



# Book Of Program

4th International Seminar on Tourism (ISOT)

04-05 November 2020

**PROMOTING CREATIVE TOURISM :  
CURRENT ISSUES IN TOURISM RESEARCH**



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## WELCOMING REMARKS

It is with great pleasure as well as honor to welcome you all to the 4th International Seminar on Tourism (ISOT) 2020 hosted by Department of Tourism, Faculty of Social Sciences Education, Universitas Pendidikan Indonesia (UPI), Indonesia. Featuring the theme of “Promoting Creative Research: Current Issues in Tourism Research”, the seminar aims to bring together scientists, academics, researchers, and practitioners to share their knowledge, research results, and experiences despite the global pandemic of COVID-19. The seminar was initially set to take place at UPI on 4-5 November 2020; however, due to the uncertainties of the pandemic, the organizing committee has come to an agreement to hold it virtually on 4 November 2020. The occurrence is exactly in line with the theme as the organizing committee, along with the other co-hosting universities, have to cope with the situation through a creative solution. This year, we invited three speakers: Professor Bob McKercher from The Hongkong Polytechnic University; Professor Iis Tussyaidah from University of Surrey, United Kingdom; and Dr. Dewi Turgarini, MM.Par. from Universitas Pendidikan Indonesia, Indonesia to give a talk in relation to the theme. Following the plenary session by the three speakers, we also have a parallel session in which the speakers have to attend their assigned room(s) and present their paper(s).

In addition to fruitful discussions through both plenary and parallel sessions, we take into account the importance of paper dissemination through international publication. This year, we managed to have a publication collaboration with Routledge and CRC Press, a member of Taylor & Francis group, one of the “Ivy League” squad within the publication context. There are 112 papers to be published within the platform discussing a variety of scope including Community-Based Tourism, Destination Management, Tourism and Education, Tourism Gastronomy, Hospitality Management, Safety and Crisis Management, and Tourism Marketing. I do hope the publication benefits as many people as possible, particularly in such a strange and difficult time.

The conference is made possible because of collaborative works of several parties. First of all, I would like to express my deepest gratitude to the Rector of UPI. Prof. Dr. M. Solehudin, M.Pd., M.A. and Vice Rector for Research, International Affairs, Business, and Partnership, Prof. Dr. Adang Suherman, M.A. for their endless support regarding the university’s publication productivity. Secondly, I would like to thank all the leaders at the Faculty of Social Sciences Education, UPI, and Department of Tourism, UPI for facilitating the seminar. Last but not least, I would like to deliver many thanks to all the co-hosting institutions: STIEPAR YAPARI, Universitas Negeri Jakarta, Universitas Kristen Petra, and Sekolah Tinggi Pariwisata Trisakti and all the committee members of The 4th ISOT 2020 for all the hard work. Looking forward to seeing you all at the 4th ISOT 2020.

Dr. Ahmad Hudaiby Galih Kusumah, M.M.  
**Chairman ISOT**



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## PROGRAM SCHEDULE

### The 4<sup>th</sup> INTERNATIONAL SEMINAR ON TOURISM (ISOT) UNIVERSITAS PENDIDIKAN INDONESIA, NOVEMBER 4, 2020

NO	TIME	ACTIVITY	VENUE
1	08.00 – 09.00 WIB (Western Time of Indonesia)	Registration	Main Meeting room
2	09.00 – 09.30	Opening Ceremony  <b>The National Anthem - Indonesia Raya</b>  <b>Welcoming Speech:</b> 1. <b>Dr. A.H. Galih Kusumah, M.M.</b> (Chairman ISOT) 2. <b>Dr. Agus Mulyana, M.Hum.</b> (Dean Faculty of Social Sciences Eduation) 3. <b>Prof. Dr. M. Solehuddin, M.Pd., M.A.</b> (Rector of Universitas Pendidikan Indonesia)  Master of Ceremony: <b>Cep Ubad Abdullah, M.Pd.</b> <b>(mahasiswa)</b>	Main Meeting room & Numan Sumantri Building room 103
4	09.30 – 11.00	Plenary Session  Keynote Speakers: <b>Prof. Bob McKercher</b> The Hong Kong Polytechnic University, Hong Kong <b>Prof. Iis Tussyadiah</b> University of Surrey, United Kingdom <b>Dr. Dewi Turgarini, M.M.Par.</b> Universitas Pendidikan Indonesia, Indonesia  Chair Session: <b>HP Diyah Setiyorini, M.M.</b>	Main Meeting room
5	11.00 – 11.45	Question and answer	Main Meeting room
7	11.45 – 12.00	ISOT announcements	Main Meeting room
8	12.00 – 13.00	Break	
9	13.00 – 15.00	Parallel session 1	Breakout room
10	15.00 – 15.30	Break	
11	15.30 – 17.00	Parallel session 2	Breakout room
12	17.00 – 17.30	Closing ceremony  Chanting Prayer ISOT announcements	Main Meeting room

### PARALLEL SESSIONS

<b>BREAKOUT ROOM</b>	<b>MODERATOR:</b>
Breakout room 1: Community Based Tourism & Destination Management	Agus Sudono, M.M.
Breakout room 2: Destination Management	Nuzep Almigo, Ph.D.
Breakout room 3: Hospitality Management & Destination Management	Fitri Rahmafitria, S.P., M.Si.
Breakout room 4: Tourism and Education & Gastronomy Tourism	Caria Ningsih, Ph.D.
Breakout room 5: Security and Crisis Management in Tourism	Ilma Indriasri Pratiwi, M.P.Par.
Breakout room 6: Tourism Marketing & Gastronomy Tourism	Yeni Yuniawati, M.M

## PRESENTATION SCHEDULE

### Breakout Room 1: Community Based Tourism & Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT001	Border community perception of their local tourist attraction	A. Khosihan, A.R. Pratama, P. Hindayani
2	13:10 - 13:20	ISOT002	Language style and local wisdom in The Travel Documentary Pesona Indonesia: Tondokku Kondosapata on TVRI as a medium for tourism promotion	S. Hamidah, N.N. Afidah, I. Kurniawaty, H.T. Abdillah, R.H. Nugraha
3	13:20 - 13:30	ISOT003	Community education in developing edutourism values in Geopark Ciletuh	D.S. Logayah, M. Ruhimat, R. Arrasyid
4	13:30 - 13:40	ISOT004	Building the character of community tourism village in the preservation of Culture Ngalaksa	D.M. Nugraha, Supriyono, A. Gumelar
5	13:40 - 13:50	ISOT005	Development strategies for parenting tourism villages based on digital literacy	N.N. Afidah, D.M. Nugraha, A. Gumelar, P. Hyangsewu, Y.A. Tantowi
6	13:50 - 14:00	ISOT006	Citizenship education in community development in Indonesia: reflection of a community development Batik Tourism Village	Katiah, A. Dahliana, Supriyono, V.A. Hadian
7	14:00 - 14:10	ISOT007	Poverty alleviation in tourism destination: A new village-owned enterprise in the southern coast of West Java	A.W. Handaru, U. Suhud, S. Mukhtar
8	14:10 - 14:20	ISOT008	Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor	S.N.A. Zuhairi, N.H.A. Rahman, S.A. Abas, S.S.M Sawari, S.A.A. Latif, R.M. Wirakusuma
9	14:20 - 14:30	ISOT009	Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley	A. Siti Aisah, M.A. Nur Afiqah, A.R. Nur Hidayah, M.S. Siti Salwa, G.R. Nurazizah
10	14:30 - 14:40	ISOT010	Rural tourism in Jakarta (Ecotourism in Pasanggrahan Riverbank)	E. Maryani, Amin, N. Supriatna, M. Ruhimat
11	14:40 - 14:50	ISOT011	Indonesia's spice route tourism	N. Fathiraini, D.P. Novalita, Labibatussolihah, E. Fitriyani
12	14:50 - 15:00	ISOT012	Tarling art: history and tourism potential in Cirebon	A. Mulyana, S. Sartika
	15:00 - 15:30	<b>BREAK</b>		
13	15:30 - 15:40	ISOT013	Tourism and spiritual journey from students' perspective and motivation	S.P. Pandia, M.D. Kembara, A. Gumelar, H.T. Abdullah
14	15:40 - 15:50	ISOT014	Cultural tourism: Commercialization or preservation?	E. Malihah, S. Komariah, N.F. Utami, E. Prakarsa
15	15:50 - 16:00	ISOT043	How risky is liveaboard diving in Indonesia? An empirical investigation on the divers perceived risk and oceanic geomorphology	R.M. Wirakusuma, M. Lück, H. Schänzel, M.A. Widiawaty, G.P. Pramulatsih, M. Dede, E. Dasipah
16	16:10 - 16:20	ISOT044	Challenges in sustainable design practices through the lenses of local event organizers	M. Intason
17	16:20 - 16:30	ISOT045	Rural Tourism: The State-of-the-Art	A.H.G. Kusumah
18	16:30 - 16:40	ISOT046	Hand sign method in playing <i>angklung</i> as tourists' involvement on creative	N. Riana, K. Fajri

			tourism: A case study on <i>Saung Angklung Udjo</i>	
19	16:40 -16:50	ISOT065	Implications of Food Delivery Services for Recognition of Traditional Foods by Millennials in Bandung	A. Sudono

### Breakout room 2: Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT015	The crucial attributes for culinary tourism destination based on tourists' perception	T. Abdullah, Gitasiswhara , R.S. Nugraha
2	13:10 - 13:20	ISOT016	Border tourism in Indonesia's outer islands: The case of Sebatik Island	S.R.P. Wulung, A.K. Yuliawati, M.S.D. Hadian
3	13:20 - 13:30	ISOT017	Visitor satisfaction: The mediating role of crowding perception on environmental characteristic and other visitors' behavior	N.A. Zidany, G.R. Nurazizah, F. Rahmafritria, M.H.Y. Johari
4	13:30 - 13:40	ISOT018	Culinary Tourism Planning and Development: A Case in Gebang Mekar Cirebon	E. Fitriyani, I.I. Pratiwi, A. Suwandi
5	13:40 - 13:50	ISOT019	Tour Guides' Multilingualism in the City of Bandung, Indonesia: What Does the Policy Say?	C.U. Abdullah, S.R.P. Wulung
6	13:50 - 14:00	ISOT020	Tourist preferences of activities in the tourist village	S. Marhanah, E. Sukriah
7	14:00 - 14:10	ISOT021	The influence of Bandung City image as a fashion city on tourist satisfaction	P. Supriatin, S. Marhanah, Rosita
8	14:10 - 14:20	ISOT022	The influence of destination image on revisit intention in Olele Marine Park	M.N. Della, N. Wildan, O. Sukirman
9	14:20 - 14:30	ISOT023	<i>Topeng Pedalangan</i> as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta	Kuswarsantyo
10	14:30 - 14:40	ISOT024	Millennial volunteer tourist motivation in West Java Province, Indonesia	D.D. Utami, I. Ramadhani, A.P. Ramdhani, N.T. Murtiani
11	14:40 - 14:50	ISOT025	Sacred tombs as attraction of tourism village	R. Fedrina, Khrisnamurti , R. Darmawan, U. Suhud
12	14:50 - 15:00	ISOT026	Chinese tourists' perception on Bali Tour Package	H. Utami, R. Darmawan, R. Wardhani, U. Suhud
	15:00 - 15:30	<b>BREAK</b>		
13	15:30 - 15:40	ISOT027	Transformational Leadership, Perceived Organizational Support, and Workplace Spirituality on Employee Engagement of Restaurant Employees in Surabaya	D.C. Widjaja, R.S.T. Putri, D.E. Febrianto
14	15:40 - 15:50	ISOT028	Destination personality of Labuan Bajo, Indonesia: Local and foreign tourists' perspectives	C.G. Chandra, S. Thio
15	15:50 - 16:00	ISOT029	Development of tourist visitor management system in Tajur Kahuripan Traditional Tourism Village	A. Agoes, I.N. Agustiani
16	16:10 - 16:20	ISOT030	Projected destination image on Instagram amidst a pandemic: A visual content analysis of Indonesian National DMO	W.N. Wan Noordin, V. Sukmayadi, R.M. Wirakusuma

17	16:20 - 16:30	ISOT031	Analysing the factors affecting the purchasing decision over Malaysian Batik Products	U.H. Simin, N.H.A. Rahman
18	16:30 - 16:40	ISOT032	Indonesia Mythology as Touristic Attractiveness: The Story of the Queen of the Southern Sea of Java Island	M.V. Frolova, M.W. Rizkyanfi, N.S. Wulan
19	16:40 -16:50	ISOT033	The role of psychographic factors in predicting volunteer tourists' stage of readiness: A case of Australia	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama

### Breakout room 3: Hospitality Management & Destination Management

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT072	Re-examining sensory experience on highland nature-based resort rooms	N.H.A. Rahman, R.M. Wirakusuma, E. Dasipah
2	13:10 - 13:20	ISOT073	Consumer's complaint behavior between Indonesian and Non-Indonesian in the hotel	Y. Machiko, Ivena, M. Kristanti, R. Jokom
3	13:20 - 13:30	ISOT074	Exploring factors influencing homestay operators to participate in the homestay program	S. Haminuddin, S.S. Md Sawari, S.A. Abas
4	13:30 - 13:40	ISOT075	Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia	M.M. Jamil, N.H.A. Rahman
5	13:40 - 13:50	ISOT076	Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest	Y. Rahayu, J. Zuhriatusobah
6	13:50 - 14:00	ISOT077	Environment, food, or employee: Identifying factors in authentic dining experience influencing customer satisfaction	T. Abdullah, N. Latifah, H.P.D. Setiyorini, R.S. Nugraha
7	14:00 - 14:10	ISOT079	The impact of dining experience towards revisit intention at Mujigae Resto, Bandung	R. Andari, Gitasiswhara, D.A.T. Putri
8	14:10 - 14:20	ISOT080	Legal and business sustainability of social enterprises restaurants	N.B. Le, T. Andrianto, R. Kwong
9	14:20 - 14:30	ISOT081	Restaurant selection of Thai Free Individual Traveler (FIT) by using Conjoint Analysis Approach	K. Pitchayadejanant, L. Dembinski, P. Seesavat, P. Yimsiri, A. Amonpon, R. Suprina
10	14:30 - 14:40	ISOT034	Turkish destination image and attitude toward Turkish television drama	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama
11	14:40 - 14:50	ISOT035	Why do countries allow dark tourism? A review study	S. Barua, E.D. Putra
12	14:50 - 15:00	ISOT036	Understanding the motivations and preference on ecotourism development: The case of Gunung Leuser National Park, Indonesia	Amrullah, A. Rachmatullah Nurbaeti, F. Asmaniati, S. P. Djati
	15:00 - 15:30	<b>BREAK</b>		
13	15:30 - 15:40	ISOT037	Sequential exploratory mixed methods and scale development: Investigating transformational tourism readiness	J.K. Sabharwal, S. Goh, K. Thirumaran
14	15:40 - 15:50	ISOT038	Economic Benefits of Selected Resorts in Dasmariñas City, Cavite: Basis For A Proposed Economic Strategy	A.R.D. Movido, M.J.L. Tapawan, Q.A.E. Lucero, J.U. Tabuyo

15	15:50 - 16:00	ISOT039	Tourism development and the well-being of local people: Findings from Lembang, West Java, Indonesia	E. Sukriah
16	16:10 - 16:20	ISOT042	Can marine debris pollution cause the loss of tourism revenue in Indonesia? An empirical study	P. Hindayani, A. Khosihan, A.R. Pratama
17	16:20 - 16:30	ISOT047	Potential of domestic tourist loyalty in Indonesia: A spatial analysis	A.R. Pratama, A. Khosihan, P. Hindayani
18	16:30 - 16:40	ISOT040	The effect of individual and destination accessibility on willingness to visit: nature-based tourism destination	I. Wirajaya, F. Rahmafritria, G.R. Nurazizah, A. Jamin
19	16:40 - 16:50	ISOT041	Push and pull factors in visiting a remote nature-based destination	R. Ameliana, L. Somantri, F. Rahmafritria, F.A. Karim

#### Breakout room 4: Tourism and Education & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT048	The tourism academic traveler	A.H.G. Kusumah, Khrisnamurti, M. Kristanti
2	13:10 - 13:20	ISOT049	Competency development problems in tourism and hospitality students' internship in Indonesia	Rosita
3	13:20 - 13:30	ISOT050	Integrative Teaching Materials for Indonesian Speakers of Other Languages Based on Sundanese Gastronomy Text	M.W. Rizkyanfi, Syihabuddin, F.N. Utorodewo, V.S. Damaianti, D. Turgarini
4	13:30 - 13:40	ISOT051	CIPP Model: Curriculum evaluation of the Indonesian gastronomy courses	W. Priantini, I. Abdulhak, D. Wahyudin, A.H.G. Kusumah
5	13:40 - 13:50	ISOT052	Situation analysis of tourism education in The City of Bandung	A. Suwandi, E. Fitriyani, N. Fajria, S.R.P. Wulung
6	13:50 - 14:00	ISOT053	Analysis of online learning in pandemic Covid-19 in tourism education	A. Suwandi, E. Fitriyani, A. Gumelar
7	14:00 - 14:10	ISOT054	Development of friendly character and working characters for Tourism Guide Practices of SMK's Student in Bali	R. Munawar, M. Rahmat
8	14:10 - 14:20	ISOT055	Edutourism: Learning to be the Indonesian Society	R.W.A. Rozak, A. Kosasih, M.D. Kembara, N. Budiyantri, V.A. Hadian
9	14:20 - 14:30	ISOT056	Intercultural language learning: Literacy level determines the development of tourist numbers in Indonesia?	D. Hadianto, V.S. Damaianti, Y. Mulyati, A. Sastromiharjo
10	14:30 - 14:40	ISOT057	CATC implementation to strengthen the industrial based tourism competency of vocational school	D. Sunarja, O.D. Maharani
11	14:40 - 14:50	ISOT058	An Exploratory Study on Singapore Polytechnic Hospitality and Tourism Students' Perception towards the use of Virtual Learning Environments (E-Learning)	J.M. Pang
12	14:50 - 15:00	ISOT059	The challenge in disruptive times in tourism education: Towards are designed curriculum for new normal from conventional to creative tourism	P.R.M. Tayko, Foedjiawati
	15:00 - 15:30	<b>BREAK</b>		

