to appreciate the culture of a destination (Bardhi et al. 2010). Enjoying local food became an effective method of learning local culture (Björk & Kauppinen-Räisänen 2016).

Prior studies showed that gender was an important variable influencing local food consumption. Males were more interested in epistemic value such as experiencing local food than females. On the other hand, females were more interested in interaction value than males (Kim et al. 2013). On the other hand, Liu et al. (2017) found that females were more interested in epistemic value than males; while male tourists were more interested in interaction value. Moreover, based on the study done by Promsivapallop and Kannaovakun (2020), it was found out that gender did not have an impact on local food consumption. Consequently, this study was intended to investigate further the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestige, interaction*, and *epistemic value* based on gender. In this case, the hypothesis is formulated as follow:

H1: "*There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on gender.*"

Besides gender, age group was another variable affecting the local food consumption. Previous studies showed that there was a significant difference between different age groups in their food consumption values. Older tourists were more concerned about the functional value specifically in terms of the dietary needs, while the more younger tourists were more interested in affordable prices (Vuksanović et al. 2019). Therefore, this study was also investigating the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestige, interaction*, and *epistemic value* based on age group. In this case, the hypothesis is formulated as follows:

H2: "*There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on age group.*"

Lastly, the study was intended to investigate the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestigious, interaction*, and *epistemic value* based on the three culinary destinations: Jogjakarta, Solo, and Semarang since the three destinations were located in Central Java but they had different unique food appeals. Therefore, the hypothesis is formulated as follows:

H3: "*There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on the three culinary destinations.*"

3 METHODS

This study conducted a survey to determine how the tourists perceive the local food consumption value. The data was gathered from three cities that the government has designated as culinary destinations. This survey included 462 respondents who had eaten local food in one of three culinary destinations in the previous two years (161 respondents in Jogjakarta, 150 respondents in Solo, and 151 respondents in Semarang). The questionnaire was written in Indonesian because the study's target population was Indonesian domestic adult tourists. The first section of the survey asked the respondents to answer questions about their socio-demographic profile and travel behaviors. The following section uses Choe and Kim's (2019) aspects of consumption value to investigate their perceptions of local food consumption value. The measurement of Consumption value consists of 11 statements of Function value, 6 statements of Emotion value, 4 statements of prestige value, 2 statements of interaction value, and 6 statements of epistemic value. Pilot research with 30 respondents revealed that all indicators are valid and reliable. The data collection was conducted online due to the COVID-19 pandemic. The SPSS software was used to examine the acquired data. Several analyses were used: first, descriptive statistics were performed to obtain the profile of the respondents, the travel behavior, and their perception of the local food consumption value; second, a comparison analysis using independent sample T-test and one-way analysis of variance (ANOVA) was performed to determine the statistical significance of the differences between gender, age group and culinary destinations (Jogjakarta, Solo, Semarang).

4 RESULTS AND DISCUSSION

4.1 *Results*

The profiles of respondents of this research consisted of 58% females and 42% males with the majority aged 17–25 years old (59%). The level of education was undergraduates (49%) and senior high school (40%). The majority of the respondents were students (48%), self-employed (21%), and workers (18%) with a monthly income of less than 10 million Rupiahs. The majority of respondents visited the destinations for leisure (60%).

The findings revealed that the most significant consumption value acquired from local food by domestic tourists is the emotional value (mean: 5.70), then followed by the epistemic value (mean: 5.66) and functional value (mean: 5.63). This indicated that eating local food might provide a pleasurable experience. In comparison to other values, the interaction value is perceived the least. This study also investigated the different perceptions of local food consumption value among the Indonesian domestic tourists' socio-demographic group, namely gender, age, and differences in each culinary destination. The independent t-test result in Table 1 revealed that there were significant differences in consumption value perceptions of local food between males and females. In particular, the mean scores for males are higher than those for females. Therefore, hypothesis 1 (H1) was supported.

Table 1. Differences in perceived consumption value between gender.

Gender	N	Mean	Std. Deviation	t-value	Sig
Functional Value					0.03*
Males	196	61.07	7.72	–2.20	
Females	266	62.62	7.36	–2.19	
Emotional Value					0.03*
Males	196	33.52	5.73	–2.17	
Females	266	34.73	6.06	–2.19	
Prestige value					0.04*

One-way ANOVA tests were employed to examine differences in perceived consumption value among age groups and culinary destinations, as shown in Table 2. The findings revealed that there were significant differences between age groups and destinations. The differences were found in functional value, emotional value, prestige value, and interaction value. Therefore, hypothesis 2 (H2) was supported. The Tukey post hoc test was conducted to analyze further the differences among groups. In comparison to the other age groups, senior citizens above the age of 55 had lower consumption values. In addition, the three tourist destinations had different epistemic values. Tourists eating local food in Jogjakarta perceived higher consumption value compared to tourists consuming local food in Solo and Semarang. Therefore, hypothesis 3 (H3) was supported.

Table 2. Differences in perceived consumption value among age group and destination.

Item	Age Mean Square	F	Sig.	Destination Mean Square	F	Sig.
Functional Value						
Between Groups	217.80	3.92	0.00*	54.18	0.95	0.39
Within Groups	55.54			56.96		
Total						
Emotional Value						
Between Groups	152.19	4.44	0.00*	85.99	2.45	0.09
Within Groups	34.31			35.11		
Total						
Prestige value						
Between Groups	69.32	3.37	0.01*	12.23	1.63	0.20
Within Groups	20.56			7.13		
Total						

Table 2. Continued.

Item	Age Mean Square	F	Sig.	Destination Mean Square	F	Sig.
Interaction Value						
Between Groups	20.54	2.92	0.02*	146.77	1.72	0.18
Within Groups	7.03			30.30		
Total						
Epistemic Value						
Between Groups	5.33	0.17	0.95	146.77	4.84	0.01*
Within Groups	31.03			30.30		
Total						

4.2 *Discussion*

The findings of this study showed that the majority of the respondents perceived that consuming local food in Jogjakarta, Solo, or Semarang made them delighted. They felt pleased when they could enjoy the local food every time they visited Jogjakarta, Solo, or Semarang. Besides the emotional value that the respondents could gain from consuming the local food, they could also obtain epistemic value where the tourists could satisfy their intention to try more diverse local food in Jogjakarta, Solo, or Semarang. Moreover, the tourists could also attain functional value by enjoying tasty local food with appealing flavors that was not expensive and offered good value for money. This finding was significant since the previous study demonstrated that tourists were drawn to tourist destinations by local food, particularly authentic local food. Tourist satisfaction would increase as they ate more, told others about the food and destinations, and returned to the destination in the future (Yurtseven & Kaya 2011; Zhang et al. 2019).

This study also revealed that there were significant differences between gender in terms of functional value, emotional value, and prestige value. In this case, females were more concerned with all three consumption values, namely: functional, emotional, and prestige values. Surprisingly, there was no significant difference between males and females in terms of the interaction and epistemic values. This finding was not in accordance with the previous studies which showed significant differences both in the interaction and epistemic values between the two genders (Gaztelumendi 2020; Herrera et al. 2020). The reason was most probably due to the different nationalities and cultural backgrounds of the respondents. The previous study (Herrera et al. 2020) involved respondents from South Korea, Spain, and the United Kingdom. The second reason was due to the fact that the respondents were domestic tourists who were most likely to be quite familiar with the people and cultural background of the destinations.

Furthermore, this study also revealed that there were significant differences between age groups which were found in functional value, emotional value, prestige value, and interaction value. This finding confirmed that of the previous studies that there were significant differences between age groups where the older age group was more concerned about a healthy diet but the younger age group was more concerned about the price of food (Vuksanović et al. 2019) In accordance with the previous study, this study finding revealed that the older age group above 55 years old had a lower food consumption value. It means that the older age group had a higher expectation of the consumption value as compared to the other age groups. This was most probably because the older age group was more concerned about the healthy diet so that they had higher expectations, especially on the functional value (Vuksanović et al. 2019) Therefore, it is necessary to promote different kinds of local food based on the specific concern of each age group.

