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We extend our sincere gratitude for the successful publication of the International Journal of Applied Sciences in Tourism and Events (IJASTE), Volume 9, Number 2, December 2025. This edition features diverse and insightful articles written by contributors from several academic institutions in Indonesia and China. The authors come from Sichuan University, China; Universitas Gadjah Mada; Politeknik Negeri Sriwijaya, Institut Seni Indonesia Bali; Universitas Pendidikan Ganesha; Institut Teknologi Sumatera; Sekolah Tinggi Multimedia "MMTC" Yogyakarta; Universitas Muhammadiyah Mahakarya Aceh; Universitas Indonesia; BPS-Statistics Indonesia; and Universitas Prasetya Mulya. The authors bring a wide range of expertise and backgrounds, enhancing the richness and relevance of this issue.

The topics presented in this edition reflect current developments in applied tourism and event sciences. The featured titles include: Storytelling: Developing stories and experiences more on food tourism; Optimization of tourism evaluation through a website analytics dashboard at Travelogin Tour and Travel; Celuk jewelry festivals as a catalyst for tourism-based creative economy: Managing cultural and economic capital in Bali; Analysis of the tourism attractiveness of a itera reservoir, South Lampung; Mapping the English language competency of local Gayo tourism actors to enhance global competitiveness in the tourism industry; Domestic visitors' expenditure and behavioural intention at international sports events: The case of the 2018 Asian Games; Examining behavioral drivers of domestic gastronomy consumers toward street food in Jakarta.

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We hope this publication continues to serve as a valuable source of knowledge and inspiration for scholars, practitioners, and stakeholders in tourism and event studies.

Badung, December 2025

Chief Editor of IJASTE,
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Storytelling: Developing stories and experiences more on food tourism

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Abstract: Food tourism has become one of the main attractions in the era of globalization, especially in Indonesia, with the growth of the food tourism sector continuing to develop. However, ordinary food tourism experiences are no longer sufficient to captivate tourists who are increasingly seeking deep and memorable experiences. Therefore, this research aims to develop storytelling scripts in culinary tourism so that tourists can gain a deeper and more memorable understanding of local gastronomy. In this context, the study focuses on the development of storytelling for food tourism in Kemiriombo, Kulon Progo. The research method used was a qualitative approach with data collection techniques such as participatory observation, in-depth interviews, documentation, and literature studies. The research results in a storytelling script that contains the connections between food and the culture and traditions of the Kemiriombo community, raw materials, processing methods, nutritional content, and the differences between traditional food in Kemiriombo and similar foods in other regions. This is intended so that when visitors participate in food tourism activities in Kemiriombo, they not only experience tasting traditional food but also gain knowledge about the connections between the cuisine and the traditions and cultures that develop in the community, the differences between traditional Kemiriombo food and similar foods in other areas, and also gain additional experiences through sourcing raw materials and processing the food.

Keywords: Food tourism, Gastronomy, Storytelling, Traditional food

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Introduction

In this era of globalization, food tourism has become one of the main attractions for tourists. Data from the Central Bureau of Statistics (BPS) shows that the food tourism sector is growing in Indonesia, with a growing number of tourists seeking authentic local gastronomic experiences (BPS, 2023). According to a BPS survey in 2023, food tourism has accounted for more than 30 % of total tourism revenue in Indonesia, reflecting the importance of food tourism's contribution to the local and national economy (BPS, 2023). This is in line with the Sustainable Goals (SDGs) on point 8, namely decent work and economic growth.

The influence of globalization also plays an important role in the growth of the food tourism sector. With easier access to information and travel, tourists have more opportunities to explore and enjoy a variety of cuisines from different parts of the world (UNWTO, 2020). This phenomenon creates a higher demand for unique culinary experiences offered by destinations (Kovalenko et al., 2023). However, despite its important economic contribution and growing demand, a mediocre food tourism experience is no longer sufficient for tourists who are increasingly looking for immersive and memorable experiences (BPS, 2023). Amidst the growing competition in the tourism industry, innovation is needed that goes beyond offering delicious dishes. Storytelling has been proven to be an effective tool to "wrap" or promote a tourist destination (Solomon et al., 2022). A story can engage an audience and promise tourists' emotional experiences, and it can become a differentiator of a destination (VisitScotland, 2022).

Therefore, this research aims to develop storytelling in food tourism so that tourists get more experience about local gastronomy, not only limited to enjoying the food.

The main problem that drives this research is lack of use of storytelling in the promotion and experiences of food tourism in many destinations, including Kemiriombo, Kulon Progo. This causes the rich and unique potential of local gastronomy to be poorly conveyed to tourists. This research will focus on developing storytelling specific to food tourism, with an emphasis on enriching tourists' experiences of aspects of culture, history, and local values related to food tourism. There are a few studies that specifically explore the potential of storytelling in the context of food tourism, especially in the Kemiriombo.

This research is expected to contribute to the development of local tourism in Kemiriombo and its surroundings, as well as inspire other destinations to utilize storytelling in their promotions and food tourism experiences. More broadly, this research can also serve as a model for the development of storytelling in the context of tourism in Indonesia, which can help improve tourism attractiveness and the welfare of local communities. The main objective of this research is to develop storytelling in food tourism in Kemiriombo, Kulon Progo, with the aim that tourists get a more in-depth and memorable experience of local gastronomy. Specifically, the objectives of this research include: (1) Identify potential stories and experiences that can be integrated in the promotion and experience of food tourism in Kemiriombo; (2) Develop and implement storytelling strategies that are in line with Kemiriombo's cultural characteristics, history, and local values.

Literature Review

Authentic food experiences have emerged as a vital element in shaping how destinations are perceived, influencing tourist satisfaction and fostering loyalty. For example, research by Talita et al. (2024) revealed that the image of a culinary destination can indirectly affect tourists' intentions to visit, highlighting the significant impact that food-related perceptions can have on future travel decisions. Additionally, Setiawan et al. (2023) established a clear link between tourists' perceptions and their loyalty to a destination, further emphasizing the strategic importance of culinary experiences in promoting repeat visits.

At the heart of these food-related experiences lies the concept of authenticity. A study by Kim and Jamal (2017) has highlighted how crucial authenticity is in the selection of destinations and in enhancing tourist satisfaction, particularly within the realm of cultural tourism. More specifically, research by Fu (2019) has provided deeper insights into how tourists perceive authenticity, especially in relation to ethnic minority cultures and traditional food experiences, revealing the emotional and cultural significance that food encounters can hold.

Simultaneously, an increasing number of studies are recognizing the power of storytelling in enriching tourism experiences. Garcês (2024) demonstrated that authentic local storytelling can enhance tourists' experience, support local economies, cultural preservation, cultural identity, stimulate place attachment, and advance destination brand. These findings suggest that the coincidence between authenticity and storytelling has the potential to intensify the experience of tourists and local communities, thus stimulating tourism development.

Despite these valuable contributions, a notable gap exists at the intersection of storytelling and food tourism. While Smith (2001) explored the use of narratives in travel experiences broadly, his study did not specifically address how storytelling can be applied within the context of food tourism. Likewise, Quezada-Sarmiento & Chango-cañaveral (2025) examined the role of local dishes in reinforcing cultural identity, but did not focus directly on food storytelling. Although these studies are insightful, they tend to treat the food as part of cultural tourism rather than as a form of food tourism itself that can give a more specific experience of food. Consequently, the potential of storytelling as a means to enhance food tourism experiences—particularly regarding authenticity and cultural interpretation—remains largely unexplored.

In the field of tourism marketing, storytelling has also been recognized as a powerful strategic tool. Moscardo (2020) further elaborated on how stories influence tourists' perceptions and emotional engagement across various aspects of the tourism experience. However, even within this body of research, the specific application of narrative strategies to food tourism has not received sufficient academic attention.

To address these gaps, this study aims to advance the literature by developing and investigating a storytelling framework specifically tailored to food tourism, with a focus on the rural setting of Kemiriombo, Kulon Progo. By integrating participatory observations, local narratives, and tourists' experiential accounts, this research seeks to create a culturally rich and immersive food tourism experience through storytelling. Additionally, this study contributes to the relatively sparse research on food tourism in rural areas, which are often overshadowed by urban or highly commercialized destinations.

In doing so, this research aspires to make both conceptual and practical contributions: (1) by fostering a context-specific understanding of storytelling in food tourism, and (2) by providing insights for tourism stakeholders on how to enhance destination appeal through culturally embedded narratives. This dual focus responds to the growing demand for innovative and locally rooted approaches in tourism development and experience design.

Methodology

This research method used a qualitative approach with data collection techniques through direct observation and in-depth interviews. The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the local cultural context associated with food tourism. The qualitative approach was particularly effective in heritage tourism research, as it allowed a deep interpretation of local narratives and local community understanding (Jennings, 2010). Direct observation techniques allowed researchers to be directly involved in and witness food tourism activities, rituals, and the preparation process in Kemiriombo.

Purposive sampling is employed to select research participants who have direct relevance to the study's objectives. This includes local leaders and local community members involved in tourism activities, local food production, and consumption. The sampling aimed for diversity in participant background to capture a wide range of perspectives. Through in-depth interviews, community members' perspectives on food heritage, storytelling, and their connection to rituals and tourism. Among these, the pursuit of authenticity in food experiences was explored. This approach enriched the understanding of the complex interplay between food and culture. Data saturation was reached when no new themes emerged during interviews.

The data analysis process followed thematic analysis (Braun & Clarke, 2006). After transcribing the interview and observation data, initial codes were generated inductively and grouped into broader categories. Themes were then refined and triangulated with insights from observation of community rituals and activities related to heritage foods. This triangulation escalated credibility and trustworthiness (Lincoln & Guba, 1985).

Results and Discussions

Based on the results of observations and interviews, there are 11 (eleven) traditional foods that have been identified as Kemiriombo's food heritage. Before diving into the storytelling narratives for the 11 traditional foods, there is a crucial first step: exploring the rich stories hidden within the community's culinary practices. This foundational phase was all about ensuring that the storytelling would be rooted in the authentic knowledge and experiences of the people who live there. To do this, the researchers used a qualitative approach, conducting heartfelt interviews with both the elders and the younger members of the community. These conversations were invaluable, allowing us to capture the wisdom passed down through generations, as well as the vibrant memories tied to traditional foods. It shows that certain dishes are woven into the fabric of daily life, seasonal changes, rituals, and community celebrations.

This research also looked at food through an agro-culinary lens, tracing the entire journey of each dish from the fields where ingredients and spices are grown, to the kitchens where the foods are prepared, and finally to the table where the foods are served. This exploration helped to create a narrative that highlights the deep connections between the land, the hard work of the people, and the flavors that define a culture. The study also emphasizes the importance of tourist participation in the food preparation process to enrich the experiential aspect of storytelling about food.

Moreover, this research examined how the community views and practices values like sustainability, health, and well-being through their food traditions. The attention is going to how local people source the ingredients in eco-friendly ways, the nutritional benefits of the traditional dishes, and how these choices contribute to the understanding of a healthy lifestyle of local people. All of these insights laid the groundwork for the storytelling scripts. The goal is to do more than just share recipes and cooking techniques, but to immerse the tourist in the deeper meanings behind Kemiriombo's food heritage—its philosophical, environmental, and cultural significance. By starting with this thorough identification phase, the storytelling model would be rich in experience and meaningful in its connection to sustainable and heritage-based tourism. The 11 traditional foods that are included in the storytelling are *Pelas*, *Sego Brongsong*, *Sego Wiwit*, *Sambal Gepleng*, *Ingkung*, *Legondo*, *Nasi Ambeng*, *Geblek*, *Klemet*, *Jenang Jagung*, and *Dawet Temu Ireng*.

Pelas

One of the traditional culinary from Kulon Progo that can be found in Kemiriombo is *pelas*, a traditional food made from fish or wasps and given grated young coconut steamed using banana leaves. In general, the taste of *pelas* tends to be savory and slightly sweet to balance the taste because it is given a little sugar to complement the taste. But interestingly, there is no sweetness in *pelas* in Kemiriombo because the cooking process does not use sugar at all, so the taste that emerges is a savory blend of salt and coconut, coupled with the aroma of bay leaves and steamed banana leaves. *Pelas* generally does not have a spicy taste, but if you want a spicy taste, it can be added with Javanese cayenne pepper during the steaming process.

Pelas is one of the daily meals commonly consumed by residents, usually served with rice as a side dish. But *pelas* is also a mandatory dish during the *baritan* and *wiwit* ceremony. The *baritan* ceremony is an annual ceremony held in order to express gratitude to the Almighty for the harvest. This traditional ritual is carried out together by the Kemiriombo community in the field in the hamlet to accommodate many residents. Meanwhile, *wiwit* is a ritual held to begin the harvest and is an expression of gratitude for it. *Wiwit* is carried out individually by each farmer, and in one year, more than two *wiwit* can be held by the same family, depending on how many times they can harvest in one year. Uniquely, this ritual is held in rice fields.

The Kemiriombo community usually uses the main raw material in the form of small freshwater fish obtained from the nearest river. This is motivated by the geographical condition of Kemiriombo, which is passed by a river, so that it is easy to find freshwater fish. The process of finding fish and shrimp in the river is called "parak" by the people of Kemiriombo. Types of *pelas* found in Kemiriombo are shrimp *pelas* and wasp *pelas*. However, wasp *pelas* is more popular as wasp nests are easily found in Kemiriombo.

The process of making *pelas* is not too difficult; it requires grated coconut, wasps or fish or shrimp, salt, garlic, shallots, and seasonings. At the initial stage, it is necessary to prepare the grated coconut as well as the mashed garlic and shallots. After that, add asp, fish, or shrimp that have been cleaned. The next step is stirring all ingredients before wrapping them in banana leaves along with bay leaves, and then steaming until cooked, with an indication of a change in color on the banana leaves to yellowish green. The nutritional content listed in *Pelas* is also quite a lot because it is taken from natural ingredients such as wasp, which has protein content and is good for health, such as treating mouth ulcers and fever. *Pelas* should be consumed in balance because consuming excessive high protein may cause allergies or hives.

Sego Brongsong

Sego brongsong is processed rice cooked by putting rice into young coconut leaves (*janur*) and then boiled, where the end result is similar to the *ketupat* that we know as an Eid al-Fitr dish. The history of *segot brongsong* was originally when people in ancient times performed *wiwit* (*miwiti*/holding *wiwit*) and *baritan* ceremonies, which always served *segot brongsong* at each event. This dish was made for that ceremony with the aim that God always gives safety to livestock, keeps them away from crop failure, brings smooth sustenance, and, of course, to ward off disaster.

Due to the way it is boiled, *sego brongsong* can only last one day and one night at most. For Kemiriombo village itself, *sego brongsong* has various forms, including the cone shape and the most commonly used *kupat* shape. Making this dish is not too difficult; it just requires patience and accuracy. The first step in cooking *sego brongsong* is to wash the rice thoroughly and then drain it. After that, prepare *janur*, which has been knitted into a rhombus-shaped bag, which will then be filled with washed rice, then boil it in boiling water for 2-3 hours for maximum results. There are no rules in consuming *sego brongsong*, but there is a special way of serving it during the *baritan* event, namely by splitting it in half and then taking it by spooning. In addition, at the *wiwitan* ceremony, *sego brongsong* is also served with chicken *ingkung* and native chicken eggs as mandatory side dishes in a series of dishes. *Sego brongsong* is believed to contain high carbohydrates and low fat, because the processing is only boiled.

Sego Wiwit

The community of Kemiriombo Tourism Village has a traditional food that is part of a traditional event in Kemiriombo called *kenduri* or *slametan* tradition, or earth alms for the harvest done by farmers. The name *sego wiwit* is taken from the Javanese language "sego," which means rice, and "wiwit," which comes from the word *wiwitan*, which means the beginning; therefore, *sego wiwit* is the beginning of rice to welcome the beginning of the harvest period. In the *Wiwitan* ritual, there is rice called *tumpeng*, which is shaped like a cone or mountain, where the shape of *tumpeng* has a philosophy of gratitude to God Almighty.

In this case, the philosophy also has the hope that the increasing quality of human life starts from God and will return to God. The components contained in *sego wiwit* are *tumpeng* rice, *sego brongsong*, which is added with side dishes such as *sambel gepeng*, *gudangan*, *pethok* fish/salted fish, or *ingkung*. The components of the *sego wiwit* dish are rich in carbohydrates, protein, and fiber, which are good for the body.

When tasting *sego wiwit*, you will feel a variety of flavors in each component in it, such as savory and sweet flavors in rice, *gudangan* (blanched vegetable with grated coconut sambal), and *ingkung*, salty flavors that come from salted fish, and also spicy from *sambal gepleng*. Then the way to serve *sego wiwit* in a celebration event is by cutting the top rice on the *tumpeng*, then giving various condiments that have been prepared then the community will leave the rice in the rice field. Because *sego wiwit* is part of *wiwitan*, which means the beginning of the harvest period, *sego wiwit* can only be served during the celebration. To enjoy the *sego wiwit* dish, you eat the rice and side dishes on banana leaves or teak leaves made into *pincuk*, leaves that are folded so that they resemble a cone on one side. It will be more enjoyable if you enjoy this *sego wiwit* while enjoying the view of rice fields and rivers.

Sambal Gepleng

Yogyakarta people love spicy food called *sambal*, a traditional food from Kemiriombo that is part of *sego wiwit* in traditional celebrations called "sambel gepleng". The name "gepleng" itself is derived from *sregep geleng-geleng*, which means a lot of dhikrs to Allah. This food is one of the relics of the ancestors who were always present at the *wiwitan* celebration as a form of gratitude to God for the crops. *Sambel gepleng* is made from corn, soybeans, or peanuts that are fried first, then pounded with Javanese chili, curly chili, sugar, salt, aromatic ginger, garlic, lime leaves, and served together with petek fish or salted fish.

How to enjoy it is dipping *sego brongsong* in *sambel gepleng*. After tasting *sambel gepleng*, you will feel a distinctive savory and spicy flavor with a unique texture and spoil your tongue. Although *sambal gepleng* is identical to the *wiwitan* ritual, people can taste this specialty food as a daily food that can be consumed without waiting for ritual time.

Ingkung

Traditional rituals in Kemiriombo are not only *wiwitan* but also the wedding ceremony, the baby birth ceremony, the death ceremony, and the ritual to clean the village. In those rituals, *ingkung* is a mandatory complementary menu. *Ingkung* is made from the Javanese rooster, which is characterized by the fact that not any chicken can be cooked into *ingkung*. Why is it called

ayam ingkung? The word "ingkung" comes from the word *jinakung* in ancient Javanese, which means to protect, and *manekung*, which means to pray. How to cook *ingkung* is by cleaning the chicken first, then tying it according to the rules, namely with the wings and legs facing forward, then tying it using a rope made of bamboo. The next cooking process is to boil the chicken that has been tied into a pot containing boiled water that has been given spices such as coconut milk, bay leaves, galangal, lemongrass, lime leaves, salt, coconut sugar, chicken broth, and granulated sugar, and add coconut milk as a savory flavor enhancer, giving a thick texture to the chicken. Usually, *ingkung* is served with banana leaves as a container.

In the *Wiwitan* ceremony, there is a special procedure for cutting *ingkung*. The part of the *ingkung* that is cut is the head first, then the upper wings, and lower thighs, while the innards or entrails will be left in the rice fields to be blessed. After the *wiwitan* ritual, the rope used to tie the *ingkung* is used to tie a tree, which has the aim that the tree can grow thick, fertile, and bear a lot of fruit. The most unique and interesting way to taste *ingkung* is in wedding celebrations, where *ingkung* is used as an offering. At the *kuda lumping* (traditional Javanese dance, in which the dancers ride horses made from woven bamboo), people can enjoy *ingkung* after the dance is over. More than that, behind the peculiarity and uniqueness of the cooking and serving process, *ingkung* contains a good source of protein, vitamins, and iron for the body.