13	15:30 - 15:40	ISOT060	The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates	G. Ginanjar, M.W. Rizkyanfi
14	15:40 - 15:50	ISOT067	Digitalization activities in gastronomy tourism	D. Turgarini, I.I. Pratiwi, T.K. Priyambodo
15	15:50 - 16:00	ISOT068	Tape Kareueut Teh Bohay: Students' Gastronomic Tourism Capital Universitas Pendidikan Indonesia	Fachrudin, N.N. Afidah, F. Azis, S. Hamidah, M.W. Rizkyanfi
16	16:10 - 16:20	ISOT070	Exploring the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand	P. Nakpathom, K. Chinnapha, P. Lakanavisid, M.R. Putra, A. Wongla, A. Kowarattanakul, N. Pangket, P. Thanuthep, S.H. Rui
17	16:20 - 16:30	ISOT071	iDabao during Covid-19: Online-to-offline (O2O) food delivery service and the digitalization of hawker (street) food during a crisis	E. Tan
18	16:30 - 16:40	ISOT069	Gastronomy Tourism Development Model on a Tourist Village	C. Ningsih, D. Turgarini, I.I. Pratiwi, R. Fitrianty
19	16:40 - 16:50	ISOT088	Assessing Tourist Motivation on Tionghoa Halal Food	C. Ningsih, H. Taufiq A

#### Breakout room 5: Security and Crisis Management in Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT082	Covid-19 and Indonesian super-priority tourism destinations	S.R.P. Wulung, Y. Yuniawati, R. Andari
2	13:10 - 13:20	ISOT083	The influence of perceived risk and perceived value toward tourist satisfaction	B. Waluya, O. Ridwanudin, Z.S. Zahirah
3	13:20 - 13:30	ISOT084	Hospitality Industry Crisis: How to Survive and Recovery in The Pandemic of COVID-19	E. Fitriyani, D.P. Novalita, Labibatussolihah
4	13:30 - 13:40	ISOT085	From fantasy to reality: Attracting the premium tourists after COVID-19	A.R. Pratama, P. Hindayani, A. Khosihan
5	13:40 - 13:50	ISOT086	Travel decision-making amid the pandemic	G.R. Nurazizah, Darsiharjo
6	13:50 - 14:00	ISOT089	Revenge Tourism : Trend or Impact Post Pandemic Covid-19 ?	M.N.A. Abdullah
7	14:00 - 14:10	ISOT090	Spiritual tourism: Study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia	E. Firdaus, M. Rahmat
8	14:10 - 14:20	ISOT091	The new era of tourism: Draw up tourism industry after pandemic	S. Nurbayani, F.N. Asyahidda
9	14:20 - 14:30	ISOT092	Tourism and tourism crisis management in the COVID-19 pandemic time	E. Edison, T. Kartika
10	14:30 - 14:40	ISOT093	Differences in trust and risk-taking propensity for travelers from Indonesia	A. Njo, F. Andreani
11	14:40 - 14:50	ISOT094	The impact of travel constraints on travel intention	F. Andreani, A. Njo
12	14:50 - 15:00	ISOT095	The effect of COVID-19 outbreak to the destination choice and the intention to	M. Worrachananun, N. Srisuksai

			visit the destination among Thai tourists	
	15:00 - 15:30	<b>BREAK</b>		
13	15:30 - 15:40	ISOT096	The impacts of COVID-19 at Karangsong Mangrove Centre	D.J. Prihadi, Z. Guanghai, Khrisnamurti, H. Nuraeni
14	15:40 - 15:50	ISOT097	Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions	A.M. Fawzi, A.T. Nugraha, A.G. Subakti
15	15:50 - 16:00	ISOT098	Covid-19, Technology and Tourism: the future of virtual tour?	T. Andrianto, A.H.G. Kusumah, N.A. Md Rashid, A.G. Buja, M.A. Arshad
16	16:10 - 16:20	ISOT099	Virtual tour as one of education tourism solutions in COVID-19 pandemic	R. Khaerani
17	16:20 - 16:30	ISOT100	Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak	P. Hindayani, A.R. Pratama, A. Khosihan, Z. Anna
18	16:30 - 16:40	ISOT087	Tourism Industry Standard Operating Procedure Adaptation Preparing Covid-19 New Normal in Indonesia	I.I. Pratiwi, A. Mahmudatussa'adah

#### Breakout room 6: Tourism Marketing & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT101	The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia	R. Khaerani, T. Kartika, B. Basri
2	13:10 - 13:20	ISOT102	Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destination in COVID-19 pandemic	A. Khosihan, P. Hindayani, A.R. Pratama
3	13:20 - 13:30	ISOT103	Visual Ethnography: Tourists' Perception of Bandung's Destination Image	O. Ridwanudin, Y. Yuniawati, V. Gaffar
4	13:30 - 13:40	ISOT104	What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes	T. Abdullah, N.E. Novianti, R. Andari, R.S. Nugraha
5	13:40 - 13:50	ISOT105	Women's mountaineering tourism on Instagram: the paradox between gender equality, identity, and objectification	A. Mecca
6	13:50 - 14:00	ISOT106	Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students	T. A. Patria, H. Ulinuha, Y. Maulana, J. Denver, J. Tanika
7	14:00 - 14:10	ISOT107	Nation brand culture tourism to improve the Nation image	Wilodati, S. Komariah, N.F. Utami
8	14:10 - 14:20	ISOT108	The role of social media in Generation Z travel decision-making process	Khrisnamurti, R. Fedrina, U. Suhud, D.J. Prihadi
9	14:20 - 14:30	ISOT109	The influence of halal tourism destination attributes on tourist satisfaction in Bandung	N. Wildan, M.N. Della, O. Sukirman
10	14:30 - 14:40	ISOT110	mGuiding (Mobile Guiding) - Using a Mobile GIS app for Guiding Geopark Ciletuh Palabuhanratu, Indonesia	R. Arrasyid, Darsiharjo, M. Ruhimat, D.S. Logayah, R. Ridwana, H.R.M. Isya

11	14:40 - 14:50	ISOT111	Virtual tour: Tourism opportunities in the new normal era	Labibatussolihah, D.P. Novalita, N. Fathiraini, E. Fitriyani
12	14:50 - 15:00	ISOT112	The Effect of Internet Marketing and Electronic Word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung	D. Valentina, D. Turgarini, I.I. Pratiwi
	15:00 - 15:30		<b>Break</b>	
13	15:30 - 15:40	ISOT061	Canna fettucine: Commodifying culinary Italian Indonesian	S.S. Wachyuni, K. Wiweka, R.M. Wirakusuma
14	15:40 - 15:50	ISOT062	The Salapan Cinyusu (Nona Helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city	D. Turgarini
15	15:50 - 16:00	ISOT063	The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta	Rr.M. Vania T., Gitisishwara, Y. Yuniawati
16	16:10 - 16:20	ISOT064	Culinary experience toward behavioral intention (Survey of consumer fusion food on street food in Bandung City)	M.R. Perdana, L.A. Wibowo, Gitisishwara
17	16:20 - 16:30	ISOT066	Gastronomy tourism as a media to strengthen national identity	R. Fitria, A. Supriatna, K.A. Hakam, S. Nurbayani, Warlim
18	16:30 - 16:40	ISOT078	The effect of perceived authenticity on revisit intention in Sundanese Restaurant	Y. Yuniawati, T. Abdullah, A.S. Sonjaya

## **COMMUNITY BASED TOURISM**

ISOT001

### **Border community perception of their local tourist attraction**

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**ABSTRACT:** The growth of worldwide tourism has been followed by the trend of the development of tourism in the lower level. Some of the regions in Indonesia also experience their progress, especially Temajuk, as the territory of Indonesia that borders with Malaysia, which makes the researcher aims to describe the perception of local people in accordance with their tourism attractions obtained. Qualitative research with a more in-depth interview collection data method and focused group discussion (FGD) has been conducted by involving informants from several samplings of the community. The result of this research shows that most of their resident perceive the natural resources as their concern, followed by a cultural perspective, and the sensation or border atmosphere in the last category. Their perceptions of tourism also review their expectation of tourism management for stakeholders seriously. This research aims to support policymakers to map the plan of border tourism.

**Keywords:** resident's perception, border tourism, attractions

ISOT002

**Language style and local wisdom in the travel documentary Pesona Indonesia: Tondokku Kondosapata on TVRI as a medium for tourism promotion**

S. Hamidah, N.N. Afidah, I. Kurniawaty, H.T. Abdillah, & R.H. Nugraha  
Universitas Pendidikan Indonesia, Bandung, Indonesia

**ABSTRACT:** Language has a very important role in documentary film that is intended as a medium for tourism promotion. The documentary film use full language to describe information about attractions in a comprehensive manner. The travel documentary Pesona Indonesia: Tondokku Kondosapata on TVRI is a documentary film that presents neat cinematography and is accompanied by a narrative with optimal use of language style to support the aesthetic description and documentation of factual information about Tondok Bakar attraction. This study aims to describe (1) language style and (2) local wisdom in the travel documentary Pesona Indonesia: Tondokku Kondosapata TVRI's program. The qualitative descriptive method was chosen because the data source was in the form of video films and narrative text of the results of transcription. Based on the results of the analysis obtained the use of language style: simile, metaphor, personification, antithesis, hyperbolic, synecdoche, repetition (anaphora and epizeuxis). Local wisdom in this documentary raises information and documentation of the cultural, behavioral, and philosophical values of the community on these attractions. Utilization of language style and the emergence of local wisdom facts in this documentary strongly support the description and documentation of information about the parts of the tourism object in detail as the working principle of tourism promotion media, namely as a suggestion to communicate tourism to be known by the wider community.

**Keywords:** language style, documentary film, tourism documentary, tourism promotion media, Pesona

ISOT003

**Community education in developing edutourism values in Geopark Ciletuh**

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**ABSTRACT:** The behavior of the community and tourists need to be equipped with the values of education and knowledge to support tourism activities in order to always preserve nature and culture. The potential of the Ciletuh Geopark Palabuhanratu (geodiversity, biodiversity, and culture diversity) becomes the most valuable value after the Ciletuh Geopark becomes part of the Global Geopark Networks (GGN) which was formalized by UNESCO. The purpose of this study is to equip community and tourist education in developing Educational Values in the Ciletuh Palabuhanratu Geopark, Sukabumi Regency. Based on the study of various literatures, the edutourism development model has three dimensions which are the main components in the analysis in research. The first dimension is the dimension of the readiness of local communities in developing edutourism. The second dimension is the dimension of infrastructure readiness and management of edutourism areas. While the third dimension is Edutourism tourist satisfaction. Researchers used 126 questionnaire study data sets as 100 community tourists and 11 tourist managers. The results show the value of Education is influenced by tourism knowledge, and community motivation, partially tourism knowledge variables, community motivation, partially significantly influence marketing skills, community hospitality and readiness to develop edutourism so that the hypothesis can be proven. The implication of the results of this study is that the public, tourists and tour managers must raise awareness and motivate people's behavior to care for the environment.

**Keywords:** edutourism, Ciletuh Geopark, community, values.



ISOT004

**Building the character of community tourism village in the preservation of Culture Ngalaksa**

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**ABSTRACT:** Pandemic Covid-19 affects the life order of the world. The state of Indonesia experienced its impact that resulted in the life Order of urban and rural communities to change, including the tourism village community character. The challenge of Pandemic Covid-19 is the tourism village community in preserving the culture of the Ngalaksa must prepare the character to face the situation of normal new era. This research aims to determine the strategy of tourism village government in building the character of Tourism village community in the preservation of cultural Ngalaksa in the new era. The research method used is case study in Rancakalong subdistrict, Sumedang District with data collection techniques using interviews and observations, and analyzed qualitatively using data reduction. The results of the study gained that efforts to build the character of tourism village community in the preservation of cultural Ngalaksa in the new era normal by 1) made policies with a family spirit and the value of local wisdom; and 2) The character of the community owned is a strong character, discipline, cooperation, creative, honest, obedient to the rules, the security of family food and the preservation of local wisdom.

**Keywords:** community character, tourist village, culture Ngalaksa, new era normal

ISOT005

**Development strategies for parenting tourism villages based on digital literacy**

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**ABSTRACT:** The development of globalization that occurred in this century affected all countries including Indonesia. All fields experienced significant changes, including education and tourism. Education and tourism are important sectors for the progress of Indonesia, because the quality of society and tourism will affect the development of a country. Therefore, both fields need special attention in developing a long-term program. One form of special attention can be applied in the preparation of development strategies for parenting tourism villages based on digital literacy. Parenting tourism village can be one manifestation of the ideals of the Indonesian people. This is in line with one of the goals of Indonesian, which is to educate the life of the nation. The main problems in this article are (1) the factors that are indicative of the realization of a parenting tourism village based on digital literacy; and (2) development strategies for parenting tourism villages based on digital literacy.

**Keywords:** parenting tourism village, digital literacy, and development strategy



ISOT006

**Citizenship education in community development in indonesia: reflection of a community development Batik Tourism Village**

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**ABSTRACT:** Tourism becomes a global industry that can be transformed into a governance and management environment that aims to develop the development of people sustainably. The inclusion of citizenship education concept in the context of Community development aims to provide a position of the nature of citizenship education that Indonesia must enter in the practice of community development. This article is a case study of batik craftsmen in Kalitengah village of Cirebon Regency of West Java, Indonesia. This study shows, one alternative is rural development in suburban areas. Indirectly, the tourism that opened in this area "batik Tourism Village" will help the economic level of batik maker that has been channeling the results of batik to places of sale in the city with the income that is very far from the results obtained by the batik sellers in the shops located in the city.

**Keywords:** citizenship education, Community development, batik, tourism village

ISOT007

**Poverty alleviation in tourism destination: a new village-owned enterprise in the Southern Coast of West Java**

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**ABSTRACT:** This paper aims to discover new small business clusters in the Southern Coast of West Java. Even though the location gifted with a beautiful beach landscape and rich Sundanese culture, the majority of local people around the beach are poor. A new small business cluster managed by local people may help to reduce poverty and contributes to environmental sustainability. To accomplish the goal, fact and information are retrieved from an online interview session and an online survey. The result of the triangulation of data and observation has been the basis of a new business cluster. In Saganten village, the communities and the government can establish a village-owned enterprise that specifically gathers and fosters fishing groups. This village-owned enterprise also provides fishing boats to sail far. Besides, this village-owned enterprise can also establish a fish auction market and help promote seafood products made by housewives. The new business unit can help the housewives to produce the banana chips in a bigger scale. The main implication of the study is to establish a village-owned enterprise as soon as possible. The village-owned enterprise should apply cooperation, transparency, participation, accountable, and sustainable principles. Some challenges are waiting for the villages to develop the village-owned enterprises. First, improvement of business knowledge of local people; second, the intensive application of information technology and IT infrastructure development; and third, the development of high-quality tourism infrastructure in both locations.

**Keywords:** beach tourism, poverty alleviation, village-owned enterprise

ISOT008

**Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor**

S.N.A. Zuhairi, N.H.A. Rahman, S.A. Abas, S.S.M Sawari, & S.A.A. Latif

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R.M. Wirakusuma

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**ABSTRACT:** The research on river-based tourism in terms of community participation and readiness for river-based tourism development is still limited, especially in the Malaysian context. For instance, this study intends to explore the readiness and participation of the local community for river-based tourism development in Sabak Awor, Muar. A qualitative approach is adopted to this study on the readiness and community participation for river-based tourism development in Sabak Awor village, Muar through the semi-structured interview questions. A total of five residents have participated in the interview. The analyses have yielded into five main findings, namely the low level of knowledge influence local's readiness, tourism resources presents the creation of tourism activities in the area, low involvement in participation in decision-making process and planning, high involvement of the community in tourism operation and management, and benefits gained in terms of economic, infrastructure of the village, and personal development of the community. This study contributes to the planning and development of river-based tourism activities. The findings are beneficial for the management of the key players in the tourism industry to promote the potential of Sabak Awor village as a new tourism destination, specifically for river-based tourism.

**Keywords:** community readiness, community participation, river based tourism, Muar River, tourism planning and development

ISOT009

**Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley**

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G.R. Nurazizah  
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**ABSTRACT:** Overdevelopment not only affects the urban landscape but also not acceptable for any tourism region, particularly for the protected area. Local communities are terrified to lose their local authenticity due to the external influence and visitor's disturbance. This research endeavours to explore the cultural attitudes and local community participation in the Archaeological Heritage of the Lenggong Valley. Employing a quantitative research design, a total of 121 survey questionnaires were administered to the residents of Lenggong Valley. The samples were selected using a random sample technique. As a result, the data revealed that cultural attitudes in the host community are positive. Most of them strongly support the conservation of culture and heritage in the Lenggong Valley. Furthermore, the results also showed that the positive benefits outweigh the negative effects of tourism. Further research on the variations in cultural attitudes based on socio-demographic features that have helped confirm theories related to the social impact of tourism, such as the theory of social change, may further explore possible reasons for these communal attitudes.