Lastly, the study finding also revealed that there was a significant difference in the epistemic value between the three destinations where Jogjakarta had the highest epistemic value as compared with the other two destinations, Solo and Semarang. In comparison to Solo and Semarang, Jogjakarta is somehow more popular as a tourist destination. Jogjakarta so far has been the most popular tourist destination in Central Java. The government has promoted Jogjakarta as a tourist destination since long before Solo and Semarang. The two popular temples, Borobudur and Prambanan, listed as UNESCO world heritage sites, are also located in Jogjakarta, which has made Jogjakarta even more popular as a tourist destination. Moreover, Jogjakarta has been very famous for its typical cuisine, Gudeg which also becomes an advantage. Therefore, it is of the utmost importance to increase the promotional efforts for the tourist destinations and culinary uniqueness, especially for Solo and Semarang.

5 CONCLUSION AND IMPLICATIONS

This study was intended to investigate the significant differences in the local food consumption values, the functional, emotional, prestige, interaction, and epistemic values, as compared between different gender, age groups, and tourist destinations; namely: Jogjakarta, Solo, and Semarang. The finding of this study revealed that the domestic tourists could gain emotional value in that they experienced a pleasurable feeling when enjoying the local food. Besides that, they could also gain epistemic value when they enjoyed the diverse local food. They could also gain functional value in that the local food was tasty and offered good value for money.

Contrary to the previous studies, this study showed significant differences between gender-based on functional, emotional, and prestige values. In this case, female tourists were higher in all three values. Moreover, the study also revealed that there was a significant difference between age groups based on functional, emotional, prestige, and interaction values. It was important to note that the older age group had lower consumption values than the other age groups. Furthermore, there was a significant difference between the three destinations based on the epistemic value in which Jogjakarta had the highest epistemic value.

Based on the findings of this study, it is recommended that the marketing efforts be differentiated based on different gender and age groups. For example: when marketing local food to female tourists, it is better to emphasize the food taste and flavor, appeal to the emotion and stress the attraction of enjoying local food as well as the good value for money. Moreover, when marketing to the older age group tourists, it is advisable to emphasize all values, in particular, stress the healthy diet of eating local food. In addition, it is advisable for the government to plan and improve more promotional efforts to promote Solo and Semarang as alternate culinary destinations in Central Java, besides Jogjakarta, by introducing the uniqueness of the city and its local food.

As this study was focused on Jogjakarta, Solo, and Semarang only, it is recommended that future studies should be done in other culinary destinations in Indonesia, such as Bali and Bandung, on the local food consumption values to confirm and generalize the findings. Moreover, since this study was limited to domestic tourists, it is recommended that international tourists are the main subject of future studies.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Determination of criteria as an effort to eliminate the gap in gastronomy tourism village management

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ABSTRACT: The gastronomic tourist village is one of the mainstay tourist destinations which is expected to be able to encourage the development of rural communities to be more prosperous. However, the growing interest of the community to develop their village as a tourist spot is not accompanied by certain criteria, so that one gastronomic tourist village and another has a management gap. Therefore, it is necessary to study the criteria and standards of a tourist village. The purpose of this study was to determine the criteria of gastronomic tourist villages. The research uses surveys involving 200 informants consisting of 100 tourists and 100 stakeholders, in-depth interviews, and mind mapping as analysis tools. The results of the study show that the criteria for gastronomic tourism villages are related to the ability to (1) maintain environmental sustainability (preservation of the original rural cultural landscape atmosphere); (2) maintain quality (hygienic, continuous product improvement, excellent service); (3) manage activities properly (involving stakeholders, solid and resilient to the shock of business uncertainty); and (4) improve the welfare of local people.

Keywords: Gastronomic, Village, Tourism, Criteria, Welfare

1 INTRODUCTION

In Indonesia, a tourist village has become a promising business in the tourism industry. Unfortunately, the development of this kind of village still depends on socio-cultural aspects such as the number of tourists, accommodation, and investment. Frequently, rural tourism is considered as an additional activity for the rural people to increase their income (Grigorova et al. 2016). Gastronomy is one of the approaches in rural tourism which is capable of attracting tourists without being relatively affected by spare time, annual vacation, communication, or urbanization. Gastronomy is not merely about food, but also reflects culture, heritage, tradition, and connects community relations from different societies. This sector supports creating opportunities, including jobs, particularly, in rural destinations (UNWTO 2021). Gastronomy tourism in a rural area is for enjoying the taste and aroma of food dishes along with its typical culinary, as well as to feel the atmosphere of the beautiful natural scenery.

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Nowadays, gastronomy has become a trend that is capable of influencing customer motivation to visit a destination (Guruge 2020), as well as diverting and completing destination offers by expanding the opportunities in marketing and production (López 2019). This sector creates opportunities including jobs in rural destinations (UNWTO 2021). Moreover, the eating culture is considered to form a lifestyle and to increase health status (Gdrigorova et al. 2016). Therefore, a tourist village with a gastronomic icon can become one of the flagship destinations which is expected to enable rural communities to be more prosperous and to encourage healthy eating habits as well. However, the growing community interest to develop their village as a tourist destination is often accompanied by certain criteria or standards, so that one or another tourist village has a management gap. In fact, sometimes, the criteria to determine a worthy village as a center for gastronomic tourism has not even been clear. Hence, it is necessary to study what are the criteria or standards for a gastronomic tourist village. The aim of this research is to determine the criteria or standards for gastronomic tourist villages.

2 LITERATURE REVIEW

2.1 *Rural gastronomy tourism*

Basically, food is a product used to fulfill physiological needs and vital life components (Renko & Polonijo 2010), as well as to become social and cultural heritage for people (Cavicchi & Ciampi Stancova 2016). However, nowadays, tourists experience food as an icon of cultural and political identity (Lugosi 2013; Ray 1998; Sloan 2013), and it is capable of improving a destination's image. A traditional dish, according to Grigorova et al. (2016), shows direct relations to the nature, culture, religion, and lifestyle of the local community. Moreover, the dish related to a rural gastronomy environment often has the strength to support health tourism (Renko & Polonijo 2010) through sustainable healthy food (Cavicchi & Ciampi Stancova 2016). The role of gastronomy is to reflect human's norms and culture value, place and time, as well as to explain geographic reality and place (Timothy 2015), along with regional branding (Cavicchi & Ciampi Stancova 2016). In an attempt to preserve and spread local eating culture, Wantanee et al. (2015), provided cooking lessons to tourists as well as at food festivals.

Gastronomy is not merely related to cooking a food product in the kitchen, it is widely related to the investigation, documentation, understanding, and research of food, ethics, food eating etiquette, and nutrition (Soeroso & Susilo 2013; Soeroso & Turgarini 2020).

Meanwhile, criteria are the standards to assess, evaluate, criticize, examine, or choose something. Criteria are requirements that become the basics for assessment, evaluation, or selection that are then used as an input for decision-making (Dictionary, 2021). Criteria are also said to be an idea or a thing used as a measurement, norm, or model in comparative evaluation (Oxford learners dictionaries 2021). Criteria are usually established by authority, habits, or general agreement as a model, an example, or a reference (Merriam-Webster 2021). Criteria to determine rural tourism potential are natural resources (geographical characteristics), culture (value, beliefs, behavior, symbol), social aspects (welfare related to age, education, job, and others), and economic aspects (economic infrastructure, and domestic product existence to attract tourists) (Puska et al. 2021). A tourist village should show the characteristics of rural geography with its population density along with low settlement, an agrarian economy, and traditional society (Okech 2012).