Legondo

One of the specialties that is currently difficult to find is *legondo*. *Legondo* is a specialty food made from sticky rice and wrapped in banana leaves and tied in the middle. There is no special rule or event to enjoy *legondo* because the food is like a traditional snack in general. The name *legondo* comes from the word *leganining kandha*, which is Javanese and means to launch a conversation. This food is often used as a treat during Eid al-Fitr or if there are visits from relatives. By serving *legondo*, the chat between relatives becomes more pleasant and comfortable. That is the meaning of *leganining kandha*.

Legondo comes from sticky rice and has a savory taste. The process of cooking *legondo* starts with soaking glutinous rice for at least 1 hour and then washing the soaked glutinous rice. After that, glutinous rice, grated coconut, and salt are mixed and stirred well, then wrapped in banana leaves with previously added banana pieces and then tied using a bamboo rope. Next, the glutinous rice mixture in banana leaves is put into boiling water until cooked. The cooking duration is approximately 2 to 3 hours. *Legondo* can be served when it has cooled down. The way to consume this specialty food is quite easy by untying the leaves and then eating it immediately. *Legondo* contains nutrients such as carbohydrates, protein, potassium, and sodium that are good for the body.

Nasi Ambeng

Another interesting specialty is *nasi ambeng* or also known as *nasi tumpeng tumpul*, a blunt cone-shaped rice. The food is served at a celebration event as a sign of gratitude. The presentation of *nasi ambeng* also has a philosophy, as a request that all parties who celebrate are given sustenance.

How to cook the food is by cooking rice in general, then after the rice is cooked, it is arranged and added with various side dishes as desired, such as fish, vegetables, tofu, and others. The unique characteristic of *nasi ambeng* is the way it is usually served on a banana leaf and then surrounded by various side dishes, depending on the event being held. There is no special etiquette for enjoying *nasi ambeng*. *Nasi ambeng* is usually eaten in groups of four to five adults by hand, without spoons and forks, which adds to the enjoyment of the dish.

Geblek

The way to make *geblek* is very easy; the cassava that has been harvested is then peeled. The peeled cassava is then cleaned and grated. After that, the cassava is squeezed and precipitated until the starch is separated from the water. The water is then discarded. Afterwards, cassava starch is mixed with flour and then kneaded with salt and crushed garlic. Thereafter, the

dough is shaped into a small number 8, and the *geblek* is ready to be fried. The process creates a savory and chewy flavor characterizing *geblek*.

Geblek is commonly consumed by the people of Kulon Progo. *Geblek* is also often found in daily activities. *Geblek* is often served at events or community meetings, of course, equipped with *tempe bacem*, *tempeh* with sweet soy sauce. Not only with interesting flavors, but *geblek* has nutritional content such as carbohydrates, 0.40 grams of protein, 3.60 grams of dietary fiber, 35 mg of calcium, 13 mg of phosphorus, 353 mg of sodium, and 125 mg of potassium, which are good for the body.

Klemet

Traditional dishes not only serve savory dishes, but there are also traditional cakes that have a sweet taste with a variety of textures and flavors. Nowadays, traditional cakes can be found in traditional markets, so people often refer to them as market snacks. One of the traditional cakes that is quite difficult to find is *klemet*. *Klemet* is a sweet dish originating from Yogyakarta, made from cassava and has a sweet and savory taste obtained from coconut sugar, which is then mixed with grated young coconut.

Klemet is a hereditary dish that is usually served as a casual snack or a hunger delay dish. It is said to be a hunger-delay dish because the basic ingredient for making *klemet* is cassava, which can fill you up for a moment. The ingredients needed to make *klemet* are simple ingredients that are easily found, namely cassava, coconut sugar, grated young coconut, salt, sugar, and banana leaves to wrap the dough. The steps for making it are quite easy. First, grate the cassava that is not too old until it becomes a smooth dough. Then add the water of the grated young coconut that has been squeezed, coconut sugar, salt, and sugar, then stir until smooth. After that, pour the dough into banana leaves, cover, and steam until the dough feels chewier.

One serving of *klemet* usually has a small amount of dough, so it is common for people to eat two to three servings if they want to be full enough. *Klemet* can also be enjoyed with tea or coffee while relaxing with family. *Klemet* is believed to contain daily nutrients such as carbohydrates, potassium, sodium, and calcium that are good for children's development. The sweetener used in *klemet* is also healthier for the long term because, in the manufacturing process, it uses palm sugar, as the vitamin content in palm sugar is higher than of granulated sugar or cane sugar. The raw materials and method of making *klemet* are also very healthy and do not contain preservatives or artificial colors, so it is very suitable for daily consumption by all ages.

Jenang Jagung

Processed corn is very familiar to the people of Indonesia, especially on the island of Java. This is based on the fact that many agricultural lands are planted with corn as their annual staple crop. Yogyakarta is one of the areas where quite a lot of people grow corn to be processed into dishes that can be used as daily dishes or traditional event dishes. One of the dishes that can be used as a daily dish and made from corn is *jenang jagung*.

Jenang jagung, which means corn porridge, is a dish made from boiled corn, mashed corn, corn flour, and so on. Kemiriombo village, located in the Samigaluh sub-district of Kulon Progo, also has a variety of processed corn. This corn is obtained from their fields, which are then processed into daily dishes, and can often be raised in other villages. These preparations are favored by various groups there because they can fill up and taste delicious; no wonder that Kemiriombo village has a variety of processed corn ranging from heavy meals to snacks. These various processed corns are *gudir*, *bongkel*, *jenang jagung*, and *jadah jagung*.

Gudir is a corn porridge whose process is by mashing boiled corn until smooth. After the corn becomes smooth, the *gudir* can be eaten directly or steamed first for a more delicious taste. The taste of this processed *gudir* is savory and sweet, which is obtained from the corn of local farmers. In the past, *gudir* was used as a staple food to replace rice, as it was considered to be more economical.

Bongkel, a corn porridge or *gudir*, is served by adding a traditional dish as a topping. Vegetable soups in Javanese are commonly referred to as *jangan*, such as *jangan gori* (jackfruit

soup dish), *jangan lombok* (chili soup dish), *jangan lodeh*, and others. Vegetable soups that are usually served with *bongkel* are vegetables made from coconut milk, which, according to the people of Kemiriombo, can be used as a flavor balancer. It is unfortunate that *bongkel* is currently less popular because people are more interested in consuming rice porridge, which is considered more delicious and has a taste that is familiar to all circles.

Jenang Jagung (sweet corn porridge), in addition to savory corn porridge, there is sweet processed corn porridge, commonly referred to as *jenang jagung*. *Jenang jagung* is made from corn flour that is cooked using boiled water. Then it must always be stirred until cooked, which is useful so that *jenang jagung* does not clot and the texture is not too liquid. In addition to always stirring, *jenang jagung* is also made over low heat with coconut sugar and pandan leaves to make it more fragrant. Despite the use of palm sugar, the flavor of *jenang jagung* is not too sweet because it does not use excess palm sugar, so it is safe for consumption by toddlers and the elderly.

Jadah jagung, besides being served directly, *jenang jagung* can also be processed into *jadah jagung*. *Jadah jagung* itself is steamed sweet corn porridge using banana leaves. The advantage of *jadah jagung* is that it lasts longer, and it is also more attractive and efficient when served to guests. In its presentation, *jadah jagung* is served with slices of about 2-3 cm to invited guests for both formal and informal events.

The content contained in corn is carbohydrates, which are used as a substitute for rice. Corn is high in fiber, low in fat, vitamins, and minerals that are good for bone and tooth growth. In addition, corn can also reduce cholesterol and maintain eye health.

Dawet Temu Ireng

As an area that has natural potential in *herbal* plants, Kemiriombo village presents a variety of *herbal* dishes. Not necessarily selling processed *herbal* medicine, Kemiriombo village is also able to innovate by presenting processed *herbal* medicine into a refreshing drink, namely *dawet temu ireng*. *Temu ireng* is a medicinal plant also known by the scientific name *Curcuma aeruginosa*. This plant is included in the Zingiberaceae family, which is still closely related to plants such as turmeric (*Curcuma longa*). The characteristic of *temu ireng* is that it has dark bluish or blackish roots, has a taste that tends to be bitter, and for the part taken for processing *dawet temu ireng*, namely the essence, which is extracted from the *temu ireng* root itself.

The ingredients used besides *temu ireng* essence are coconut milk that has been cooked with boiled water, brown sugar or commonly called brown sugar syrup, which has been given jackfruit, and salt. To make it, prepare water, which is then boiled until it is cooked. If the water is fully cooked, then add *temu ireng* essence and stir until it thickens using low heat. If the essence stew has thickened, prepare a container filled with cold water, which will be used to maintain the texture of the *dawet*. Before putting it in ice water, prepare a mold and pour the starch juice stew into the mold. Next, drain the molded essence stew, also known as *dawet*, into a separate place. For the coconut milk, we can add salt to make it taste savory and more delicious when served.

To serve it is very easy and practical, and can be adjusted to the level of sweetness according to taste. First, prepare a glass or bowl, then add about one big spoon of *dawet temu ireng*, followed by one big spoon of cooked coconut milk and ½ big spoon of brown sugar syrup. *Dawet temu ireng* can also be given ice cubes if you want a colder and more refreshing sensation.

Apart from the sweet and delicious taste, *dawet temu ireng* also has various health benefits. This plant with the botanical name *Curcuma aeruginosa* has benefits, including increasing appetite, curing skin diseases, fertilizing the womb, overcoming menstrual pain, increasing blood, and others. But keep in mind that consuming *temu ireng* in large quantities and continuously is still not recommended. This is because the toxic substances contained in *temu ireng* can be absorbed by the liver, which can cause narrowing of the lumen of the blood vessels.

The storytelling script contains not only food descriptions but also stories that enrich tourists' culinary experience. Some important points highlighted in the research are:

1. Food linkages with similar cultures and traditions. In the storytelling script compiled, it was found that Kemiriombo's traditional food has a close relationship with the traditions of the

local community. Each dish contains values rooted in the habits and customs of the community that have developed over generations. For example, sego wiwit is served during the wiwitan ritual, a ritual to start the harvest.

2. Raw materials and processing. The research also emphasizes the importance of the local raw materials used in making traditional food. The Kemiriombo community relies on natural ingredients obtained from the surrounding environment. The food processing also maintains traditional methods passed down by previous generations, such as the use of traditional kitchen tools and unique cooking techniques.
3. Nutritional content and differences with similar foods. The storytelling script also includes information about the nutritional content contained in the traditional food. Each food in Kemiriombo has nutritional value that is beneficial for health, and some of them are different from similar foods in other regions due to variations in raw materials and processing methods. This makes it a special attraction for tourists who are looking for a culinary experience that is not only delicious but also healthy.

Storytelling in culinary tourism is an approach that can provide a richer experience for tourists. Not only limited to enjoying food, but tourists are also involved in a narrative that brings them closer to local culture and traditions. In the context of Kemiriombo, storytelling emphasizes the historical, cultural, and philosophical values behind each food, thus creating a deep and memorable impression for tourists.

This research shows that a culinary experience supported by a strong narrative can create greater appeal than relying solely on the quality of the food taste. Modern travelers tend to seek holistic experiences, where they can learn the stories behind the food and the culture of the local community. Storytelling also has a positive impact on the empowerment of the Kemiriombo community. Through the narratives built, local people can share their knowledge of cuisine and culture with tourists. In addition, the involvement of local residents in food tourism activities helps boost the village's economy through the visits of tourists who are increasingly interested in the experiences presented.

Based on the results above, there are some components that develop a food storytelling:

1. Intergenerational stories: focus on bringing together voices from all generations—especially the elders, youth, and local cooks. Before crafting storytelling narratives, it was crucial to engage with the local community to uncover the cultural meanings and personal memories tied to traditional foods. Intergenerational interviews revealed that dishes like pelas and sego wiwit are more than just meals; they hold symbolic significance in community rituals such as baritan (a harvest gratitude ritual) and wiwitan (a pre-harvest celebration). This phase aligns with previous research (Kim & Jamal, 2007; Wang & Chen, 2018), which emphasizes that authentic experiences are shaped by the cultural context of food, rather than merely the act of consuming traditional dishes. The knowledge shared by both elders and youth highlighted strong processes of cultural transmission, showcasing how local food knowledge is conveyed through oral traditions, rituals, and performances. Sharing oral histories, food memories, and the wisdom passed down through the years can create narratives that celebrate the continuity of culinary traditions while also showing how they adapt over time.
2. Engaging the sense: to create unforgettable experiences, storytelling should engage all the senses—taste, smell, touch, sound, and sight—while inviting visitors to participate hands-on. Activities like harvesting ingredients, preparing food, and cooking together also highlight the experiential potential for tourism. The process of making sego brongsong or sego wiwit is highly participatory and closely tied to seasonal cycles, emphasizing the significance of time, place, and tradition in food storytelling. Our research suggests that involving tourists in these preparation activities—such as weaving janur for sego brongsong or shaping tumpeng rice cones—can transform their experience from passive consumption to active cultural participation, a fundamental principle in experiential tourism design (Pine & Gilmore, 1999).
3. Spatial story: involves the visitors on a physical journey (from the field to the kitchen to the dining table). By structuring narratives this way, it can enhance the coherence of the experience and strengthen the connection between the place and the story. By adopting an agro-culinary perspective, the study traced the entire food production cycle—from the

cultivation and harvesting of ingredients to cooking practices and final consumption. For instance, the preparation of pelas, made from freshwater fish or wasps caught through the traditional practice of parak (fishing in rivers), connects culinary processes with local ecological knowledge and sustainable sourcing. This supports Moscardo's (2020) assertion that place-based stories rooted in the landscape can enhance tourists' appreciation of both the environment and culture.

4. Local legend: involve the local myths, folktales, and the symbolic meanings behind ingredients and cooking practices. These narratives add emotional and philosophical depth, allowing food to be seen not just as nourishment but as a form of cultural expression.
5. Value-driven: the travelers often seek experiences that are ethically and environmentally responsible. By highlighting community values—like sustainability, social equity, and health—the storytelling can resonate with these expectations. Beyond flavor and ritual, participants highlighted the health and ecological advantages of traditional foods. Ingredients are sourced locally with minimal environmental impact, and the dishes are primarily plant-based or include sustainable protein sources like freshwater fish and insects. This reflects a circular, low-waste food system that aligns with modern sustainable tourism principles.
6. Collaborative process: the authenticity shines through when we involve local storytellers, home cooks, youth, academics, and cultural enthusiasts in the storytelling process. This collaborative approach ensures that the community has ownership over the narratives, reducing the risk of misrepresentation and fostering local pride.



Figure 1. Food storytelling model

Conclusion

The findings highlight the powerful role that storytelling plays in food tourism, particularly when it is rooted in authentic cultural experiences. It is done viewing food as a means to express local identity, promote sustainability, and enhance experiential learning. The traditional foods of Kemiriombo provide rich opportunities for creating genuine, immersive, and educational tourism experiences. This study makes a meaningful contribution to both academic discussions and practical applications by connecting narrative theory with the practice of food tourism, especially in rural and often overlooked areas. The insights gained from this research can guide future efforts in designing food tourism offerings, training local storytellers, and shaping tourism policies that recognize food not merely as a commodity but as a cultural narrative that weaves together people, places, and traditions. The insights gained from this phase informed a structured set of storytelling components that prioritize the intergenerational stories, engaging the sense, spatial story, local legend, value-driven, and collaborative process. Collectively, these components create

a holistic model that not only enhances the overall tourism experience but also empowers the local community and fosters sustainable practices that honor local cultural heritage. This integrated approach offers a replicable framework for other destinations aiming to connect the culinary heritage with meaningful, experience-based tourism. By adopting such a model, communities can effectively share their unique stories while engaging tourists in a way that respects and celebrates local traditions.

Recommendation

To fully harness the potential of storytelling in culinary tourism, it is crucial to invest in capacity building for local stakeholders, particularly through training programs facilitated by professional tour guides. These training sessions should emphasize narrative techniques, cultural interpretation, and effective visitor engagement, thereby equipping local residents with the necessary skills to share compelling and accurate stories about their food heritage.

Moreover, the storytelling model developed through this research— intergenerational stories, engaging the senses, spatial story, local legend, value-driven, and collaborative process—should be adapted and implemented in other food tourism destinations throughout Indonesia. Regions rich in culinary heritage and vibrant traditions stand to gain significantly from this approach, as it not only enhances tourist satisfaction but also reinforces community identity and economic resilience. By replicating this model on a national scale, Indonesia can cultivate a more cohesive and culturally grounded food tourism strategy that aligns with the principles of sustainability, authenticity, and inclusive development. This approach not only benefits tourists but also empowers local communities, ensuring that their culinary traditions are preserved and celebrated for future generations.

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Optimization of tourism evaluation through a website analytics dashboard at Travelogin Tour and Travel

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Abstract: This study aims to optimize the tourism evaluation process through the design and implementation of a website-based analytic dashboard at Travelogin Tour and Travel. The research was motivated by the inefficiency of conventional methods such as Google Forms, which often result in low response rates and slow data processing. Data was collected through user feedback submitted directly on the newly developed dashboard interface, replacing the previous manual collection via Google Forms. The system was developed using the Waterfall model, consisting of stages including requirement analysis, system design, implementation, and testing. The dashboard was built using Laravel, Bootstrap, and MySQL, and features Net Promoter Score (NPS) visualizations, participant statistics, and automated summaries of feedback. The main results show that the dashboard significantly streamlines the evaluation process, facilitates faster complaint resolution, and enables more effective data-driven decision making. These improvements contribute to better tracking of customer satisfaction, enhanced service quality, and increased competitiveness for Travelogin in the tourism sector. This research demonstrates that integrating website-based analytic tools in tourism operations can support more efficient evaluation mechanisms and improve organizational performance.

Keywords: Data Visualization, Tourism Evaluation, Travel Agency System, Website Analytic Dashboard

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Introduction

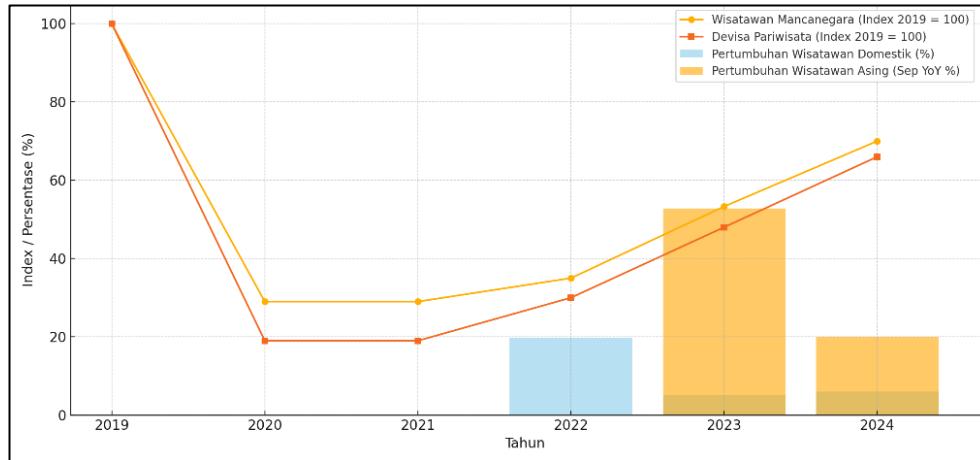
The tourism industry plays a vital role in increasing national revenue and contributes significantly to the local economy. As stated by Alamsyah et al., (2021), the tourism sector in Indonesia contributes to state income, employment, business growth, infrastructure development, and supports socio economic advancement. According to Suban, as cited in Hasibuan et al., (2023), the tourism industry has experienced rapid growth over the past few decades and has become one of the most prominent industries globally. Alongside technological advancements and the rise in consumer purchasing power, Indonesia's tourism sector continues to show a positive trend. Maulana & Koesfardani (2020) noted that the number of international and domestic tourist visits in Indonesia increases consistently each year. Statistical data further illustrates the national growth in tourist travel from year to year, as shown in Table 1.