**Keywords:** local cultural, attitudes, archaeological heritage, Lenggong Valley

ISOT010

**Rural tourism in Jakarta (Ecotourism in pasanggrahan riverbank)**

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**ABSTRACT:** As a metropolitan city, Jakarta has various environmental problems started from the air pollution, water pollution up to flood. However, there is astonishing thing while there is tourism village on bank of Passanggrahan River. This study aims to examine the motivation behind the development of this tourism village. It also attempts to analyse the supports done by the society to the development of this village. This study used qualitative design with phenomenology method. In-depth interview was conducted to 11 respondents. The findings showed that environmental problems became the main prompt in the development of the village. Economy and culture were the motive to build society's environmental awareness, in which the focus was on water and riverbank conservation. Regarding the society's participation, it was promoted by demonstration, example and informal socialization. To advance the development of tourism village on the Passanggrahan riverbank, regional government support is needed. The government can do socialization through formal school and make a schedule for tourism activity with conservation nuance for the visitors.

**Keywords:** tourism village, ecotourism



ISOT011

**Indonesia's spice route tourism**

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**ABSTRACT:** As Indonesia Spice Route tourism initiative emerged, there it also raises the question of why the Spice Route tourism being encouraged and promoted vigorously. Indonesia is one of the countries whose tourism is considered to have the potential to accelerate economic development. Tourism development often emphasizes inland tourism rather than maritime-based tourism. An undergoing Indonesia tourism dynamic development in Spice Route tourism will elaborate further. This study utilizes a qualitative descriptive method. The results showed that Spice Route tourism is closely related to the exercise of power where political actor constructed the historical linkage of spice route as well as Indonesia's identity as a maritime state.

**Keywords:** Historical linkage, maritime identity, politics, Spice Route tourism



ISOT012

**Tarling art: history and tourism potential in Cirebon**

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**ABSTRACT:** The study discussed Tarling Cirebon's art, which is one of the cultural tours in Cirebon. The methods used in this study were: a historical method and descriptive qualitative approach by viewing periodization regarding Tarling Cirebon's art development and its tourism potential. This study aimed as a form to promote historical tourism culture regarding Cirebon's art. The study mainly discussed Tarling art emergence background, Tarling performance's style development, Tarling art function development, factors influencing Tarling art, and Tarling arts as a tourism potential in Cirebon. We expect that this study can introduce and revive the glory of Tarling art, as it was in the past both for artists and the younger generation in Cirebon and surrounding areas. Based on a study's result conducted through literature study, in its development, the art continues to experience changes in terms of performance style and its function. Yet, Tarling art can innovate from time to time and still exist until the present day.

**Keywords:** Cirebon, music, Tarling art

ISOT013

**Tourism and spiritual journey from students' perspective and motivation**

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**ABSTRACT:** Many kinds of tourism motivations. One of them is some people travel based on spiritual reason. In recent years, many people traveled to Israel, Egypt, Jordan and several other countries in the Middle East Region not for the purpose of taking spiritual journeys or spiritual tours. Currently, there are also many travel agents that offer tours with a variety of package options at a fairly high cost when compared to traveling in Indonesia. The purpose of this study is to determine student interests and also motivation for students who want to take a spiritual journey or spiritual tour. In addition, through this research, students' knowledge about spiritual tours based on their religion faith is also wanted. This research was conducted on 157 students at a university in Indonesia from various departments. Students provide data using a survey through a questionnaire. The results showed that as many as 66 (42.04 percent) of respondents stated very interested, as many as 69 (43.95 percent) expressed interest, this means that as many as 85.99 percent of students expressed interest in doing spiritual tours, and it was also found that the majority of respondents knew that spiritual tour is not an obligation but based on the data obtained it was found that the main reason for wanting to take a spiritual tour is to look directly at the places mentioned or written in the Bible so that they can feel and see parts of the history of Christianity in the world.

**Keywords:** tourism, spiritual tour, motivation, interest

ISOT014

**Cultural tourism: commercialization or preservation?**

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**ABSTRACT:** For tourists, cultural tourism is an attraction for traveling, meanwhile for the community it can be a source of income and empowerment because cultural heritage is still preserved. However, the question is whether the culture is really preserved by the community as a cultural heritage or for commercial purposes. This study used a qualitative approach with participatory observation methods and in-depth interviews with traditional leaders and the Sasak Sade community. The results of this study indicate that people must continue to maintain the cultural heritage given by their ancestors because this culture provides economic benefits for the Sade community.

**Keywords:** cultural tourism, cultural commercialization, cultural preservation

## DESTINATION MANAGEMENT

ISOT015

### **The crucial attributes for culinary tourism destination based on tourists' perception**

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**ABSTRACT:** Culinary tourism has economic and socio-cultural benefits. Besides providing employment, this tourism activity plays a role in preserving traditional food and beverage of a region. This study was conducted in West Java Province to assess tourists' perceptions of culinary tourism in this province and to identify some attributes considered crucial for tourists when visiting culinary tourism destination. This study used surveys to collect the data, which were gathered from 550 participants. These participants were tourists who visited various districts and cities in West Java, Indonesia. The findings show that some attributes in culinary tourist destinations were considered more crucial than others with the most crucial attribute is the accessibility and public transportation.

**Keywords:** culinary tourism attributes, tourist's perception, tourist destination, tourism activities

ISOT016

**Border tourism in Indonesia's outer islands: the case of Sebatik Island**

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**ABSTRACT:** Sebatik Island is one of the main priorities of Indonesia's outer island that plays a role in sustainable regional development through the tourism sector in supporting the improvement of law and security supervision. The effort to develop Sebatik Island as a border tourism destination requires comprehensive tourism planning according to the existing environmental, socio-cultural, and government policies. This study aims to identify and map the potential distribution of tourist attractions in the border region of Sebatik Island. The existing conditions of tourism activities also identified to determine the existence of Sebatik Island in the tourism destination life cycle. The research approach uses qualitative methods with primary data collections through observation and interviews, while secondary data obtained from previous research and local government policy. The analysis method uses descriptive qualitative and map analyses. The results found that tourism activities on Sebatik Island are only available in five tourist attractions, while seven other tourist attractions have potential as border tourist attractions. The condition of Sebatik Island is at the stage of exploration and euphoria that requires further tourism planning to avoid the negative impacts caused by increased tourist visits. The development of border tourism on Sebatik Island helps the local community and conserves the natural environment.

**Keywords:** border tourism, destination management, Sebatik Island, tourism planning

ISOT017

**Visitor satisfaction: the mediating role of crowding perception on environmental characteristic and other visitors' behavior**

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**ABSTRACT:** The view regarding crowding perceptions and its effect on visitor satisfaction has caused a debate among researchers. Therefore, the purpose of this study was to examine the impact of environmental characteristics and visitor behavior toward crowding perception and its implications for visitor satisfaction. Data was collected by distributing questionnaires to 174 respondents during February 2020. The collected data was then processed using path analysis by examining the direct and indirect effects of environmental characteristics (X1) and visitor behavior (X2) on crowding perceptions (Y) and their implications for visitor satisfaction (Z). The results show that, partially, crowding impressions are influenced by the surrounding characteristics and the other visitors' behavior. The direct impact is indicated by environmental characteristics, while other visitors' behavior requires the mediator variable, which is crowding perception, in influencing visitor satisfaction. Furthermore, the perception of distress also has a positive effect on visitor satisfaction. This research contributes theoretically and methodologically to the literature on the understanding of distress perspective.

**Keywords:** distress perception, surrounding characteristic, visitor disturbance



ISOT018

**Culinary tourism planning and development: a case in Gebang Mekar Cirebon**

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**ABSTRACT:** This research is as a result of field studies from researchers in studying the planning of new culinary tourism destinations in Gebang Mekar Village, Cirebon. It was conducted through an interview and observation approach with the community, village officials, policy makers, Cirebon tourism office, and tourists around Cirebon. From interviews and observations, researchers found hope from the community, tourists, and the direction of the Cirebon tourism department's policy to develop a new culinary destination in the Village of Gebang Mekar. Seeing the potential of nature, culture, and human resources could become a new culinary tourism destination in Cirebon, researchers also reviewed planning strategies through attractions, accessibility, and facilities. The results of this study are expected to provide input for policymakers in implementing development strategies and planning for new tourist destinations in Gebang Mekar, Cirebon.

**Keyword:** Tourism Planning, Culinary Tourism Destination, Culinary Tourism, Tourism Planning Development

ISOT019

**Tour guides' multilingualism in the city of Bandung, Indonesia: what does the policy say?**

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**ABSTRACT:** Language proficiency and multilingualism play an important role in the tourism industry in order for people to market their product of tourism and for international tourists to communicate during their exploration within a certain destination. Moreover, policies regarding tour guides' self-development, including one related to multilingualism are also inevitably important so that tour guides have clear rules and regulation as well as a legal basis for their self-development. The aim of this study is to analyze the policy and condition of multilingualism among tour guides in the city of Bandung, Indonesia. This qualitative study collected the data through documents of policies in relation to tour guides and relevant references from previous studies. The collected data were then analyzed using descriptive and content analyses. It has been found that Bandung, the capital city of West Java province, Indonesia, does not have any legal document concerning tour guides, let alone their self-development, including language training. In the meantime, other provinces such as Bali, Central Java, and East Java, had a policy on that. What West Java province has had is a policy regarding the standardized services and principles of tourism in West Java preserving the noble values of Sundanese culture. Therefore, it is recommended that the local government of Bandung and West Java start discussing the making of policy concerning tour guides, including their language development, either two languages (bilingual) or over two languages (multilingual).

ISOT020

**Tourist preferences of activities in the tourist village**

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**ABSTRACT:** The Potential of Free Tourism Village is the uniqueness of the urban villages, such as community activities, culture, typical village arts, culinary, waterfall, and natural beauty such as rice fields and plantations. However, based on the results of interviews with several managers of Tourism Villages, there are still many local tourists visiting around the Tourism Village and mostly enjoy the view of the waterfall. Many tourists do not know Cibeusi Village is being developed into a leading tourist village in Subang Regency. The purpose of this study is to recommend preferences for tourism planning in the Tourism Village. The results of this study indicate that tourist preferences for tourism activities in the Tourism Village is taking pictures in exciting places and instagramable photo spots available in the village that consider unique and different from other tourist destinations, and enjoy the beauty of the village environment.

**Keywords:** visit preference, tourism village, tourism activities

ISOT021

**The influence of Bandung city image as a fashion city on tourist satisfaction**

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**ABSTRACT:** The purpose of this study is to analyze the influence of the image of Bandung City as the city of fashion on tourist satisfaction in Bandung City. This type of research is a quantitative approach with data analysis using descriptive analysis and path analysis. The destination image variable as a fashion city has a significant effect on tourist satisfaction variable. From the results of the study, it is recommended that the local government of Bandung City and tourism businesses to maintain the Image of Bandung City and increase the intensity of tourist visits by promoting all types of fashion and optimize the manner in the diverse of Bandung City.

**Keywords:** destination image, tourist satisfaction

ISOT022

**The influence of destination image on revisit intention in Olele Marine Park**

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**ABSTRACT:** Olele Marine Park in Bone Bolango regency was the focus of this research. Destination image was one of the factors to develop tourism activity in Olele Marine Park. Tourist destination should be creating a positive image to attract and making the tourist come back to spending their leisure time in Olele Marine Park. The study aims were: 1) identify destination image and revisit intention, 2) analyze the influence of destination image on revisit intention in Olele Marine Park. The methods used were descriptive and verification approach by using path analysis. The survey conducted on 180 respondents, i.e., tourists who visited Olele Marine Park. The result of the research shows that: 1) Olele Marine Park has a positive image and 2) Destination image significantly influence to revisit intention in Olele Marine Park, which means that hypothesis proposed in this study was accepted. The manager of Olele Marine Park should increase the authenticity as the unique point to creating positive image; adequate infrastructure and environmental hygiene should be improved to preserve the image of Olele coastal.

**Keywords:** destination image, revisit intention, Olele Marine Park

ISOT023

**Topeng Pedalangan as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta**

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**ABSTRACT:** This is a qualitative study aimed at, first, describing the results of the packaging of the Topeng Pedalangan performing arts in Bobung Village, Putat, Pathuk, Gunungkidul, Special Region of Yogyakarta. Second, it seeks to find its impact on tourist attractions. Initially, the art of the Topeng Pedalangan was unknown because the village was more focused on mask handicrafts used for the dance, but after some time, the idea to turn the art of Topeng Pedalangan into a staged performance for the tourist attraction developed. Assistance methods used to develop the tourist attraction include (1) making inventory and casting supporters who are mostly craftsmen (not dancers), (2) conducting assimilation by involving several dance students from the Department of Dance Education of the Faculty of Languages and Arts, Universitas Negeri Yogyakarta in the training process, and (3) managing the Topeng Pedalangan community to carry out an independent performance. The results of the Topeng Pedalangan packaging criteria for tourist attractions cover (1) the packaging is adapted to the supporters' capabilities; (2) the packaging model is creatively managed for dynamical changes; (3) The duration of the packaging is compacted; (4) the attraction is highlighted by characters who can communicate with the spectators; and (5) utilizing information technology for publication. The implications for the packaging of Topeng Pedalangan include (1) Tourist visits in Bobung likely begin to increase, (2) the performing arts can grow the economy of the surrounding community, and (3) young generations can enjoy the arts.

**Keywords:** Topeng Pedalangan, tourist attraction, Gunungkidul

ISOT024

**Millennial volunteer tourist motivation in West Java Province, Indonesia**

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**ABSTRACT:** Volunteer tourism becomes a growing trend in the world. Interestingly, it tends to be dominated by the millennial generation with various motivations. However, those motivations range from shallow to deep motivation (Haslebacher, et al., 2018; Proyrungroj, 2017; Silló, 2019). Therefore, this study aims to determine the shallow and deep motivation of millennial generation who participate in the volunteer tourism program in West Java Province. This research uses a qualitative method with content analysis. The data used obtained from research interviews to 18 interviewees by using purposive and snowball sampling techniques. This re-search found that the shallow motivations are to take a vacation, to build a relationship, to renew a job resume, to develop self-ability, and to get an adventure. Meanwhile, the deep motivations are to give a contribution, to make a change, to feel authenticity, and to transmit goodness.

**Keywords:** volunteer tourism, volunteer tourist motivation, millennial volunteer tourist

ISOT025

**Sacred tombs as attraction of tourism village**

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**ABSTRACT:** The development of rural or tourism village in Indonesia has skyrocketed in the past years. With the support of the government, this type of tourism might become the solution for community sustainability tourism. Cisaat village is one of the villages in west Java, Indonesia, with a strong prospective to grow become a tourist attraction. This study aimed to explore the potential factors that can be developed in Cisaat Village, especially tourism village attraction. A qualitative approach was employed to capture the uniqueness of the village. The data collected from observation and interviews at Cisaat Village and analyze using the 3A's tourism (attraction, access, amenities). The result shows that Cisaat Village not only has strong potential to become invigorating village tourism but also has potent imagery about religious activities linked to a sacred heritage tomb. It could be potentially developed to be more interesting for visitors and groups that have not been optimally done by the villagers.

**Keywords:** tourism village, 3 A's of tourism, religious tourism

ISOT026

**Chinese tourists' perception on Bali tour package**

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**ABSTRACT:** To attract more foreign tourists, Indonesian government offered a free visa for citizens of some countries, including China. As a result, there has been a surge in the number of Chinese tourists visiting Indonesia. This study aims to explore the perceptions of Chinese tourists towards the price and quality of the tour packages on Bali island. This study uses a qualitative method. Data were collected in China using an online survey to the China Tourists and also document study. Data were analyzed using Descriptive statistical analysis qualitative method. The analysis used in this study is a quantitative analysis which is commonly used is a statistical analysis and is described in making conclusions. China tourists choose Bali as their destination for holiday because they offered an interesting price from the travel agents. The price of this package became the attraction to Bali. The travel agent then applies the monopolistic practice of only bringing tourists to shop at designated places, which of course has a partner relationship with the travel agents in China. The result of this study proved China tourists are not fully satisfied with the quality of packages offered.

**Keywords:** perception, Chinese tourists, tour package prices, Bali island

ISOT027

**Transformational leadership, perceived organizational support, and workplace spirituality on employee engagement of restaurant employees in Surabaya**

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**ABSTRACT:** Employee Engagement has been discussed and researched extensively by many researchers since it is believed to provide a company with competitive advantage. An employee who is engaged will be more likely to give his best to the company he belongs to. As restaurant business has been one of the fastest growing industry around the world, the competition among the restaurant players become more intense from time to time. In that case, having employees who are engaged becomes very crucial for a restaurant to gain competitive advantage. There are many factors which can drive employee engagement. Among the many factors, there are three major factors which are interrelated to one another, they are transformational leadership, perceived organizational support, and workplace spirituality. This study is intended to determine the impacts of transformational leadership, perceived organizational support, and workplace spirituality on creating employee engagement. The study is done in a stand-alone restaurant, Madame Chang in Surabaya. This study used survey method which involved 45 employees altogether as respondents. The measurement scale used was seven points Likert Scale. The findings of this study showed that transformational leadership has an indirect effect on employee engagement. In this case, transformational leadership will lead to employee engagement when employee perceive that there is organizational support. Similarly, transformational leadership which creates workplace spirituality is more likely to result in more engaged employees.