In Indonesia, the development of tourism villages is based on four typologies, namely tourism villages based on the uniqueness of natural resources, tourism villages based on the uniqueness of local cultural resources (including typical gastronomy), creative tourism villages, and combined tourism villages that are able to display and own a combination of one or more resources. Efforts to develop tourist villages need to be strengthened with criteria including having the potential for a tourist attraction, such as a community, and having the potential for human resources involved in tourism village activities. They also require basic infrastructure facilities to support tourism activities to have the potential for developing a tourism market (Coordinating Ministry for Maritime Affairs and Investment 2019).

3 METHODS

This research used a survey method that involved 200 informants, of which 100 were tourists and 100 were stakeholders. The primary data collection used online in-depth interviews, with mind mapping as a supporting tool. The data obtained were processed using qualitative descriptive method (Doyle et al. 2020; Kim et al. 2017). Finally, the analysis used a qualitative interpretative approach through trying to understand or interpret the phenomenon of meaning and finding the relations. Secondary data were sourced from scientific articles, books, research reports, and other publications. Discussions, brainstorming, expert meetings, and Focus Group Discussions (FGD) among stakeholders were conducted to strengthen the study result (see Table 1). The research objects were Cisambeng Village in Majalengka District, Cibuluh Village in Subang District, Cigugur Girang Village in Parongpong, West Bandung District, and Cikelet Village in Garut District. All those villages are in West Java Province.

Table 1. Key informants who supported the study.

Stages	Partners
Discussions	Officials at the Ministry of Home Affairs, Ministry of Tourism, and Creative Economy, Ministry for Public Works and Human Settlements, Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, Ministry of Environment and Forestry, Indonesian Banking Association and Bank Indonesia
Brainstorming	Planners, architects, geographers, anthropologists, environmentalists, biologists, food experts, gastronomists, artists, longhairs, and economists who have previously worked on the topic of gastronomy.
Expert meetings	Experts from various fields of science at universities in Indonesia (i.e., Universitas Gadjah Mada, Ambarrukmo Tourism Institute, Universitas Pendidikan Indonesia), Indonesia Gastronomy Academy (IGA), Indonesian Chef Association (ICA)
FGDs	Officials of Tourism Office, Government of Provinces and Regencies, Tourism actors consisting of officials at Indonesian Hotel and Restaurant Association, Association of Indonesian Tour and Travel Agency, Indonesian Tour Guide Association, Indonesian Tourism Objects and Attraction Organization, Indonesia Marine and Tourism Association, Indonesian Tourism Society, Hotel Human Resources Managers Association, and Indonesian Tourism Area Association, Indonesia Gastronomy Academy (IGA), Indonesian Chef Association (ICA); teachers from tourism education institutions, and local communities

4 RESULTS AND DISCUSSION

Turgarini states that there are eight local food levels served to strengthen gastronomy tourism, they are (1) main meals (Bakakak Hayam, Babat Raweuy, Bubuy Hayam Subang, Beuleum Lauk, Cobek Belut, Daging Uncal, etc.); (2) complementary meals (Bubuy Siki Nangka, Cobek Genjer, Cobek Jantung Cau, Cobek Oncom, Dage Empoy, Kadedemes, Dage Kelapa, Dage Cangkring, etc.); (3) complete meals (Sangu Cikur, Sangu Jamblang, Sangu Ketan, Sangu Koneng, Sangu Liwet, Bubur Beureum, Bubur Bodas Docang, etc.); (4) snacks (Bakecrot, Bugis, Burayot, Bubur Kacang Hejo, Bubur Lemu, Cikuk Garut, Cimplung, Ceprus, Comro, Peuyeum Sampeu, Cau Goreng, Puncak Manik, Putu, Rarawuam, Roten, Sasagon, etc.); (5) crackers (Citruk, Dorokdok, Dapros, Emping Menes, Gapit, Kasreng, Keremes, Kicimpring, Kiripik Cau, Kiripik Sampeu, Kiripik Taleus, Kurupuk Aci, Kurupuk Malarat, Kurupuk Lambak, Kolontong, Kurupuk Banjur, etc.), (6) candied, salad, and pickled vegetables and fruits (Bakasem Kadongdong, Manisan Cereme, Rujak Bebeuk, Rujak Cuka, Rujak Ciherang, etc.), (7) beverages (Bandrek, Bajigur, Sakoteng, Es Bojong, Es Cingcau, Es Cuing, Sirop Campolay, Es Goyobod, Es Oyen, Es Pala, Es Peuyeum, Es Serut, etc.)

and finally (8) chilli sauce (Sambal Cibiuk, Sambal Daun Tangkil, Sambel Suuk Sukabumi, Sambal Goang, Sambel Jahe, Sambel Goreng Tempe, Sambel Hejo, etc.). Apart from those, rare food from West Java is also served such as Ali-agrem (ring cake), Burayot (hanging cake), Emplod, Gemblong, Manisan Gedang (papaya), Pencok Leunca, Reuceuh Bonteng (cucumber), Rujak Hiris (Cajanus cajan), Tang-tang angin, Ulukutek Leunca Oncom, dan Wajit Cililin (Turgarini 2018). If these are managed well, they will strengthen gastronomy tourism in rural areas.

Next from the study result, two groups of tourism actors have different views on gastronomy in a rural area. Tourists consider as important the rural atmosphere, hygiene, experience of eating food, and originality as well as food attractions. Meanwhile, residents as food servers consider taste, quality, variation, and food performance were more important. However, the tourists do not seem to really care about the restaurant layout, while the residents show less attention to service quality from the waiter/waitress to customers (see Table 2).

Table 2. Tourism actors' assessment of gastronomy.

No	Travel Rating	Community Rating
1	Atmosphere	Food Taste
2	Hygienic	Food Quality
3	The experience of consuming food	Food variety
4	Authentic, exotic, and attractive food	Food appearance
5	Food taste	Atmosphere
6	Food variety	How to serve food
7	How to serve food	Authentic, exotic, and attractive food
8	Response to customer requests	The freshness of food ingredients
9	Food appearance	Food smell
10	Food quality	The appearance of waiters (staff)
11	The freshness of food ingredients	The experience of consuming food
12	Food price	Cleanliness of the building/dining room
13	The appearance of waiters (staff)	Restaurant layout
14	Attention waiters (staff) to customers	Restaurant toilet cleanliness
15	Restaurant toilet cleanliness	Food price
16	Support food security	Hygienic
17	Food smell	Response to customer requests
18	Support food safety	Support food security
19	Cleanliness of the building/dining room	Support food safety
20	Restaurant layout	Attention waiters (staff) to customers

Further, it seems that there are some important things if viewing from the tourism actors understanding towards gastronomy management in a rural area, namely food health, quality (taste, aroma, food serving), price producer, management continuity, stakeholders involvement, capability to overcome business changes, solid management structure, environment sustainability, and the increase of the resident's welfare (see Table 3).

Table 3. Community Understanding Regarding Gastronomy Tourism in Rural

Area	Understanding of Gastronomy Tourism
1	Healthy food
2	The quality of local food ingredients is better than non-local food
3	The price of local food ingredients is cheaper than non-local food
4	Local food producers are easier to control
5	Sustainable management
6	Stakeholders engagement
7	Ability to manage pressure to change of business
8	Strong management structure
9	Environmental sustainability (saving energy, waste management, etc.)
10	Improving the local community welfare

A rural area is a population, a settlement, or a region not in an urban area (USDA 2021). A Village, based on RI Law Number 6 of 2014 concerning Villages in Verse 1 (1), is stated as a legal community unit that has territorial boundaries authorized to regulate and to manage government affairs, the local community interests based on community initiatives, origin rights, and/or traditional rights recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Meanwhile, Meanwhile, UNWTO (2021b) states that rural tourism activities aim to seek experiences related to the cultural landscape in the form of a combination of natural potential that blends with the surrounding human culture such as agriculture, rural lifestyles, fishing, sightseeing, and so on. This area is usually dominated by agriculture with its social structures and lifestyle of the resident which tend to be traditional-conventional. Apart from that, a rural area also maintains a knowledge system, biodiversity, culture, values, and local activities (wetland and dryland rice farming, plantation, forestry, livestock, and fishery), including its gastronomic artisan expert.