Table 1. Growth of national tourist travel

Year	Number of Tourist Trips
2022	3.540.542
2023	7.515.224
2024	8.946.794

This upward trend reflects the accelerating growth of the tourism industry. In response, the Indonesian government continues to develop priority destinations and enhance the appeal of tourism through various strategic policies. These efforts include improving service quality,

strengthening the creative economy sector, and promoting tourism based on cultural and natural assets. The development of the tourism sector in recent years can be illustrated in Figure 1.



(Source: Processed data, 2025)

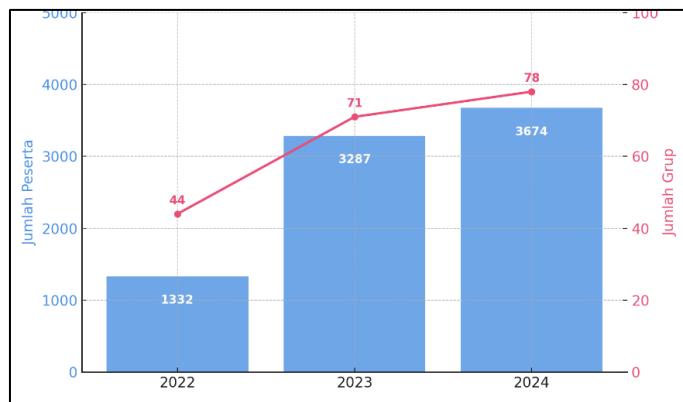
Figure 1. Growth of the tourism sector in Indonesia

Following its peak in 2019, Indonesia's tourism sector experienced a significant decline due to the COVID 19 pandemic, with a 71% drop in international tourist arrivals and a nearly 81% decrease in tourism revenue compared to 2019 (Restikadewi et al., 2021). Signs of recovery began to emerge in 2022, coinciding with the easing of travel restrictions. Domestic travel volume increased by 19.82% compared to 2021 and even surpassed the 2019 level by 1.76% (Central Bureau of Statistics, 2023a). This positive trend continued into 2024, marked by a 52.76% surge in foreign tourist arrivals in September 2023 compared to the same period the previous year (Central Bureau of Statistics, 2023b). Throughout 2023, Indonesia recorded over 13.9 million international tourist arrivals (The Global Statistics, 2024).

This growth presents a significant opportunity for tourism industry stakeholders to continuously adapt and enhance their competitiveness. Service innovation, the integration of digital technologies, and effective marketing strategies have become key factors in attracting tourists and maintaining customer satisfaction. As public interest in travel continues to rise, companies such as travel agencies must implement regular evaluations of tour operations to better understand customer needs and expectations. A study by Permana et al., (2024) on the travel agency Discova Indonesia revealed that tourists' experiences have a significant influence on customer satisfaction. Periodic evaluation of these aspects enables travel agencies to identify the most critical service elements and make targeted improvements.

Travelogin Tour and Travel is a company engaged in tourism services, offering various travel solutions ranging from ticket bookings and tour packages to accommodation arrangements. Since 2017, Travelogin Tour and Travel has been developing tailored travel packages to meet the increasingly diverse demands of travelers.

According to internal data from Travelogin Tour and Travel, the number of tour participants and travel groups has shown a positive trend between 2022 and 2024. It can be seen in Figure 2. In 2022, the company recorded 1,332 participants across 44 groups. This Figure 2 rose significantly to 3,287 participants in 71 groups in 2023. However, growth began to slow in 2024, with only 3,674 participants in 78 groups. The company fell short of its target of a 50% increase over the previous year, achieving only 74.5% of the projected 4,930 participants a shortfall of 1,256 participants. This condition highlights the need for more effective evaluation strategies and data driven service improvements.



(Source: Travelogin Tour and Travel, 2025)

Figure 2. Number of tour participants and groups of travelogin tour and travel (2022–2024)

To date, Travelogin Tour and Travel has conducted travel evaluations using Google Forms. While these methods are commonly used, their implementation faces several challenges. These include the time lag of three to five days between the end of the trip and the completion of the evaluation form, which leads to low participation rates and reduced feedback accuracy due to memory decay or limited respondent interest. Furthermore, the time consuming process of distributing and processing data hinders the timely identification of issues and delays necessary service improvements.

These challenges indicate that the previous administrative evaluation system is no longer effective in supporting service improvement efforts. Therefore, a more integrated and automated information technology based system is required. One potential solution is the development of a Website Analytic Dashboard that can collect, analyze, and present customer satisfaction data in real time.

Various previous studies have shown that the implementation of information technology, particularly analytic dashboards, can provide valuable insights into tourist experiences and preferences. For instance, Marwati et al., (2024) stated that "effective data visualization can assist companies in analyzing trends and customer behavior patterns, thereby facilitating data driven decision making."

This study offers novelty in applying an analytic dashboard that integrates the evaluation of tourism activities through Net Promoter Score (NPS) visualization, participation statistics, and automated feedback summaries. In addition to its practical innovation, this research contributes to the field of hospitality and tourism by providing a reference model for the use of digital analytic tools in performance evaluation and service improvement. Academically, it strengthens the discussion on how data driven systems can be implemented to enhance evaluation efficiency and decision making accuracy in tourism management. From an industry perspective, the developed dashboard offers a concrete solution for travel agencies such as Travelogin Tour and Travel to improve service quality, customer satisfaction, and overall competitiveness in the tourism sector.

Methodology

System Design Methodology

This study employs a qualitative descriptive method combined with a design and development approach, utilizing the Waterfall model for system development. The qualitative method is appropriate because the research does not involve statistical analysis. As stated by Ali and Yusuf (2011) in Arieon et al., (2023), studies that do not apply statistical procedures fall under qualitative research. The Waterfall model was chosen due to its structured and sequential nature, making it well suited for the systematic development of web based information systems. This model facilitates clear documentation and validation at each development stage, from requirement analysis to maintenance (Putri & Taufik, 2024)

The system was developed using the Laravel 10 framework with PHP 8.2, integrated with MySQL as the database engine and Bootstrap 5 for responsive front end design. Development

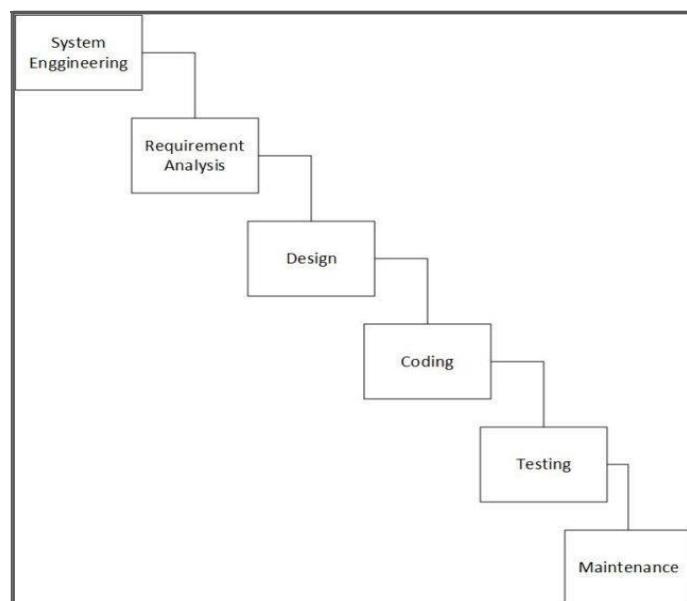
was carried out using Visual Studio Code as the Integrated Development Environment (IDE), with Figma utilized for user interface (UI) design. System testing employed the Blackbox testing method, focusing on input output behavior without considering internal code structure.

Primary data were collected through structured interviews with the management of Travelogin Tour and Travel to obtain information related to system requirements and the company's evaluation process. To support this stage, system testing was also carried out to assess how effectively the designed Website Analytic Dashboard could be used by Travelogin users. The testing involved 12 respondents, who were active customers of Travelogin Tour and Travel and had previously participated in the company's tour programs, and was also conducted directly by internal parties, namely the admin and the tour operator of Travelogin Tour and Travel. Each participant was given access to the developed website to provide feedback on their travel experience, review the data visualizations displayed on the dashboard, and, for internal users, to ensure that all system features functioned properly and were easy to operate.

The questionnaire used during the interview and testing process was developed through several stages. It began with a review of previous studies related to tourism information systems and digital evaluation models to identify relevant aspects for measuring system performance and user experience. Based on this review, a draft containing semi open ended questions was prepared to explore administrative challenges, user expectations, and functional needs of the new system. Subsequently, the draft instrument underwent expert validation through consultations with an academic advisor and a representative from Travelogin's management. Their feedback was used to refine the wording, ensure conceptual clarity, and confirm alignment with the study's objectives before the final version was adopted for data collection.

Waterfall Method

According to Darisman & Widianto, (2019), the Waterfall model—also referred to as the “classic life cycle model”—is a traditional, linear methodology in software development that progresses through a sequence of well defined phases. It is particularly effective for projects with fixed requirements and emphasizes meticulous documentation and validation at each step, which aligns with the structured operational model of Travelogin Tour and Travel. The model progresses in a linear fashion, where each phase must be completed before the next one begins, resembling the flow of a waterfall. It can be seen in Figure 3.



(Darisman & Widianto, 2019)
Figure 3. Waterfall model phases

The phases of the Waterfall model, as outlined by Widianto, are described as follows:

1. System Engineering

This phase begins by identifying the overall system requirements that are to be implemented in the software. It includes defining the system architecture and its interaction with external elements.

2. Requirements Analysis

In this phase, the system developer engages in communication with stakeholders to understand the desired functionalities and constraints of the software. Data is typically collected through interviews, discussions, or direct surveys.

3. Design Specification

The requirements gathered in the previous stage are analyzed and transformed into a system design blueprint. This includes both high level architectural design and detailed component design.

4. Coding

At this stage, the design specifications are translated into source code. All components of the system are developed using the appropriate programming languages and tools.

5. Testing

Once the code is implemented, the system undergoes testing to ensure functionality and accuracy. This research employs black box testing, which focuses on evaluating the system's outputs based on a given set of inputs, without considering the internal code structure.

6. Maintenance

This final phase involves deploying the system and performing regular maintenance to ensure ongoing performance. Maintenance activities address any issues or bugs that may arise during operational use, ensuring system reliability over time.

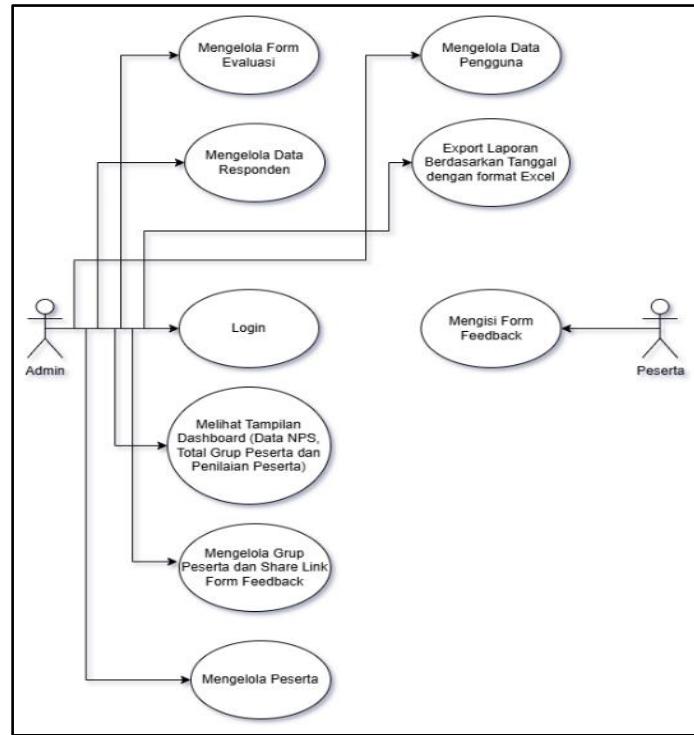
The development process in this study is consistent with the Waterfall model described by Darisman & Widianto (2019). The project followed a linear and sequential lifecycle, beginning with the identification of Travelogin's evaluation inefficiencies, followed by requirements analysis through stakeholder discussion, system design using Laravel based architecture, implementation of the dashboard, black box functional testing, and deployment with ongoing maintenance. Since the system requirements were fixed and clearly defined at an early stage, the structured and documentation-oriented nature of the Waterfall model was appropriate and effectively supported the orderly development of the evaluation dashboard.

Results and Discussions

Results

The design of the Website Analytic Dashboard began with a system requirement analysis based on the tourism evaluation process at Travelogin Tour and Travel. This analysis served as the foundation for developing the Use Case Diagram and Class Diagram, which represent the system's workflow and data structure.

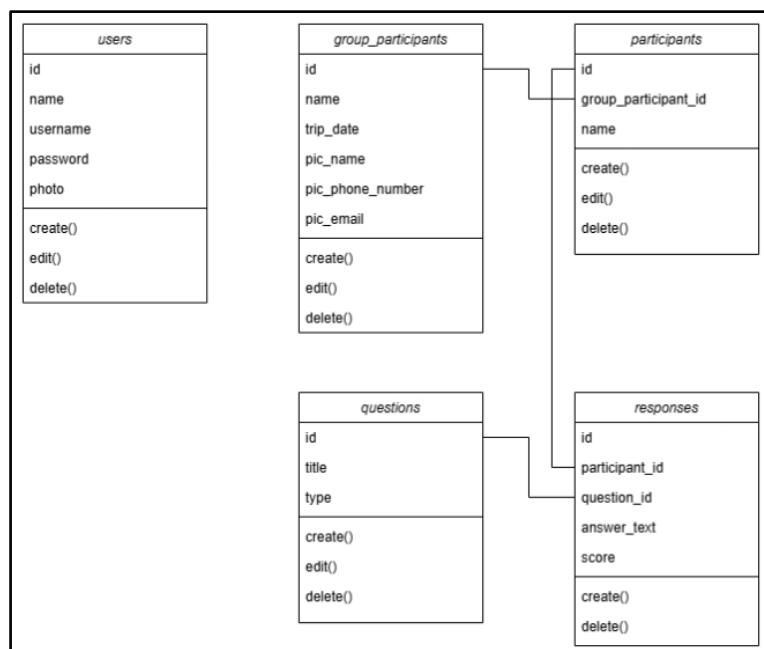
The Use Case Diagram illustrates interactions between two main actors, namely the Admin and Participants (Rachmatika et al., 2025). The Admin has full access to manage evaluation data, while Participants are only authorized to fill out feedback forms. This diagram provides a comprehensive overview of the roles and functionalities of each actor within the system, as shown in Figure 4.



(Source: Processed Data, 2025)

Figure 4. Use case diagram in Indonesian language

The diagram highlights that the Admin holds complete control over the system, including managing participant data, evaluation forms, and feedback results. Meanwhile, Participants interact with the system solely through form submissions. Further, the system structure was detailed through the Class Diagram, which represents the relationships between entities, data attributes, and methods utilized during the evaluation process. This structure is visualized in Figure 5.



(Source: Processed Data, 2025)

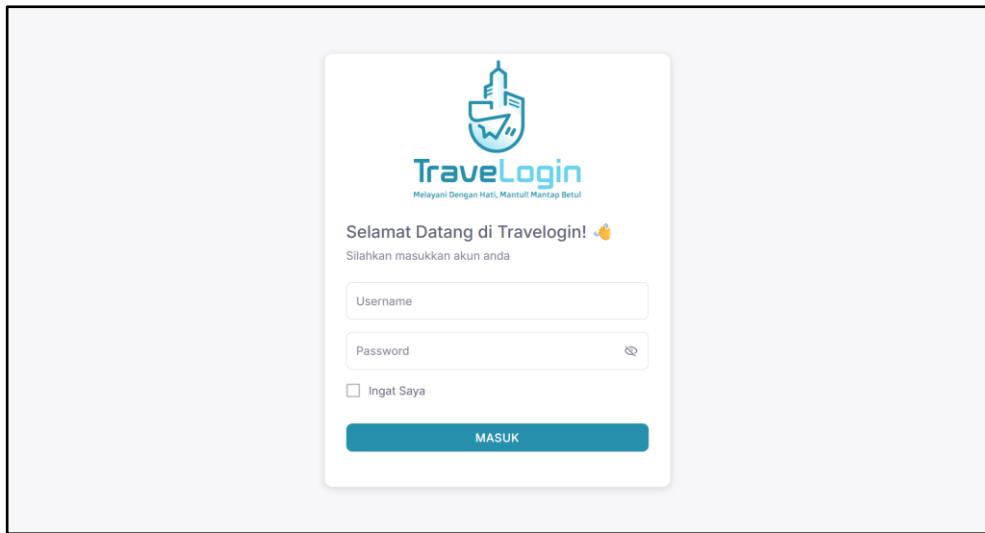
Figure 5. Class diagram

The Class Diagram showcases five main entities—users, group_participants, participants, questions, and responses—that are logically interconnected within the system, with each class containing specific attributes and standard methods to support dynamic data input, updates, and presentation on the dashboard. The developed dashboard displays essential information such as the Net Promoter Score (NPS), tourism participant trend graphs, and automatically compiled participant feedback, all of which are designed to help the Admin monitor customer satisfaction and make quick, data driven decisions.

Website Analytic Dashboard Interface

The Website Analytic Dashboard designed for Travelogin Tour and Travel consists of several core pages that support a systematic, efficient, and interactive tourism evaluation process. Each feature is developed based on the needs of the Admin and Participants, with the primary goal of enhancing the effectiveness of feedback collection and analysis.

The Login Page serves as the initial authorization gateway, ensuring that only verified Admins can access the system. Upon successful login, the Admin is directed to the Main Dashboard, a control center that displays summarized information such as the Net Promoter Score (NPS), customer satisfaction trends, and the three most recent evaluations. Main dashboard interface of travelogin analytic website can be seen in Figure 6.