**Keywords:** transformational leadership, perceived organizational support, workplace spirituality, engagement, restaurant employees

ISOT028

**Destination personality of Labuan Bajo, Indonesia: local and foreign tourists' perspectives**

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**ABSTRACT:** The purpose of this study is to identify the personality of Labuan Bajo and then compare the personality perceptions between local and foreign visitors. Labuan Bajo is one of the priority destinations designated by Indonesian Government located in East Nusa Tenggara. This paper adopted the brand personality construct from Aaker (1997) which has five basic dimensions, namely sincerity, excitement, competence, sophistication, and ruggedness. A total of 200 valid responses were obtained in this study and then analyzed using descriptive statistic. Independent t-test was also employed to unravel significant differences in local and foreign perceptions about the destination. The findings revealed that both local and foreign respondents perceived Labuan Bajo as ruggedness, sincerity, and excitement. Local visitors more portrayed the destination with ruggedness personality, while foreign visitors were on sincerity. The dimension personality of competence was perceived to be the least by the two cohorts. Among the five dimensions of destination personality, the two groups were significantly different particularly in their perception of sincerity, excitement, and sophistication. The results of the study may assist destination providers building appropriate branding and positioning strategies for Labuan Bajo.

**Keywords:** destination personality, local tourists, foreign tourists, Labuan Bajo.

ISOT029

**Development of tourist visitor management system in Tajur Kahuripan traditional tourism village**

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**ABSTRACT:** Tajur Kahuripan Village began to get tourists from different regions by maintaining the indigenous Sundanese cultural traditions, especially its traditional housing. Tourism has since begun to thrive in this area. Since the inhabitants are indigenous farmers, however, no one has any experience and skill in the tourism sector. Consequently, the tourist management system is not optimized to necessarily ideal level. There is no influx of visits to the village as tourists arrive. Similarly, the flow of reception and placement of guests to any homestay has not yet been developed. Those will contribute to a lack of valuable experience on the tourists part. The goal of this research is to analyze the model of visitor management as to what should be implemented in the Tajur Kahuripan Village, so that it corresponds to the characteristics of the rural tourism offered. Furthermore, this study is intended to build a model of visitor management for Kampung Tajur tourists in order to achieve an optimal visitor experience. The research method used is a qualitative method and a model development method. The targeted output is the concept of visitor management models for tourists coming to Tajur Kahuripan Village that best suits the characteristic of the village. This visitor management model is expected to enhance the tourists experience coming to visit this village.

**Keywords:** Tourist visitor management, Tajur Kahuripan, Traditional Tourism Village, tourism.

ISOT030

**Projected destination image on instagram amidst a pandemic: a visual content analysis of Indonesian National DMO**

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**ABSTRACT:** The Covid-19 pandemic that hit globally in 2020 has profoundly impacted the tourism industry. Destination marketing organizations (DMO) have adapted their strategy by shifting more into visual content on social media as part of their survival mode. This paper attempts to explore how the Indonesian official DMO constructed its social media (Instagram) posts to promote tourism destinations while coping with the effects of the crisis. By employing visual content analysis, the authors analyzed selected Instagram posts from the Indonesian DMO account within the period of February – May 2020. Then, the social media engagement rates of the overall posts are measured to see how far the projected images can resonate with the audience. It is expected that this paper could contribute as one of the basis in evaluating the visual communication strategy of presenting the desired destination images as part of tourism resilience.

**Keywords:** Covid-19, destination image, Instagram, social media, visual content analysis

ISOT031

**Analysing the factors affecting the purchasing decision over Malaysian Batik products**

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**ABSTRACT:** Malaysian batik is a highly purchased handicraft in comparison to other handicraft products. There has been a scarcity of previous studies in addressing the factors affecting the purchasing decision over the traditional textile, which is batik. Hence, this study aims to analyse the factors that affect the purchasing decision over Malaysian batik products. This study has employed quantitative research by distributing questionnaires consisting of 35 questions, which were categorized into four sections. This study also employed the purposive sampling technique with a total of 62 respondents who completed the questionnaires. The study found that six factors affect the purchasing decision over Malaysian batik products, which are: the quality factor, price factor, availability factor, packaging factor, reference factor, and brand factor. Besides, other factors have been identified from the open-ended question, namely the promotion and awareness, design and color, identity and authenticity, and usability. The study suggested exploring the promotion and awareness factor, design and color factor, identity and authenticity factor, and usability factor that affect the purchasing decisions over Malaysian batik products. The findings of the study would benefit the batik industry by enhancing the use of Malaysian batik and increasing the sales value of Malaysian batik.

**Keywords:** handicraft, batik products, Malaysian Batik, purchasing decision, quantitative research

ISOT032

**Indonesia mythology as touristic attractiveness: the story of the queen of the Southern Sea of Java Island**

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**ABSTRACT:** Java is a land of unique cultural traditions that continually attracts visitors with its ancient temples, court dances, shadow-puppet theatre, and unique cuisine. Due to the Javanese world's cultural diversity, the island may be fascinating for curious tourists because of its rich mythology, among the characters of which is the goddess of the Southern Sea – Nyai Roro Kidul. Unlike other female deities, the cult of which develops in pre-Islamic Java, only Nyai Roro Kidul organically fit into the Indo-Muslim synthesis of Javanese culture XVI-XVII centuries. This study aims to analyze the queen of the Southern Sea of Java Island's story as touristic attractiveness. The research method used in this study is descriptive with a qualitative approach. The result shows that the vivid cultural tradition contributes to popularizing the image of the sea goddess: folk stories provided by informants, Internet-lore, films, and literary works by some modern Indonesian writers. The article presents the facts discovered by anthropologists and shows what the myth is associated with particular locations on the map of Java, including beaches and hotels. The selection of mythological material is made by the purpose of the study – to increase the tourist potential of Java and make it even more attractive for internal and external tourism.

**Keywords:** Indonesia mythology, Nyai Roro Kidul, the Queen of the Southern Sea of Java Island, touristic attractiveness

ISOT033

**The role of psychographic factors in predicting volunteer tourists' stage of readiness: a case of Australia**

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**ABSTRACT:** Volunteer tourism is a tourism product that combines volunteer and tourism activities. This study aims at measuring the stage of readiness for a sample of tourists, volunteers, and volunteer tourists to undertake volunteer tourism experience by using psychological factors as predictor variables. We chose lifestyle values, sensation-seeking personality, and social class as representatives of psychographic factors. Data were collected in Australia involving tourists, volunteers, and volunteer tourists who are Australian citizenship. They are chosen using the convenience sampling method. Data obtained using exploratory and confirmatory factor analysis, also using the structural equation model. The main findings of the study indicated that lifestyle value and sensation seeking personality significantly influence the stage of readiness to join volunteer tourism activities.

**Keywords:** volunteer tourism, sensation seeking personality, lifestyle value, social class, stage of readiness

ISOT034

**Turkish destination image and attitude toward Turkish television drama**

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**ABSTRACT:** It is axiomatic that television dramas and movies play a vital role in promoting the tourism destinations to different tourists. More specifically, Turkish dramas have attracted a large portion of Indonesian audiences. Thus, this study aims to explore the destination image of Turkey and the attitude of the audience towards Turkish television dramas. The study was conducted in Jakarta, Indonesia and in a mixed-method approaches. For the qualitative study, data were collected using a group discussion, whereas, for the quantitative study, data were gathered using an online survey involving 170 participants. Data were analysed using content analysis for qualitative data and using exploratory factor analysis for quantitative data. As a result, there are 36 indicators of Turkish destination image, and there are 21 indicators of attitude towards Turkish television dramas.

**Keywords:** Turkish drama, Turkish destination image, Turkish tourism, movie tourism



ISOT035

**Why do countries allow dark tourism? a review study**

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**ABSTRACT:** Dark Tourism is a type of tourism that involves a visit to places connected with death, misery, suffering, atrocities, and crimes. Although there are thousands of dark tourism sites in the world that are categorized into war-related, disaster, cemeteries, holocaust, the number of research showing the critical purposes of promoting dark tourism sites by the countries is missing. This study probes into the available research material from the journals to search for reasons dark tourism is allowed against the three possible situations of educational purpose, for generating revenue or for motivation and sympathy. This review paper conducted qualitatively using a secondary source of data of published articles from the 2000s onwards using a keyword of dark tourism. As a result, 15 research papers randomly selected, and the findings showed that the main two reasons countries allowed dark tourism were for educational purposes and revenue generation while motivation or sympathy is subject to the type of site. Despite the limited data collected and analyzed, this study would contribute to dark tourism's study as it highlights the purpose of dark tourism.

**Keyword:** dark tourism, tourism, countries.

ISOT036

**Understanding the motivations and preference on ecotourism development: the case of Gunung Leuser National Park, Indonesia**

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**ABSTRACT:** This study aimed to analyze the orientation of the stakeholders in the development of ecotourism in Gunung Leuser National Park. The framework of the approach used in this research was phenomenology, which was then enriched with the data collection techniques of study documentation, observation and close ended questionnaire. The analytical method utilized was One Score One Indicator Scoring System, which was an analysis model that was used through developing elaboration of questionnaires in collecting data and evaluating various variables that had been determined by researchers. The results of the study revealed that various actors (communities, government and tourist) stated high scores or were meaningful both for the development of ecotourism in Gunung Leuser National Park area. Data on motivation, and ecotourism reference showed high scores on the distribution of economic, ecological and socio-cultural benefits. The high economic orientation of the community and government was an important determinant in maintaining the ecological and socio-cultural order; so that it made positive energy to be developed in the development of ecotourism as a whole and integrated. Considering the number of objective approaches made, the synthesis initiated in this study was to optimize several perspectives including: 1) Ecotourism Planning Perspective; 2) Ecotourism Political and Regional Policy Perspective; 3) Collaboration and Partnership Management Perspective.

**Keywords:** ecotourism, motivation, preference, Gunung Leuser National Park, one score one indicator scoring system



ISOT037

**Sequential exploratory mixed methods and scale development: investigating transformational tourism readiness**

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**ABSTRACT:** This paper presents two vignettes that might interest tourism scholars in their future research endeavours. Firstly, a journey in multidisciplinary research is described to expound on the successful collaboration between scholars of different background premised on being open to ideas from non-tourism perspectives and learning how to hybridize an explanation or method is helpful to the scientific goals. Secondly, we review sequential exploratory mixed methods and scale development as a contribution to the tourism discipline. Utilizing the qualitative and quantitative data collection and analysis in a sequence of phases, the project aimed to develop the scale to measure travel suppliers' readiness to provide transformational tourism Services. The significance of this work rests on sharing insights to working in a multidisciplinary team and proposes a conceptual framework to crafting and validating findings using scaling and sequential phases combined with qualitative methods all with the aid of existing data reading software.

**Keywords:** multidisciplinary, transformational tourism, travel suppliers, sequential exploratory design, mixed methods

ISOT038

**Economic benefits of selected resorts in Dasmariñas City, Cavite: basis for a proposed economic strategy**

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**ABSTRACT:** The City of Dasmariñas had a lot of well-known resorts in the area in which it provides relaxation and recreation which caters different guests. The study explores the economic benefits of the resorts in the City of Dasmariñas through knowing the different factors on economic benefits such as direct impact, indirect impact and induced effect. The study had four selected subject resorts such as Tubigan Resort, Saniya Resort, Volets and Palmas Del Sol. The study employs a quantitative descriptive type of research. Quota sampling used was about 100 respondents of the resort employees. Survey questionnaire was used as the instrumentation. An informed consent, letter to the City of Dasmariñas was also given to make sure that they are also aware with the study. The study uses Percentage, frequency, weighted mean using the 4-point Likert scale and, ANOVA. The result shows that were most of the workers in the resort industry in the city of Dasmariñas are 18 to 29 year-old male with educational attainments of college graduate and a monthly income of 10,000 to 19,999 pesos. The most economic benefit based on direct impact is Resort Industry Generates Jobs while on Indirect Impact was Resort Industry activity in the area helps creation of jobs from other industries and induced effect Resort industry increases the income of a person needed in purchasing goods and services. Overall, the respondents agree that the resort industry had an economic benefit on direct impact, indirect impact, and induced effect and there is a significant difference between the profile of the respondents such as age and gender and induced impact economic benefit.

**Keyword:** Direct Impact, Economic Benefits, Hotel Resort, Indirect Impact and Induced Effect



ISOT039

**Tourism development and the well-being of local people: findings from Lembang, West Java, Indonesia**

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**ABSTRACT:** The high number of tourists equally demands the availability of tourism infrastructure. Tourism requires a high usage of land to ensure tourists' satisfaction. On the other hand, tourism should consider the surrounding environmental sustainability especially for the local community. Hence, it is interesting to see how the local community perceives the development of tourism infrastructure in their region. The paper attempts to investigate the economic impact of tourism development in Lembang, West Java, Indonesia, to the local community and how the limited land in tourism destinations affect the local economy. In gathering the data, the authors have distributed Questionnaires to 400 households in the research site. The present paper uses a difference-in-differences (DD) analysis to investigate the economic impacts felt by the community. The results of data analysis have shown that the tourism have altered the community's economics condition. Farmers are the parties who feel the most impact of tourism in Lembang.

**Keywords:** local community, economic impact of tourism, difference-in-differences analysis

ISOT040

**The effect of individual and destination accessibility on willingness to visit: nature-based tourism destination**

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**ABSTRACT:** Several studies showed that low perception of individual accessibility negatively influences tourist's willingness to visit, while high perception of destination accessibility positively influences tourist's willingness to visit. The purpose of this studies was to measure the influence of individual accessibility and destination accessibility on tourist's revisit intention to nature-based tourism destination. This research design method used Non-correlational Experimental Design. 114 respondents were obtained using convenience & snowball sampling technique to collect the sample which then analyzed using multiple linear regression. The result of this study showed that high perception of individual accessibility did not have an influence on tourist's willingness to visit, while high perception of destination accessibility had an influence on tourist's willingness to visit. Simultaneously, both variables have little influence towards tourist's willingness to visit.

**Keywords:** individual accessibility, destination accessibility, willingness to visit, nature-based destination

ISOT041

**Push and pull factors in visiting a remote nature-based destination**

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**ABSTRACT:** Tourists' decision to travel to a destination is arguably influenced by push and pull factors. Thus, this paper aims to analyse the dominant push and pull factors of tourists' visits in Curug Malela, Bandung Barat, Indonesia. Descriptive quantitative methodology was carried out with questionnaires as the research instrument. Based on factor analysis, five push and five pull factors were identified. According to the Component Transformation Matrix, the dominant push factor was adventure and exploration while recreation and facilities is the most dominant pull factor. By identifying these factors, tourists' needs and wants can be identified precisely to drive the focus of development and management of a destination.

**Keywords:** tourist motivation, pushing & pulling factor, remote nature-based destination



ISOT042

**Can marine debris pollution cause the loss of tourism revenue in Indonesia? an empirical study**

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**ABSTRACT:** As the world's largest archipelagic nation, Indonesia had thousands of islands with beautiful marine resources which had the potential to increase the regional economy. On the contrary, Indonesia was ranked second on the list of the world's biggest plastic waste and marine debris producers. At the moment, marine debris was an emerging global issue which threatened marine tourism in Indonesia. Moreover, some studies indicated that marine debris could harm the tourism sector. Based on literature reviews, publications about marine debris related to the loss of tourism revenue, economic losses and economic impacts in the tourism sector in Indonesia had not been made. In this present paper, we presented an empirical study of the reviews of marine debris in Indonesia related to tourism and identified how to estimate its economic impacts on tourism. We also suggested more comprehensive future research on the economic impact of marine debris on the tourism sector.

**Keywords:** Marine debris, Loss of revenue, Tourism, Economic impact, Economic Losses

ISOT043

**How risky is liveboard diving in Indonesia? an empirical investigation on the divers perceived risk and oceanic geomorphology**

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**ABSTRACT:** As the home for liveboard diving, the Komodo National Park becomes the primary destination promoted by the Indonesia Ministry of Tourism. However, the number of foreign tourists are gradually decreasing and many diving accidents were reported recently. The purpose of this research is to investigate the liveboard diver's perceived risk and the dive sites' oceanic geomorphology where the accidents occurred. Firstly, to measure perceived risk, the data were collected from 60 respondents who wrote reviews on online travel agents, online media publications and Indonesian diving forums. Furthermore, the data is divided into seven types of perceived risks such as physical, social, financial, performance, psychological, equipment and time risk. Secondly, to obtain accurate 3D geomorphology analysis, this study used data from the Indonesia Geospatial Bureau and interpolated with the official zoning and maps from meteorology, climate, and geophysics bureau. The preliminary result showed that there is another type of risk such as equipment and weather, furthermore, Batu Bolong was considered to be the most dangerous diving site in Indonesia.

**Keywords:** liveboard diving, scuba diving, Komodo National Park, marine tourism



ISOT044

**Challenges in sustainable design practices through the lenses of local event organizers**

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**ABSTRACT:** This study aims to investigate the challenges of sustainable event design in practices in Thailand through the lenses of local event organizers. Event design is the process that brings improvement and development in every step of event management. It is a significant process to make events run successfully. To achieve the study aim, in-depth interviews with local event organizers in Bangkok and Chiang Mai were conducted. Thematic analysis was used for data analysis. The findings were reported into three key themes that represent key challenges to achieve sustainable concepts in event design, which are challenges in the selection of alternative resources, challenges in using digital technologies, and challenges in the practices. The results of this study contribute to the understanding of opportunities and limitations of sustainable design in practice based on the local perspective. Additionally, the practical contribution would be the guideline for event professionals to increase the possibility of sustainability in the event design process.

