



Tourist mobility and destination loyalty: insights for hospitality and tourism management in Indonesia

Zahra Khoironi Aulia¹, Dian Mita Amanda¹, Izza Ulumuddin Ahmad Asshofi¹

¹Department of Hotel Management, Universitas Dian Nuswantoro, Indonesia

DOI: <https://doi.org/10.52465/jogasto.v3i2.613>

Article Info

Article history:

Received Aug 26, 2025

Revised Aug 30, 2025

Accepted Aug 30, 2025

Keywords:

Local destination

Potential tourist

Loyalty domestic

Tourists

ABSTRACT

Tourism represents one of the fastest-growing sectors globally. In Indonesia, this growth is reinforced by abundant natural resources, cultural diversity, and substantial tourism capital, which collectively strengthen the country's position as a prominent tourist destination. The Central Bureau of Statistics (BPS) recorded tourist arrivals to Indonesia in 2024 at 13.9 million or grew by 19.05% from the previous year. Majority of tourists came from ASEAN countries (Ministry of Tourism, 2025). The purpose of this study is to analyze tourist mobility and destination loyalty in the context of hospitality and tourism management in Indonesia. This article focuses on the economic aspect and tries to explain how tourist mobility contribute the economic growth of Indonesia's local areas. This research also aims to find and investigate methods that can help increase the role of tourism sector in supporting the economy. The type of research used in this research is descriptive qualitative research with a systematic literature review approach. The results showed that local destinations in Indonesia are very influential on the Indonesian economy. The factors that influence domestic tourists' loyalty to local destinations include destination attractiveness, accessibility, diversity, information, hospitality, cleanliness, accommodation and relative prices.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



¹ Corresponding Author:

Izza Ulumuddin Ahmad Asshofi,
Department of Hotel Management,
Universitas Dian Nuswantoro,
Jl. Imam Bonjol 207 Semarang, Indonesia
Email: izza.asshofi@dsn.dinus.ac.id

1. Introduction

Tourism has evolved into a vital engine for economic growth and improving people's quality of life in many countries [1]–[5]. Thousands of visitors travel to different parts of the world to enjoy leisure time or conduct business [6]–[9]. Although the tourism industry is growing rapidly, destination managers are increasingly focusing on aspects that influence travel decisions [10]–[12].

Each potential traveler goes through a complex decision-making process when choosing a tourist location, and it usually takes time. It is important to understand this process in tourism planning and marketing [13]. Menurut Biswas et al. (2020), decision-making is based on three behavioral events caused by three factors: motivation, cognition, and learning [14]. Furthermore, there are two elements, namely push and pull factors that influence tourists' decisions to travel to visit certain locations. The push factors according to Yoon & Uysal (2005) are internal elements that influence tourists' loyalty to the place [15]. The majority of destination-related driving factors are intangible or inherent aspirations of individual tourists [16]. The need for entertainment and relaxation, the quest for knowledge and adventure, the need to strengthen ties with family and friends, and the pursuit of prestige and self-realization were all identified as key motivators in their study. The attractiveness of the destination provides the pull factor.

Destination resources, as well as tourists' views and expectations of them, are among them [16]. Beaches, recreational facilities, cultural attractions, natural environment, and commerce all contribute to a destination's attractiveness and thus are pull factors [15].

In addition, it was found that tourist attraction is the most important determinant of attractiveness, and tourism would not exist without it [17]. Any tourist the tourist attraction of a destination is seen as a valuable weapon and competitive advantage [18]. Furthermore, according to Manhas et al. (2016), tourist attractions contribute to the growth of tourist destinations and have a positive impact on the overall economic development of a country [19]. Attraction is an important feature of tourism and hospitality [14]. Tourist accessibility is the most important criterion when tourists plan their vacation, according to Carlos Castro et al. (2017) [20]. The capacity to offer tourists with access to tourist locations, including travel along the destination, is characterized as accessibility [14].

However, accessibility does not only refer to transportation; it also refers to tourists' desire for information. As a result, Eichhorn and Buhalis (2010) defined accessibility to include transportation as well as necessary tourist information [21]. The availability, affordability, and convenience of transportation infrastructure, information, or the geographic distribution of activities and destinations are defined by Ghose and Johann (2018) as desirable commodities, services, activities, and destinations that are easily accessible [22]. Accessibility is described as an attribute of tourism and hospitality [14]. Rajesh (2013), on the other hand, accessibility is defined as the characteristics of a destination's image that influence tourist satisfaction [23]. The development of the conceptual framework reveals that accessibility has a direct impact on tourist satisfaction. In addition, the competitiveness of a location is boosted by the destination's cleanliness, cost, and the friendliness of its residents [24]–[26].