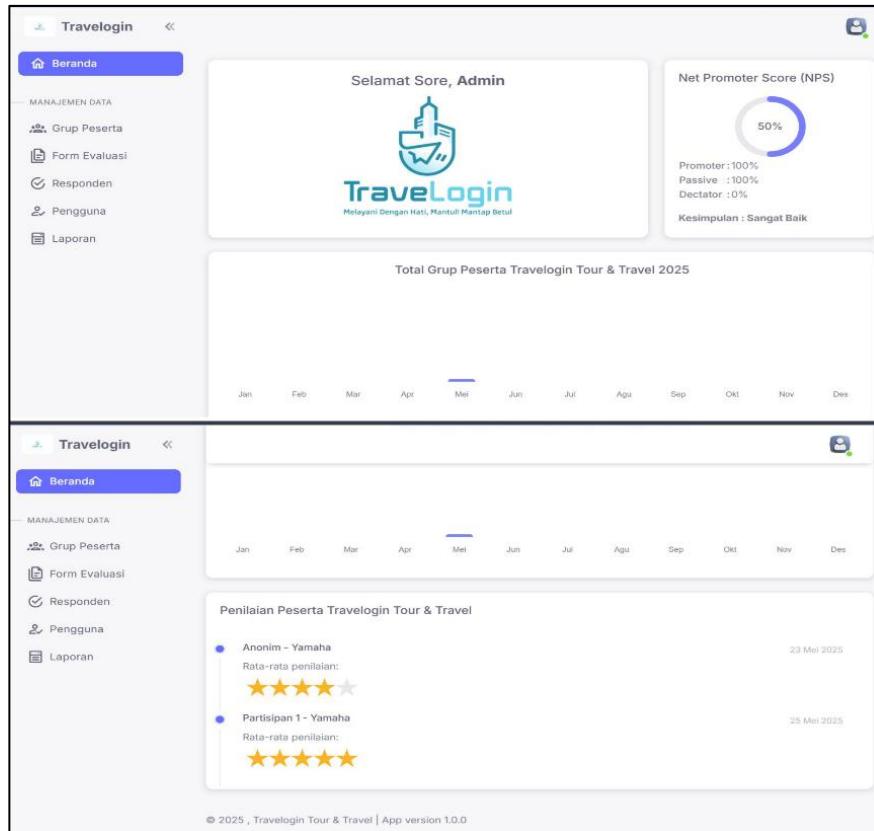
(Source: Processed Data, 2025)

Figure 6. Main dashboard interface of travelogin analytic website

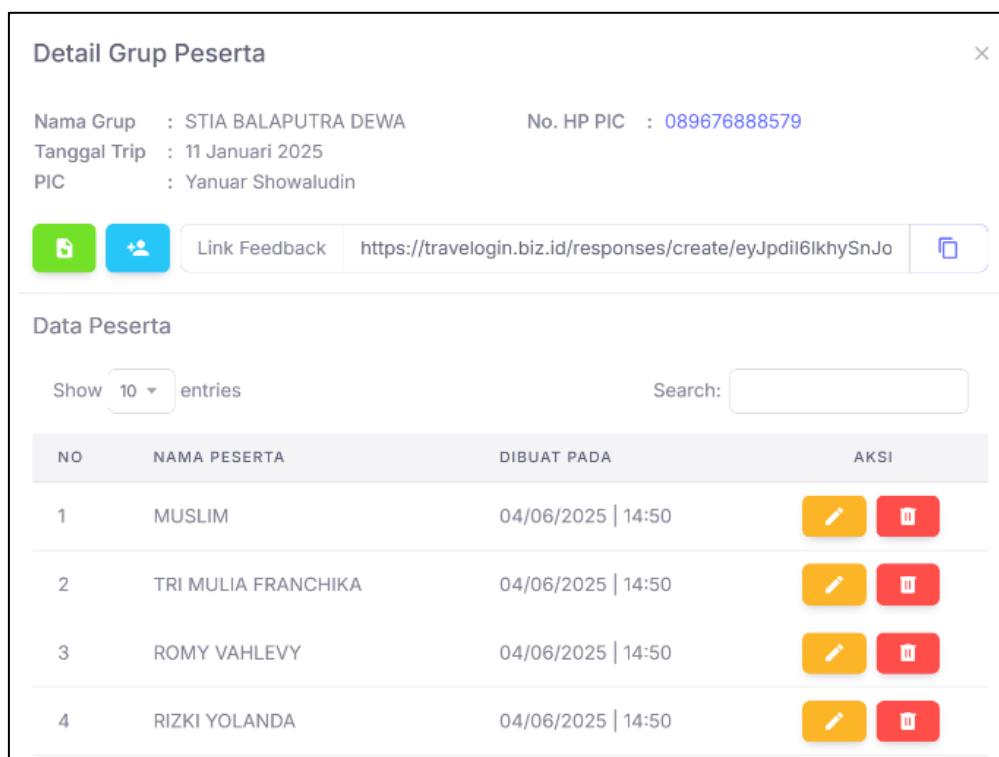
The NPS visualization on the main page enables management to assess customer loyalty and satisfaction. It can be seen in Figure 7. NPS is categorized into Promoters, Passives, and Detractors, and is presented through an annual graph to detect customer satisfaction trends and seasonal patterns.

The Top 3 Latest Feedback feature presents the most recent responses, complete with participant scores and comments, enabling prompt managerial action. Additionally, the system offers Group Management and Detail Pages, allowing Admins to manage group data, upload participant information via Excel files, and distribute unique evaluation form links. It can be seen in Figure 8.

Participants can submit evaluations without logging in, via a simple and interactive interface that includes a star rating scale and open comments. These submissions are automatically stored and monitored on the Respondents Page. It can be seen in Figure 9.



(Source: Processed Data, 2025)
Figure 7. NPS and annual graph display



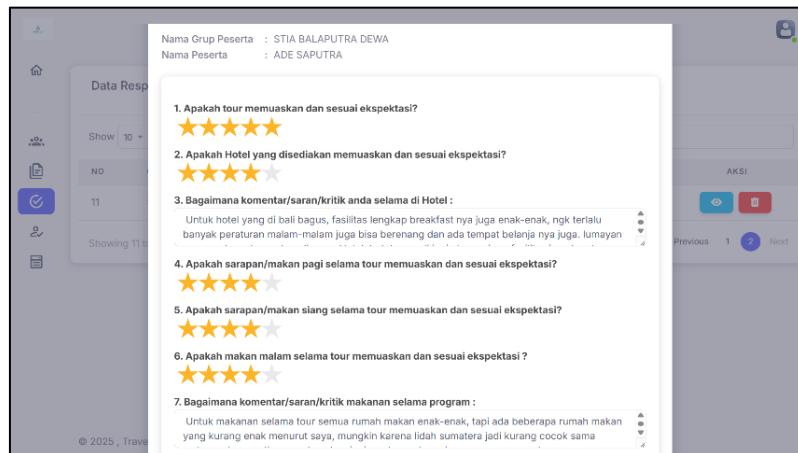
(Source: Processed Data, 2025)
Figure 8. Group detail page and evaluation link

NO	PERTANYAAN	TIPE	AKSI
1	Apakah tour memuaskan dan sesuai ekspektasi?	Skor Kepuasan	
2	Apakah Hotel yang disediakan memuaskan dan sesuai ekspektasi?	Skor Kepuasan	
3	Bagaimana komentar/saran/kritik anda selama di Hotel :	Ulasan	
4	Apakah sarapan/makan pagi selama tour memuaskan dan sesuai ekspektasi?	Skor Kepuasan	
5	Apakah sarapan/makan siang selama tour memuaskan dan sesuai ekspektasi?	Skor Kepuasan	
6	Apakah makan malam selama tour memuaskan dan sesuai ekspektasi ?	Skor Kepuasan	
7	Bagaimana komentar/saran/kritik makanan selama program :	Ulasan	
8	Apakah pelayanan Bus memuaskan dan sesuai ekspektasi?	Skor Kepuasan	
9	Bagaimana komentar/saran/kritik untuk bus selama program :	Ulasan	
10	Apakah Destinasi Wisata memuaskan dan sesuai ekspektasi?	Skor Kepuasan	

(Source: Processed Data, 2025)

Figure 9. Participant evaluation form display

The Admin can monitor individual participant data, including scores and comments, via the Respondents Page, which is integrated with group data. It can be seen in Figure 10. This page enables real time monitoring of participant responses and helps identify both positive and negative feedback.

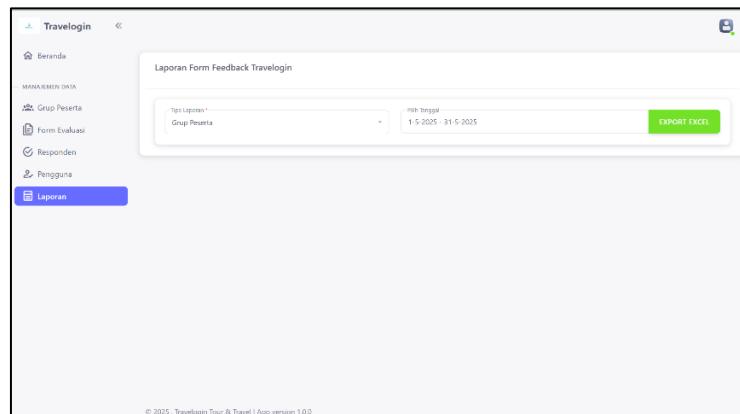


The screenshot shows a table of participant data. The first row shows the group name (STIA BALAPUTRA DEWA) and participant name (ADE SAPUTRA). The table has columns for 'Data Respon' (Responses), 'NO' (Number), and 'Showing 11 of 11'. Below the table, a survey form is displayed with 7 questions and their responses. Each question has a 5-star rating scale. The questions are:

- Apakah tour memuaskan dan sesuai ekspektasi? (5 stars)
- Apakah Hotel yang disediakan memuaskan dan sesuai ekspektasi? (5 stars)
- Bagaimana komentar/saran/kritik anda selama di Hotel :
Untuk hotel yang di bali bagus, fasilitas lengkap breakfast nya juga enak-enak, ngk terlalu banyak peraturan malam-malam juga bisa berenggang dan ada tempat belanja nya juga, lumayan
- Apakah sarapan/makan pagi selama tour memuaskan dan sesuai ekspektasi? (5 stars)
- Apakah sarapan/makan siang selama tour memuaskan dan sesuai ekspektasi?
Untuk makanan selama tour semua rumah makan enak-enak, tapi ada beberapa rumah makan yang kurang enak menurut saya, mungkin karena lidah sumatera jadi kurang cocok sama
- Apakah makan malam selama tour memuaskan dan sesuai ekspektasi ? (5 stars)
- Bagaimana komentar/saran/kritik makanan selama program :
Untuk makanan selama tour semua rumah makan enak-enak, tapi ada beberapa rumah makan yang kurang enak menurut saya, mungkin karena lidah sumatera jadi kurang cocok sama

(Source: Processed Data, 2025)

Figure 10. Respondents page display



The screenshot shows a search interface for 'Laporan Form Feedback Travelogin'. The search form includes fields for 'Tipe Laporan' (Report Type) set to 'Grup Peserta', 'Periode' (Period) set to '1-5-2025 - 31-5-2025', and a 'EXPORT EXCEL' button. The sidebar on the left shows navigation links: Beranda, MANAJEMEN DATA (Grup Peserta, Form Evaluasi, Responden, Pengguna), and Laporan (selected).

(Source: Processed Data, 2025)

Figure 11. Report page display

This information is invaluable for further analysis of service quality and serves as a basis for formulating strategies to improve service standards. Moreover, the system provides a Report Page to present evaluation summaries in the form of graphs and tables, along with support for data export in Excel format. It can be seen in Figure 11.

All user accounts are managed through the Admin Data Page, enabling the primary Admin to add or remove accounts based on operational needs. This feature ensures system security and limits access to authorized personnel only.

Discussions

The system testing results affirm that the Website Analytic Dashboard for Tourism Trip Evaluation effectively fulfills the operational requirements of Travelogin Tour and Travel. Using the Black box testing method similar to the one applied in the Tenta Tour web based system this approach validates functionality without examining internal structures and successfully identifies potential errors (Kawi & Suprihadi, 2023). Additionally, a case study on tourism website construction in Southeast Minahasa demonstrated the effectiveness of black box testing in validating front end features like map based navigation and visitor data visualization (Melo et al., 2021).

User feedback highlighted strong satisfaction with ease of navigation, interface aesthetics, and clarity of information. This resonates with usability studies in tourism contexts, such as the Jogja Smart Tourism mobile app, which achieved high scores in learnability (98.8%), efficiency (87.5%), and memorability (84.5%) using metrics aligned with ISO standards (Harwati & Widodo, 2017). Similarly, a usability evaluation of a tourist management system in Bali showed that administrators found the system efficient, effective, and satisfying, though effectiveness varied by user role (Arijaya et al., 2019). These findings further support the importance of user centric design and robust usability practices in tourism dashboards.

The dashboard's strengths real time feedback visualization, data driven decision support, cross device accessibility, and flexible export features enhance operational efficiency and strategic oversight. Comparable research on responsive mobile tourism websites confirms that streamlined navigation significantly boosts efficiency and task success, especially under varying interface conditions (Groth & Haslwanter, 2016). Furthermore, the aesthetic usability effect where aesthetically pleasing designs are perceived as more intuitive underscores how interface aesthetics can elevate perceived usability and overall satisfaction. This suggests that enhancements in the visual design of the dashboard could further amplify user engagement and satisfaction. Nevertheless, dependence on stable internet connectivity remains a notable limitation. Many of the referenced studies also point to connectivity issues as a barrier, especially in mobile or rural tourism contexts (Harwati & Widodo, 2017). Addressing this, future developments could consider offline mode support, progressive web app designs, or synchronization mechanisms to maintain usability under intermittent connectivity scenarios.

From a methodological standpoint, this discussion aligns with best practices in usability evaluation by combining black box testing with direct user feedback and performance metrics mirroring approaches in comprehensive usability studies (Sari & Henim, 2022). The integration of quantitative (task completion rates, UI responsiveness) and qualitative (user comments, satisfaction ratings) insights makes the findings robust and applicable to real world deployment. Regarding the research objective whether a website analytic dashboard can enhance tourism service evaluation the answer is unequivocally affirmative. The dashboard provides a structured, efficient, and accessible evaluation mechanism, fulfilling the study's aims. This supports broader literature on the critical role of analytic tools in facilitating data driven decision making and service improvement in tourism operations. From a theoretical perspective, the findings of this study contribute to the existing body of knowledge in hospitality and tourism management by reinforcing the role of technology driven evaluation systems in enhancing service quality and customer satisfaction. The integration of website based analytic dashboards supports the theoretical framework of technology acceptance and service quality models, particularly by demonstrating how perceived ease of use, efficiency, and real time feedback mechanisms can strengthen organizational responsiveness. These results also extend the application of usability and information system success theories within the tourism context, showing that system

functionality and interface aesthetics jointly influence user satisfaction and engagement. Therefore, the study not only provides a practical tool for tourism evaluation but also enriches the theoretical understanding of how digital analytic systems contribute to continuous service improvement and data driven decision making in the hospitality industry.

Future Research Directions

1. Offline or Hybrid Accessibility: Develop offline capable versions to maintain functionality in low connectivity areas.
2. Advanced Analytic: Incorporate AI driven summarization of feedback, anomaly detection, or NPS trend forecasting.
3. Scalability & Integration: Expand the dashboard's use across multiple tour agencies or integrate with ecosystem platforms such as CRM systems.
4. Aesthetic Enhancement: Apply user centered design principles and aesthetic-usability insights to elevate visual appeal and intuitiveness.

Conclusions

This study successfully addresses the evaluation limitations previously experienced by Travelogin Tour and Travel, particularly those related to low participant engagement and delays in data processing using Google Forms. By implementing a Website Analytic Dashboard featuring real time data visualization, Net Promoter Score (NPS) metrics, and automated feedback integration, the research demonstrates a significant improvement in the effectiveness of service evaluation processes. The use of Laravel, Bootstrap, and MySQL frameworks has resulted in a responsive, secure, and user friendly system. Overall, the developed dashboard supports faster decision making, enhances operational efficiency, and strengthens the competitive advantage of Travelogin Tour and Travel within the tourism industry.

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Celuk jewelry festivals as a catalyst for tourism-based creative economy: Managing cultural and economic capital in Bali

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Abstract: The jewelry craft industry in Celuk Village, Bali, has long been recognized as a center of silver and gold craftsmanship that contributes significantly to the region's tourism economy. This study analyzes the Celuk Jewelry Festival (CJF) as an event-based tourism initiative that not only promotes local products but also functions as a strategic platform for managing the interplay between cultural capital and economic capital. Using a qualitative approach with cultural studies and Bourdieu's framework of habitus, field, and capital, the research explores how craftsmen, entrepreneurs, and local government negotiate their roles within the dynamics of production, distribution, and consumption. Findings indicate that the CJF strengthens Celuk's brand image as a jewelry hub, enhances market access for local craftsmen, and creates opportunities for innovation while facing challenges of technology-driven reproduction and global competition. The study concludes that events such as the CJF act as catalysts for sustaining the creative economy in tourism villages, balancing tradition and innovation, and positioning cultural heritage as a competitive advantage in the global market.

Keywords: Bali, Celuk Jewelry Festival, Cultural Capital, Creative Industry, Economic Capital, Tourism Economy

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Introduction

Bali is known as a cultural tourism destination with significant contributions from the creative economy sector rooted in local wisdom. One manifestation of this creative economy is the gold and silver jewelry craft in Celuk Village, Gianyar, which has grown rapidly since the early 20th century. The creative economy in the context of Balinese tourism is an ecosystem based on ideas, creativity, and intellectual property rights that combines local cultural heritage, handicrafts, performing arts, culinary, and product design into added economic value and authentic tourism experiences through collaboration between cultural actors, the government, and the tourism sector (Levickaité, 2011; Nusraningrum & Pratama, 2019; Waitt & Gibson, 2014). Silver crafts in Celuk Village, Sukawati, have a long history believed to have begun around 1915 through the role of figures such as I Wayan Klesir (Nang Gati) and his son, I Nyoman Gati, who previously learned from craftsmen in Mengwi and then passed on their skills to the local community (Ceraken, 2022; Samudero, 2024). Initially, the products were traditional ceremonial utensils, such as bokor, sangku, and caratan, which later developed into jewelry with distinctive motifs inspired by nature, such as jejawanan, buah gonda, liman paya, and bun util (Nyoman et al., 2018). This craft peaked in the 1980s and 1990s with the support of foreign artists such as Rudolf Bonnet and the Pita Maha community, but has declined since the 2000s due to declining interest from the younger generation and global competition (Ceraken, 2022). Interviews with CDC management (June 20, 2025) revealed a 40% decline in interest in silver crafts among the younger generation. It was also reported that artisans' incomes increased by approximately 10% during the CJF (Celuk Jewelry Festival), in 2016 and 2017. However, during the COVID-19 pandemic, particularly from late 2019 to 2023, silver artisans' incomes actually dropped by 70%. Despite this, Celuk silver crafts were recognized as an Intangible Cultural Heritage of Indonesia

in 2019, affirming their cultural value and identity for the Balinese people (Interview with CDC manager, April 5, 2025).

Celuk Village is synonymous with traditional jewelry production that has been carried out for generations, making it an icon of Balinese silver crafts as well as a significant contributor to export foreign exchange (I Gede A. S et al., 2019; Destin & Narottama, 2020; Putri et al., 2020; Sukarini et al., 2019; Wisudawati, 2018). The demand for Celuk silver products is driven by the tourism sector, thereby impacting not only jewelry craftsmen but also the development of various community-led tourism activities in Celuk Village, which, of course, affects the economic sector. In its development, the Celuk craft industry faces quite serious challenges. The entry of casting machine technology changes the jewelry production process, replacing manual skills that have been the main identity of the craftsmen (Artana et al., 2024; Beratha et al., 2016; Sida Arsa & Widiastini, 2018; Yuesti et al., 2021). Modernization, on the one hand, increases efficiency, but on the other hand, weakens the position of traditional craftsmen who rely on handicrafts (Deshmukh et al., 2024; Majeed & Muzaffar, 2025). On the other hand, tourist consumption trends have shifted, with tourists becoming more interested in interactive experiences rather than simply purchasing products, resulting in a decline in interest in purchasing jewelry (Lóráncz et al., 2023; Remaldo et al., 2020; Sava, 2022; Wisudawati, 2018). This situation demands new strategies to ensure Celuk remains a preferred destination amidst the dynamics of global tourism.