**Keywords:** Event tourism; Event design; Sustainable practices, Event organizers



ISOT045

**Rural tourism: the state-of-the-art**

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**ABSTRACT:** The concept of a tourist village as an alternative tourist attraction has experienced rapid progress in the past decade in Indonesia. Research and community service regarding tourist villages also experienced significant developments in the last two decades. This paper maps the advancement of research related to tourist villages from the five highest-ranking journals of the Scimago version of 2020. A literature search is carried out through a concise analysis of abstract papers using the MAXQDA 2020 software. This literature study finds that there are three central themes of the rural tourism study, namely destination development, entrepreneurship, and local-community related. This study shows that there are still many areas that have not been much discussed about rural tourism. This paper has implications on the importance of the focus and attention of researchers to conduct studies related to tourism villages, especially with the center of the study on tourism village marketing, traditional accommodation management, and rural tourism management.

ISOT046

**Hand sign method in playing angklung as tourists' involvement on creative tourism: a case study on Saung Angklung Udjo**

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**ABSTRACT:** Creative Tourism offers opportunities to the tourists to develop their creative potencies through an active participation, and digging the learning-by-doing experiences, which are the characteristics of Creative Tourism. Tourists gain the amusement and experience from the chosen activities they had taken. The challenge was, how to build the interaction and communication effectively thus the tourists would feel involved and experience the amusement during the performance. This research aims to describe how the Saung Angklung Udjo design the involvement of the tourists in their performances, and share the cultural knowledge transfer. The research method implemented in this paper is analytical descriptive with qualitative approach, whilst the method of data collection done by field observation and literature studies. The results showed that the concept of simple hand signs and good communication delivered by the Angklung Conductor had been attracted the tourists and got their involvement easily. The tourists were asked to play the Angklung instrument together, using the Kodály method. This method met and brought the enjoyable experience for the tourists.

**Keywords:** tourists' involvement, hand signs, Kodály method, creative tourism, angklung ensemble



ISOT047

**Potential of domestic tourist loyalty in Indonesia: a spatial analysis**

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**ABSTRACT:** PP No. 50 of 2011 which contains the Tourism Ministry master plan states that synergistic, superior, and responsible marketing is one of the efforts that must be made to realize tourism development goals in Indonesia. Marketing activities must be right on target, meaning the government needs to understand how the characteristics of the target market will be targeted. The diversity of tourists in Indonesia causes the need for a typology of tourist character so that marketing efforts are carried out on target. The typology of tourists in Indonesia based on the level of level of travels, and travel duration an indicate the type of tourist based on the level of potential and the level of loyalty to tourism activities in an area. Based on the results of the analysis using the cross tabulation method and GIS, it could be described that the spatial typology of tourists in Indonesia was divided into seven, namely Low Potential Inertia Low Potential Latent, Low Potential Premium, Middle Potential Inertia, Middle Potential Latent, Middle Potential Premium, and High Potential Latent of Tourist.

**Keywords:** Potential, Loyalty, Domestic Tourists, Tourism Marketing, Spatial

## **TOURISM AND EDUCATION**

ISOT048

### **The tourism academic traveler**

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**ABSTRACT:** Tourist typology and its characteristics are popular topics in tourism studies. Tourism scholars have focused on identifying tourist typologies to understand what tourists want when they travel. This paper aims to understand the typologies and characteristics of travelers who have a background as tourism educators and are considered experts in the field of Tourism. As a group who believes in having expertise in the field of tourism, the travel patterns and decision making of this traveler group when traveling are undoubtedly different from tourists in general. The sample in this study was 22 tourism academics from Indonesia who participated in a three-weeks tourism short-course in Hong Kong. Data obtained through in-depth interviews with all short-course participants and content analyzed. Studies show that there are three academic-traveler typologies with each specific characteristic, namely; story-seeker, awe-explorer, and cognitively-saturated traveler. This research has implications on how destination management organizations manage a destination and create an experience for their target market.

**Keywords:** tourism, academic, traveler.



ISOT049

**Competency development problems in tourism and hospitality students' internship in Indonesia**

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**ABSTRACT:** This study aims to find the problems related to competency development in tourism and hospitality student internships in Indonesia. Qualitative approach was employed in this study. Participants were chosen purposively based on their position and knowledge related to the understanding of the curriculum. They were the head of the study programs and/or the internship program coordinators in the study program. The study programs that participated in this study came from six tertiary institutions. Qualitative data were collected through focus interviews with open-ended questions. The results show that there are four main problems occurred during internship program. Collaboration between educators and industry practitioners is vital for problems to be solved, primarily to ensure the suitability of the competencies that will be obtained by trainees.

**Keywords:** internship, tourism & hospitality education, competencies, curriculum

ISOT050

**Integrative teaching materials for Indonesian speakers of other languages based on Sundanese gastronomy text**

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**ABSTRACT:** This research aims to develop teaching material with integrative model of Indonesian for Speakers of Other Languages (ISOL) based on Sundanese Gastronomy. ISOL teaching materials through an integrative model are compiled as one of alternative teaching material addressed to international students who are learning Bahasa Indonesia. The tasks in the teaching materials are thoroughly compiled considering four aspects of language skills, for instance; reading, speaking, listening and writing skills. The research began with the process of formulating the concept of Sundanese gastronomy from several references. Furthermore, the concept of Sundanese gastronomy was included as teaching materials in four language skills by referring to several aspects, namely (1) content eligibility, (2) presentation, (3) readability, along with (4) ethnic, race, religion, and gender background. The research found that the experts moderately assessed all aspects of the teaching materials by giving 5 points on the Likert scale. The research findings consequence from the guideline that whenever the point was less than 5, the teaching materials would continue to be improved until discovering the ideal form of ISOL teaching materials. As a recommendation, the development of Sundanese gastronomy-based ISOL teaching materials is significant to be exposed to international students. Especially for students who are learning Bahasa Indonesia both as compulsory material in Indonesian tourism department and as supplementary material in different majors.

**Keywords:** Teaching Material, Integrative Model, ISOL, Sundanese Gastronomy Texts

ISOT051

**CIPP model: curriculum evaluation of the Indonesian gastronomy courses**

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**ABSTRACT:** The diversity of Indonesian gastronomy, is an attraction for tourists. Indonesian gastronomy course is an effort to study, record and document gastronomy to preserve Indonesia's intangible heritage. Indonesian gastronomy were explored from three main aspects: history, culture and food itself. This study aims to evaluate the Indonesian gastronomy curriculum to ensure that the curriculum is designed and developed according to the needs of the community and science development. The purpose of evaluating Indonesian gastronomic curriculum is to find out the effectiveness and efficiency of the curriculum system. This study uses a qualitative approach, by using the CIPP (Context, Input, Process and Product) curriculum evaluation model. The data were collected from observation, interview and literature study. The CIPP model was used to measure each component of the curriculum: objectives, content or material, methods and evaluation. The context evaluation under study was lecture facilities and lecturers. Input evaluation is related to plans and strategies in achieving lecturing goals. Process evaluation is related to the implementation of lectures; lecturer skills in managing and method of lectures. Product evaluation is related to the assessment of student learning processes and outcomes. The results of the curriculum evaluation become the basis for reconstructing the curriculum of the Indonesian gastronomy course, in accordance with the established curriculum component.

**Keywords:** curriculum evaluation, CIPP, Indonesian gastronomy



ISOT052

**Situation analysis of tourism education in the city of Bandung**

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**ABSTRACT:** The implementation of tourism education is one of the factors that can affect the sustainability of a region's tourism. The success of a tourism destination depends on the quality of service and experience offered by the tourism workforce to tourists. Bandung as a tourism destination and center of higher education must be able to answer the needs of tourism human resources through the implementation of comprehensive tourism education. The purpose of this study is to analyze the situation of organizing tourism in the city of Bandung. The re-search method uses a qualitative approach with secondary data collection techniques such as articles, journals, reports, website pages of educational institutions, and policy documents related to tourism and human re-source issues. Also, data collection in the form of a tourism education curriculum becomes a source of data in primary data collection techniques. The analytical method uses content analysis, exploration, and qualitative descriptive. The findings are expected to be able to answer the objectives of this study which include identification of the distribution of tourism education programs and the existing conditions of affordability, accessibility, and accountability of tourism education programs in the city of Bandung



ISOT053

**Analysis of online learning in pandemic COVID-19 in tourism education**

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**ABSTRACT:** The online learning process is considered as a new challenge in the era of the industrial revolution 4.0, especially in a pandemic like today. This relates to the current condition of Indonesia amid the Covid-19 virus outbreak where students are required to study at home. Digital-based learning models have been massively maximized almost throughout Indonesia at the time of the pandemic. The purpose of this research is to analyze digital-based learning models due to the COVID-19 pandemic in the online Tourism Vocational Class in Bandung. The research method used is a quantitative analysis of descriptive data analysis in the form of a questionnaire. The results of the study are expected to be able to answer the problem of this study which covers the implementation of online learning during the Covid-19 virus pandemic.

ISOT054

**Development of friendly character and working characters for tourism guide practices of SMK'S student in Bali**

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**ABSTRACT:** Bali is the province with the most beautiful tourist destinations in Indonesia. Foreign and local tourists always visited Bali. For this reason, Bali needs a lot of professional tour guides. The SMK tourism study program is a secondary level educational institution providing tour guides. The research aims to find the key characters of tour guides for internship SMK students in Bali Province. We researched in 2018 at the best SMK in the city of Denpasar. Qualitative research methods. Research techniques, interviews with the headmaster, heads of study programs, internships' students, SMK's alumni, and several tour guides. Research results, friendliness is the most important character for tour guides in Bali. They must be friendly to each guest, both to international and local guests, to guests who give big or small tips, to guest who give tips or don't give tips. The most important work character is to have communication skills, can speak English, master tourist destinations, know culinary centers and souvenirs, and understand Balinese culture. The implication, professional tour guides must be friendly and have a working character related to tourism skilled in communicating, can speak English, know the culinary and souvenir centers, and understand the culture around tourist destinations.

ISOT055

**Edutourism: learning to be the Indonesian society**

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**ABSTRACT:** The tourism sector nowadays leads to the concept of a tourism village. Every village with special characteristics and potential can be promoted to become a tourist destination. The study was conducted to analyze the potentials of Kampung Kasepuhan Babakan Lama to be promoted as a cultural tourism village. In-depth interviews were conducted with an informant who was a prominent figure in the village for three months (April to June 2020). The second party is an individual who grows up and lives in Kampung Kasepuhan Babakan Lama. This was done in order to maintain health during the covid-19 pandemic. The interview resulted in the finding that Kasepuhan Babakan Lama Village was very representative to become a commercial edutourism. Many aspects can be seen as a edutourism potential, including social interaction, culture, architecture, natural scenery, to interaction with nature. These aspects can be used as the concept of edutourism and useful for the tourism development. Tourists can learn and gain local wisdom, character, and social identity that belong to the people of Kampung Kasepuhan Babakan Lama. Thus, tourists can relax and learn to experience Indonesia by modeling from the community.

**Keywords:** edutourism, cultured village, learning to become Indonesia, tourism village, tourism potential

ISOT056

**Interculture language learning: literacy level determines the development of tourist numbers in Indonesia?**

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**ABSTRACT:** This study aims to investigate correlation knowledge competencies about Indonesia and the number of Indonesian tourist attractions visited. This research used the correlation method by linking knowledge competencies about Indonesia and the number of Indonesian tourist attractions visited. The data was also supported by interviewing to find several factors that made them compelled to come to Indonesia. The participants is student from Indonesian language learner for foreign speaker class or called BIPA. The participants take from BIPA learners academic years 2018-2020 at one of the private Indonesian language courses in Indonesia. The results show that all of tourists from various countries who have a high level of literacy about Indonesia visit more tourist attractions than BIPA students who lack knowledge about tourist attractions in Indonesia. Knowledge about tourist attractions obtained from BIPA learning and other media. The higher literacy about Indonesia makes their curiosity higher. This implies that language and culture learning for foreigners plays an important role in developing business in the tourism sector.

**Keywords:** literacy level, development tourist, Indonesian culture

ISOT057

**CATC implementation to strengthen the industrial based tourism competency of vocational school**

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**ABSTRACT:** CATC is prepared based on the ASEAN Common Competency Standards on Tourism Professionals which aims to prepare vocational students to have international standard competency in tourism, as well as a ground work in the application of the ASEAN Economic Community. Qualitative research methodology was employed in this study by using a case study method: interviews, observation, and documentary. CATC is intended for the tourism industry with hospitality expertise. CATC training is carried out by hospitality instructor and is applied in the learning process in the classroom. Implementation of CATC creation and development of human resources with ASEAN tourism standards and encourage life learning for hospitality workers. Sample of this research are 52 students for the main research. Result of the evaluation of Learning Material Activities showed that the students' scores in the unit of Work in a Socially Diversity Environment is 85.8 with the passing scores of 100%.

**Keywords:** CATC, tourism education, vocational school



ISOT058

**An exploratory study on Singapore Polytechnic Hospitality and Tourism students' perception towards the use of virtual learning environments (e-learning)**

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**ABSTRACT:** With the advancement of technology and the exponential growth of students in the hospitality and tourism field, the use of e-learning has become more prolific amongst higher education institutions. However, the hospitality and tourism line has always been known to be one which requires manual labor with personalized service. Educational institutions, especially at the polytechnic level in Singapore, the training and learning provided to the students has mirrored the industry, with a 'hand-on' approach, i.e. role-plays, simulations, tutorials etc. This has led to a dissonance in the pedagogy of the hospitality teaching. This study delves into the perceptions of Singapore hospitality and tourism students towards e-learning and the use of virtual learning environments (VLEs). From the data and analysis obtained, most students who have prior online competencies tend to accept online teaching, with those lacking in the necessary computing skill, disliking e-learning. Most students feel that the ability to remote learn from any location was an incentive. The students also noted that the level of satisfaction derived from e-learning is dependent on the subject-content and the application and teaching abilities of the lecturer.

**Keywords:** Singapore; polytechnic, students, online learning, hospitality, tourism

ISOT059

**The challenge in disruptive times in tourism education: towards a redesigned curriculum for new normal from conventional to creative tourism**

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**ABSTRACT:** This reflective-analysis, an evidence-based exploration, is a case assessment of Tourism Education for relevance and responsiveness to emerging needs of the industry in fast-changing times. The results & outcomes become the basis for redesigning the curriculum from conventional to a creative tourism. Considering the tremendous challenges from external environment due to the pandemic impact of Covid19, it is expedient to review, shift and redesign the curriculum in terms of context, content and processes reflective of new perspectives and purpose of the program for future intakes. The methodology uses triangulation, a combination of qualitative and quantitative analysis of content, context, process, perspective around core purpose (2C2PCP). This comprehensive framework of defining, detailing, differentiating, and connecting the essence of each curriculum dimension around the core purpose, becomes the map to integrate the findings to make changes in the current curriculum. Survey data from secondary students of selected feeder schools in the area are used to complement and support the analysis. Observation and feedback from the ground support the need to redesign both curriculum and the program thrust as urgent factors to update the university tourism education, a program of choice for prospective entrants. Based on findings, a new design of tourism education is envisioned as the new program for the new normal. The implications of the study will provide new initiatives in program promotion, and implementation for effective instructional strategies and learning processes.

**Keywords:** redesigning curriculum, creative tourism, tourism education

ISOT060

**The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates**

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**ABSTRACT:** Test of English as a Foreign Language (TOEFL) is the most taken English proficiency test with approximately were already taken by 23 million test-takers worldwide. In Indonesia, TOEFL is one of the pivotal requirements in employment and seen as a social and economic mobilizer for most Indonesians. For Indonesian university graduates on the tourism and hospitality program, mastering English is an essential requirement for getting a job in the industry. Consequently, it requires them taking TOEFL to fulfil various academic and employability standards. English language skills required by the hospitality and tourism industry should focus on accentuating graduates' good English communication skill. This study aims to discover how accurate paper-based TOEFL test or TOEFL-ITP in assessing graduates' English proficiency level and English communication skill to be applied in workplace environment. This paper draws on a descriptive qualitative method involving three higher education graduates from hospitality and tourism industry program that barely begin their employment journey. The data were obtained from the Likert-scale questionnaire and in-depth interviews that identified participants' perceptions regarding the suitability of TOEFL-ITP on tourism industry employment purposes. The study found that the participants shared doubts about the TOEFL-ITP as communicative English skills measurement in a real-life workplace environment. The findings of the study concerned on validity, authenticity and generalizability of the test. As a recommendation, the findings can help to advance the understanding towards another type of English proficiency tests like IELTS, TOEIC or even TOEFL iBT (Internet-based providing speaking test) that might be more suitable than TOEFL-ITP as a tool of employment requirement. Especially for Indonesian University graduates on hospitality and tourism program.