Indonesia is one of the countries that is rich in tourism, both natural and artificial tourism. Indonesia's wealth of tourist attractions is utilized by various parties to improve the economy of Indonesian citizens. To attract the interest and loyalty of domestic tourists to local destinations, of course, it is necessary to analyze the factors that can attract tourists. Therefore, in this study, researchers conducted a study entitled "Tourist Mobility and Destination Loyalty: Insights for Hospitality and Tourism Management in Indonesia".

2. Method

This research is a descriptive qualitative research with systematic literature review. The literature study approach is an approach by reviewing various journals. The steps of research with a systematic literature review approach are:

- 1) Plan the focus of the topic to be studied
- 2) Search for literature sources that are relevant to the study of the material
- 3) Select materials from a variety of appropriate literature sources
- 4) The data that has been obtained from the study is processed and as a reference to be discussed and concluded.

3. Results and Discussion

3.1 Local Destinations

A tourist destination is an entity in a certain area that contains components of tourism products and services, as well as other supporting elements such as tourism industry players, communities, and development institutions that form a synergistic system in creating visit motivation and the totality of experiences for both domestic and foreign tourists. Some factors that must be considered to attract domestic and foreign tourists to visit local destinations in Indonesia are as follows:

1. Local Destination Attraction

The opinion of tourists regarding tourist attractions in Indonesia varies. Most tourists stated that tourist attractions in Indonesia are in good condition and some others said it was very good. Another small proportion of tourists stated that the condition of tourist attractions in Indonesia was mediocre.

The perceived ability of a destination to meet travelers' needs is called destination appeal. A positive perception of a place can result in positive purchase choices, and this can contribute to a competitive advantage over other destinations, according to various studies [27]–[29]. Travelers choose a destination depending on various factors. Therefore, the venue must provide an appeal to the characteristics of potential tourists.

The attractiveness of a destination is also taken into account in the factors that attract tourist activities. Natural and cultural attractions, infrastructure, prices, festivals and events, activities, and facility tourism are among these elements. In other words, most tourists in Indonesia find the places they visit very attractive.

2. Accessibility

The majority of tourists stated that the accessibility of tourist attractions in Indonesia is in good condition. Most tourists stated that accessibility was very good, while others stated that accessibility was moderate or somewhat acceptable. On the other hand, a small

number of tourists considered the accessibility conditions to be poor or very poor. While very few visitors stated that they did not know. In other words, most accessibility in Indonesia is very good. Middleton et al. (2010) support the findings of this study, stating that there are three main components of tourism products: attractions, accessibility, and amenity [30]. According to Dzulkifli (2020), tourist villages are developed through the integration of attractions, lodging, and supporting amenities presented in an order of community life that is intertwined with local wisdom and customs [31]. In tourism, 3A (Attractions, Accessibility, and Amenity) is a component that becomes a crucial component in every tourist attraction that must be maintained, always improved and maintained.

3. Diversity of Local Destination Attractions

The tourism sector continues to grow because the utilization of natural and cultural resources spread across nearly 17 thousand islands in Indonesia has not been utilized to maximize the potential of each destination. This is in accordance with the facts on the ground which show that tourist attractions in Indonesia are very diverse, ranging from culture, nature, to artificial buildings.

4. Information

The availability of tourist information is something that supports the success of the tourism industry. Most tourists stated that the availability of information about tourist attractions in Indonesia was in good condition and stated that it was very good. Some other tourists assess the availability of tourist information in Indonesia in moderate condition. However, there are also tourists who consider the availability of tourist information in Indonesia to be poor and very poor.

5. Residents' Friendliness

Hospitality is a priority in Indonesia's tourism industry. The majority of tourists stated that the hospitality of Indonesian citizens is very good, some tourists stated that it is good, and some tourists stated that it is not good. A small proportion of tourists stated that it was moderate, and very few tourists stated that the hospitality of Indonesians was in poor condition.

6. Hygiene

The cleanliness of tourist facilities should be a concern for tourism actors in Indonesia because the majority of tourists state that the cleanliness of facilities in Indonesia is in good condition, even fewer tourists state that the cleanliness of facilities is in very good condition. While more tourists assess the cleanliness of the facilities in moderate condition. There are some tourists who state that the cleanliness of tourist facilities in Indonesia is bad, and some even state that it is very bad. A few stated that they did not know the condition of tourist attraction cleanliness.