Several studies have highlighted important aspects of Celuk silver craftsmanship. Wisudawati (2018) and several other articles (Post, 2016; Suardana & Sumantra, 2023), identified the potential to develop community-based tourism products, such as craft classes, homestays, and festivals, as additional attractions. On the other hand, it was found that the jewelry trend largely benefits outsiders, while local artisans are increasingly marginalized due to low production management skills and education (Sida Arsa & Widiastini, 2018; Yuesti et al., 2021). Intending to see the development around Celuk Village as a thriving tourist destination, this emphasizes the importance of optimizing artisan settlements as tourist accommodations to expand economic benefits (Pradnyaswari Anasta Putri et al., 2020; Widiastini et al., 2023). Celuk Village, which has been known for more than a century (Aditya, 2018) as a center for silver crafts and jewelry, and the shops there not only sell finished products, but also display production workshops, are certainly expected to be able to provide optimal benefits in various aspects of life for the local community.

On the other hand, the issue of intellectual property rights (IPR) remains an unresolved issue in the context of Celuk silver crafts. The weakness of local actors in protecting works based on local wisdom is often exploited by foreign parties to claim them, resulting in economic losses and threatening the sustainability of cultural identity (Astara, 2020; Nadirah, 2020). The IPR protection case in Bali began with a foreign lawsuit against traditional silver motifs in 2008 and the Desak Nyoman Suarti case in the United States, which raised concerns among Celuk craftsmen. The economic impact was significant because Celuk silver, a primary source of income since the 1930s, lost its market value, and the risk of design imitation increased, although copyright registration could have increased protection and provided royalties to the creator (Suniasih & Anom, 2021). Protection measures taken include socialization of copyright and trademark rights for Gianyar SMEs (Budiman & Dialog, 2019), the establishment of the Celuk Design Center community, which registered Celuk silver as a Geographical Indication following the Suarti case (Turnip, 2022), and plans to establish the Celuk Silver Museum to preserve cultural heritage and strengthen local economic value (Putri et al., 2024). The government has also mandated an inventory of traditional knowledge through Law No. 28 of 2014 (Lodra, 2017).

Studies from a gender perspective, research show that women contribute to Celuk tourism activities, both through silver production, gallery management, and tourism organizations. However, their participation remains limited, especially in the face of pressures from the modernization of the silver industry (Ismayana & Chamidah, 2018). Most previous research has focused more on the production, distribution, and role of artisans in the silver craft value chain (Anggraen et al., 2021; Rois & Roisah, 2018) Meanwhile, the event-based dimension of tourism, such as festivals—which can function as a medium for branding, promotion, and negotiation of cultural and economic capital—has not received comprehensive research. In fact, festivals have

significant potential to strengthen the image of a destination, maintain local identity, and expand market opportunities for creative products.

Celuk Jewelry Festival (CJF) is an innovative strategy for the local community, the government, and, of course, tourists with cultural motivations. CJF was first held in 2016, precisely from August 6-14, 2016, at the wantilan of Celuk Village Temple, Sukawati District, Gianyar Regency (Interview with CDC manager, April 5, 2025). This festival not only showcases crafts but also packages cultural experiences for tourists, creating a space for interaction between craftsmen, entrepreneurs, the government, and consumers. Through CJF, Celuk seeks to strengthen its branding as a center for jewelry crafts, while negotiating the position between cultural capital (handmade skills, *taksu* value) and economic capital (modern technology, global market access). *Taksu* is believed as a magical strength from God that has a high impact on the beauty of Bali arts (Mariasa, 2015; Nilotama, 2006). This study aims to analyze the role of the Celuk Jewelry Festival as a catalyst for a tourism-based creative economy. Using Pierre Bourdieu's theoretical framework of habitus, realm, and capital, this study seeks to uncover how the festival becomes a strategic arena for the sustainability of Celuk's silver craft industry. The novelty of this research lies in the new perspective that connects event-based tourism with the struggle of cultural-economic capital, thus providing theoretical and practical contributions to the development of culture-based tourism villages.

Methodology

This research was conducted in Celuk Village, Sukawati District, Gianyar Regency, Bali, known as a center for gold and silver crafts. The village has developed not only as a center for craft production but also as a culture-based tourism destination, making it relevant to analyze the relationship between cultural heritage and economic development. The Celuk Jewelry Festival (CJF) was chosen as the primary focus of the research because it represents event-based tourism practices while also serving as a platform for cultural branding and strengthening the creative economy. This research was held over six months, from March to August 2025, using a qualitative approach. Data were collected through in-depth interviews, participant observation, and document analysis to ensure validity through data triangulation. Interviews were conducted with five silversmiths and the manager of the Celuk Design Center (CDC), who were purposively selected based on key informant criteria as outlined by Tremblay (2003) and Byrne (2001). These criteria include having a significant role in the community, direct and in-depth knowledge of the issues, willingness to communicate openly, ability to explain information clearly, and a relatively objective stance, free of personal bias. All informants had a demographic profile with over five years of work experience in the Celuk silver industry; thus, they were considered to have a deep understanding of the local socio-economic and cultural dynamics.

Participant observation was conducted during the CJF, which included product exhibitions, cultural performances, and interactions between artisans, entrepreneurs, and other stakeholders. Document analysis included festival reports, academic publications, promotional materials, and government documents related to the creative industry and tourism development. Secondary data were obtained from previous research on the Celuk silver industry, women's involvement in tourism, and intellectual property rights issues in cultural products.

Data analysis was conducted using Pierre Bourdieu's concepts of habitus, realm, and capital as the primary theoretical framework (R. Jenkins, 2006; Lau, 2004; Pouliot, 2012). This approach was used to interpret how artisans and entrepreneurs mobilize cultural capital, such as skills, traditions, and aesthetics, as well as economic capital in the form of financial resources, technology, and markets within the festival arena. Furthermore, Antonio Gramsci's concept of hegemony is applied to explain the dynamics of negotiating power relations between traditional artisans and modern entrepreneurs in the context of Celuk's evolving silver industry. To ensure the validity of the research findings, a triangulation strategy of sources and methods was implemented through a combination of interviews, observation, and document analysis. Member checking was conducted by confirming the findings with key informants from the Celuk Design Center (CDC). All research findings were then compiled and presented narratively to comprehensively illustrate the relationship between cultural capital, economics, and power in heritage-based creative economic practices in Celuk Village.

Results and Discussions

Results

Festivals as branding means transforming festivals into more than just entertainment or exhibitions, but rather a strategy for building, strengthening, and disseminating the identity of a region, product, or community. Through festivals, local values, artwork, culture, and economic potential can be integrally showcased, cementing them in the minds of the wider community and tourists. In the context of the Celuk Jewellery Festival (CJF), the festival serves as a branding tool for Celuk Village as a center for silver and gold crafts in Bali. Activities such as jewelry exhibitions, seminars, workshops, and local art and culinary performances provide a comprehensive experience that connects visitors with Celuk's identity. The presence of national figures and government support also strengthens the event's image and credibility. Thus, the festival not only increases economic transactions but also positions Celuk Village as a creative tourism destination and world-class craft center. Celuk jewelry festival information in the news and on the website can be seen in Table 1.

Table 1. Celuk jewelry festival information in the news and on the website

News	Resume	Relevance to Research Theme
"Tahun ini, Celuk Jewellery Festival Kembali Digelar" Implementation of the CJF "Mahakarya Mustika Nusan-tara" (Humasgianyar, 2017)	CJF was held again on October 13-15 (2024) at Wantilan Pura Dalem Celuk. Attended by ~24 jewelry SMEs, 24 culinary stalls, 20 product exhibitors, with a series of events are jewelry exhibition, jewelry making class workshop, entrepreneurship and online marketing seminar, fashion show, live music, etc. The theme was "Mahakarya Mustika Nusantara". The target audience was around 2,000 people.	Shows the scale of the event, the variety of activities, efforts to integrate the creative economy and tourism, the participation of SMEs and the public, events for branding and promotion, as well as event management.
Bali Events 2025: Where to Go and What to See (Betterplace, 2025)	CJF is scheduled for June 15, 2025, on the Bali event list, featuring exhibitions, workshops, art performances, culinary delights, and MSME booths	Confirming that the CJF has become a permanent part of Bali's tourism and creative economy event calendar, demonstrating institutional recognition and regularity of the event.
"2 Hours Silver Jewelry Class in Celuk Art Village" sebagai pengalaman wisata interaktif. (Guide, 2025)	There's a two-hour silversmithing class for tourists at Celuk Art Village. Participants can design, cut, and assemble their own silverware under the guidance of artisans, providing hands-on experience and a more experiential experience.	This relates to the trend of tourism consumption, which involves not only the purchase of goods but also experiences and the strengthening of cultural capital because tourists value the process, not just the finished product.
Celebrating Sustainability: Eco-Friendly Festivals in Bali, August 31, 2024, with sub title "Celuk Jewelry Festival" (Ecotourismbali, 2024)	Celuk Village showcasing products made from recycled materials and promotes eco-practices in its festivals and crafts.	Demonstrating responsiveness to environmental issues and global sustainability trends, adding dimensions to economic & cultural capital, as innovation maintains the reputation of traditional culture while being adaptive to new demands.

Source: Celuk Jewelry Festival News, accessed September 2025

In the news (Humasgianyar, 2017), the 2017 Celuk Jewelry Festival (CJF) held at the Wantilan Pura Dalem Celuk (October 13-15) involved around 24 jewelry SMEs, 24 culinary stalls, and 20 product exhibition participants, becoming a branding momentum for Celuk Village as a center for silver and gold crafts as well as a creative tourism destination. The target of visitors

was set at around 2,000 people, indicating that this festival is not only a local event but also aims to attract a wider audience. With the theme "Mahakarya Mustika Nusantara", the festival not only features local jewelry and product exhibitions, but also presents entrepreneurship seminars, online marketing strategies, creative workshops, and cultural arts performances. The presence of national figures, support from the local government, and the involvement of local artists strengthen the position of CJF as a promotional event for Celuk's identity at the national level, which combines elements of art, culture, economics, and information technology. The festival serves as an effective branding medium, strengthening Celuk's image as the center of Bali's jewelry craft industry, while expanding the appeal of community-based tourism and local potential amidst global competition. Information about CJF is also available at <https://betterplace.cc/blog/bali-events-2025-travel-lifestyle-guide> (Betterplace, 2025), which describes CJF as an annual celebration held in Celuk Village, Gianyar, renowned for its stunning silver and gold crafts, featuring jewelry exhibitions, workshops, cultural performances, and a variety of food stalls and local small businesses. CJF has become a fixture on the Balinese event calendar (e.g., June 15, 2025) as a creative tourism event, reinforcing the festival's legitimacy as a key element in Bali's tourism promotion strategy and creative economy development.

One such website, <https://theabroadguide.com/> (Guide, 2025), is a travel blog/website aimed at international travelers seeking inspiration, guidance, and recommendations for unique activities in various global destinations. The platform emphasizes travel tips, authentic experiences, cultural activities, culinary delights, and creative workshops that can enrich the traveler's experience. Modules like the "Silver Jewelry Class" at, which offers a hand-made jewelry-making experience in a Celuk workshop, demonstrate that tourists are beginning to appreciate the process of making (production) rather than just the final product. This strengthens cultural capital as artisans can showcase their traditional skills and tourists gain firsthand cultural experience. Another website, EcoTourismBali.com, focuses on sustainable tourism in Bali at Eco Tourism Bali (2024), offering consumers information on sustainability principles. Eco Tourism Bali, partnering with the Celuk Jewelry Festival to promote responsible consumerism through the Eco Climate Badge, evaluates businesses' environmental impact.

According to information available at Humasgianyar (2017), the "Mahakarya Mustika Nusantara" festival not only serves as a promotional space for arts and crafts but also serves as a platform for community empowerment, particularly for women and local SMEs. The involvement of many SMEs in the jewelry exhibition and culinary booths demonstrates how the distribution of economic benefits can be more equitable, allowing opportunities not only to benefit large businesses but also small businesses, including women who often play a significant role in the home-based creative economy sector. Furthermore, the presence of jewelry-making classes and various workshops provides opportunities for tourists and local communities to interact, learn, and experience the production process firsthand. This emphasizes the position of local communities—including women artisans—as active subjects in cultural preservation and the creative economy, not simply objects of production. Thus, the festival is able to strengthen community capacity and expand women's participation in the sustainable cultural tourism ecosystem.

In addition to searching for news or articles about the Celuk Jewelry Festival, in-depth interviews were also conducted with craftsmen and CDC (Celuk Design Center) managers to find out the benefits of holding the festival for the existence of craftsmen and Celuk Village as a center for jewelry production in Bali, which is also a tourist destination. The interview aspect, findings, and literature review can be seen in Table 2.

Based on interviews, the Celuk Jewelry Festival has had a significant impact on tourist motivation, promotional strategies, festival appeal, increased visitor interest, cultural preservation, economic impact, and multi-stakeholder collaboration. The Celuk Design Center (CDC) management explained that since the Celuk Jewelry Festival (CJF) in 2024, artisans' income has increased by almost 70 percent, demonstrating the festival's direct impact on the well-being of the local community. Strengthening experiential tourism can be realized through the development of jewelry-making classes, cultural tourism packages, and more diverse interactive activities. Optimizing digital promotion by involving influencers and integrating with international tourism platforms has the potential to expand market reach. Furthermore, diversifying the

festival's program through cross-cultural collaborations and contemporary art can attract new tourist segments. Developing culture-based tourism packages will also strengthen the identity of Celuk Village and expand tourist visits. Craft preservation is supported by the regeneration of young artisans, improving product standards, and access to global markets. The festival's future sustainability depends on synergy between the government, the community, and tourism stakeholders.

Table 2. Interview aspect, findings, and literature review

Aspect	Findings	Literature Review
Tourist Motivations	Attracted by the uniqueness of Celuk silver and gold, the experience of seeing the manufacturing process, art performances, local cuisine, and the opportunity to purchase directly from the artisans.	This aligns with the concept of experiential tourism, which emphasizes direct experience-based tourism (Batat & Frochot, 2015; Rather, 2020; Tussyadiah, 2014)
Information & Promotion Sources	Social media, official promotions from the Tourism Office & Wonderful Indonesia, recommendations from travel agents, tour guides, and word of mouth.	Supports the views (Buhalis & Foerste, 2015; Deb et al., 2024; Kaur, 2017) on the importance of digital marketing in expanding tourism reach.
Festival Attractions	The detailed craftsmanship, festive atmosphere, jewelry-making workshops, authentic Balinese cuisine, and art performances.	This aligns with cultural tourism theory, which emphasizes the importance of experiencing art, tradition, and culture (Richards, 2018; Smith, 2015)
Impact on Visiting Interest	Increasing interest in visiting Celuk Village, extending the length of stay, and attracting special interest tourists (collectors, art lovers, etc.).	This aligns with the concept of special interest tourism, which strengthens tourism diversification (Benur & Bramwell, 2015; Lordkipanidze et al., 2005; Weidenfeld, 2018).
Contribution to Cultural Preservation	Displaying artworks utilizing traditional Balinese techniques and philosophy, while encouraging skills regeneration among the younger generation.	This aligns with the principles of community-based tourism, which places local communities as the primary actors (Giampiccoli & Saayman, 2018; Okazaki, 2008; Yanes et al., 2019).
Economic Impact	Increased direct sales, export collaboration opportunities, increased long-term visits, and job creation.	Supporting the creative economy through local arts and culture (Boccella & Salerno, 2016; Hidayat & Asmara, 2017; L. D. Jenkins & Romanos, 2014).
Government Role & Collaboration	Financial support, promotion, training, inclusion in the annual calendar, active community support for the festival, and youth involvement.	In line with the triple helix model of collaboration between government, community, and the tourism industry (Etzkowitz & Leydesdorff, 2000; Rodrigues & Melo, 2013).

Source: Interviews with Craftsmen and CDC Managers (2025)

Discussions

Events as Branding

The Celuk Jewelry Festival (CJF), first held in 2016, has undergone a significant transformation from a mere silver craft exhibition to a strategic instrument for building a culture-based destination brand (Betterplace, 2025). The festival serves as a symbolic arena where artisans, entrepreneurs, the government, and tourists interact to shape Celuk's image as a creative tourism village (Wisudawati, 2018). From Bourdieu's perspective, the CJF can be

understood as a new field where actors with cultural and economic capital compete and collaborate to gain social legitimacy (R. Jenkins, 2006; Lau, 2004). Interviews with artisan members of the Celuk Design Center (CDC) indicate that the primary motivations for tourists attending the CJF are the uniqueness of Celuk's distinctive silver crafts, the authentic experience of witnessing the production process, and the opportunity to participate in cultural workshops (Guide, 2025). One of the artisans from the Celuk Design Center (CDC) said,

"Many tourists come not just to buy jewelry, but because they're curious about the process. They enjoy being able to try making a simple ring or earring with their own hands. Afterward, they have a greater appreciation for our work because they see firsthand the intricate details of Celuk silver." (Interview with CDC Artisan, June 12, 2025)

Another artisan added,

"Every year, the CJF visitors become more diverse. Some are attracted by our modern designs, but many also come because they want to learn the philosophy behind traditional motifs. We try to explain that each carving has meaning, not just decoration." (Interview with CDC Artisan, June 18, 2025)

Furthermore, art performances and the opportunity to purchase products directly from artisans further strengthen the festival's brand differentiation (Pradnyaswari Anasta Putri et al., 2020; Sida Arsa & Widiantini, 2018). These elements emphasize Celuk's unique positioning as an icon of interactive cultural tourism (Richards, 2018; Sava, 2022).

CJF's inclusion in Bali's official event calendar signifies institutional recognition and solidifies its position as part of event-based tourism (Betterplace, 2025). The participation of dozens of jewelry, culinary, and creative product MSMEs, supported by thousands of visitors each year, demonstrates that CJF has evolved from a local event into a regional place branding platform with international appeal (Benur & Bramwell, 2015; Destin & Narottama, 2020). Events as a branding arena are not merely a means of entertainment, but a strategy for building a destination's or brand's identity, differentiation, and unique image. In tourism, events support the diversification of products, markets, and sectors by providing new experiences and strengthening local identities (Weidenfeld, 2018). Celuk jewelry festival activities can be seen in Figure 1.



(Source: CDC Documentation, 2016)

Figure 1. Celuk jewelry festival activities

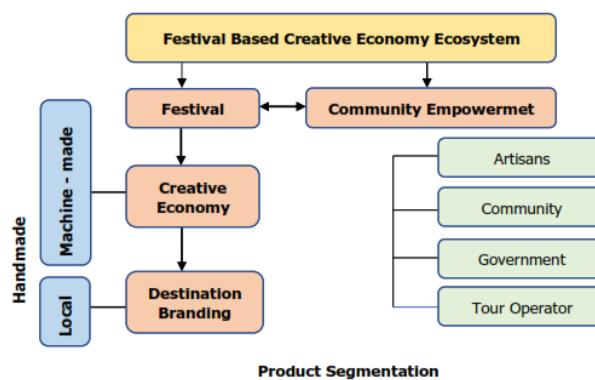
The CJF promotional strategy is implemented through social media, collaboration with the Tourism Office, travel agents, and word-of-mouth, demonstrating the application of integrated digital marketing to support global branding (Buhalis & Foerste, 2015; Deb, Nafi, & Valeri, 2024; Kaur, 2017).

"For silver marketing, we are currently utilizing more digital marketing and social media platforms, including Facebook, Instagram, TikTok, and Shopee. The results show an increase in sales, comparing before and after the festival, by around 15-20% (Interview with CDC manager, June 20, 2025)."