**Keywords:** English proficiency test, paper-based TOEFL, tourism industry, university graduates, employment requirement

## GASTRONOMY TOURISM

ISOT061

### **Canna fettucine: commodifying culinary Italian Indonesian**

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**ABSTRACT:** Pasta is one of the most popular foods around the world for a long time ago. The pasta was introduced in the 13th Century in Italy by Marcopolo after returning from his trip to China. The essential pasta ingredients include wheat cereal flour and water. Fettuccine is one of many varieties of pasta. Many restaurants or hotels all around the world, including Indonesia, provides this particular Italian food as their main menu. However, some of them have substituted several ingredients according to the local resources. The purpose of this research is to examine the substitution formulation of Canna starch (Canna Edulis Ker) on the essential ingredients of Fettuccine. Canna is a bulb that is growing fertile in Indonesia. This ingredient can be processed as a Canna starch, which contains natural carbohydrates and has a high viscosity. The research method used is experimental research based on a Completely Randomized Design (CRD) of one independent variable. The independent variable is the substitution of Canna starch in five level of percentage 15%, 30%, 45%, 60%, and 75% that will be tested through organoleptic tests (preference and sensory quality test) by 30 trained panelists. The data analyzed with ANOVA to identify the differences between several formulations and obtain a suitable Fettuccine formula. According to the organoleptic test, the study finds that the use of Canna starch has a significant influence on the substitution of wheat flour in making Fettuccine. There was a substantial difference between the original Fettuccine (control sample) and the Canna starch Fettuccine. The best formulation is 15%, followed by a 30% substitution of Canna starch, which has characteristics of yellow color, pleasant aroma, standard taste, and very springy texture. The implication of this experiment is to find an alternative ingredient, mainly local resources that suitable to be used as international gastronomy products. This commodification will provide unusual tourists' experience in visiting Indonesia. Whereas, the practical implication is to encourage the gastronomist to develop another attractive and tasty product based on local ingredients.

**Keywords:** Pasta, Fettucini, Canna, Gastronomy Tourism, Experiment

ISOT062

**The Salapan Cinyusu (nona helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city**

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**ABSTRACT:** Bandung since the Dutch colonial era, has been known as a vacation destination, so it is known as Parijs Van Java. The local food in this city has become a Sundanese ethnic icon. Unfortunately, now many tourists are less interested in local food because of its conventional-traditional appearance. Apart from that, there is no creativepreneurship think-tank model where local food is worthy of being part of gastronomic tourism. Therefore, aim of the study is to identify an interaction model between stakeholders in the gastronomic sector in Bandung Municipality so that it can induce ideas that support entrepreneurship in gastro-tourism. The re-search method used is descriptive qualitative, using 100 informants as sources. Primary data were collected through in-depth inter-views guided by structured questionnaires, discussions, brainstorming, expert meetings, and FGDs. Secondary data were taken from publications. Data analysis was carried out through field data collection, then continued by the coding process, data reduction, da-ta display, and finally drawing conclusions. The result showed nine elements of the "Salapan Cinyusu" or "Nona Helix" (nine helices) model which consists of gastronomic businesses that accommodate creativepreneurs; government, workers, suppliers, experts, observers, connoisseurs, NGOs and In-formation Technology as bridges, must synergize and collaborate to strengthen the existence of tourism gastronomy in Bandung. All elements in the interacting model help to encourage entrepreneurs to come up with creative ideas for managing local Sundanese food.

**Keywords:** Salapan Cinyusu, Nona Helix, gastronomi, creativepreneurship, Bandung.

ISOT063

**The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta**

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**ABSTRACT:** This study aimed to examine the influence of gastronomic festival attributes on behavioral intention. The research method used is descriptive and verification study. The data were collected through questionnaire. The population from this research was visitors from different regions visiting Wisata Kuliner Tjeplak Purwakarta. The technique for choosing the samples is systematic random sampling to get 400 respondents. The statistical analysis used is multiple linear regression using SPSS 20 for Windows. The result of the test shows that gastronomic festival attributes have a significant influence on behavioral intention. Moreover, all dimensions of gastronomic festivals attributes have a significant influence on behavioral intention.

**Keywords:** gastronomic festival attributes, behavioral intention, Wisata Kuliner Tjeplak Purwakarta

ISOT064

**Culinary experience toward behavioral intention (survey of consumer fusion food on street food in Bandung city)**

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**ABSTRACT:** This study aims to analyze the effect of culinary experience which consists of fusion food culture, uniqueness, experience, aesthetics, and dining at street food toward behavioral intention on Street Food in Bandung. The research method used is an explanatory survey with a cross-sectional method approach with a total sample of 245 costumers. The data analysis technique used was the path analysis technique. The implementation of culinary experience is in the high category and behavioral intention is in the very high category. Culinary experience which consists of fusion food culture, uniqueness of the food, new food experience, dining aesthetics and dining at street food has a positive effect toward behavioral intention of enjoying street food. In addition, sub variables have the highest influence. In addition, there should be an evaluation and input to improve performance, service quality, product quality to be even better. The results showed that there was a significant influence between culinary experiences and the behavioral intention.

**Keywords:** behavioral intention, culinary experience, fusion food, street food

ISOT065

**Implications of food delivery services for recognition of traditional foods by millennials in Bandung**

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**ABSTRACT:** This study aims to identify the extent to which food delivery service (Go-Food) has an influence on the level of recognition among millennials in Bandung on the traditional food of West Java. A further implication is expected to be the identification of distribution channels for traditional food to reach its market. If these pathways are established, then efforts to preserve traditional food will be easier to do. Research method used is quantitative descriptive, researchers inventory the availability of traditional foods contained in the Go-Food service in Bandung. The next step is to survey a number of millennial respondents who use Go-Food services. The sampling technique used is snowball sampling where the number of samples will continue to grow until the data stability is obtained. The data collected is processed using Microsoft Excel to see various trends related to millennial behavior. The results showed in general the types of food that are usually ordered by millennials through the Go-Food service are fast foods that do not include traditional foods. However, 59.1% of respondents realized that there are traditional foods that can be ordered. Some types of traditional foods that are most often ordered include Serabi, Lotek, Balok Cake, Rengginang, and Wajit. Meanwhile 39.8% of respondents felt that they gained new knowledge about traditional food in West Java, while the rest did not feel confident and hesitant.

**Keywords:** Millennials, Traditional Food, Bandung

ISOT066

**Gastronomy tourism as a media to strengthen national identity**

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**ABSTRACT:** Indonesia is a country that has a diversity of food types. This indicates that everyone's taste for food can be different and can be the same. Food as a concrete result of social activities manifested in the form of ideas, ideas and tastes is able to describe the philosophical values that underlie its manufacture. This research aims to describe the development of culinary as a gastronomic tour, one of which is lead rice in Punclut area. The method used is qualitative with in-depth interview data processing techniques for six months, observation and literature study. The results show that lead rice culinary in Punclut area not only shows the potential of tourist attractions but can also be developed as a gastronomic tour, tasting lead rice is not only just enjoying the taste but further introduction of local wisdom passed down from generation to generation so that it forms into self-identity. The introduction of lead rice by involving the community will provide economic, collective, health and cultural value.

**Keywords:** gastronomy, national cultural heritage, national identity

ISOT067

**Digitalization activities in gastronomy tourism**

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**ABSTRACT:** Digital technology was changing the tourism industry. This work aims to describe the development of digital technology activities in gastronomy tourism. The literature review method was used with narrative descriptive approach. Through this approach both the digitalization phenomenon in gastronomy and the description of the terms in digital gastronomy could be explained. This work concluded that there were human activities not only fulfilling their food needs using digital technology, based on gastronomy tourism concept. There were many activities in digitalization gastronomy, i.e. recognizing local food history, tradition and philosophy, finding from local food and drink, finding the origin and distribution of raw material, understanding how to make, how to serve, to enjoy, learning process and getting experience, understanding nutrient content, as well as ethics and etiquette. In addition, the most important thing was that gastronomy digitalization should be used for conservation and education development of gastronomy tourism in the future.

**Keywords:** digitalization, gastronomy, tourism, education, conservation.

ISOT068

**Tape Kareeut Teh Bohay: students' gastronomic tourism capital Universitas Pendidikan Indonesia**

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**ABSTRACT:** Tape Kareeut Teh Bohai is a food brand made from glutinous rice. The processed rice is known as tapai (Indonesian) or tape (Sundanese). The production process of Tape Kareeut Teh Bohai can be used as an entrepreneurial training model for students. With entrepreneurship training through tape production, it can become a gastronomic tourism capital for students of Universitas Pendidikan Indonesia as a solution to the fact that the open unemployment rate of college graduates has increased significantly. In February 2016 the open unemployment rate (TPT) of college graduates reached 8.39% or equivalent to 144,500 people from 80,416 people (4.71%). Open unemployment is a workforce that has absolutely no job. The increase is inseparable from the economic conditions that occurred throughout 2015. The economic slowdown caused the absorption of labor from the industrial sector to fall. The problems in this article are (1) the production process of the Tape Kareeut Teh Bohai in Mandalamekar Village, Cimenyan District, and (2) the entrepreneurship training model for the Tape Kareeut Teh Bohai production as a capital for the gastronomic tourism of Universitas Pendidikan Indonesia students. Entrepreneurship training on tape production was carried out directly at the home industry center of Tape Kareeut Teh Bohai Mandalamekar Village, Cimenyan District. The method is said to be a method based on local wisdom. The results of his study show that there is a quality management of glutinous rice and the production process of glutinous rice into the Tape Kareeut Teh Bohai in Mandalamekar Village, Cimenyan District. The existence of entrepreneurship training models through the production of Tape Kareeut Teh Bohai serves as a gastronomic tourism capital for Universitas Pendidikan Indonesia students in an effort to minimize the numbers unemployed graduates of tertiary institutions in Indonesia.

**Keywords:** Gastronomic tourism, entrepreneurship training, and tape kareeut teh bohai

ISOT069

**Gastronomy tourism development model on a tourist village**

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**ABSTRACT:** Recently tourist village become one unique tourism destination. One of the potential tourist village is Cisambeng, located in Majalengka, West Java. Cisambeng has several Sentra of soya and fermented food production, such as tempe, tofu, oncom and ketchup, skilled people in gastronomy, and natural tourism destination. The objective of this study is to identify and preserve the traditional Cisambeng food (gastronomy), and analyze its potential to become a tourist village destination. The method of this research is quantitative with mini regression and qualitative method, through observation, depth interviews, documentation and Focus Group Discussion (FGD) with the selected residents and gastronomy experts. The result of the study is an inventory of Cisambeng gastronomy product and destination, travelling route and tourist package. A design program of gastronomy tourism involved a variety stakeholder, such as some residents, government, scholars, local and foreign tourist. Using a mini regression analysis of 47 respondents, the results indicate that gastronomy tourism has positive significant effect to construct the tourist perception, while tourist attraction has positive effect insignificantly. These results suggest that the curiosity about the food and its culture became the prominent perception for the tourist with the highest score is about the taste of food.

**Keywords:** gastronomy tourism, development model, tourist village

ISOT070

**Exploring the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand**

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**ABSTRACT:** This study aims to explore the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand. The samples were 400 participants who purchased street food in Bangsaen, Thailand from March to April, 2020. The data collection method was based on online questionnaires. For data analysis, the statistical methods rely mainly on descriptive statistics, exploratory factor analysis (EFA) and linear regression analysis. There are 4 factors of youth purchasing expectation; (1) value of money and infrastructure management, (2) hygiene and cleanliness, (3) integrated brand promotion and (4) recommendation. Moreover, the linear regression model was developed to predict the youth purchasing intention for street food as a Gastronomy Tourism in Bangsaen, Thailand. The results show that the hypothesized antecedent variables were statistically significant to customer loyalty; particularly the value of money and infrastructure management as ( $\beta = 0.370$ ,  $p = 0.000$ ) and recommendation as ( $\beta = 0.290$ ,  $p = 0.000$ ).

**Keywords:** purchasing expectation, purchasing intention, street food, youth behavior, gastronomy tourism



ISOT071

**iDabao during COVID-19: online-to-offline (o2o) food delivery service and the digitalization of hawker (street) food during a crisis**

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**ABSTRACT:** The 2019 novel coronavirus (Covid-19) health pandemic has triggered unprecedented shocks to the global tourism and hospitality industry. Whilst there has been heightened discourse and rapid investigations analyzing the impacts of this extraordinary crisis on multiple aspects of the industry, the specific evaluation of Covid-19 on hawker (street) food has been lacking. This study investigates the impact of Covid-19 on hawkers in Singapore, and the digitalization of hawker food through online-to-offline (O2O) services such as food delivery apps (FDA). Extant studies on O2O services and related FDA have largely focused on the technological features, informational characteristics and user consumption behavior. In contrast, this study explores the role and digitalization value of O2O services in supporting hawkers and safeguarding Singapore's hawker culture. Preliminary findings of key challenges and opportunities of digitizing hawker food are also presented.

**Keywords:** iDabao, covid-19, online-to-offline (O2O), food delivery service, digitalization, food crisis.

## HOSPITALITY MANAGEMENT

ISOT072

### **Re-examining sensory experience on highland nature-based resort rooms**

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**ABSTRACT:** Tourists are more likely to seek hotel and resort reviews before making a reservation. However, the advertised products are sometimes not in accordance with their actual staying experience. Experience is conceptualized as a combination of senses, influence, and cognition. This research aims to find out the sensory experience by the Resort's guests based on the online reviews as the secondary data. The reviews were gathered from online travel agents, namely Traveloka, Agoda, and TripAdvisor.com. The collected data were analyzed sentence by sentence to discover the sensory experience that has been felt by the guests while staying in the resorts. It can be concluded that the sight experience was related to the superiority of a good view from nature, the serenity as the primary factor for the hearing experience but some rooms in the resorts were not soundproof, and eventually, it had influenced the unpleasant experience to the guests. Furthermore, the un-pleasant touch and smell experience of these resorts were the nuisances from the insects, stiff mattress, and the uncomfortable bathroom. But, the breeze from nature has completed the whole relaxation experience. Hence, this research provides implication on the improvement of guest's experience in the context of five senses in the hospitality and tourism industry.

**Keywords:** sensory experience, senses, unique accommodation, highland nature-based resort, online travel agents

ISOT073

### **Consumer's complaint behavior between Indonesian and Non-Indonesian in the hotel**

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**ABSTRACT:** Complaint management is an essential element of hotel business success. Handling customer complaints effectively could result in a future referral or loyalty behavior. Therefore, understanding the customer's complaint behavior will help the hotel operator to create a strategy for maintaining their customer. This paper divides guest's complaint behavior into four categories. They are voice responses, private responses that consist of negative word-of-mouth and exit, third party responses, and taking no action (inertia). These behaviors are related to Hofstede's culture dimension that consists of 6 dimensions. The authors examined complaint behavior of Indonesian and non-Indonesian, in this case, Asian and Western, and evaluated the significant differences between those three groups of guests. Five-scale Likert questionnaires were distributed to 100 Indonesian, 75 Asian, and 75 Western. Then the data was analyzed using One-Way ANOVA. The findings showed that Indonesian and Western guests tend to have voice responses complaint behavior, they complaint directly to the hotel. Whereas Asian guests were more likely to have negative word-of-mouth behavior, they will share their bad experience to family and friends. In addition, there is a significant difference for voice, word-of-mouth, and inertia, while there is no significant difference for exit and third-party complaint behavior. The difference in voice responses behavior could be seen in Indonesian and Asian customers, while the difference in word-of-mouth and inertia behavior were shown between Indonesian and Asian, also Asian and Western group of customers. This study provides new insight about cross culture complaint behavior.

**Keywords:** complaint behavior, Indonesian, non-Indonesian

ISOT074

**Exploring factors influencing homestay operators to participate in the homestay program**

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**ABSTRACT:** Homestay operator can be considered as the local community who directly involves with tourism development. In homestay lodging, their perception become a major concern to ensure the balance impact in tourism activities. Nevertheless, due to the failure in improving homestay standard, there were many homestay operators who gave up to continue their services. Consequently, to understand the issues, this paper will explore the motivational factors of homestay operators to participate in homestay program. This study employs qualitative research design by using interview as a method to collect the data. There are seven participants involved in the interview. As a result, there are five major factors that motivate homestay operators to involve in homestay program. These factors are significant in this research. The factors were classified into two which are internal factor and external factor. The internal factor comprises willingness, interest and excitement while the external factor consists of kinship factor and tourist benefit factor. With the expected tourism development and increasing number of tourists, it is time to investigate the level of acceptance of tourist among the residents.

**Keywords:** homestay, homestay operator, community based tourism, homestay programme

ISOT075

**Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia**

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**ABSTRACT:** Hotel distribution marketing in Malaysia has changed drastically, resulting from the emerging of online hotel booking websites managed by online travel agencies (OTA). However, there has been a limited research conducted in analysing tourist's e-satisfaction on using those websites that influences tourist's purchase intention in Malaysia. This study seeks to identify tourist's e-satisfaction on online hotel booking website in Malaysia, to investigate tourist's online purchase intention on online hotel booking website in Malaysia and to determine the relationship between tourist's e-satisfaction and online purchase intention from online hotel booking in Malaysia. This study applied the quantitative approach with 162 respondents who have experience in using online hotel booking websites operated by OTA in Malaysia. The results have shown that tourists in Malaysia perceived the e-satisfaction of online hotel booking websites and had the intention to make an online purchase from the website. This study also presented that tourist's e-satisfaction was moderately inclined to-wards online purchase intention on online hotel booking websites. The findings from this research will contribute to online travel agencies in developing hotel booking websites that can enhance tourist's satisfaction and decision to make an online purchase.

**Keywords:** e-satisfaction, online hotel booking website, online travel agencies, purchase intention

ISOT076

**Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest**

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**ABSTRACT:** The current general perception that Sharia-compliant hotels are only meant for Muslims should also be shifted. Even though Muslims are among the largest tourist markets in the world, perceived values of the Sharia-compliant hotel have not been clearly established. This study was measured using two methods. One method using ten items of five point likert of sharia-compliant hotel benefit to profiling the potential guest and measure literacy level using fifteen true-false test questions. Scoring results of true-false test questions were then analyzed with Confirmatory Factor Analysis (CFA) to test construct validity. Scoring results of five point likert of sharia compliant hotel benefit were then analyzed with K-Means clustering analysis used to classify potential guest of sharia-compliant hotel. The result show identifiable characteristics and behavior pattern of potential sharia-compliant hotel guest. This kind of information can be used in developing effective promotional programs, the feasible marketing strategy and business sustainability.