Tourists who visit the rural area will not set aside enjoying food dishes. In the last few years, this component has been growing rapidly to become the attraction of rural tourism (Sormaz et al. 2016). The tourists' urges to enjoy local tastes and accommodation facilities in the destination have become a base for rural gastronomic tourism developers. Therefore, eating culture which used to be abandoned, now shows as a part of a long-lasting tradition. The food dishes served by the rural residents, particularly in Indonesia, reflect their modest daily lifestyle, hereditary habits, beliefs, and religion, as well as tradition and customs. It is in line with people's lifestyle changes which elevate social positions on eating value, so that it becomes one of the attractions in tourism activities. Regarding rural gastronomic tourism flare, it is necessary to determine some criteria or standards in gastronomy tourism management by understanding the point of view of both tourist interest and stakeholders. Referring to findings shown in Tables 2 and 3, the standard for gastronomy tourism in a rural area should fulfill the following criteria:

1. Able to maintain environmental sustainability (nature and culture including energy saving, waste management, etc.)
2. Able to maintain quality
   a. Serving local food products based on healthy food.
   b. Food management should fulfill HACCP standards and refer to the continuous improvement paradigm.
   c. Excellent service for customers is both tangible such as dining room facilities and ambiance, staff physical performance and others and intangible (punctuality, successful complaint solution, willingness to help guests' difficulties, and so on).
   d. Maintaining taste, aroma, variety, and food performance.
3. Able to manage activities correctly.
   a. Involving stakeholders.
   b. Establishing an association with a strong structure.
   c. Local food producers are registered as members of the association to simplify monitoring and to conduct development.
   d. Able to manage the business in an uncertain situation (caused by political, economic, health issues, and others)
4. Able to increase local people's welfare.

Thus, a destination that can be established as a rural gastronomic tourism destination should fulfill the criteria of "four abilities." First, maintain the sustainability of the original rural cultural landscape atmosphere so that tourists can feel the sensation, uniqueness, and desire to linger in the destination. The environment that should be maintained is not only abiotic like soil, water, rock, land, mountain, river, and sea, or biotic (flora and fauna) related to physical nature of rural, but also people's culture like the local language (mother-tongue), area identity (such as statement 'sugeng rawuh, wilujeng sumping', in welcoming guests), and to aid in understanding knowledge, equipment, and cultivation technology as well as food processing, governance, customs and art as a complement to gastronomy (Koentjaraningrat 2004). Rural gastronomic tourism should perform unique attractions related to the food and foodscape to attract tourists' curiosity for their additional experiences.

Second, the ability to maintain quality can be shown by fulfilling hygiene standards. Here, managers are obliged to maintain destination originality and identity, as well as to serve healthy local food. The food they serve should fulfill the criteria determined through a food quality assurance system, namely Hazard Critical Control Point (HACCP) for monitoring and controlling the condition or hazards that may occur to food, particularly that served to tourists (Tseng et al. 2016). The goal is that the product generated is safe for consumption and avoids contamination risks, either physically, biologically, or chemically. Aside from that, food quality served in rural gastronomic tourism should follow the pattern of continuous improvement (Dionizi & Kernici 2013; Farrington et al. 2018).

And then, rural gastronomic tourism managers should be capable to provide excellent service to guests in cleanliness, tidiness, and physical appearance of employees, punctuality of serving, successful compliant solutions for guests, and help guests' difficulties (such as selecting the menu, finding the restroom, and so on). In addition, the managers should be capable of maintaining the quality of taste, aroma, variety, and food attractiveness served to guests. Generally, service quality provided to customers is not far different from what the researchers had concluded, namely tangibles, trustworthiness, responsiveness, assurance, and empathy (Parasuraman et al. 1985). This is in line with emphasizing the importance of service improvement for tourists, new attraction identification, the health state of the site and service area, as well as punctual marketing and promotion (Lopez et al. 2019).

Third, rural gastronomic management should involve stakeholders by establishing an association with a solid organizational structure. Waiters and waitresses are expected to become members of the association to simplify monitoring and to conduct development. The association is expected to support the members to overcome the uncertain condition in the tourism business due to political, economic, health, and other issues.

Finally, rural gastronomic tourism should be able to give the local community good welfare. The welfare indicator is not only community income increasing, but also an improvement in health, education, employment, consumption pattern, environment, poverty rate reduces, and other social problems (BPS 2021).

5 CONCLUSION AND IMPLICATIONS

The research shows that the criteria for gastronomic tourist village relate to capabilities (1) to maintain the sustainability of the environment (sustainability of originality on rural cultural landscape atmosphere); (2) to maintain quality (hygiene, continuous improvement product, excellent service); (3) to manage activities correctly (involving stakeholders, solid and resistant to uncertainty situation in business); and (4) to increase local people's welfare.

The implication of this research is to expect that the tourism actors of rural gastronomic tourism are not only merely selling food to tourists to obtain a short-term benefit, but also think about long-term welfare relating to both nature and culture sustainability. Meanwhile, the government can establish regulations to assure that rural gastronomic tourism runs in its proper corridors.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

The influence of food tourism behavior on visitor intent to purchase local food: A study in Serang, Banten, Indonesia

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ABSTRACT: The purpose of this study is to investigate the effect of novelty-seeking and food involvement on local food purchase intention in the province of Banten, Indonesia. The study used a quantitative approach using questionnaire surveys distributed to local travelers consisting of 65 Indonesian local tourists. Using a convenient sample, data collected were analyzed by employing the Pearson product-moment correlation coefficients. The research results indicate that individual variables, novelty-seeking, and food involvement have a positive effect on tourists' local food purchase intention. The findings of this study hope to shed light on food tourism literature and tourism destinations. Particularly, the result of this study aims to give a better understanding of food tourist behaviors towards Banten's local food.

Keywords: Tourist Behavior; Local Food; Gastronomy; Intention to Revisit.

1 INTRODUCTION

Food is one of the major aspects in modern-day tourism, as visits to specific locations to experience its local dishes are often the primary motivating factor for travel. Tourists might explore one food, from region to region, as a means to find newness and satisfaction in their food experience (Pujiastuti 2020). Local dishes could also become an amenity, a part of the local attractions that tourists seek for in their travel, as they try to get to know the local culture (Sormaz et al. 2015). It makes the tourism experience complete, especially to tourists who have considerable interest in foods.

A lot of advantages can be gained by understanding the main factors that affect individuals in food tourism. Tourism destinations will be able to include their local dishes as part of their attraction and weave it comprehensively into their cultural programs. Dishes and food banquets can be part of a region's tourism promotions and be utilized to entice new visitors as well as improve visitors' tourism experience, creating a higher chance of revisits. However, not much research is found on this matter in the majority of regions in Indonesia (Deborah C. Widjaja 2018)

Banten is one of the regions that has a variety of local dishes representing its history, culture, and natural wealth. It has the potential to be one of the food tourism destinations in Indonesia by attracting visitors who seek novelty in their food experience as well as those who deem food to be an important factor in getting to know the region, its people, and its culture. Therefore, this research aims to understand how novelty-seeking and food involvement affects tourists' local food purchase intention. It will strictly investigate tourists who visited Banten and tasted its local dish.

The remainder of the paper is organized as follows. In Section 2 we will elaborate the related works and literatures that could give a better understanding on the topic discussed. Section 3 will explain how data are gathered and analyzed, the method of research applied, as well as how to

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validate and to ensure the reliability of the data. In Section 4, we will present the results of the research and discuss the conclusions based on those results. Finally, Section 5 will give the summary of this research.