In practice, the CJF not only strengthens local identity but also increases brand awareness in the international market through digital technology-based marketing strategies. From a community-based tourism (CBT) perspective, the festival serves as a collaborative platform involving local communities, government, and industry sectors in building the branding of a place (Giampiccoli

& Saayman, 2018; Okazaki, 2008). This is in line with the triple helix framework that emphasizes the importance of synergy between government, industry, and academia to create destination innovation (Etzkowitz & Leydesdorff, 2000; Rodrigues & Melo, 2013). The role of the CJF as a collaborative catalyst confirms that the development of culture-based tourism in Celuk relies heavily on community engagement and the ongoing participation of artisans (Widiastini et al., 2023; Yanes et al., 2019).

Furthermore, the CJF phenomenon aligns with the concept of the experience economy (Batat & Frochot, 2015; Rather, 2020; Tussyadiah, 2014), where tourists seek authentic experiences rather than simply consuming goods. Jewelry-making classes that allow tourists to create their own jewelry reinforce the cultural experiential dimension (Guide, 2025; Tussyadiah, 2014). Thus, silver products are not only useful but also become symbols of social identity and meaningful experiences (Baudrillard, 2017; L. D. Jenkins & Romanos, 2014; R. Jenkins, 2006). By integrating the dimensions of tourism product diversification, strengthening the creative industry, digital marketing, community participation, and the transformation of symbolic consumption, the CJF functions as a comprehensive branding arena. This festival not only strengthens Celuk's image as a center for silver crafts but also positions it as a creative cultural destination with global appeal, while also becoming a model that can be replicated by other tourist villages in Indonesia, which have similar potential.



(Source: Analysis Results, 2025)

Figure 2. Visualization of festival-based creative economy ecosystem

The diagram "Festival-Based Creative Economy Ecosystem" (Figure 2) illustrates the interconnectedness of cultural festivals, the creative economy, community empowerment, and destination branding within a mutually reinforcing system. Festivals serve as hubs of activity that foster creativity, attract tourists, and open up economic opportunities for local artisans. Community empowerment strengthens skills and community participation, while destination branding expands market reach and strengthens regional cultural identity. The creative economy serves as a bridge that integrates cultural values into the economic chain. At the bottom of the diagram, product segmentation distinguishes between handmade products, which emphasize authenticity and artistic value for the local market and collectors, and machine-made products that target large-volume global markets. Key actors in this ecosystem include artisans as innovators of tradition, local governments as facilitators and policymakers, the creative industry as market connectors, and tourists as consumers and promoters of culture. The success of a festival-based creative economy depends on the collaboration of all parties to maintain a balance between cultural preservation and economic growth.

Negotiating Cultural Capital and Economic Capital

Cultural festivals can act as a negotiation between cultural and economic capital by leveraging and promoting local cultural richness as a key attraction to attract tourists and generate income, while simultaneously preserving and developing cultural heritage for recognition and social cohesion. In this sense, festivals serve as platforms where cultural values are

transformed into tradable assets and provide economic benefits to communities. The Celuk Jewelry Festival (CJF) represents a negotiation arena between cultural capital in the form of handmade skills and taksu values passed down through generations, and economic capital in the form of casting machine technology and access to global markets (I Gede, 2011; Sida Arsa & Widiastini, 2018; Yuesti et al., 2021). Traditional artisans, many of whom are women, emphasize the importance of preserving the authenticity of their works as cultural heritage, while modern entrepreneurs prioritize efficiency and scale of production. Festivals serve as symbolic spaces where these two forms of capital interact and are negotiated, preventing tradition from being completely subordinated to the logic of capitalism. This simultaneously supports critiques (Bustani, 2016; Lodra, 2017) regarding the penetration of capitalism and the weak legal protection of traditional designs, but adds a new perspective, which is that festivals create a space of compromise where cultural capital gains a platform through public exposure.

In practice, the Celuk Jewelry Festival (CJF) positions handmade products as exclusive pieces with high symbolic value, while machine-made products are aimed at mass consumers. One Celuk artisan explained,

"Now we divide our production into two directions. Our handmade products are made using traditional techniques, with more intricate designs and higher value. They are usually purchased by collectors or tourists seeking authenticity. Meanwhile, we target machine-made products to a wider market, to remain competitive on price." (Interview with CDC Artisan, June 20, 2025)

Meanwhile, the management of the Celuk Design Center (CDC) emphasized,

"We don't want technology to replace the artisans' manual skills. We use machines only for efficiency, not to erase the touch of tradition. So, at this festival, we showcase both exclusive handmade works as symbols of heritage and modern products for the global market. In this way, artisans retain a vital role in the creative economy chain." (Interview with CDC Manager, June 20, 2025)

This differentiation pattern aligns with the findings of Arsa and Widiastini (2016), who emphasized the importance of innovation in maintaining the competitiveness of the Celuk silver industry. This strategy can be understood through Gramsci's hegemonic framework, where the dominance of economic capital is not absolute but rather built through consensus and community participation (Patria, 2009). Thus, the CJF not only strengthens competitiveness but also provides space for artisans—including women artisans—to maintain their cultural legitimacy amidst the pressures of modern industry, thus keeping traditions alive in the dynamics of the contemporary creative economy. Through the festival, handmade works are given a platform to reinforce authentic values, allowing the public and tourists to distinguish mass-produced products from traditional products steeped in cultural significance. Furthermore, the festival also opens up a space for participation for female artisans, who have been crucial actors in maintaining the continuity of Celuk's traditional silver. With their involvement, the authentic value of the craft is not only preserved but also negotiated within the context of the modern market. From the perspective of tourism product diversification, this pattern demonstrates Celuk's ability to package silver crafts into two distinct segments—exclusive and mass—which simultaneously expands the market and strengthens the social legitimacy of female artisans as guardians of tradition (Benur & Bramwell, 2015; Weidenfeld, 2018; Wisudawati, 2018). Furthermore, the negotiation between cultural and economic capital within the CJF is closely linked to the strengthening of the creative industry and the protection of silver crafts. Festivals provide a platform for artisans to showcase their traditional crafts while strengthening their legal and economic legitimacy (Astara, 2020). Festivals also foster digital marketing strategies through promotions that position artisans' works in the global market (Buhalis & Foerste, 2015; Deb et al., 2024). This demonstrates that negotiations occur not only at the production level but also in the distribution and branding realms.

Meanwhile, from a community-based tourism perspective, festivals reflect how local communities, especially women artisans, can actively participate in place branding (Okazaki, 2008; Giampiccoli & Saayman, 2018). The collaboration between government, community, and industry within the Creative Tourism Forum (CJF) illustrates the triple helix approach (Etzkowitz & Leydesdorff, 2000), enabling the integration of tradition and modernity within a creative tourism development framework. The practical implication of this capital negotiation is that the CJF can

serve as a model for sustainable village tourism development strategies. The CJF demonstrates that such negotiations do not always result in the subordination of tradition, but can instead produce new forms of cultural legitimacy that provide economic benefits to local communities. Thus, the festival serves as a continuous arena for craft industry strategy, where cultural and economic capital are not mutually exclusive but rather compromised within the framework of Celuk's creative destination branding.

Women and Community Empowerment

Research findings indicate that the Celuk Jewellery Festival (CJF) has opened up broader participation opportunities for women in the silver craft industry. Women are no longer confined to traditional domestic roles, but appear as gallery managers, exhibitors, and festival committee members, marking a significant shift in the gender structure in Celuk. However, their involvement still faces obstacles in the form of double domestic burdens and limited access to technology (Deshmukh et al., 2024; Majeed & Muzaffar, 2025). The festival also provides an important symbolic platform for participation, such as women gain a public platform, social recognition, and cultural legitimacy for their handmade skills (Wisudawati, 2018; Jenkins & Romanos, 2014). Thus, the CJF can be understood as a catalyst for gender empowerment and an agent of social transformation that strengthens the sustainability of traditions while supporting tourism diversification (Benur & Bramwell, 2015; Weidenfeld, 2018).



(Source: Documentation by CDC, 2024)

Figure 3. Women Silversmiths Engaged in Sales at CJF

Women's empowerment through the CJF simultaneously strengthens community social capital. Women's active participation creates new social networks that expand relationships between local communities, tourists, and stakeholders, aligning with the community-based tourism framework (Okazaki, 2008; Giampiccoli & Saayman, 2018). In addition to women, local communities are involved through culinary MSMEs, arts groups, and community organizations, ensuring a more equitable distribution of the festival's economic benefits (Udiana & Sudiana, 2017). This involvement provides cultural legitimacy and strengthens the community's position, as (Bourdieu, 1990) explained regarding the role of social capital in cultural reproduction.

From an inclusive development perspective, the role of women and communities in the CJF has dual implications, both economic and non-economic. The festival not only increases family income through the participation of MSMEs and the sale of creative products (Benur & Bramwell, 2015; Weidenfeld, 2018), but also broadens the community's social representation in the tourism arena. Digital promotion and public exposure give new visibility to women artisans, strengthen their social capacity, and open access to global market networks (Buhalis & Foerste, 2015; Deb et al., 2024). CJF becomes more than an economic event; it serves as a space for women and communities to empower themselves, transforming society by bridging cultural values with economic opportunities.

While Udiana & Sudiana's (2017) research focused more on increasing artisan incomes, this finding broadens the scope by demonstrating non-economic impacts, namely increased social capacity, cultural legitimacy, and shifting gender roles in Celuk. Women's involvement in promotion, management, and digital networks strengthens the sustainability of local communities. Practically, this festival model can be replicated in other tourist villages in Bali as a

strategy to strengthen gender equality and community participation in the creative industry, while maintaining the authenticity of local culture.

Conclusions

Based on the study's findings, the Celuk Jewelry Festival (CJF) is a crucial catalyst for strengthening Bali's tourism-based creative economy. The festival, held in Celuk Village, the hub of Bali's jewelry industry, serves not only as a product promotion platform but also as a destination branding platform, a space for negotiation between cultural and economic capital, and a means of empowering the local community. From a branding perspective, the CJF strengthens Celuk's image as a center for silver craftsmanship by combining local wisdom, Balinese aesthetics, and modern marketing strategies. From a cultural-economic capital perspective, the festival demonstrates the tension and compromise between traditional artisans who maintain the authenticity of handmade products and large businesses that prioritize machine-based production efficiency. From a community empowerment perspective, the CJF provides space for the participation of women and local SMEs, ensuring that the festival's economic benefits are more equitably shared across the community. Academically, this study contributes to broadening the discourse on event-based tourism by integrating Bourdieu's theory (habitus, domain, capital) and Gramsci's concept of hegemony into the study of cultural tourism. The novelty of this research lies in understanding the festival as a strategic arena for maintaining the balance between tradition and modernity in the context of a creative tourism village. Practically, these findings suggest strengthening digital literacy for artisans and communities to expand the festival market and protecting intellectual property rights for Celuk jewelry designs to maintain cultural values. Concrete policies expected include accelerating Geographical Indication certification, establishing village IPR service centers (IP Desks), requiring "Celuk Authentic" labeling on products, village regulations on permits for the use of traditional motifs, fair partnership contracts with tourism actors, and digitizing motif and design data. Furthermore, sustainable festival management involves women, the younger generation, and SMEs as key actors. With this strategy, the Celuk Jewelry Festival can become not only an annual cultural event but also a crucial instrument in supporting the sustainability of Balinese tourism amidst global competition.

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Analysis of the tourism attractiveness of a itera reservoir, South Lampung

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Abstract: Unplanned tourist spaces often emerge from everyday community use rather than formal planning. This study examines the spatial transformation and tourism attractiveness of Embung A ITERA, a campus water reservoir that has organically developed into a local recreational destination. Using a descriptive qualitative approach, data were collected through six days of field observation, interviews with 15 informants, and documentation, and analyzed using the 4A framework (Attraction, Accessibility, Amenities, Ancillary Services). Quantitative observations show high average daily visitation (≈ 185 visitors/day), with the highest peak in the afternoon (111 visitors/hour), indicating strong community reliance on the site for exercise and leisure. The findings address research gaps regarding (1) unplanned tourism emerging from routine spatial practices, (2) the transformation of conservation infrastructure into recreational destinations, and (3) the limited integration of spatial-ecological-social perspectives in campus tourism studies. This study introduces Organic Campus Tourism, highlighting how eco-infrastructure within academic environments can evolve into multifunctional tourism spaces through community participation and spatial adaptation. The research contributes by expanding the 4A framework into eco-infrastructure contexts and offering practical guidance for managing multifunctional campus open spaces through inclusive design and sustainable visitor management.

Keywords: Community-Based Tourism, Eco-Infrastructure, Embung A ITERA, Spatial Adaptation, Unplanned Tourism

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Introduction

Tourism and travel have become integral components of modern life and global economic dynamics. The rapid growth of the tourism sector not only stimulates the emergence of new destinations and attractions but also encourages the development of supporting facilities and infrastructure (Saarinen, 2004). Amid the growing pace of urban life and occupational stress, Indonesia has witnessed an increasing public need for recreation and leisure as essential mechanisms of mental and emotional recovery (Laksono et al., 2023; Putra et al., 2024). This condition has led to a growing public demand for recreational and leisure activities as a means of mental and emotional recovery (Wang & Sim, 2025). This shift reflects a broader awareness that recreation is no longer a secondary demand but a vital element of individual well-being and life balance (Avecillas-Torres et al., 2025; Jiang et al., 2025). In this context, accessible public open spaces have become increasingly significant as venues that accommodate the community's recreational needs. Tourism, as a spatially embedded activity, has direct implications for the configuration and dynamics of space (Córdoba Azcárate, 2025). Beyond its economic implications and environmental transformations, tourism also shapes people's perceptions of culture, identity, and the environment (Akriningsih, 2013). Thus, sustainable tourism planning is crucial to ensure that its benefits are equitably distributed across different segments of society (Herlianti & Sanjaya, 2022).

One area that has undergone a notable transformation in land use is the Embung A reservoir at the Sumatra Institute of Technology (ITERA). Originally constructed as part of the

campus's water conservation system (Asirin et al., 2020), the site has organically evolved into a multifunctional public space due to the availability of jogging tracks, sports facilities, and appealing natural scenery. Today, Embung A is regularly visited by students, lecturers, and the surrounding community, particularly in the mornings and late afternoons, for physical activities and leisure. In addition to its eco-hydrological function, the area also includes the ITERA Arboretum—a two-hectare green space dedicated to plant conservation, environmental education, and open green space development. Hosting more than 1,000 plant species with barcode-based information labels (Pratami et al., 2025), the arboretum serves not only as a living laboratory for education and research but also holds substantial potential as an educational agrotourism destination (Baskara et al., 1998; Indriyanti et al., 2021). More broadly, South Lampung Regency is endowed with rich natural and cultural tourism assets such as beaches and waterfalls (Ani et al., 2013).

The transformation of Embung A ITERA is part of a broader phenomenon of unplanned or organically developed tourist sites in Indonesia. Locations such as Embung Manajar in Boyolali or several mountain viewpoints have similarly evolved into tourism destinations through community use and social media exposure rather than through formal planning (Nasqa & Darmawan, 2025). For instance, Embung Manajar was originally built to address agricultural water shortages in Samiran Village, but its scenic landscape has attracted visitors and gradually redefined the site as a tourist destination (Pradipta, 2021). This pattern demonstrates how collective behavior and digital culture can redefine the function of ordinary spaces into meaningful social and recreational destinations. In South Lampung, where many formal tourism sites suffer from accessibility and infrastructure constraints (Yusuf & Hadi, 2020). A lack of public facilities, high travel and entrance costs, and poor road conditions have prompted a shift in public preference toward affordable, easily accessible local destinations that still offer meaningful recreational experiences (Hafidzi, 2022; Sukardi et al., 2022). The emergence of community-driven destinations like Embung A ITERA offers an affordable and accessible alternative that responds directly to local needs.

At the same time, the transformation of a technical water infrastructure into a community-oriented tourism space raises important questions about the interaction between ecological design, public perception, and spatial adaptation. Understanding these processes is crucial for sustainable land use planning, especially in educational environments that combine ecological, social, and educational functions. This study, therefore, seeks to analyze the transformation of Embung A ITERA through the 4A tourism framework Attraction, Accessibility, Amenities, and Ancillary Services—to assess its potential as an organically emerging tourism site that aligns with community well-being and sustainability principles. Previous studies on unplanned or community-driven tourism development have primarily focused on the social or digital factors that promote destination popularity (Nasqa & Darmawan, 2025; Pradipta, 2021). Similarly, research on water conservation infrastructure has emphasized technical or hydrological functions rather than exploring the socio-spatial transformation of such structures into multifunctional public spaces (Asirin et al., 2020; Ioannou, 2002). Meanwhile, the phenomenon of campus-based tourism where academic environments evolve into open public destinations remains underexplored in Indonesian tourism studies (Pratami et al., 2025). These limitations reveal a lack of integrative understanding of how eco-infrastructure, community behavior, and spatial adaptation interact to generate new forms of local tourism.

Previous studies on unplanned tourism, such as the Embung Manajar case in Boyolali, have emphasized the social dynamics and digital promotion that trigger destination popularity (Nasqa & Darmawan, 2025; Pradipta, 2021). However, there remains a limited understanding of how eco-infrastructure, especially within university campuses, can organically transform into community-based tourism spaces through everyday use and social interaction.

Research on water conservation infrastructure has largely focused on technical or hydrological aspects (Asirin et al., 2020; Ioannou, 2002), while studies on campus tourism in Indonesia are still minimal and fragmented (Pratami et al., 2025). This study addresses these gaps by introducing the concept of "organic campus tourism", which examines how functional ecological structures evolve into inclusive public tourism areas driven by community participation. Theoretically, this research expands the 4A tourism model within the context of eco-humanistic design—linking ecological resilience, spatial adaptation, and human well-being. Practically, the

findings contribute insights for the management of multifunctional campus infrastructures that integrate environmental, social, and educational functions sustainably.

Although several studies have examined unplanned or community-driven tourism development, existing research largely focuses on either the social dynamics that trigger destination popularity (Nasqa & Darmawan, 2025; Pradipta, 2021) or the hydrological and ecological functions of water conservation infrastructure (Asirin et al., 2020; Ioannou, 2002). However, few studies have explored how campus-based eco-infrastructure can organically transform into a multifunctional tourism and recreational space. Likewise, research on campus tourism in Indonesia remains fragmented and has not yet integrated spatial, ecological, and community-based perspectives. Therefore, the unique contribution of this study lies in introducing and conceptualizing organic campus tourism as a form of spontaneous tourism development emerging from everyday community use of ecological infrastructure. This fills a theoretical gap in tourism studies and provides practical insights for campus planning, sustainability management, and community engagement.

This study addresses that gap by examining Embung A ITERA as a case of organic campus tourism—a phenomenon in which technical ecological infrastructure organically transforms into a tourism and recreation site driven by community engagement. It expands the theoretical application of the 4A tourism model within the context of eco-infrastructure adaptation, integrating social, spatial, and environmental perspectives that have rarely been combined in prior studies. From a theoretical standpoint, this research contributes to the discourse on community-based and unplanned tourism by conceptualizing the transformation of functional landscapes into participatory public spaces. It also provides an analytical framework that bridges the domains of tourism studies, environmental planning, and social geography. From a practical perspective, the findings offer insights for campus administrators, local governments, and urban planners in managing multifunctional ecological infrastructures. The study highlights how adaptive reuse of water reservoirs and green spaces can enhance sustainability, foster community interaction, and support educational tourism development with minimal intervention. Overall, this research introduces a new conceptual direction for understanding the spontaneous evolution of campus-based eco-tourism in Indonesia—demonstrating that sustainability and recreation can coexist within technical infrastructures when social participation and ecological design intersect.

Methodology

This research employs a descriptive qualitative design to obtain an in-depth understanding of the spatial and functional transformation of Embung A ITERA based on the experiences and perceptions of its users. The study site was purposively selected due to its rapid shift from a hydrological conservation facility into an emergent recreational landscape frequently used by students, campus staff, and nearby residents. Participant recruitment was conducted through purposive sampling, involving fifteen informants comprising seven active visitors, five local residents, and three campus management representatives. The inclusion criteria emphasized familiarity with daily activities around the site, willingness to participate, and the ability to articulate personal experiences clearly.