**Keywords:** Sharia compliant hotel, literacy, potential guest

ISOT077

**Environment, food, or employee: identifying factors in authentic dining experience influencing customer satisfaction**

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**ABSTRACT:** An authentic dining experience offers a unique and exotic experience to the customers who come to ethnic restaurants. It could become a distinctive feature for ethnic restaurants that can differentiate them from other types of restaurants. Moreover, it is believed that by providing a real authentic dining experience, customers in ethnic restaurants would become more satisfied. The purpose of this study was to analyze the factors of the authentic dining experience that affect customer satisfaction in ethnic restaurants. The correlations between three dimensions of authentic dining experience (i.e., food concern, environmental concern, and employee concern) with customer satisfaction were analyzed. Questionnaires were given to 203 customers of the ethnic restaurants in Bandung, Indonesia. The data were then analyzed using multiple regression analysis. The results show that, simultaneously, there is a significant correlation between the authentic dining experience to customer satisfaction. However, partially, food concern does not significantly influence customer satisfaction, this finding will be further described. Therefore, ethnic restaurants could spend more attention to their employee and environmental dimensions to increase their customers' satisfaction towards authentic dining experience.

**Keywords:** authentic dining experience, customer satisfaction, ethnic restaurant, food concern, employee concern, environment concern.

ISOT078

**The effect of perceived authenticity on revisit intention in Sundanese Restaurant**

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**ABSTRACT:** This study aimed to investigate the effect of perceived authenticity towards revisit intention of Sundanese ethnic restaurants consumers in West Bandung Regency. The independent variable (X) in this study is perceived authenticity which consists of several sub-dimensions, namely food authenticity, authenticity of atmospherics and employee authenticity and the dependent variable (Y) is revisit intention. The type of this research is explanatory survey. The data were collected through a survey using stratified sampling technique involving 400 respondents consisting 220 consumers of Kampung Daun Culture Gallery & Café and 180 consumers of Sapulidi Resort, Café and Gallery. The data and hypothesis were tested through multivariate regression using IBM SPSS for Windows 20.0 program. The results showed that the perceived authenticity variables had a significant influence on the revisit intention of Sundanese ethnic restaurants consumers in West Bandung Regency. Partially all of perceived authenticity gives significant effect on revisit intention.

**Keywords:** perceived authenticity, ethnic restaurant, Sundanese

ISOT079

**The impact of dining experience towards revisit intention at Mujigae Resto, Bandung**

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**ABSTRACT:** This research is aimed to analyze the impact of dining experience which consists of food, service, environment, and price fairness quality towards the revisit intention on Mujigae Resto at Bandung Outlet (Ciwalk, Festival Citylink and Miko Mall). The independent variable (X) of this research is dining ex-perience among the food quality, service quality, quality of the environment, and price fairness as the sub-dimension of the variable, while the revisit intention is the dependent variable (Y) in this research. The type of research used in this research is a descriptive and verification research. This research also uses the quantitative approach with 400 respondents who were the consumers that doing the purchase at Mujigae Res-to at Bandung Outlet. Service quality gains the highest score while the price fairness gains the lowest score on the research as the sub variable of an independent variable. The revisit intention at Mujigae resto at Bandung Out-let is also the highest score in the category, by the probability to visit again as the highest score and the likeli-hood to be the first choice for the future visit as the lowest one. In conclusion, this research approved that there is a big impact on each other among the dining experience and revisit intention.

**Keywords:** Dining Experience, Revisit Intention, Food Quality, Service Quality, Quality of Environment, Price Fairness, Mujigae Resto

ISOT080

**Legal and business sustainability of social enterprises restaurants**

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**ABSTRACT:** As part of tourism industry, there are various kind of restaurant. One of them is social enterprises that have social goals as added value. This study aims to examine the legal aspects and business models sustainability of social enterprises of restaurants and catering business in Hong Kong, Indonesia and Vietnam. This study uses a comparative content analysis of documents and interviews script in six selected restaurants. The results confirm that the lack of policy hinders the development of the social enterprise restaurant. The enterprises with unique added values and connections to public funds and corporates tend to be more successful. Current legal structures and hard to withdrawing government subsidies are some of the factors to the lack of social enterprises business sustainability.

**Keywords:** social-enterprise restaurant, legal status, business model, social-enterprise sustainability, unique values

ISOT081

**Restaurant selection of Thai Free Individual Traveler (FIT) by using Conjoint Analysis Approach**

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**ABSTRACT:** This research is imperative for restaurant owners. The key success of marketing mix is evaluated as in combination concept based on Conjoint analysis. The objective of the study is extracting the successful combination for selecting restaurant of Thai Free Individual Traveler (FIT). The sample of study is drawn by using convenience sampling from mobile booking application users aged 21-50 years who travelled individually and made decision to select the restaurant within the past six months. The questionnaires are distributed through online. There are 400 samples randomly selected in the study. Importantly, four attributes of combination in the study consist of 4 levels of food, 3 levels of category, 4 levels of restaurant, and 4 levels of price. According to conjoint analysis results, the important level of attributes for selecting the restaurant are; type of food with the importance value about 35.294, price with the importance value about 28.831, restaurant with the importance value about 23.124 and category with the importance value about 17.163 respectively. The best combination of marketing mix to select the restaurant of FIT traveler is Chinese Food, A La Carte, Kiosk, with the price more than 800 baht/person.

**Keywords:** restaurant selection, Free Individual Traveler, marketing-mix, Conjoint Analysis

## **SECURITY AND CRISIS MANAGEMENT IN TOURISM**

ISOT082

### **COVID-19 and Indonesian super-priority tourism destinations**

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**ABSTRACT:** Covid-19 became a global phenomenon and was declared a global pandemic. Some tourism destinations throughout the world are affected negatively, especially in tourist visits and the cessation of tourism aspect. This study aims to identify the impact of Covid-19 on the tourism aspect in one of Indonesia's super-priority destinations, Borobudur. The research approach used is a qualitative method. The unit of analysis of this research is an indicator of four aspects of tourism. This study uses a case study research type in identifying the Covid-19 pandemic in Borobudur tourism destinations. The data used is secondary data with data collection methods in the form of information obtained by desk study from various policy documents, literature, previous research, and the internet. The analysis method of this research using content and descriptive qualitative analysis. To support the government's decision, the manager of the Borobudur tourism destination closed operations from March 20 to May 13, 2020. It aims to minimize the spread of the Covid-19 pandemic. With the closure of Borobudur tourism destinations, 60% of infrastructure development temporarily stopped. Borobudur made a recovery plan for the post-pandemic Covid-19 will be complemented by the concept of New Normal or a new tourist trend based on sanitation systems.

**Keywords:** Borobudur, Covid-19, destination management

ISOT083

**The influence of perceived risk and perceived value toward tourist satisfaction**

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**ABSTRACT:** Satisfaction is the most pivotal factors in service industry. The study is aimed at finding out how the impact of perceived risk and perceived value on tourist satisfaction of Cerme Cave. The dependent variable (X) of the study is perceived risk (X1) consisting of physical risk, performance risk, financial risk & psychological risk and perceived value (X2) consisting of functional value & emotional value. Meanwhile, the independent variable (Y) is tourist satisfaction. The study applies purposive sampling involving 111 samples. The data is collected through questionnaires which then analyzed descriptively and vericatively through multivariate regression. The result simultaneously, perceived risk and perceived value gives significant impact on tourist satisfaction of Cerme Cave. Physical risk and emotional value has the highest score (340; 435,66), it means Cerme Cave succeeded in creating the tourist' satisfaction that gained from the program which can help tourist developing their perception on risk and value.

**Keywords:** perceived risk, perceived value, tourist satisfaction

ISOT084

**Hospitality industry crisis: how to survive and recovery in the pandemic of COVID-19**

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**ABSTRACT:** The purpose of this study is to provide insight into strategies for how to survive and recover in the hospitality industry affected by the Covid-19 pandemic. This study used the content analysis method which was conducted descriptively based on webinars related to the impact of the COVID-19 pandemic on tourism, carried out from April to May 2020. The webinar that the researchers chose was hotel-related, because the hotel industry was one of the industries that had the greatest impact from the COVID-19 pandemic. The results of this study provide tactical steps to survive and recover from the COVID-19 pandemic through operational, financial, human resources, public relations, and recovery processes through collaboration, operation, venture, innovation, and development. Further development of this kit is implemented as a strategic tool for the hotel industry and academia to prepare human resources after the COVID-19 pandemic.

**Keywords:** Hospitality Industry Crisis, Hotel Industry, Hotel Recovery, Covid-19

ISOT085

**From fantasy to reality: Attracting the premium tourists after COVID-19**

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**ABSTRACT:** The COVID-19 pandemic has a great impact on the tourism sector, especially in terms of the number of tourist visits. A surge in the number of tourist visits after the COVID-19 pandemic has been predicted to occur; while on the other hand, due to their economic condition during the pandemic, people will likely prioritize their primary needs so the post-pandemic potential tourists are most likely the premium tourists. Deniz E.G., et al (2015) argue that the type of tourists will plan their tourism activities. Using the literature study and FGD methods, we reveal the effectiveness of virtual tourism as marketing media which provides spatial knowledge and thus can help the potential tourists choose their tourist destinations. The survey indicates that the concept can influence them. The strategy used is 2S (suggest and safety) which is giving suggestions by the means of virtual tourism and assuring the potential tourists to realize it by the means of safety guarantee against COVID-19.

**Keywords:** Covid-19, tourism behavior, virtual tourism, tourism marketing



ISOT086

**Travel decision-making amid the pandemic**

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**ABSTRACT:** Traveling is a basic human need driven by curiosity to explore new environments and discover new experiences. Comfort and safety are vital in determining one's decisions to travel. Before going on a tour, a prospective tourist performs a mental process to decide the time, duration, place, and transportation mode and so on. During the Covid-19 pandemic, the global safety factor became threatened and forced changes in all types of people interaction, including in tourism and traveling aspects. Thus, this study aimed to measure the impact of pandemic on travel decision-making. A total of 382 questionnaires were distributed via google form in April-May 2020 to the Indonesians. The study used a simple linear regression test and was assisted by SPSS version 20. The test showed astounding results, for Indonesian people, the influence of this pandemic on the travel decision-making is at a low level.

**Keywords:** travel decision, pandemic, tourists' behaviour

ISOT087

**Tourism industry standard operating procedure adaptation preparing COVID-19 new normal in Indonesia**

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**ABSTRACT:** Covid-19 pandemic is a disaster that has an impact on providing challenges to adapt to the tourism industry in the world, including in Indonesia. This study examines how the tourism industry in Indonesia adapts by managing tourism businesses that follow health protocols, one of which is by making changes to standard operating procedures. In-depth interviews were conducted on 23 tourism businesses in Indonesia with a business background in the fields of accommodation, restaurants, tourist attractions, and travel (including tourism transportation businesses). This study found that hygiene and safety factors in standard operating procedures were carried out by the tourism industry in Indonesia by adopting several regulations, including WHO-UNWTO protocols, government policies, and industry agreements.

**Keywords:** Tourism Management, Standard Operating Procedure, Covid-19, New Normal

ISOT088

**Assessing tourist motivation on Tionghoa Halal Food**

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**ABSTRACT:** A majority of Tionghoa food is not halal. However, the food has to be adapted in the majority Muslim countries, such as Indonesia, in order to become a culinary (gastronomy) attraction. The objective of this study examines tourist motivation for having Tionghoa halal food as one unique acculturation culture brand identity for promoting sustainable gastronomy tourism in Bandung, Indonesia. Using a regression analysis of 109 respondents, the results indicate that identity of food, good experience and exploration have positive significant effect to construct the tourist motivation, while restaurant physical and ambience, food quality and service, halal awareness and certification, and promotion have affected the tourist motivation insignificantly. These results suggest that the curiosity about the food become the prominent motivation for the tourist. However, the collected data in this research is limited because of social distancing during the Covid-19 pandemic. Thus, the other large data for this model might be caused difference results.

**Keyword:** Tionghoa halal food, gastronomy tourism, tourist motivation

ISOT089

**Revenge tourism: trend or impact post pandemic COVID-19 ?**

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**ABSTRACT:** The impact of the Corona Virus pandemic (Covid-19) for the tourism industry in Indonesia is certainly very influential. Post-pandemic, the number of tourists is predicted to surge. The purpose of this study was to determine the general arguments of the Covid-19 post-pandemic tourism activity that is potentially productive or not. The approach of this study was qualitative method that described and depicted an event naturally. The data collection in this study is using participatory observation for 3 months in three cities in Indonesia, deep interviews with 8 informants, which are divided into 6 travelers and 1 expert and 1 practitioner, documentary studies and literature studies. The results showed that revenge tourism is very likely to emerge because many people are bored at home. There are 2 balanced group where 3 informants said they would carry out tourism activities after the pandemic, 3 other informants said they would travel after the vaccine was found. This study can be implemented in current issues of tourism research, especially the matter of the tourism activity post pandemic Covid-19's impact.

**Keywords:** Covid-19, impact, post pandemic, revenge tourism, trend

ISOT090

**Spiritual tourism: study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia**

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**ABSTRACT:** Spiritual tourism in the context of Islamic worship and other religions is in the inner realm of the form of a journey which brings to the satisfaction and pleasure of the human soul. It is because the comfort of life is not merely based on the physical pleasure and happiness. The first and the extraordinary experience of worship and fasting on Ramadan during the lockdown time during the COVID-19 pandemic in securing themselves with the solitude of worship in their respective homes. The methodology is carried out with a case study of the sincerity of individual Islamic worship known only to him/her and his/her Lord alone, without imaging and socializing in the crowd. Seven volunteer participants are recruited for doing the Kurma fasting/Date palm fasting on Ramadan (fasting by having pre-dawn meal and breaking the fast only by drinking and having dates for a month). Six male, each at aged of 30, 43, 50, 57, 63 years, and one female at aged of 61. The findings revealed that they reach the real inner satisfaction as religious spiritual tourism in the God-Human relationship. The higher reduction of someone in his/her relationship to the material shows his/her immaterial qualities and his/her spiritual qualities occur. An absolute in-depth further research supplementation about immaterial and inner worship is recommended.

ISOT091

**The new era of tourism: draw up tourism industry after pandemic**

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**ABSTRACT:** The Pandemic Covid-19 that occurs throughout the world in fact has had a tremendous impact on all aspects of human needs, from primary to tertiary including tourism. Tourism sector experienced a very severe turbulence considering the industry is focused on pleasure and leisure. However, in the event of a pandemic all the people of the world are required not to leave the house and carry out programs that have been recommended by the government both nationally and internationally. These conditions has made the tourism industry suspended, and experienced stagnation in the development of the tourism industry in the future. These problems will then be examined in this article about how to redesign a safe tourism industry and promote health protocols. Using a quantitative approach, this research disseminated a questionnaire to the general public about how the tourism industry should be developed after a pandemic. The questionnaire was developed through indicators of how tourism development after the pandemic. This article maps respondents' answers about the post covid-19 tourism industry. It is expected that this article can be a valuable input for stakeholders, and is expected to become a new protocol in the organization of the post-pandemic covid-19 tourism industry.

ISOT092

**Tourism and tourism crisis management in the COVID-19 pandemic time**

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**ABSTRACT:** Indonesia's tourism continues to increase from year to year in its competitiveness index. However, Covid-19 has had an impact on tourism throughout Indonesia, including West Java Province. Indonesia, through the Ministry of Tourism has issued Ministerial Regulation Number 10 of 2019 concerning Tourism Crisis Management, but there is no single regulation, theory, or experience that can be used as a reference to anticipate the enormity of the Covid-19 epidemic. Therefore, the authors are interested in examining in-depth about tourism and its relation to tourism crisis management. The methodology used is a qualitative methodology through various literature, legislation, and interviews. From the author's observations, this pandemic has an impact on the tourism sector and many employees have been dismissed and laid off from their jobs. The solution is that the government needs to develop regulations on Tourism Crisis Management that are more comprehensive and can be operationalized during a pandemic. Besides, it is necessary to map the destination areas that can be opened gradually with due observance of strict health protocols.

**Keywords:** tourism, tourism crisis management, West Java Tourism



ISOT093

**Differences in trust and risk-taking propensity for travelers from Indonesia**

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**ABSTRACT:** Traveling is a fun but risky activity depending on the destination. The risks can be reduced by careful planning, especially in the pandemic period. The purpose of this study is to explore trust and risk-taking propensity of Indonesian tourists who travel to other cities or countries. Data collection was carried out by distributing questionnaires online and offline to tourists from Indonesia who did solo or in group traveling and obtained 159 tourists. The results show that there are no differences in trust between solo travelers and group travelers, but there are differences in risk-taking propensity. However, women have more trust than men, then men are more willing to take risks than women. The benefits of this output for tourism practitioners are to create appropriate marketing strategies when offering tourism programs for both groups.

**Keywords:** trust, risk-taking propensity, traveler



ISOT094

**The impact of travel constraints on travel intention**

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**ABSTRACT:** Rapid mass transportation has enabled people to travel from one place to another easily. However, tourists have some constraints that affect their intention to travel, like interpersonal constraints (interaction factors or the relationship between individual characteristics), intrapersonal constraints (individual psychological states and leisure preferences) and structural constraints (intervening factors between leisure preference and participation). The study is to find the impacts of the trilogy of constraints on travel intention. Factor regression analysis is used to analyze data of 159 respondents. The results of the study show interpersonal constraints have positive but insignificant impact on travel intention; while intrapersonal and structural constraints have negative and significant impacts on travel intention. Thus, it is very useful for tourism and travel industries to accommodate tour packages to minimize the constraints.