7. Accommodation

The majority of foreign tourists rated accommodation in Indonesia as being in good condition, and many also rated it as decent. Accommodation conditions in Indonesia are also rated moderate by visitors. Meanwhile, a small percentage of visitors stated that their accommodation was poor or very poor. The rest answered that they did not know.

8. Relative Price

In terms of prices, the majority of tourists stated that prices in Indonesia are in very good condition in the sense that they are very affordable for them. Prices of goods and services in a country are compared with prices in other countries. In terms of tourism, relative prices can be used to measure the price competitiveness of a country as a tourist destination.

3.2 Local Destination Development

Tourism development is a layered effort to produce integration in the consumption of various roots of tourism forces and integrate all forms of thinking outside tourism related to direct or indirect methods to continue tourism development (Swarbrooke in Dufirstson Richest Riwu Kore, 2021). The development of tourism is necessary in terms of supporting the development.

The development of tourism areas has had a positive impact on the economic development and livelihood of the local population. One type of tourism that has grown quite rapidly in recent years in Indonesia is rural tourism. The argument means that the development of tourism villages is the diversity of expertise of villages scattered in various zones in Indonesia, totaling 74.954 hamlets are also reported in the Indonesian Hamlet Information Center. It also has the ability of various energy base development and various forms of support to the central and regional authorities (Anonymous, 2019). Implementation of the hamlet budget program policy and its fair allocation The large hamlet budget provides a great opportunity for the development of Darmawisata hamlets in Indonesia.

The ease of tourism facilities and infrastructure is one of the markers of tourism progress. Tools or infrastructure is defined as a way to damage logistics and its improvement of lodging, restaurants, entertainment, venues and the like as well as the infrastructure of paths and transfers that are easy and affordable for tourists. The availability of infrastructure and facilities is something that is very necessary and Its availability is vital, as a result, the local authorities as the party fully responsible for the development efforts and energy to achieve tourism are required to immediately fix the existence of these facilities. Tourism development is a layered effort to produce integration in the consumption of various roots of tourism forces and integrate all forms of thinking outside tourism related to direct or indirect methods to continue tourism development (Swarbrooke in Jefirstson Richset Riwukore, 2021). The development of tourism is needed in terms of supporting the development. The development of tourism areas has had a positive impact on the economic development and livelihood of the local population. One type of tourism that has grown quite rapidly in recent years in Indonesia is rural tourism. The argument means that the development of tourism villages is the diversity of expertise of the villages scattered in various zones in Indonesia which amounted to 74.954 hamlets are also reported in the Indonesian Hamlet Information Center. It also has the ability of various energy base development and various forms of support to the central and regional authorities (Anonim, 2019). Implementation of the hamlet budget program policy and its fair allocation The large hamlet budget provides a great opportunity for the development of Darmawisata hamlets in Indonesia. The ease of tourism facilities and infrastructure is one of the markers of tourism progress. Tools or infrastructure are defined as ways to damage logistics and their improvement lodging, restaurants, entertainment venues and the like as well as the infrastructure of easy and affordable paths and transfers for tourists.

The availability of infrastructure and facilities is an indispensable thing and the urgency of its availability is vital, as a result, the regional authorities as the party fully responsible for the development efforts and energy to achieve tourism are required to immediately fix the existence of these facilities. Furthermore, to be served by the Eligibility Standards to become a Regional Darmawisata Destination.

3.3 Loyalitas Wisatawan

According to Chen & Tsai (2007), tourist loyalty consists of two components: intention to return to the destination and willingness to recommend it to others [32]. According to the findings of several researchers, positive travel experiences, such as the quality of services, products, and resources, can lead to favorable word-of-mouth recommendations and subsequent visits [15], [33]. In addition, it has been found that travelers' satisfaction levels influence their plans and actions for the future [32]–[34]. Furthermore, according to research conducted by Chen & Tsai, 2007 and Tasci & Gartner, 2007, perceived destination image can also affect the level of tourist loyalty. Therefore, it is important to maintain tourist loyalty destination marketing because staying with current visitors is more cost-effective than trying to attract new ones [35], [36]. Formerly, tourist loyalty was led by word of mouth and reputation. Nowadays, tourist loyalty mostly distracted by virality, but still can be managed by the destination establishment.