2 LITERATURE REVIEW

2.1 *Food tourism*

The terms "food tourism," "culinary tourism," or "gastronomy tourism" are common terms defined as being the pursuit of eating and drinking, and refer to the original and indigenous dishes belonging to a certain palace, region, or country (Ellis 2018; Liberato 2019). It involves the act of seeking food in its original producers, festivals, and other special places related to certain kinds of foods; as well as observing its production and preparation processes. It makes for a large industry that consists of not only the food producers and preparers, but also cooking schools, cooking literatures, tour guides, gastronomy-related activities, and media (Anon. n.d.; Sormaz et al. 2015; Umit Sormaza 2016). Food or gastronomy tourism is not just interest tourism; it is also cultural tourism as it helps visitors to learn about the cultural characteristics of the host. It places food as an aspect of regional culture and a factor that can make tourism experiences unique. In this paradigm, many tourism destinations make efforts to maintain and preserve the richness of their regional cuisines by using various factors. Gastronomy tourism when well-applied and maintained can increase the population of tourists in a region and encourages revisits through holiday seasons, thus facilitating economic and socio-cultural development as well as maintaining the cultural heritage (Sormaz et al. 2015).

2.2 *The characteristics of Banten dishes*

Historically, Banten is one of the regions that was included in the silk/spice road; a maritime trade and distribution route for the main products and commodities from South East Asia and the Southern Archipelago. Indonesia, being a tropical country that was rich in biodiversity, was the source of trade commodities in the past including cloves, nutmeg, candlenut, and pepper. These trades triggered the constructions of seaports and harbors in cities along the archipelago, including Banten.

According to historical records, Banten had a seaport that traded rice, pepper, and other food materials in large amounts with a lot of ports from different cities. Its abundance in spices was shown in a letter from the Sultan of Banten to King Charles of England in 1664 offering 3.25 meters worth of black pepper and 100 yokes of ginger as a pact of friendship. As is the case with other regions in Indonesia, this richness manifests in a large variety of dishes with its own characters and tastes. (Kaoru Ueda 2016)

Bantenese traditional specialties are highly related to its natural landscape and the behaviors of its people. The most prominent aspect about their dishes are the utilization of ingredients that can be easily found around their homes or in their natural environment. This makes for a range of unique and varied dishes that cannot be found in any other regions due to the different ingredients. Bantenese people also make use of their ingredients as much as possible, letting almost nothing go to waste. The sultanate government in the past also created their own type of food banquet called *babancakan,* which became a tradition that is still kept alive until today. Bantenese dishes are similar in characteristics to Sundanese dishes that generally do not use a lot of coconut milk and are dominated by raw vegetables, chili sauce, dogfruits, stink bean, salted fish, freshwater fish, and fermented soybean paste. Fried dishes are quite popular, as well as *pepes* (chicken, fish, meat, or tofu wrapped in banana leaf and roasted), pickles, and *laksa.* The most common spice in Sundanese dishes is *honje* (wild ginger and basil). These dishes tend to be salty, accompanied by raw vegetables, chili shrimp paste, tofu and tempeh. They feature a light and simple taste, ranging from savory-salty, fresh-sour, mild-sweet, and spicy.

Milkfish satay, *anggeun lada,* and *jalabia* are amongst the Bantenese regional specialties. *Anggeu lada* is a spicy vegetable soup containing beef and beef offal such as heart, spleen, tripe, or intestines; while *jalabia* is an ancient food made of cassava. These dishes are affected by the traditional culture of Banten and Sunda that are closely related to nature. Bantenese people commonly work as farmers in their exotic natural environment, making them enjoy fresh raw vegetables eaten with chili sauce or peanut sauce *(karedok)*. Other than that, they also enjoy vegetable soup spiced with tamarind.

There are several street foods typical to this region, usually sold at home stalls, traditional markets, or by peddlers. These foods could be categorized as appetizers, snacks, complementary dishes, or desserts; served in unique ways starting from the methods of preparation, wrappings, up to the way it is peddled. The dishes usually use wraps *(pincuk)* made of banana leafs that can easily be found in the area, heated near a fire. Bantenese desserts are sweet in taste, as can be found in dishes such as *putri noong, kelepon, cocorot, gurandil, misro,* and other varieties of desserts. Banten also has their own snacks *(hahampangan),* namely *keremes, opak, kolontong, borondong, kalua jeruk, kerupuk melarat,* and *semprong.* Amongst its notable beverages are *es goyobod* or *es cingcau.*

The traditional Bantenese dishes have a dominant spiciness in them due to the common use of chili pepper as an ingredient to warm up bodies in chilly climates. Even when chili is not used as an ingredient, chili sauce is always served on the side of fresh raw vegetables. There is a wide variety of chili peppers being used, namely the green chili, red chili, bird's eye chili pepper or *cengek hejo,* cayenne pepper or *cengek beureum,* spur chili or *cabe gendot,* paprika, and others. It makes for dozens of chili sauce styles, some of which are *sambel dadakan, sambal combrang, sambal cibiuk, sambal bajak, sambal kacang,* and *sambel hejo;* with *sambel terasi* or shrimp paste chili sauce as the most common. Chili peppers are also the ingredient for a number of other dishes such as *sambal goreng, oblo-oblo tempe peutey cabe hejo,* and *kadedemes.*

Another characteristic of traditional Bantenese dishes can be seen in the utilization of basic ingredients that most people consider useless, such as *genjer,* a type of weed that grows in between rice plants. They also make use of the skin of cassava that is mostly considered poisonous, small fishes that live in rivers, as well as *tutut,* a type of conch pest that can be found in rice fields. They cook squid down to its ink, and cows and chickens down to their innards. (Ketaren 2017).

2.3 *Tourist behavior*

The understanding of tourists' travel behavior is important for product development, marketing strategies, approaches to enhance service delivery, and attempts to achieve competitive advantage. Tourists behave a certain way before, during, and after their travel, which are the main concepts of tourism behavior (Velissarious & Efstathios 2014). It is the result of continuous interaction between personal and environmental factors. The focus here is on the influence of people and situations to each other and the reactions to these influences. Simply put, a tourist's travel behavior is how they behave towards a certain product and their response to the product by making a consumption (RMarch & Woodside 2009).

Research studies have been done to understand the factors affecting travel behavior of tourists, and found that the motivation of travel, tourist's attitude, and situational and environmental factors have influences on the personal significance of the tourist (Venkantesh 2006). According to Chen (2018), the whole destination experience might be influenced by tourists' exposure to ethnic culinary. International travelers would rate the overall quality of the culinary experience they had while on their trip to the United States. Following that, the level of satisfaction with the consumption experience is determined by the evaluation process. However, when foreign visitors are satisfied with their entire culinary experience in a tourist site, they are more likely to return there, encouraged to have a similar experience by reconsuming the same ethnic foods (Alderighi 2016). In other words, a tourist's behavior is closely related to the condition of the tourism destination, its facilities and attractions, as well as the way the local residents behave and perceive the tourist. This study is examining the impact of tourist food behaviors in a tourist destination, namely novelty seeking and food involvement, on purchase intention. The following section discusses these variables in detail.

2.4 *Novelty seeking*

Novelty seeking has been viewed as an important factor that influences tourist behavior. It is the motivation to look for tourism objects and attractions that are new and unique, or the search for new locations that are more challenging (Colin 1992). It is constructed upon 6 dimensions: escape, adventures, changing habits, reducing boredom, sensation, and surprise (All 1992).