**Keywords:** interpersonal constraints, intrapersonal constraints, structural constraints, travel intention

ISOT095

**The effect of COVID-19 outbreak to the destination choice and the intention to visit the destination among Thai tourists**

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**ABSTRACT:** COVID-19 pandemic is the greatest challenge that mankind faced since World War II. Governments in different countries attempt to create the responding policies including travel ban, social distancing, work from home. This affects the tourism industry both the tourists and the tourism entrepreneurs. This research aims to study the effects of this infectious pandemic to the destination choice and their intention to visit among Thai tourists. The researchers conduct a survey among 400 Thai tourists age between 18 to 60 years old. The researchers use Pearson correlation method to analyze the data. The results show that Thai tourists have more concern to travel to domestic destination over international destinations after the outbreak of the COVID-19 pandemic, and the COVID-19 outbreak has no effect on the intention to visit the destination.

**Keywords:** COVID-19 outbreak, destination choice, intention to visit

ISOT096

**The impacts of COVID-19 at Karangsong Mangrove Centre**

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**ABSTRACT:** The situation of pandemic COVID19 creates enormous challenges for the tourism industry, including in Indonesia. Karangsong Mangrove Centre, a nature-based mangrove forest conservation tourist attraction located at Indramayu-West Java, experienced a ceased operation of the place due to strict regulation and policy from the local government. This paper analyzes how the impact of COVID-19 affect Karangsong Mangrove Centre. The unit analysis of this study is the tourist arrival at Karangsong Mangrove Centre. Due to the health protocol in Indonesia, the study was conducted as desk research and collected from various resources related to the topic as secondary data. The data was analyzes using descriptive and content analysis to interpret the data. The study found out that Karangsong Mangrove Centre plan to sustain using the incentive stimulus and while waiting for the new regulation to reopen.

**Keywords:** tourism, Covid-19, tourist arrival, mangrove tourism

ISOT097

**Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions**

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**ABSTRACT:** This research paper is written in the purpose to analyse the issue of COVID-19 pandemic, especially in Indonesia, regarding the influences, challenges, and the alternative of policy solutions toward national security. The data used in this research were the secondary data and based on their characteristics, the data being used were quantitative. The technique used in data collection in this research is the documents and records by viewing and analysing the information available and provided in related websites and online articles regarding the current global issue of COVID-19 pandemic. Then, the type of research analysis technique chosen is descriptive analysis. Specifically, the analysis of this research is mainly concerned with the influence of COVID-19 pandemic on law enforcement, health security, economic security, social security, food security, and supply chain management issue in Indonesia. Also, as the alternative of policy solutions related to COVID-19 issue in Indonesia, the Government can potentially identify both the case size and case location, in which this identification can be done by a combination of Rapid Diagnostic Test (RPD) and Polymerase Chain Reaction Test (PCR), or laboratory tests. Besides, breaking the chain of the coronavirus transmission is the responsibility of all parties and indeed must be properly done with good cooperation between the Government and community in the country.

**Keywords:** COVID-19, law enforcement, health security, economic security, social security, food security, supply chain management



ISOT098

**Covid-19, Technology and Tourism: the future of virtual tour?**

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**ABSTRACT:** The Covid-19 pandemic requires everyone to stay at home except for important and urgent needs. One last activity to do outside the house is a trip. This situation encourages new ideas and opportunities for tourism practitioners to take an advantage of online technology platforms. The current trend in Indonesia is the emergence of Virtual Tour (VT) activities amidst community. This paper aims to elaborate on the Virtual Tour phenomenon which is widespread during a pandemic and its challenges after the pandemic is over. This paper also discusses the existing virtual tour concept and its future predictions in Indonesia. From this paper, it is expected that practitioners, academics, government and communities recognize the implementation and future of the Virtual Tour.



ISOT099

**Virtual tour as one of education tourism solutions in COVID-19 pandemic**

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**ABSTRACT:** Indonesian government policies in the field of education with the temporary closure of several schools, colleges and universities, is an effort to increase the speed of the Covid-19 pandemic transfer. There is disruption of the learning process between students and teachers regarding the decline in interest in learning and the desire to travel to a destination. The problem is a challenge for the government as well as stakeholders to provide educational solutions that can be enjoyed by the public especially tourists. One of the solutions provided is virtual. The Minister of Education and Culture stated that the community could learn and be able to travel in a unique and new way and add an experience with virtual tour.

**Keywords:** Covid-19, virtual tour, tourism education

ISOT100

**Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak**

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**ABSTRACT:** Geopark Ciletuh-Palabuhanratu named as UNESCO Global Geopark (UGG) in 2018 and a new geotourism destination, had an increasing number of tourist visits which was predicted to be more than one million in 2020. When Coronavirus (COVID-19) spread throughout the world, tourism industries suffered the most significant negative impacts, some tourist destinations were closed. In this study, estimation of the short-term economic effect due to COVID-19 in UGG Ciletuh-Palabuhanratu tourism was highlighted. The results showed that the short-term economic effect during the pandemic was IDR1.5-2.02 billion (US\$102-137 million) if the COVID-19 outbreak could be ended in December 2020. Considering the optimistic scenario where the government predicted that COVID-19 would end in June 2020, the estimation of economic effect was IDR 605-801 million (US\$41-55 million). Meanwhile, based on the moderate scenario where COVID-19 was predicted to end in September 2020, the estimation of economic effect would be IDR1.05-1.42 billion (US\$71-96 million). This would help the government prepare applicable policies to plan development strategies for UGG Ciletuh-Palabuhanratu after the COVID-19 outbreak.

**Keywords:** economic effect, Geopark Ciletuh-Palabuhanratu, tourism, COVID-19

## TOURISM MARKETING

ISOT101

### **The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia**

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**ABSTRACT:** This study aims to determine the effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia. This type of research is quantitative research and sampling technique used was purposive sampling. The data were taken using questionnaire targeting 100 customers in Dusun Bambu. This research concentrates on direct and indirect functions. The analysis tools used are classical assumptions, path analysis, and sobel tests. The analysis was performed using the SPSS 24.0 statistics package. The results of classical assumptions show that all variables consisting of experiential marketing, tourist satisfaction and re-visit intention are in the normal line and have similarity variance. This study also found that tourist satisfaction has been proven to mediate the relationship between experiential marketing and revisit intention. The results of the study show that experiential marketing has a stronger influence on the indirect effects of tourist satisfaction as a mediator than the direct effect on revisit intention. The Sobel test results show that tourist satisfaction has a positive effect in significantly mediating experiential marketing relations with revisit intention.

**Keywords:** experiential marketing, tourist satisfaction, revisit intention, path analysis

ISOT102

**Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destination in COVID-19 pandemic**

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**ABSTRACT:** Technology and information are growing by leaps and bounds, and it caused a major change in the community. The appearance of Instagram as a virtual public sphere raises the question of whether Instagram can carry out the characteristic of the public sphere in the middle of the COVID-19 pandemic as well as it should. This article explained how Instagram features could present the concept of the public sphere virtually through the posts of @pesonaid\_travel account in this pandemic. By using qualitative descriptive methods, researcher found that there are 387 comments in 14 posts of the government's tourism promotion official Instagram account (@pesonaid\_travel) from March until May 2020. Then, the researcher filtered them into 97 comments to be used as the analysis. The findings of this research show that an Instagram account called 'Pesona Indonesia' has the features that could be the media for the public sphere as well as it should. However, the features that could support this public sphere characteristic do not show comments that led to a significant discussion. Even though there are some interesting discussions about tourism and pandemic. Practically, there are four characteristics comments related to tourism and the pandemic COVID-19. Those are the comment that only related to the pandemic COVID-19; the comment that only related to the intention of traveling; the comment that related to both the pandemic COVID-19 and the intention of traveling; and the other comment that is not related to the topic presented. This study is useful for presenting the concept of the better version of the virtual public sphere, especially for tourism on Instagram.

**Keywords:** virtual public sphere, virtual sphere, instagram during COVID-19, instagram post, tourist responses

ISOT103

**Visual Ethnography: Tourists' Perception of Bandung's Destination Image**

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**ABSTRACT:** Bandung is known as a culinary city, fashion city, flower city, etc. These various names have an impact to Bandung's brand image. It becomes inconsistency and unclear. This study aims to investigate the tourists' perception of Bandung's destination images visualized from photography. The research method was qualitative with visual ethnography approach. The data were gained from 76 photos taken by tourists and posted through a website. Content analysis was employed to analyze the data. The findings showed that most of the photos were heritage buildings in Bandung. This indicates that tourists tend to perceive Bandung as a Heritage City. Thus, the government should continually maintain the heritage buildings in Bandung as they become the icon of the city.

ISOT104

**What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes**

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**ABSTRACT:** Along with the growing awareness of the benefits which can be gained from culinary tourism, stakeholders implement some measures to stimulate this type of tourism activity; one of them is by organizing culinary festivals. In order to maintain the continuity of the festival in the future, event organizers need to understand what makes visitors eagerly come again to the next festival. This study was conducted at the Bandung Food Festival, Indonesia, and aims to determine which attributes of a culinary festival that could affect visitors' revisit intention. In order to collect data, questionnaires were distributed among 395 visitors who came to the festival. Gathered data were then analyzed using multiple linear regressions. Even though, in general, culinary festival attributes influenced visitors' revisit intention, this study found that some attributes have insignificant impacts. Hence, this indicates that there were distinctive findings compared to previous studies.

**Keywords:** culinary festival attributes, food festival, culinary tourism, revisit intention

ISOT105

**Women's mountaineering tourism on Instagram: the paradox between gender equality, identity, and objectification**

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**ABSTRACT:** This paper discusses feminist discourse in the practice of mountain tourism through the images of female mountaineers on Instagram. Ideologically, participating female mountaineers on mountain tourism are a manifestation of women's existence to deconstruct gender stereotypes by reconstruction new identity through the images. This paper examines four Instagram sites who have tens of thousands of followers and specifically showing thousands pictures of female mountaineers in high frequency. Data analysis focused on photos posting totaling 9677 posts. Subsequently, data reduction and categorization were carried out to tease up for common themes contained in all photo posts. Textual analysis was used as a method to interpret the visual texts, caption, and comments. The results revealed a paradox condition. On the one hand, pictures were representing gender equality through reconstruct of women's identity image. But on the other hand, the pictures are perceived as objectification women's body for visual pleasure and economic motive.

**Keywords:** mountaineering tourism, gender, feminism, identity, pictures, Instagram

ISOT106

**Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students**

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**ABSTRACT:** Generation Z grow up in the internet era and many use social media as a medium of communication. Much of their perception of the world is affected by information and visual forms in the internet, through which they also share their perceptions. This paper examines the influence of image of 10 new prioritized destinations in Indonesia on electronic Word of Mouth (eWOM) among Tourism students in communicating the destinations. Data from 101 Tourism students were obtained using a Google form, which was distributed through WhatsApp groups. Finding of the study shows there is an influence of destination image on eWOM despite the low percentage of influence. This suggests there were other factors aside from destination image indicators that affected the low percentage, which provides opportunities for further studies.

**Keywords:** Destination image, eWOM, 10 prioritized tourism destinations, Gen Z, tourism students

ISOT107

**Nation brand culture tourism to improve the Nation image**

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**ABSTRACT:** Cultural tourism is essential not only about visiting tourist destination with the purpose of recreation, but it can also relate to cultural potential that become the attraction of tourists to the destinations they visit. This is also the case in the Sasak Sade Tourism Village, Lombok, an area that still preserves and treats Lombok's traditions to become a popular cultural tourism site in, West Nusa Tenggara. The purpose of this research is to uncover the tips of the local community to care for and maintain the traditions of their ancestors, so that in the end it is able to optimize the potential of its territory and lift the image of Indonesia. This research uses a qualitative approach and descriptive method. Data collection techniques employed are observation, interviews, and documentation studies. The data were analyzed through data reduction, data display, and verification and the data validity was tested by using triangulation. The results of the study showed that to realize the elevation of the image of the Indonesian people, the community must continue to preserve the cultural heritage of their ancestors, which also can provide economic benefits for them.

**Keywords:** Cultural tourism, National image, Sasak Sade



ISOT108

**The role of social media in Generation Z travel decision-making process**

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**ABSTRACT:** As an integral part of their life, social media-inspired Generation Z to travel and recommend the destination that suits them. Therefore, social media became an essential role in tourism for marketing the tourism destination and several businesses attached to it. This paper analyzes how the generation Z, particularly the university students majoring in Tour and Travel Operations studying at Universitas Negeri Jakarta, is influenced by social media to travel through a decision-making process. A quantitative methodology used in this study by using the e-questionnaire to obtain the data. The findings showed that social media is often used by Generation Z which was represented by students and alumni of Tour and Travel Operations Study Program, Universitas Negeri Jakarta in every level of the travel decision-making process: pre-phase trip (activities before traveling), during-phase trip (on-site/undergoing activities) and post-phase trip (activities after traveling) as the source of information for traveling.

ISOT109

**The influence of halal tourism destination attributes on tourist satisfaction in Bandung**

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**ABSTRACT:** Supported by various facilities, infrastructure, diversity of tourist attractions, core needs and services such as halal food and sharia hotels that are the main in meeting the needs of muslim tourists make Bandung as one of the cities developing halal tourism destinations in West Java. This study aims to determine the influence of halal tourism destination attributes aspects (i.e., Access, Communications, Environment, and Services) on tourist satisfaction. The type of research used was descriptive and verification with quantitative approach. The sample in this study was 203 respondents of foreign Muslim tourists who visited Bandung. The analysis technique used was path analysis. The result of the research shows that halal tourism destination attributes on tourist satisfaction simultaneously and partially influential. In this study, the government, related institutions as well as business actors in the field of halal tourism in particular must work together in an effort to develop the City of Bandung as a halal tourism destination.

**Keywords:** Halal Tourism, Destination Attributes, Tourist Satisfaction

ISOT110

**mGuiding (Mobile Guiding) - Using a Mobile GIS app for Guiding Geopark Ciletuh Palabuhanratu, Indonesia**

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**ABSTRACT:** The Geopark mGuiding Gateway is an Android application that can perform some functions related to driving and guiding travelers. The development of this application is based on a user assessment designed to be executed on a digital mobile device. User evaluation data are obtained from a cohesion survey consisting of a sample of 30 responses and processed through Black Box. The results revealed the traveler preferences for the travel guidance system. This application is designed according to the tourist preferences. The new features of this application include: (1) an attractive and readable Geopark map; (2) augmented reality (AR) with a camera function and a global positioning system (GPS); (3) user-friendly interface design. This application integrates tracking and location functions using GPS coordinates, multi media guides (beautiful location descriptions, videos, photos and audio presentations), tour and search options suggestion using AR. Geopark mGuiding's Advanced Gateway System offers a friendly user interface that can be used by travelers on their own smart phones for their entire travel activities.

**Keywords:** driver, application, geographic information system (SIG), Global Positioning System (GPS), ridits analysis and importance-performance

ISOT111

**Virtual tour: Tourism opportunities in the new normal era**

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**ABSTRACT:** Technological advance in digital era emerged new innovations that combined the Internet of Things (IoT) with tourism. At present day, tourism is being challenged on how to survive amid a pandemic. Due to the outbreak which occurred around the globe makes people aware that they should keep their distance, stop travel-ling, maintaining cleanliness, and avoiding crowds. As a result, it affected in decreased visitors number and weakened tourism service providers. In dealing with this condition, virtual tour utilized the internet network as an answer so that the tourism sector sub-section can survive. A virtual tour realm is not something new, but the pandemic outbreak has triggered virtual tour providers in cyberspace vigorously. This paper aimed to illustrate tourists' necessities who choose virtual tours that began to increase from March to June 2020. Netnography is a research method used in analyzing 12 netizen comments and interviews with 8 virtual tourists. Comments were identified into two categories, positive and negative comments. These comments were as responses toward virtual tour which provided by two Instagram accounts. The study's result describes virtual tour-ism's management in accordance with market share based on attractions, amenities, and activities. Virtual tours do not replace tourist experiences in reality. But it has potential due to the public enthusiasts as well as to help economic recovery in the New normal era.

**Keywords:** Instagram, netnography, new normal, virtual tour

ISOT112

**The Effect of Internet Marketing and Electronic Word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung**

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**ABSTRACT:** This study “The Effect of Internet Marketing and Electronic word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung” used the quantitative method to see and exam-ine if the Internet Marketing (X1) and Electronic word of mouth (X2) affect the tourist visit motivation to Bandung. The sampling technique that been used was incidental sampling, with local tourists as the respond-ent. This study used 100 respondents. Instrument testing technique in this study was the validity and reliabil-ity test, while the data analysis technique used the classic assumption test, multiple linear regression analysis, and descriptive analysis. The study result shows that 1) Internet marketing and electronic word of mouth sim-ultaneously affected the motivation of tourism to visit Bandung 2) Internet marketing didn’t affect the tourist visit motivation to Bandung, 3) Electronic word of mouth affected the tourism visit motivation to Bandung, and 4) the most known menus of Sundanese food and beverage in Bandung by the respondent are a menu that can be found easily in Bandung.

**Keywords:** Internet Marketing, Electronic Word of Mouth, Tourist Motivation, Bandung