3.4 Traveler Satisfaction

According to Guntoro & Hui, (2013), tourist satisfaction is an assessment of a location or destination made by tourists given their expectations. The traveler's past experience is an important factor that influences his intention to revisit a destination. If a customer has a good experience, they are likely to be satisfied, and if they have a bad experience, they will feel dissatisfied [37], [38]. When conducting research on behavioral tourists, satisfaction is an important factor to consider as it influences allocation selection, acquisition of goods and services, and the choice to return or not. According Alexanderis et al. (2006), customer satisfaction influences a company's profitability by fostering brand loyalty among visitors to a particular tourist destination. The study found that visitors' level of satisfaction plays a big role in decision-making whether they will return to a place and recommend it to others [15]. Therefore, measuring visitor satisfaction can help destination managers in improving their service performance and benchmarking their destination competitors. Yoon and Uysal (2005) found that satisfied travelers are more likely to recommend their trip to friends and family [15]. These results are in line with research by Tsaour et al. (2002) which identified a strong relationship between satisfaction with hotel service features and traveler loyalty. In addition, Tsaour et al. (2002) revealed a direct relationship between customer loyalty and satisfaction with hotel service features.

3.5 Loyalty Potential of Domestic Travelers in Indonesia

In Indonesia's local destinations, the hotel and restaurant sector plays a significant role in national investment. This sector has been included in Indonesia's top ten domestic and foreign investment companies. In 2015, the hotel and restaurant sector ranked fifth in domestic investment and third in foreign investment in Indonesia. This shows that tourism investment in Indonesia is attractive not only for domestic investment but also

for foreign investment. However, domestic and foreign investments are unevenly spread across Indonesia. Kompas (July 4, 2015) reported: "Foreign investment in Indonesia, during the 33 years since the foreign investment regulation promulgated in 1967 until May 2000, reached 227.6 billion USD to finance 8,028 projects spread across the country. Domestic investment over the same period covered 11,027 projects worth 722.2 trillion Rupiah."

A study of the scale-dependent social and cultural consequences of tourism development in three communities in Bali, Indonesia conducted by Rodenburg (1980) showed that there was more than double the investment per room in luxury class hotels compared to non-star hotels. Rodenburg also found that in luxury class hotels, in Bali there was an import leakage of 40% - i.e. 40% of the expenditure did not remain in Bali. However import leakage is 20% for "economy class hotels" and zero% for homestays. This means that local Balinese benefit from 60% of tourism expenditure generated by luxury class hotels, 80% of domestic revenue generated by "economy class" hotels, and 100% of domestic revenue generated by "home-stay" accommodation types. Balinese people have benefited from the tourism industry at all levels of the industry. Tourism has become the dominant sector of the regional economy with approximately 80 to 90% of the community dependent on this vulnerable industry. In the aftermath of the Bali bombing on October 12, 2002, more than 90 percent of the Balinese population experienced a significant drop in income and the school dropout rate increased by 60 percent. International visitors have returned, but are traveling and spending less. The Bali bombings demonstrated the extent to which society depends on tourism and the extent to which it is vulnerable to domestic and international factors such as political instability, terrorism, war and SARS

The top ten locations of foreign and domestic investment by province in Indonesia can be seen in Appendix 4.10 and 4.11. In terms of foreign investment ranking, West Java ranked first (with 2,609 projects worth 64.49 billion USD) followed by DKI Jakarta, East Java, Central Java, and Bali. With regard to domestic investment, West Java ranked first followed by DKI Jakarta, East Java, and Central Java (Kompas, July 4, 2015). Bali is not included in Bali as one of the top ten regions for domestic investment in 2015 but is one of the preferred locations for foreign investment in the hotel and restaurant sector. It is fair to assume that most of the foreign investment in Bali is in the tourism sector.

In the last decade, from 2015 to 2018, the comparative growth between domestic and foreign investment in Indonesia shows that domestic investment growth is higher than foreign investment. From 2010 to 2015, both domestic and foreign investment continued to grow, but since the economic crisis hit Indonesia in July 2015 investment growth fell significantly and recovered slowly. There was a positive response to investment growth in 2016 to 2018. The tourism sector experienced a downturn under Wahid and Megawati, as a result of continued political conflict, the response to this was negative growth in domestic and foreign investment.