Previous works differ in their attempt to find the relationship between novelty-seeking and tourists' decision to revisit. It was found that novelty-seeking is the only factor that has an influence on tourist satisfaction (Leong 2017), and that novelty-seeking and satisfaction both affect the intention to revisit (Anon. 2017). Tourists with novelty-seeking motivation would have varying destination patterns and therefore have the tendency to return to the same destination (Suhartanto 2020). Also, novelty-seeking motivation will heighten the possibility of a medium-term revisit directly and long-term revisit indirectly (Fitri 2021).

It can thus be assumed that tourists with a novelty-seeking motivation would be more likely to explore and seek different types of food, banquets, or eating experiences during their visit to Banten. Due to the wide variety of dishes, presentations, and food stalls/markets that are offered in the region, it is likely that tourists will revisit the region to seek new experiences or destination patterns. Therefore, a hypothesis can be constructed as follows:

H1: Novelty-seeking has a positive effect on tourists' intention to purchase local food from Banten.

2.5 *Food involvement*

A consumer's food involvement is defined as the interaction between a consumer, their needs, values, interests, and motivation (Jaeger 2018). Therefore, it varies from one person to another. Individuals with higher involvement with their food tend to put more importance in sensation and pleasure in their dining experience other than those less involved. This involvement level can be related to their own decision-making process and its complexity, whether it is based on cognition or habitual choices. Individuals with higher involvement levels tend to take more time to think of their food choice than lower-involvement individuals who are more inclined to make a habitual choice.

Those who have a higher level of food involvement are more capable of making perceptual judgments to discriminate between menu-item attributes (Levitt 2019). This is supported by prior research that noted that a higher food involvement level would create the tendency to extensively evaluate food/menu items in their purchases (Hansen 2018). It was also found that consumers with higher food involvement levels would be harder to persuade due to their strong food preferences than those less involved in the purchase decision (Peters 2020). Bringing these into the food tourism context, when a tourist has a higher level of food involvement, they would likely show the tendency to be more discriminating and careful in their tourism destination choices. Since sensation and pleasure are important to them, the unique and new experience with Bantenese dishes would make them more involved with their food, thus affecting their behavior and intention to revisit Banten. Therefore, the following hypothesis can be constructed:

H2: Food involvement positively impacts tourists' intention to purchase local foods from Banten.

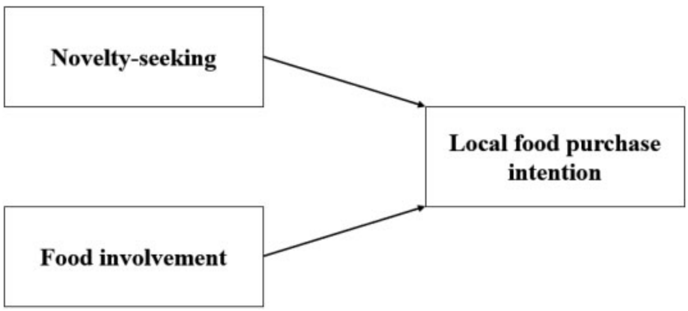

Figure 1. The conceptual framework of this study.

3 METHODS

The population being observed in this research is the tourists and visitors of Banten, West Java, Indonesia. The data used in this research are primary data collected from surveys using questionnaire instruments. They are obtained using a purposive sampling method in which questionnaires are given only to respondents who meet the predetermined criteria: (1) a local tourist; (2) had visited Banten in the last year; and (3) tasted the traditional foods in the region during their visit.

The questionnaire was divided into parts: (1) respondent demographics; and (2) research variables (novelty seeking, food involvement, tourism behavior) measurements. All measurements were conducted using a 5-point Likert scale.

A quantitative approach is used in this research. It is an approach in which human behaviors are viewed as a predictable social reality that is objective and measurable (Delliana 2020). In order to maintain objectivity, the questionnaire instruments will be tested for validity and reliability so that they do not deviate from the actual conditions (Delliana 2020). This research is explanatory, in which it aims to find the causal relationship between observed variables (Jannah 2019). The data collected was analyzed by using IBM SPSS 25. The Pearson correlation coefficient was used to describe the relationship between indicators and dependent variables. The operational definition of the variables are as follows:

- Variable X1: Novelty-seeking
- Variable X2: Food Involvement
- Variable Y1: Purchased intention to local food

Multi-item measurements used for the purpose of this study have already been validated. These measurement scales were widely used; thus, they have been modified to fit the context of tourists' food behaviors in Banten. Novelty-seeking measurement uses 5 indicators adopted and adjusted from Lee (2021) and 5 indicators from Agustina (2020). The tourists' level of food involvement is measured using 11 indicators adjusted from Peters (2020). To ensure the instrument's reliability, the factors that influence local food purchase intention; novelty seeking and food involvement were tested using Cronbach's alpha. The result indicated that the Cronbach alpha for novelty seeking was 0.833, meanwhile for food involvement was 0.697, and lastly for purchase intention was 0.667 (Mallery 2000) stated that the value that greater than 0.6 is acceptable. Thus, it can be concluded that all of the Cronbach alpha values for variables in the present study were acceptable.

4 RESULTS AND DISCUSSIONS

4.1 *Correlation analysis*

To determine whether a relationship existed between local food purchase intention as a dependent variable and novelty seeking and involvement as an independent variable, Pearson product-moment correlation coefficients (r) were conducted. The significance level of 0.05 was used in all analysis. Also, in the beginning of the correlation analysis, a Kolmogorov-Smirnov test was conducted. Accordingly, the data of novelty seeking, food involvement, and local food purchase intention followed a normal distribution.

As shown on Table 1, the correlation coefficient analysis found that there was moderate positive correlation between novelty seeking and purchase intention, $r = 0.394$. The result also means that the novelty seeking statistically explains 39.4% of the variability in local food purchase intention. Hence, the study accepts the Hypothesis 1 (H1). Furthermore, the result of correlation coefficient analysis also found that there was medium positive correlation between food involvement and local food purchase intention, $r = 0.473$. It means that tourists' food involvement statistically explains 47.3% of the variability in local food purchase intention. Therefore, the study also accepts the Hypothesis 2 (H2). This finding implies that novelty-seeking and food involvement are found to have influence on purchase intention. These findings are shown from the Table 1. Moreover, the finding validates previous studies that examined the impact of tourist characteristics and behaviors on the likelihood to buy local product. Some of these studies are Gurbaskan Akyuz (2019) and Choe (2018).

Table 1. The Pearson correlation coefficient.

Purchase intention	Novelty seeking	Food involvement	
Purchase intention	1,000		
Novelty seeking	0,394	1,000	
Food involvement	0,473	0,629	1,000

5 CONCLUSIONS AND IMPLICATIONS

This study investigated tourists' food behaviors, namely novelty seeking and food involvement, and their influences on local food purchase intention. The study was focused on local food in Banten region. The result shows that the novelty-seeking has a positive effect on tourists' intention to purchase local food from Banten. The current study also examined the influence of tourists' food involvement on local food purchase intention. The result shows that food involvement has a positive effect on tourists' intention to purchase local food from Banten. It was discovered that the desire for new experiences and food involvement is a significant motivator for food tourists to purchase local food throughout their travels. This finding supports a previous studies conducted by Singh (2021) who also found a significant association between novelty seeking and tourist's food behaviors.

Furthermore, the finding of the current study also aligned with recent research conducted by Li (2021) which discovered that tourists' attitudes regarding purchasing food at tourist destination are significantly influenced by their desire for novelty, which has only been studied by a few studies in the context of culinary tourism. When it comes to trying local food, Quan (2004) found that tourists' willingness to consume new foods and be open to trying novel foods is a driving factor for some tourists to try local food at destinations, while Cohen and Avieli (2004) discovered that tourists' fear of novelty significantly discourages them from trying traditional foods while traveling.