Data were collected through observations, semi-structured interviews, and documentation. Field observations were conducted across six non-consecutive days between May and July 2025, with two sessions per day in the morning (06:00–07:00) and afternoon (17:00–18:00). Each session lasted two to three hours and focused on documenting visitor density, spatial utilization patterns, movement flows, gathering areas, landscape preferences, and the condition of existing facilities. Visitor counts were additionally recorded in the morning, noon, and afternoon over five consecutive weekdays, as summarized in Table 1.

Semi-structured interviews were held with all fifteen informants, each lasting approximately thirty to forty-five minutes. Although flexible in structure, the interviews followed a standardized guide that explored visitor motivation, perceived attractions, accessibility and mobility patterns, the adequacy of amenities, and expectations regarding future site development. All interviews were audio-recorded with participant consent and transcribed verbatim. Documentation was carried out to complement primary data and included photographs, field sketches, and secondary sources such as campus planning reports and online publications.

Table 1. Number of visitors observed at Embung A ITERA (May–June 2025)

Day	Morning (06:00–07:00)	Noon (13:00–14:00)	Afternoon (17:00–18:00)	Total Visitors / Day
Monday	56	6	79	141
Tuesday	64	16	131	211
Wednesday	76	7	67	150
Thursday	42	8	185	235
Friday	90	3	94	187
Total (5 days)	328	40	556	924
Average per day	65.6	8.0	111.2	184.8

Source: Field Observation, 2025

Data analysis followed a thematic procedure consisting of reduction, classification, interpretation, and presentation. All transcripts and field notes were coded to identify meaningful statements related to the 4A tourism components: Attraction, Accessibility, Amenities, and Ancillary Services. The coded segments were then grouped into thematic categories encompassing spatial behavior, user motivations, environmental perceptions, and functional transformation. These themes were interpreted using theoretical perspectives on community-based tourism and the socio-ecological functions of urban water bodies. Findings were subsequently presented in descriptive form and supported by direct quotations, tables, and photographic evidence. Data collection continued until thematic saturation was reached, ensuring that no new insights emerged from additional observations or interviews. To enhance credibility, triangulation was implemented across observation, interview, and documentation data, and member checking was conducted by sharing synthesized findings with selected informants. Through this methodological design, the study provides a rigorous and contextually grounded understanding of how Embung A ITERA evolves as a multifunctional open space accommodating both ecological and social needs.

Table 2. Respondent profile at Embung A ITERA

Code	Gender	Age	Occupation	Visit Frequency	Visit Time	Purpose of Visit
R1	Female	19	University Student	2–4 times/week	Morning or afternoon	Exercise
R2	Female	54	Housewife	3–4 times/week	Afternoon	Leisure walk, rest
R3	Male	16	High School Student	Daily	Afternoon	Running / exercise
R4	Female	24	Entrepreneur	Weekly	Morning / Afternoon	Relaxation, enjoying scenery
R5	Male	38	Office Employee	Rarely	Afternoon	Leisure walk
R6	Female	39	Housewife	Occasionally	Afternoon	Relaxing with children
R7	Female	23	University Student	Daily	Morning	Exercise and relaxation

Source: Field Interviews, 2025

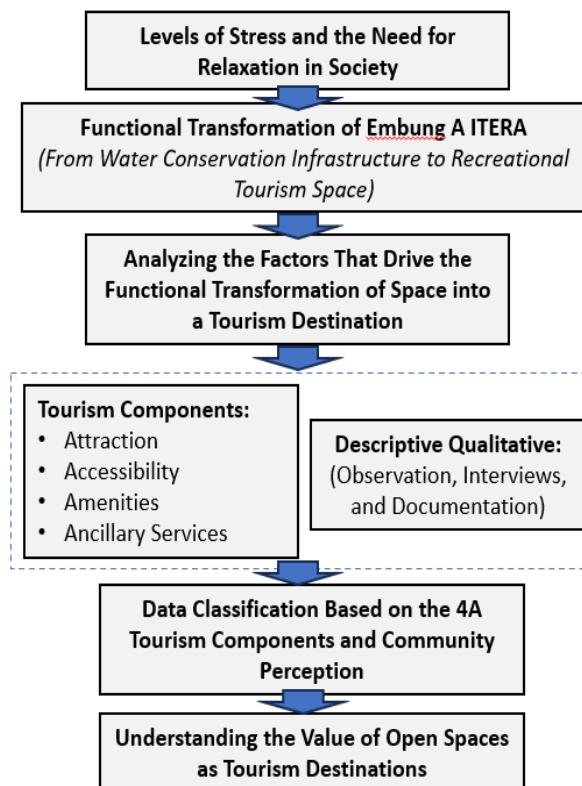
The characteristics of the visitor informants are presented in Table 2, which reflects a diverse demographic composition, ranging in age from 16 to 54 and representing students, housewives, office employees, and small-scale entrepreneurs. The table indicates that most respondents are female visitors particularly university students and housewives who frequent Embung A ITERA for exercise, relaxation, and family-oriented recreation. Visit frequency varies considerably, with several respondents visiting daily or multiple times per week, while others attend occasionally. The majority prefer visiting in the morning or late afternoon, which corresponds to cooler microclimatic conditions and established daily routines. These patterns collectively reinforce the role of Embung A as a local health and social hub that accommodates a wide spectrum of community needs. Representative quotations include:

“Saya sering ke sini pagi-pagi untuk jogging karena udaranya sejuk dan suasannya tenang” (“I often come here in the early morning to jog because the air is cool and the atmosphere is calm” – R1).

Another highlighted its family-oriented function: "Biasanya sore saya jalan santai di sini sambil lihat anak-anak main. Tempatnya enak buat istirahat" ("In the afternoon I usually take a walk here while watching my children play. It's a nice place to relax" – R6).

A third respondent emphasized routine physical activity and proximity: "Hampir tiap hari saya lari di embung ini. Pemandangannya bagus dan dekat dari rumah" ("I run here almost every day. The view is nice, and it's close to my home" – R3).

These qualitative insights complement the tabulated profile and further substantiate user perceptions captured during interviews and observations.



(Source: Author's Compilation, 2025)

Figure 1. Research Framework

The conceptual framework of this study positions the functional transformation of Embung A ITERA within the broader context of increasing stress levels and the growing societal need for accessible spaces of relaxation. This transformation from a water conservation facility into an emergent recreational environment serves as the central phenomenon examined in the research. The analysis focuses on identifying and interpreting the factors that drive this shift, specifically how physical, social, and perceptual dimensions contribute to the site's evolution into a local tourism destination. To address these objectives, the study integrates the 4A tourism framework Attraction, Accessibility, Amenities, and Ancillary Services with a descriptive qualitative approach encompassing observation, interviews, and documentation. These components guide the systematic classification of data, allowing the researcher to organize empirical findings based on spatial attributes, user perceptions, and functional characteristics observed in the field. Through this analytical structure, user experiences and community perspectives are interpreted in relation to the tourism components, revealing how the site's natural landscape, ease of access, available facilities, and supporting services collectively shape visitor engagement. The final stage of the framework synthesizes these insights to develop a contextual understanding of the value of open spaces such as Embung A ITERA as everyday tourism destinations. This understanding highlights the growing role of multifunctional urban water bodies in fulfilling ecological functions while

simultaneously meeting recreational and social needs within rapidly developing urban environments.

Results and Discussions

Results

The emergence of new tourist destinations is a phenomenon influenced by various interrelated contributing factors. Based on field findings and literature analysis, five key factors significantly contribute to the development of new tourist destinations: (1) natural attractions, (2) man-made attractions, (3) availability of tourism facilities, (4) accessibility to and within the tourist site, and (5) tourism promotion efforts, both formal and informal. In addition, organizing events or festivals in a particular area also holds great potential in creating new attractions that can trigger the rise of alternative tourism destinations. A distinctive and appealing tourism attraction is an essential element in drawing visitor interest. The unique characteristics of a place whether in the form of natural beauty, local cultural values, or authentic experiences can leave a lasting impression on visitors, thereby increasing the likelihood of repeat visits. The uniqueness of tourism attractions plays a pivotal role in shaping tourist perceptions and motivations in selecting a destination. In this context, tourism attractions are generally categorized into three main types: natural attractions, cultural attractions, and man-made attractions (Lahagu et al., 2023). These attraction types natural, cultural, and artificial form a strategic foundation for developing the tourism potential of a given area (Lintang et al., 2024).

Another interesting phenomenon is the emergence of unplanned or so-called "impromptu tourist attractions." These types of destinations typically develop from community interest or social media virality, where places previously not recognized as tourism sites suddenly become popular and heavily visited. This sudden popularity is often triggered by the uniqueness of the location, the presence of visually appealing photo spots, and massive media exposure. A concrete example of this phenomenon is Embung A ITERA. Initially constructed as a water conservation infrastructure within the campus of Institut Teknologi Sumatera (ITERA) in South Lampung, Embung A covers an area of approximately ± 1.95 hectares. It was designed primarily as a rainwater catchment facility to manage stormwater runoff during the rainy season and serve as a water reserve during dry periods. Ecologically, the embung also plays a crucial role in supporting campus environmental sustainability by providing green open space in line with the eco-campus concept (Asirin et al., 2020).

Over time, the attractive landscape and natural ambiance of Embung A ITERA began to draw attention from local residents and students, who started using it as an alternative recreational space. Informal activities such as relaxing, taking selfies, and cycling around the embung gradually transformed its original function into that of a local tourist destination. This functional transformation from technical infrastructure to public recreational space represents a form of spatial and social adaptation that enriches the dynamics of campus space. This case illustrates how tourism potential can emerge organically and participatorily, without necessarily relying on formal planning by authorities. Such phenomena align with the principles of community-based tourism and ecotourism, where the attractiveness and sustainability of a destination are determined by community involvement and the wise utilization of local resources. Therefore, the existence of impromptu tourist sites such as Embung A ITERA serves as a concrete example of how synergy between ecological, recreational, and social functions can give rise to new tourism spaces that are adaptive to both community and environmental needs.

Figure 2 illustrates various community activities taking place around the Embung A ITERA area, including relaxing, taking selfies, and cycling along the embankment path. These activities reflect the transformation of the site from a water conservation infrastructure into a recreational public space utilized organically by the local community. The social interactions observed at this location not only highlight the community's growing need for accessible green open spaces but also indicate the emergence of new values attached to the area namely, as a space for leisure, recreation, and social bonding. This phenomenon demonstrates how tourism attractions can develop organically based on actual community needs and the significant role of collective perception in shaping the function and identity of a space.



(Source: Personal documentation, 2025)

Figure 2. Community activities at Embung A ITERA

In addition to serving as water conservation infrastructure, Embung A ITERA also functions as a multifunctional space integrated with the surrounding green open space. This integration transforms the embung area into an inclusive public space that serves not only ecological purposes but also social and recreational functions. The open space is utilized by various groups, including members of the ITERA academic community and the general public, as a place to gather, relax, and conduct outdoor learning and research activities. Embung A ITERA has evolved into one of the community's favorite locations for exercising and enjoying natural scenery, particularly during sunrise and sunset, which offer visually appealing landscapes. Activities such as jogging, cycling, taking selfies, or simply sitting and relaxing by the embung have become daily routines, reflecting the site's high appeal as an urban recreational space. This represents the practical implementation of ITERA's campus motto, Smart, Friendly, and Forest Campus, where aspects of technology, comfort, and environmental sustainability are holistically realized in campus spatial planning.

The presence of supporting facilities such as jogging tracks, outdoor gyms, seating areas, and pedestrian- and vehicle-friendly access further reinforces the multifunctional role of the embung area. These amenities not only enhance the visitor experience but also expand the site's social potential as a space for interaction and relaxation for various segments of society. The strategic location of Embung A ITERA, situated along a major road and near a toll road access point, is a crucial supporting factor in increasing the area's accessibility. This accessibility facilitates visits from both local residents and those from other regions, which is further amplified by social media exposure. The phenomenon of virality, marked by the widespread sharing of appealing photos and videos across digital platforms, has significantly contributed to the rising popularity of this area. Many visitors are driven by curiosity to experience firsthand what they have seen on social media, creating a domino effect that reinforces Embung A ITERA's position as a new community-based recreational destination. This phenomenon demonstrates that visual perception and digital narratives built through social media can significantly and rapidly transform the function of a place. It shows that tourism destination development is influenced not only by

formal planning but also by social dynamics, digital trends, and ease of access, all of which shape the perceived value of a space.

Discussions

Identification of Tourism Components at Embung A ITERA

The findings of this research show that the transformation of Embung A ITERA aligns with global patterns of organic tourism development, where public use, digital exposure, and everyday social interaction gradually redefine the meaning and function of space (Saarinen, 2004). Similar to Embung Manajar in Boyolali, the site evolved from water infrastructure into a recreational destination due to scenic landscape qualities and social media virality. However, compared to Embung Manajar, which later gained structured tourism management, Embung A ITERA remains in an early, informal stage of development with limited governance and facilities. The concept of organic campus tourism identified in this research highlights how ecological infrastructures can transform into inclusive public social spaces without top-down tourism planning. This contributes to theoretical discussions on community-based tourism and eco-humanistic spatial adaptation, showing that tourism landscapes may emerge from collective behavior and lived everyday practices rather than formal design. However, this spontaneity also creates tensions. Despite high visitor appreciation for scenery, tranquility, and accessibility, facility limitations, uneven infrastructure, and lack of inclusive access indicate risks of overuse and environmental wear, consistent with sustainability challenges identified in community-driven tourism models (Herlianti & Sanjaya, 2022). This suggests the need for structured management intervention to maintain ecological integrity and visitor safety while preserving the site's informal social character.

Table 3. Comparative matrix: Embung A ITERA vs Embung manajar vs international cases

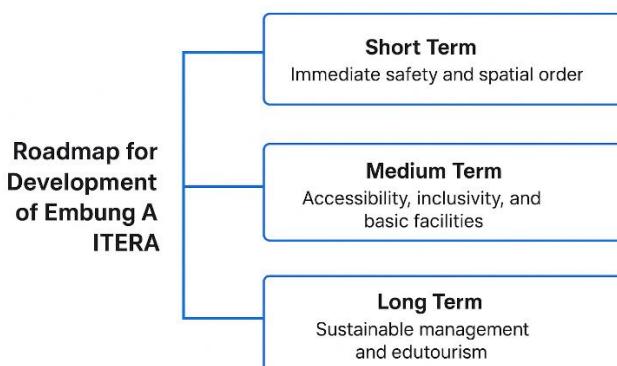
Aspect	Embung A ITERA (Lampung)	Embung Manajar (Boyolali)	Marina Barrage, Singapore	Cheonggyecheon Stream, Seoul
Original Function	Campus water conservation infrastructure; retention basin for runoff control	Agricultural reservoir for irrigation and village water supply	Flood-control and freshwater reservoir infrastructure	Urban river restored from a concrete drainage channel
Drivers of Tourism Transformation	Daily activities of students and residents; social media exposure; jogging track; attractive landscape	Merapi mountain landscape; sunrise panorama; local promotion and social media	High-tech public space design; accessibility; recreational programming	Public space revitalization; urban aesthetics; pedestrian corridors and cultural events
Governance Model	Informal—campus-led; no formal tourism management; campus security-based oversight	Semi-formal; managed by village authorities and local government; ticketing and basic regulations	Highly formal; managed by PUB Singapore; technology-based management	Formal; managed by municipal government; strict zoning and visitor capacity control
Facilities	Jogging track, outdoor gym, open green space; limited basic amenities; not yet inclusive	Gazebos, photo spots, parking area, local MSME stalls; more complete amenities	Rooftop garden, picnic areas, water features, water museum	Pedestrian pathways, seating areas, signage, CCTV monitoring
Risks	Accidents along the pond edge without barriers; non-inclusive access; informal parking; erosion of embankments	Overcrowding; littering; commercialization pressure; spatial conflicts	Large crowds; slipping hazards; technological dependence	Overcrowding, event safety issues, urban flooding during extreme rainfall

Response/Intervention	Campus security and basic maintenance; absence of zoning and tourism SOPs	Site arrangement, ticketing, community monitoring	Real-time monitoring system, safety personnel, water-level sensors, safe pathways	Capacity control, CCTV surveillance, flow monitoring, activity zoning
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Source: author's analysis, 2025

The comparative matrix demonstrates that Embung A ITERA and Embung Manajar share similar trajectories as unplanned tourism spaces emerging from community use and digital exposure. Both evolved from utilitarian water infrastructures into recreational destinations due to landscape attractiveness and social interaction. However, Embung Manajar has transitioned into a semi-formal tourism area managed by village authorities. In contrast, Embung A ITERA remains at an early, informal stage under campus governance, with limited visitor management mechanisms. International cases highlight that successful water-based recreational spaces such as Marina Barrage in Singapore and Cheonggyecheon Stream in Seoul incorporate structured governance, advanced safety technologies, zonation, and continuous surveillance systems. This stands in contrast to the spontaneous, minimally regulated nature of emerging sites like Embung A and Manajar.

The comparison between Embung A ITERA and Embung Manajar demonstrates a similar pattern of spontaneous transformation from hydrological infrastructure into community-driven recreational spaces. However, Embung A remains in an early informal stage, lacking structured governance, inclusive facilities, and systematic risk management. International examples such as Marina Barrage in Singapore and Cheonggyecheon Stream in Seoul illustrate how water-based recreational landscapes can function safely and sustainably when supported by zoning regulations, continuous monitoring, and low-impact safety technologies. These cases reveal a critical trade-off: increasing visitation enhances the social value of the space but simultaneously heightens safety risks and environmental pressure. To balance this dynamic, Embung A requires a hybrid management approach combining soft governance, low-intervention technologies, and zoning-based visitor management. Establishing functional zones, defining carrying capacity thresholds, and implementing layered surveillance systems would maintain the site's organic character while ensuring user safety and ecological integrity. This integrative strategy aligns with sustainability principles and supports the long-term development of Embung A as a multifunctional campus-based tourism space.