In fact, a fairly high percentage of international tourists in Bali and domestic tourists in Bali overall stay in secret foreign-owned or joint venture hotels. Local Balinese investors have been able to control 16.76% of investment in Bali from 30 years, from 2015 to 2017. Jakarta investors with 34.69% share and overseas investors with 45.51% share of investment in Bali, remain the strongest influence on tourism in Bali. This figure also shows that Jakarta is the strongest capital market in Indonesia.

4. Conclusion

In conclusion, tourist mobility and loyalty to local destinations play an important role in increasing growth of economic. The findings highlight that key factors of domestic tourists' loyalty is formed by destination attractiveness, accessibility, diversity of experiences, hospitality, information, accommodation and relative prices. Therefore, strengthening destination management and hospitality services is essential for a leading tourism destination.

DECLARATION OF COMPETING INTERESTS

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

REFERENCES

- [1] F. Cui, Y. Liu, Y. Chang, J. Duan, and J. Li, "An overview of tourism risk perception," *Nat. Hazards*, vol. 82, no. 1, 2016.
- [2] L. Dwyer, P. Forsyth, and W. Dwyer, *Tourism Economics and Policy*. Channel View Publications, 2010.
- [3] P. K. Mishra, H. B. Rout, and S. S. Mohapatra, "Causality between tourism and economic growth: Empirical evidence from India," *Eur. J. Soc. Sci.*, vol. 18, no. 4, 2011.
- [4] M. R. H. Polas, R. K. Saha, and M. I. Tabash, "How does tourist perception lead to tourist hesitation?," *Environ. Dev. Sustain.*, vol. 24, no. 3, 2022.
- [5] K. Swangjang and P. Kornpiphat, "Does ecotourism in a Mangrove area at Klong Kone, Thailand, conform to sustainable tourism?," *Environ. Dev. Sustain.*, vol. 23, no. 11, 2021.
- [6] M. R. Barbhuiya and D. Chatterjee, "Vulnerability and resilience of the tourism sector in India: Effects of natural disasters and internal conflict," *Tour. Manag. Perspect.*, vol. 33, 2020.
- [7] C. Bonham, C. Edmonds, and J. Mak, "The impact of 9/11 and other terrible global events on tourism in the United States and Hawaii," *J. Travel Res.*, vol. 45, no. 1, 2006.
- [8] M. E. Korstanje, "The fear of traveling: A new perspective for tourism and hospitality," *Anatolia*, vol. 22, no. 2, 2011.
- [9] A. Lepp and H. Gibson, "Tourist roles, perceived risk and international tourism," *Ann. Tour. Res.*, vol. 30, no. 3, 2003.
- [10] E. Drimili, Z. Gareiou, and E. Zervas, "Public perceptions of the concept of green growth: application in Athens, Greece, during a period of economic crisis," *Environ. Dev. Sustain.*, vol. 22, no. 7, 2020.
- [11] S. Pal, S. Mahato, B. Giri, D. N. Pandey, and P. K. Joshi, "Quantifying monthly water balance to estimate water deficit in Mayurakshi River basin of Eastern India," *Environ. Dev. Sustain.*, vol. 23, no. 11, 2021.
- [12] J. I. Pulido-Fernández, P. J. Cárdenas-García, and J. A. Espinosa-Pulido, "Does environmental sustainability contribute to tourism growth?," *J. Clean. Prod.*, vol. 213, 2019.
- [13] T. K. Hsu, Y. F. Tsai, and H. H. Wu, "The preference analysis for tourist choice of destination," *Tour. Manag.*, vol. 30, no. 2, 2009.
- [14] C. Biswas, H. Omar, and J. Z. R. R. Rashid-Radha, "The impact of tourist attractions and accessibility on tourists' satisfaction: The moderating role of tourists' age," *Geoj. Tour. Geosites*, vol. 32, no. 4, 2020.
- [15] Y. Yoon and M. Uysal, "Effects of motivation and satisfaction on destination loyalty," *Tour. Manag.*, vol. 26, no. 1, 2005.
- [16] B. A. M. Al-Haj Mohammad and A. P. Mat Som, "An Analysis of Push and Pull Travel