5.1 *Implication*

Tourist behavioral study is a useful tool for determining the genuine desires and needs of potential visitors, and it is becoming increasingly popular. Understanding the behavior of tourists can help governments and businesses make more effective decisions about product positioning and management (Xu 2014). In terms of gastronomic strength and potential, Banten region is currently a well-known destination among people from Jakarta and West Java; however, the majority of people from other regions prefer to visit Banten for its sea, sand, and sun. As a result, despite the fact that Banten is more powerful than many other regions on the culinary front, Banten has not yet reached the degree of development required in terms of gastronomy tourism.

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Current Issues in Tourism, Gastronomy, and Tourist Destination Research – Oktadiana et al. (Eds)

Ghost kitchen strategy to reduce restaurant loss in COVID-19 pandemic condition

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ABSTRACT: The coronavirus pandemic has shattered the world economy. To prevent the spread of the virus and break the chain, Governments have issued restrictions regarding staying at home, restaurant operation times, the supervision of cleanliness, social distancing, and others. This has had an impact on economic stability and buying patterns which in the past allowed customers to be free to go to restaurants and dine. A strategy is needed to reduce the losses of restaurants and to maintain business. The purpose of this study is to determine the differences between traditional restaurants and ghost kitchens. The research method used qualitative analysis with a step using participatory observation techniques. The results provide recommendations for adding online sales services, marketing digital, improving product quality, and optimizing customer relationships to be understood and adopted by culinary business actors, especially MSMEs, and the implications to cost efficiency by the use of the ghost kitchens to keep business afloat during the pandemic.

Keywords: COVID-19 Pandemic, Ghost kitchen, cost-efficiency

1 INTRODUCTION

The COVID-19 pandemic has changed trends worldwide. People are facing a situation in which hygiene, security, and safety get more attention. Governments have taken some actions, such as limiting people's physical contact by applying social distancing and advising on working from home that has become the current pattern for safety and health. Consequently, all countries have restricted people's mobility, both regionally and globally, which has brought the economy to a complete stop.

The COVID-19 outbreak has devastated the global economy and had an overall negative impact on businesses. Several restaurants have collapsed during this pandemic situation. The most common reason they closed was due to the absence of visitors. The restaurant business pattern has changed. Customers are reluctant to dine in and prefer self-serve pickup, drive-through, or delivery services. Accordingly, to survive the outcome of this pandemic, companies must try very hard to change in ways that they have never tried before (Cortez & Johnston 2020). As people continue to stay and eat at home and new indoor-dining bans have emerged across the country, restaurateurs have strived to maintain sales. Restaurants of every business type, such as franchise, chain, and independent restaurants, must work hard to maintain sales. Many of them are in the heavily populated areas or cities, such as Jakarta and Surabaya. Indoor dining will remain limited and reduced across the rest of the regions if the regional hospitalization rate is still high, resulting in economic free fall.

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The demand for inside restaurant meals will reduce even if there is appropriate distancing. People prefer to eat outside, with strict distancing, but not inside and they prefer take-outs. Horrible circumstances are encountered by restaurant owners where they still have to pay costs for rent, salary, facilities, and tax during and after the shutdown period. The restaurant industry is among the hardest hit sectors, and many will not survive. More than 1033 restaurants (up to September 2020) across the country have closed permanently as the industry deals with the disastrous consequences of the coronavirus pandemic. More hardships are coming with a potential shutdown of indoor dining in Indonesia. Sutrisno Iwantono, head of Badan Pimpinan PHRI DKI Jakarta, took a survey for 9,000 restaurants and got feedback from 4,469 respondents (Kompas 2021).

The future of the restaurant industry is critical amid a recession in the pandemic aftermath with soaring rents, expenses, labor costs, and market saturation. Owners need more money to pay the rent, more employees to maintain the building, and to pay higher electricity bills. Space rental cost is one of the expenses, especially in larger cities, where most restaurants do not operate at 100% capacity at the best of times. When seating capacity reduction is from 25% to 50%, having a "normal restaurant" with a great space is not profitable anymore. Accordingly, the purpose of this research is to investigate the advantages of changing traditional brick-and-mortar restaurants to ghost kitchens and it is expected this will give a different point of view for some owners who still insists on running traditional restaurants.

2 LITERATURE REVIEW

2.1 *Ghost kitchen*

Jacobs (2020) defines a ghost kitchen as a restaurant whose operation is totally on a delivery basis, has gained attraction overseas, and South Africa is learning about it. A ghost kitchen or a cloud kitchen is a restaurant that accepts incoming orders only through online ordering systems and offers no dine-in facility. It has a base kitchen that delivers food to the customers' doorsteps. In addition, Upadhye et al. (2020) further add that a cloud kitchen is the newest invention in the food delivery business. It is principally a kitchen that takes incoming orders through online ordering systems and focuses only on takeaways. These kitchens do not provide any dine-in facility. They receive only online orders. As Greenspan (2020) puts it, a ghost kitchen does not rely on a physical location for dining space and its primary purpose is to make virtual brands.

Ghost kitchens, also known as dark kitchens, are commercial kitchens with food preparation operations with no storefront, staff, waiters, dining room, parking lot, nor public presence, and they are optimized for food delivery. In short, ghost kitchens produce food for off-premises and on-app consumption, e.g., GoFood, GrabbFood, and ShopeeFood couriers. Restaurants operating out of ghost kitchens look similar to those of brick-and-mortar operations.

The term "ghost kitchen" was first mentioned in a 2015 NBC New York article. The article was published in New York, where restaurant owners were asked to list their restaurants under different delivery applications such as Seamless and Grubhub. It happened that these restaurants' names and addresses did not meet any listings on the city's database of restaurant inspection ranks. Several locations were non-retail food processing buildings, which did not have restaurant permits to sell food directly to customers. Consequently, the virtual brands were taken off of Seamless and Grubhub, and each company passed policies to examine restaurant information and give transparency to customers using the delivery applications.

There is much-uncharted territory for setting up a traditional restaurant with a relatively new concept, but the food industry has been able to squeeze in due to the pandemic. The first layer in this business is the rent of the building, which represents 5-10% of total revenue. A mall near Bintaro has monthly charges for the space from IDR 3,000,000/month and adds more extra charges. Businesses with traditional restaurant concepts are dealing with rising real estate prices, high labor costs, insurance, electricity, and equipment charges. Why pay tens of thousands of dollars to provide a dine-in experience when one could rent out a much smaller space and hire delivery drivers at much cheaper cost. We could significantly decrease the variable costs related to physical restaurants. In that regard, ghost kitchens provide flexibility by lowering the base cost for restaurateurs to sell food and the industry reflects trends that are reshaping the restaurant industry as delivery becomes mainstream.

3 METHODS

The research methods used in this study are the qualitative method and implementation research. According to Sauro (2015), "Qualitative research is not an excuse to be sloppy, avoid using numbers, or justify your opinions. It should be rigorous like quantitative research. Qualitative research is equivalent to the quantitative concepts of reliability and validity (for example, having different and independent evaluators' observation codes)." Damschroder (2020) explains that "The implementation research is driven by conceptual and theoretical models that help understand planning and predict changes in the use of innovations." Arcidiacono et al. (2009) state that studies using the implementation research method try to discover and show respondents' judgments and their relationship to work and experiences. Hamilton and Finley (2019) then describe that "The qualitative methods, such as the study of the use of strategies for adopting and integrating evidence-based problem interventions, are necessary for implementation research."

The research has been conducted in the area of Jakarta-Bogor-Tangerang-Bekasi (Jabotabek), Indonesia, with the object of research being the Micro, Small, and Medium Enterprises (MSMEs). The data collection technique used in this study is participatory observation with exploratory steps carried out using qualitative data collection that is more recommended to obtain descriptive data.

The qualitative analysis with exploratory steps method was preferred, because it requires a deeper understanding of the restaurants' business operations, and followed the phenomena and experiences of the informant. Data were gathered from interviewing informants who were owners and employees of the restaurants. The interview assessed three primary elements: customer segmentations, health protocol education, and online food ordering. The restaurants participating in the study have innovations that can keep them operating in today's economic situation.

4 RESULTS AND DISCUSSION

We need two steps to implement a ghost kitchen. Firstly, setting up for the ghost kitchen and secondly, strategy implementation.

Setting up for the ghost kitchen

Some strategies need to be done before choosing a ghost kitchen. There are four basic steps in setting up a ghost kitchen.

1. Do your research: There is not much information for starting up a ghost kitchen. So, get resources and advice from those who have done it and learn from their successes and mistakes.
2. Define your concept: Location may not matter much since customers will not be coming, your menu concept is crucial. So, decide what kind of ghost kitchen will suit you and your customers, choose the business model type, workflow, product menu, delivery mode, and invest in the customized online system.
3. Find your space: Find spaces suitable for cooking, whether it is an existing kitchen space that you rent, a shared space, or your facility.
4. Create a marketing plan: Which channels, social media, digital ads, and polished websites will be applied?

Some research was needed to find better ways to cut costs and get more revenue. Moving from a mall to another place is one decision where we could save money (below the lease price)

Table 1. Rental price mall in Jakarta (Jendela 360, 2020).

Mall Name	Size (M^2)	Monthly Price	Annual Price
Kota Kasablanka	49	14,000.000	168,000,000
Season City	36		25,000,000
Bekasi Junction	16	2,500,000	30,000,000
Artha Gading	16		50,000,000
Lippo Mall Karawaci	16		37,500,000
Ambasador Mall	31		250,000,000
Taman Palem Mall	9	8,000,000	96,000,000
ITC Mangga Dua	6		12,500,000
Tang City Mall	11.05	5,000,000	60,000,000
ITC Depok	55		26,000,000

Table 2. Ghost kitchen price in Jakarta (Kompas 2021).

Company	Est	Outlet	Size(M^2)	Price/Month	Min Lease	Brand
Grabfood Kitchen	2018	24	10–20	Revenue Sharing	1 Year	Salad Stop, Sour Sally, DKenangan
DBersama Gofood	2019	10	14–15	Revenue Sharing	1 Year	Sisterfeed, Sibling, Espresso
Everplate	2019	7	6–17	6,000,000/mo	1 Year	Fishstreet, Tokyo B, Salad Stop,
Yummy Kitchen	2019	70	5–10	Revenue Sharing	6 Month	DailyBox, Ponut, Kyochon, Sei Sapi and 40
Kita Kitchen	2020	2	6–17	6,000,000/mo	6 Month	Dcrepes, Salad Stop, Yoshinoya, Collete
Telepot	2020		7–19	6,000,000/mo	6 Month	
Eastli	2021					

At the mall, we should pay around 5–8 million per month for every M2. We also should settle tax, service, utilities (electricity, water), and facilities. We also should prepare all equipment which could make us spend much more money. In a ghost kitchen, we can reduce the rent and do not need to be located in a premium area. We prepare the equipment before and after we process the food. So, we do not need many employees to do this.

Figure 1. Ghost kitchen equipment (Kompas 2021).

Figure 2. Ghost kitchen service for investor.

The ghost kitchen has a bright future, according to Rockville Research. The delivery food market had a value of US$ 254 million in 2018 and has been growing by 10.9% in 2021. Not only are they preparing the space and the equipment, but they also help to expand the place, open the new outlet in less than two weeks without the need for any renovation, and also operate the system with a safe operational procedure.

After we know what we should do on basic steps, we should pick up the strategy, as mentioned by Fred Langley (Langley 2016).

1. Offer Online Ordering

   The ghost kitchen models use small space, limited staff, and do not serve dine-in anymore. To increase the restaurant's sales, we should make ways for customers to choose us over competitors. We could offer online ordering that allows people to place orders directly from their personal computers or smartphones. Restaurant operators have seen that online delivery may likely be the bulk of their sales and that it has allowed restaurants and food brands to increase sales and reduce their operating costs.
2. Utilize Social Media

   Use an open-source platform for promoting the business and communicating the brand outside for free. Since social media are free, start building connections with customers on an individual level. Create a community for the business by commenting on fans' posts, sharing images of the food and staff, and promoting exclusive offers for the followers. Social media helps to increase the awareness of your business in a world filled with restaurant choices, and therefore increases restaurant sales.
3. Adopt a Loyalty Program

   Maintain existing customers through a loyalty program to increase sales. Customers spend 19% more on average to redeem their points. Get stellar ratings in delivery applications to increase restaurant sales by creating stellar meals, presentations, and services.
4. Claim Your Page on Social Media

   Registering your restaurant on Facebook, Instagram, or Zomato makes it easier for people to search. Operating time, website, location, and photos will be at the top of search results
5. Use a Proper Restaurant Technology

   The technology could change how we operate the business, such as computers, cash registers, coffee machines, and kitchen automation. We could minimize any mistakes and be more efficient with change delivery, menu development, supply chain efficiency, and distribution solutions

6. Construct Your Menu Carefully
   Since space and staff are limited, engineering a better menu and picking price points and menu items are done to increase sales. Some menu items and food prices could probably be the cause of low sales, or the most profitable menu is too expensive, or perhaps it is time to stop offering menus no one is ordering.
7. Turn Your Customers into Marketing Supporters
   Word-of-mouth recommendations are very powerful. Satisfied customers will share their experiences on their social media. We could win them or lose them even before they come.

Increasing Your Revenue

A restaurant makes profits when its sales exceed expenses. The formula for calculating profit is Sales – (Labor + Food costs + Overhead). We should take some actions to get more revenue and create profits by paying suppliers in cash, not credit, keeping payroll under control, keeping food costs under control, implementing an automated accounting process, and reducing maintenance costs.

Foodservice industry experts view dark kitchens as more cost-effective than front-of-house restaurants. Currently, over a million restaurants are growing. Thousands open every year and many of them are successful. Although this is a good sign for the industry, the large number of restaurants can make it more difficult to make themselves known. According to Informant following four simple ways can help increase sales:

1. Increase the customers: Get the right area near offices, schools, public, or cluster areas.
2. Increase transaction size: Giving promos such as Buy 1 get 1, voucher, meal, or minimum spends.
3. Increase the frequency of transactions: Change product frequently, so they'll try the new ones.
4. Raise your prices by selling products in the bundle, producing products of different sizes.

5 CONCLUSION AND IMPLICATION

Conclusion:

1. The successful ghost kitchen operations are all about efficiency, reducing space, moving to a small space, improving staffing efficiency, reducing food wastage, and implementing technology that enables a single ghost kitchen multiple delivery platforms.
2. The ghost kitchens need less space, equipment, and staff to operate. When you need less space to work from, you can invest in setting up several smaller kitchen facilities that occupy less real estate but cover more ground. Modular kitchens can be set up in a space as small as a shipping container. They can be deployed almost anywhere and can still produce excellent quality products.
3. Ghost kitchens and other automated industries will, in the future, help reduce capital, labor, and variable costs.
4. While online ordering applications are attractive and helpful in acquiring customers, they reduce your margins immensely. Gojek for example, takes 20% + Rp 1,000 of your orders, not including the one-time activation fee. Therefore, using online ordering applications causes a challenge for virtual kitchens since the primary acquisition channel for new customers will be through third-party apps.

Implication:

1. Additional costs: Up-front investment is involved when we decide to add on a virtual brand for delivery operation, such as Go-Food, Grab-Food, or Shopee-Food.
2. Lower-quality customer experience: Since we do not meet customers face to face, it will be harder to build customer relationships and loyalty as it is all about the experiences.

3. Brand awareness challenges: Hundreds of other restaurant brands can be found online. It means a differentiator, like a prime location, will not necessarily play into customers' decisions. Online visibility can help a restaurant to be more competitive.

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