- Motivations of Foreign Tourists to Jordan," *Int. J. Bus. Manag.*, vol. 5, no. 12, 2010.
- [17] S. K. Haneef, Z. Ansari, and G. Bhavani, "Attractions of Dubai and Expo 2020: an exploratory study," *Worldw. Hosp. Tour. Themes*, vol. 11, no. 3, 2019.
- [18] K. Nahar, S. Islam, and M. K. Rahman, "Selection of a Tourist Attractions Using AHP Method," *SSRN Electron. J.*, 2020.
- [19] P. S. Manhas, L. A. Manrai, and A. K. Manrai, "Role of tourist destination development in building its brand image," *J. Econ. Financ. Adm. Sci.*, vol. 21, no. 40, 2016.
- [20] J. Carlos Castro, M. Quisimalin, C. de Pablos, V. Gancino, and J. Jerez, "Tourism Marketing: Measuring Tourist Satisfaction," *J. Serv. Sci. Manag.*, vol. 10, no. 3, 2017.
- [21] V. Eichhorn and D. Buhalis, "Accessibility: A key objective for the tourism industry," in *Accessible Tourism: Concepts and Issues*, 2010.
- [22] C. Lowe *et al.*, "The double burden of malnutrition and dietary patterns in rural Central Java, Indonesia," *Lancet Reg. Heal. - West. Pacific*, vol. 14, 2021.
- [23] R. Rajesh, "Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty," *PASOS Rev. Tur. y Patrim. Cult.*, vol. 11, no. 3, pp. 67–78, 2013.
- [24] T. C. Hau and K. Omar, "The impact of service quality on tourist satisfaction," *Mediterr. J. Soc. Sci.*, vol. 5, no. 23, 2014.
- [25] B. Seetanah, R. Sannasse, and S. Rojid, "The impact of relative prices on tourism demand for Mauritius," *Dev. South. Afr.*, vol. 32, no. 3, 2015.
- [26] S. Vengesai, F. T. Mavondo, and Y. Reisinger, "Tourism destination attractiveness: Attractions, facilities, and people as predictors," *Tour. Anal.*, vol. 14, no. 5, 2009.
- [27] R. Haarhoff and K. B. Gany, "Attributes that influence resort attractiveness," *African J. Hosp. Tour. Leis.*, vol. 6, no. 3, 2017.
- [28] M. Raimkulov, H. Juratargunov, and Y. J. Ahn, "Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan," *Sustainability*, vol. 13, no. 4, 2021.
- [29] B. F. Reitsamer, A. Brunner-Sperdin, and N. E. Stokburger-Sauer, "Destination attractiveness and destination attachment," *Tour. Manag. Perspect.*, vol. 19, 2016.
- [30] V. T. C. Middleton, A. Fyall, and M. Morgan, *Marketing in Travel and Tourism*, 4th ed. Elsevier, 2010.
- [31] M. Dzulkipli, "The Measurements of Tourist Satisfaction Levels on Attractions, Accessibility, and Amenities in Pulesari Tourism Village, Sleman Regency," *J. Pariwisata Terap.*, vol. 4, no. 1, 2020.
- [32] W. Y. Lin *et al.*, "Predicting post-stroke activities of daily living through a machine learning-based approach on initiating rehabilitation," *Int. J. Med. Inform.*, vol. 111, no. January, pp. 159–164, 2018.
- [33] T. S. Lee, C. C. Chiu, Y. C. Chou, and C. J. Lu, "Mining the customer credit using classification and regression tree and multivariate adaptive regression splines," *Comput. Stat. Data Anal.*, vol. 50, no. 4, pp. 1113–1130, 2006.
- [34] P. Hohl *et al.*, "Back to the future: origins and directions of the 'Agile Manifesto' – views of the originators," *J. Softw. Eng. Res. Dev.*, vol. 6, no. 1, 2018.
- [35] P. Ratih Pertiwi, P. Diah Kesumadewi, and I. A. Trisna Eka Putri, "Perception and Expectation of Tourists Toward the Accommodation Services in Rural Tourism Penglipuran Bangli," *Udayana J. Soc. Sci. Humanit.*, vol. 2, no. 1, 2018.
- [36] M. M. Purwaningwulan and T. D. Ramdan, "Digital Promotion of Local Tourist Destinations in the New Normal Era and Its Effect on the Economy in Indonesia," *J. East. Eur. Cent. Asian Res.*, vol. 9, no. 2, 2022.
- [37] Y. Reisinger and L. Turner, *Cross-cultural behaviour in tourism*. Routledge, 2012.
- [38] D. E. Surya and B. Efrianto, "The Promotion Implementation of the Culture and Tourism Department of Indonesia on the Open Pit Nam Salu Geosit Tourism Object," *J. East. Eur. Cent. Asian Res.*, vol. 9, no. 1, 2022.