(Source: author's analysis, 2025)

Figure 2. Roadmap for the short-, medium-, and long-term development of Embung A ITERA

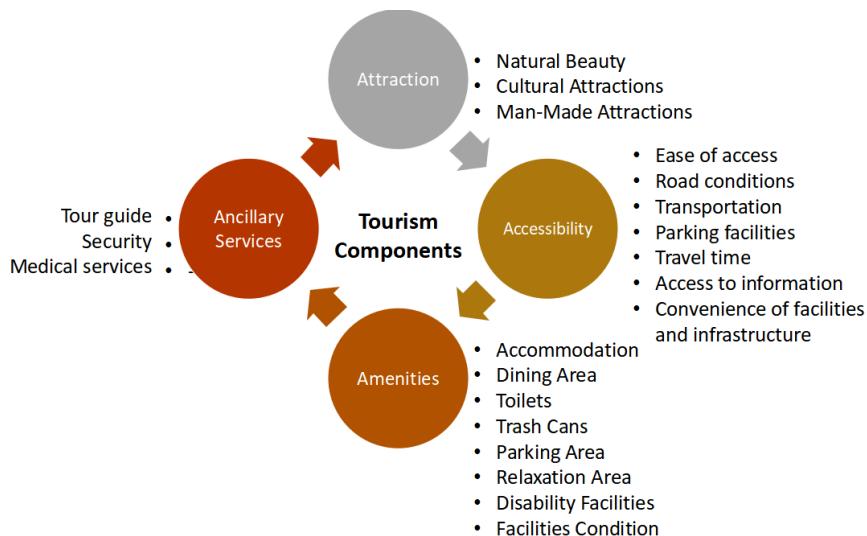
The development roadmap for Embung A ITERA is structured into short-, medium-, and long-term strategies to ensure a progressive transition toward a safe, accessible, and sustainable recreational-edutourism space. In the short term (0–1 year), priority actions focus on basic safety and spatial order, including the installation of low-profile edge barriers, safety signage at critical points, organized pedestrian pathways, and regulated temporary parking zones. Key performance indicators include a ≥50% reduction in edge-related risks, safety signage installed at a minimum of ten strategic locations, full compliance with designated pedestrian routes, and a reduction of

informal parking to below 20%. These measures require coordinated action among campus administrators, local government support for safety standards, and community involvement in awareness initiatives. In the medium term (1–3 years), efforts shift toward enhancing essential facilities and improving accessibility and inclusivity through the construction of standard public toilets (including disability-friendly units), upgraded access routes, accessible pathways with ramps and non-slip surfaces, and comprehensive LED lighting along pedestrian corridors. Success is measured through operational public facilities, an $\geq 80\%$ pedestrian comfort score, $\geq 70\%$ pathway accessibility for persons with disabilities, and lighting coverage exceeding 90%. The long-term strategy (3–7 years) emphasizes functional zoning, ecological sustainability, and integrated monitoring. This includes establishing edutourism–recreation–conservation zones, developing active recreational areas with thematic landscapes, installing continuous water-quality monitoring systems, and adopting smart-management tools such as CCTV and visitor sensors. Performance indicators encompass zoning compliance above 80%, $\geq 85\%$ edutourism satisfaction, stable multi-parameter water-quality records, and the full operation of an integrated management system. These long-term measures rely on collaborative governance involving the campus, local government, community groups, and SMEs to ensure Embung A ITERA evolves into a resilient, multifunctional, and sustainably managed open space.

Accessibility in tourism refers to the ease, convenience, and safety provided for tourists to reach and enjoy a destination (Nopriana et al., 2024). It involves enabling access for all individuals, including people with disabilities, the elderly, children, or anyone with mobility limitations or special needs, to participate in tourism activities without unnecessary barriers. Accessibility encompasses transportation, infrastructure, amenities, and information systems that ensure inclusive tourism experiences. The importance of accessibility includes increasing tourist interest (Antika et al., 2024), supporting sustainable tourism by involving all societal segments, creating positive and memorable visitor experiences, and expanding economic opportunities for local communities. A destination that emphasizes accessibility is likely to become more inclusive, attractive, and sustainable (Octaviana & Kesuma, 2024).

Amenities in tourism refer to the infrastructure and facilities provided to enhance the tourist experience, both within and around the destination. These include accommodations, restaurants, transportation services, public facilities, and tourism attractions. Amenities are not the main reason people travel, but are essential for ensuring comfort, safety, and satisfaction during travel or vacation (Munir et al., 2025). Quality amenities serve as the foundation that supports tourism activities by making destinations practical, pleasant, and visitor-friendly. Well-developed and adequate tourism amenities are a key factor in advancing the tourism sector of a region. They not only improve convenience for tourists but also strengthen the overall appeal and positive image of the destination (Rainanto et al., 2025). Ancillary Services are supplementary services or products that enhance the tourism experience by offering added convenience, comfort, or value. These supporting services may not be the primary motivation for travel, but they significantly contribute to the overall satisfaction and may generate additional revenue for tourism providers. Ancillary services complement the core tourism activities and help improve the overall quality of a destination.

Embung A ITERA was initially constructed as part of a campus-based water conservation system. Over time, however, increasing community demand for accessible green open spaces encouraged local residents to visit the area and engage with its scenic landscape. This spontaneous use gradually intensified through word-of-mouth dissemination, leading to wider public recognition and transforming Embung A ITERA into an emerging recreational destination. This transformation reflects the fundamental components of tourism development as conceptualized in the 4A framework proposed by Cooper (1995), which includes attractions, accessibility, amenities, and ancillary services, as illustrated in Figure 4. Furthermore, the specific factors driving the emergence of Embung A ITERA as a new tourism site ranging from natural and man-made attractions to supporting facilities, accessibility, digital promotion, and social activities are systematically categorized and contextualized in Table 4. Together, these elements demonstrate how an infrastructure-oriented facility can evolve into a tourism space through incremental social use and supporting environmental and spatial qualities (Izwar & Kristanti, 2023).



Source: Cooper (1995), adapted by the author, 2025

Figure 3. Tourism development components

Table 4. Categorization of factors triggering the emergence of new tourism sites (Case study: Embung A ITERA)

Category of Factor	Description	Example at Embung A ITERA
Natural Attractions	Scenic landscape, natural ambiance, ecological conditions that support recreation.	Sunrise and sunset views, artificial lake with surrounding vegetation.
Man-Made Attractions	Infrastructure and human-made elements that enhance the function of tourism space.	Jogging track, outdoor gym, seating areas, reservoir functioning as a multifunctional pond.
Supporting Facilities	Availability of amenities that ease and enrich the tourism experience.	Pedestrian paths, parking area, rest spots, connection to green open spaces.
Accessibility	Ease of access to the tourist site through various modes of transportation.	Location on the main road and near the ITERA toll gate.
Digital Promotion and Virality	Dissemination of information through social and mass media that boosts visits.	Viral photos and videos on platforms like Instagram and TikTok, visitor reviews and referrals.
Events and Social Activities	Community events, sports, and informal activities shaping the image of the area.	Daily exercise by the community, social interaction space for residents and students.

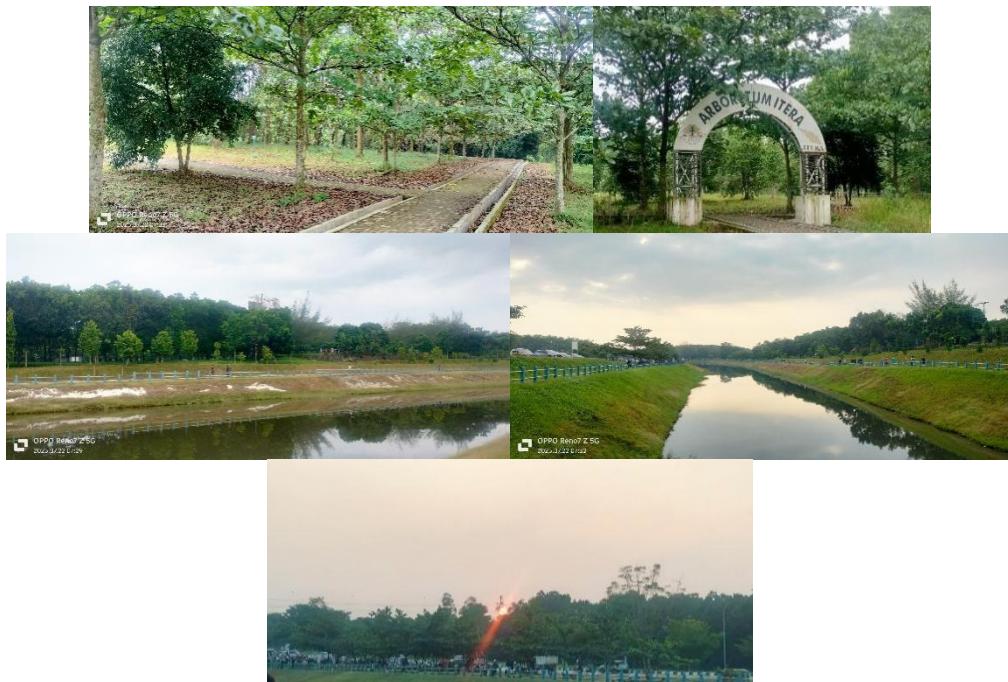
Source: Author's Analysis, 2025

Attraction of Embung A ITERA, South Lampung

In the context of tourism development, attraction is a fundamental element that influences tourists' motivation to visit a destination. Embung A ITERA offers a primary attraction that combines the aesthetic appeal of a man-made landscape with the serenity of a natural environment. Covering approximately ± 1.95 hectares, the embung is strategically located at the front section of the Institut Teknologi Sumatera (ITERA) campus, providing easy access for both the academic community and the general public. The visual appeal of Embung A is evident in the

expansive artificial pond framed by lush trees and surrounding green open space. This landscape creates a cool and calming natural ambiance, ideal for relaxation and recreational activities. The site's allure is heightened by the picturesque views of sunrise in the morning and sunset in the evening, which serve as a strong attraction for visitors. Interviews with several visitors indicate that the natural scenery is their main motivation for visiting, with the location's aesthetic qualities prompting them to capture the moment through photography and videography.

Beyond its scenic value, Embung A also holds social and educational significance. It is situated near the ITERA Arboretum, a public conservation area that houses diverse flora. The presence of the arboretum not only enhances the site's biodiversity but also enriches its educational and environmental conservation functions. This proximity expands the site's appeal to include recreational, educational, and research activities. For the local community particularly families with children Embung A serves as an ideal space for exercise, leisure, and outdoor play in a safe and pleasant environment. Features such as grassy areas, pedestrian pathways, and minimal vehicle traffic make the site child-friendly and inclusive. According to a visitor interviewed during the study, regular weekend visits with family are common due to the site's cleanliness, tranquility, and suitability for fitness-related activities.



(Source: Author's Documentation, 2025)

Figure 4. View of embung A ITERA

This phenomenon indicates that the attraction of Embung A is not only visual or ecological in nature but also carries social and psychological value. The natural beauty, serene atmosphere, and availability of public facilities make Embung A an important space for social interaction amidst the development of the urban and campus area. The embung has transformed into a multifunctional public space that integrates aesthetic, educational, and health values, aligning with the principles of sustainable development and nature-based tourism. With the increasing number of visitors and its viral presence on social media, Embung A ITERA holds significant potential to be further developed as a community-based tourism destination integrated with ecotourism and environmental education concepts. This uniqueness further strengthens ITERA's image as a campus that supports the motto: "Smart, Friendly, and Forest Campus."

Accessibility of Embung A ITERA

Accessibility is a fundamental aspect that supports the development of tourism destinations, as it is directly related to the ease with which visitors can reach and enjoy a site. Good accessibility is not only determined by proximity and travel time but also by the quality of road infrastructure, availability of transportation modes, as well as the comfort and safety of road users (Nopriana et al., 2024; Octaviana & Kesuma, 2024). Embung A ITERA is located on Jalan Terusan Ryacudu, Jati Agung District, South Lampung Regency, directly in front of the main gate of Institut Teknologi Sumatera (ITERA). Its strategic location near the Kota Baru Toll Gate facilitates access for visitors both from within and outside Bandar Lampung City. The distance from the city center to Embung A is approximately ± 8.4 km, with an estimated travel time of ± 16 minutes by land. This makes Embung A a nearby and affordable recreational area for both local residents and members of the campus community, including students and staff.

In terms of infrastructure, the road leading to Embung A is considered to be in good condition. The main road is paved with concrete and equipped with street lighting and traffic signs, ensuring user comfort and safety. Although the road experienced significant damage in 2022 due to heavy vehicle traffic, it has since been repaired and is currently in relatively smooth condition. However, the close proximity to the toll access results in high traffic volume and vehicle speeds, posing potential risks for pedestrians and two-wheeled vehicle users. This concern should be addressed in future planning, for instance, by providing crosswalks, speed limiters, or dedicated pedestrian paths. Regarding transportation modes, most visitors use private vehicles, including cars and motorcycles. Ride-hailing services such as motorcycle taxis and online taxis are also popular alternatives, especially for students and visitors without personal vehicles. However, regular public transportation that directly serves the Embung area is not yet available, making private transport the primary means of access.



(Source: Google Maps, 2025)

Figure 6. Location of embung A ITERA

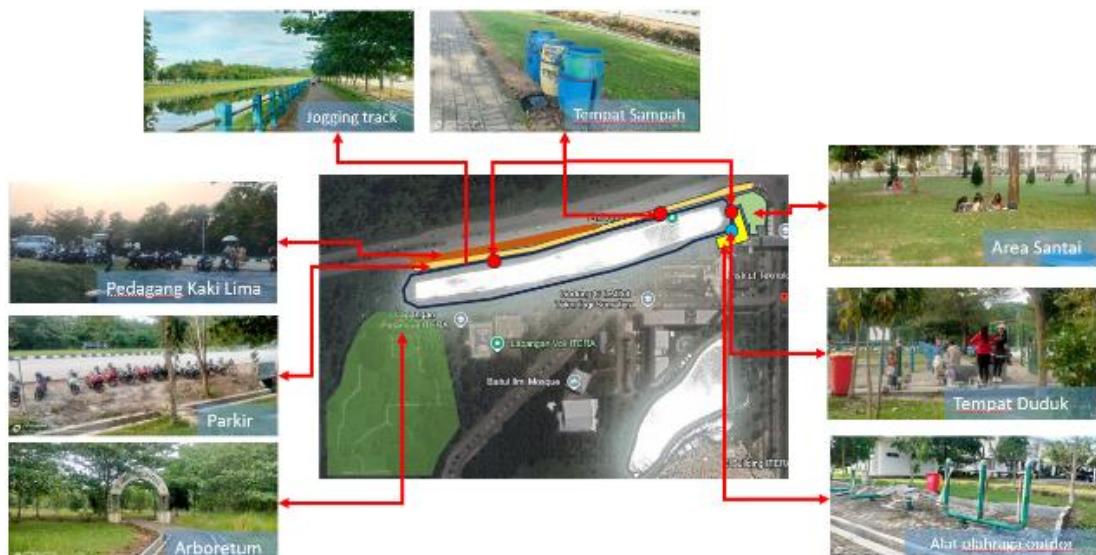
The availability of parking space remains a critical issue. Currently, visitors tend to park their vehicles along the roadside near the embung, forming informal parking areas. Although there are no official parking attendants, local residents have stated that visitors' vehicles generally remain safe. However, the lack of an organized and formal parking facility can create problems, especially during peak visitation periods such as weekends or public holidays. Therefore, an integrated parking plan is necessary to accommodate visitor needs without disrupting traffic flow on the main road. Overall, accessibility to Embung A ITERA is considered adequate, but there is still room for improvement, particularly regarding user safety and the provision of formal parking facilities. Enhancing accessibility would strengthen the site's attractiveness and support the sustainability of community-based and educational institution-supported tourism management.

Tourism Facilities at Embung A ITERA

The availability and quality of facilities are key elements in the development of tourist destinations, as they directly contribute to enhancing visitor comfort, satisfaction, and length of

stay. Adequate facilities support various types of recreational and sporting activities while creating enjoyable and memorable visitor experiences. Originally designed as a water conservation infrastructure, Embung A ITERA has now evolved into a multifunctional public space with strong potential as a nature- and wellness-based tourism area. One of the main facilities available is a jogging track that circles the embung pond. This track is actively used by people from various backgrounds and age groups, ranging from children and teenagers to adults and the elderly. Common activities include walking, jogging, and running, especially during the cool morning and evening hours when the area is particularly pleasant and lush. In addition to the jogging track, there is also an outdoor gym facility that allows visitors to engage in light physical exercise in an open-air setting. The presence of this gym equipment adds variety to the available activities and reinforces the image of Embung A as a natural, low-cost, and easily accessible outdoor sports space for the general public.

However, field observations and interviews with visitors indicate that the facilities at Embung A ITERA are not yet fully inclusive for groups with special needs, such as persons with disabilities, the elderly, and children. Several key issues were identified, including the lack of vertical accessibility, such as ramps or sloped pathways, to reach the embung area, which makes it difficult for wheelchair users or individuals with limited mobility to access the main jogging track. The staircase leading to the embung is also too steep and high, creating challenges even for visitors with normal physical conditions and posing potential safety risks, especially during wet or slippery weather. In addition, the absence of safety fences or barriers at several points near the water body presents risks, particularly for small children who may play without close supervision.



(Source: Author's Documentation, 2025)
Figure 7. Tourism facilities at Embung A ITERA

The absence of inclusive infrastructure constitutes a significant shortcoming that must be addressed in the future development of facilities. The addition of universal accessibility features, such as sloped pathways, handrails, sheltered seating areas, and disability-friendly toilets, is essential to ensure that Embung A ITERA functions as a truly public space accessible to all segments of society in an equitable manner. Thus, while the current recreational and sports facilities are generally sufficient for the general public, further development must incorporate the principles of universal design and access equity to support the transformation of Embung A into an inclusive and sustainable nature-based tourism space.

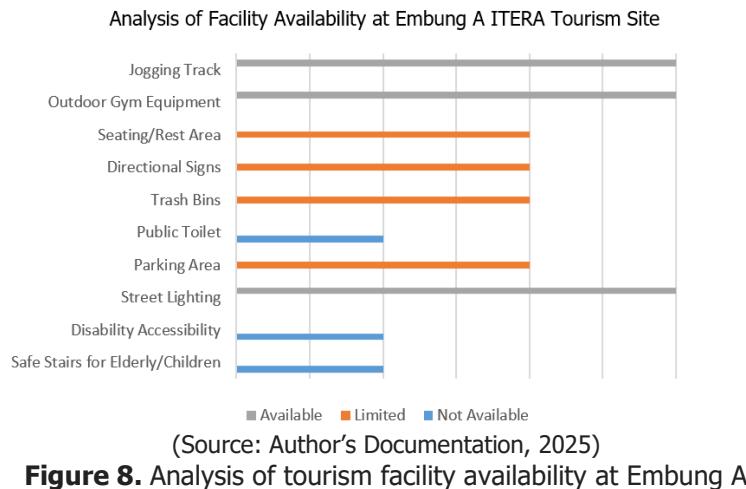


Figure 8. Analysis of tourism facility availability at Embung A

Ancillary Services at Embung A ITERA

Ancillary services play a crucial role in supporting a safe and comfortable tourism experience for visitors. One such service available in the Embung A ITERA tourism area is the presence of a security post. This facility serves a vital function in maintaining order and ensuring environmental safety around the embung, especially given that the area is frequented not only by students and academic members of ITERA, but also by the general public. Field observations indicate that the security post within the ITERA campus serves as both a monitoring center and a first point of contact in the event of emergencies. In addition to its primary security function, the post is often used as an information hub, offering directions or assistance to visitors in need. Its presence contributes positively to the perception of safety in the Embung A area and represents a tangible example of institutional infrastructure supporting the development of community- and education-based tourism. In this regard, safety and comfort are key indicators in the creation of sustainable and inclusive tourist destinations. Thus, although the number of ancillary services remains limited, the presence of the security post provides a significant contribution to the overall positive visitor experience at Embung A ITERA and can be further developed as part of an integrated destination management system.

Table 4. Tourism Components of Embung A ITERA

Component	Description
Attractions	<ul style="list-style-type: none"> - Scenic water reservoir with natural beauty and serene atmosphere - Jogging track and outdoor gym facilities - Nature-based recreational area supporting health and wellness activities
Accessibility	<ul style="list-style-type: none"> - Strategically located near Kota Baru Toll Gate - ±8.4 km from Bandar Lampung city center - Paved roads with street lighting and traffic signs - Accessible by private vehicles and online transportation services
Amenities	<ul style="list-style-type: none"> - Jogging track around the reservoir - Outdoor gym equipment - Open space for community activities - Limited seating and shaded areas - Absence of inclusive infrastructure for elderly and disabled visitors
Ancillary Services	<ul style="list-style-type: none"> - Security post (satpam) for visitor safety - Informal roadside parking area - No official tour guides or information center yet

Source: Author's Analysis, 2025

In the context of developing a tourism area based on ecotourism and humanistic approaches, Embung A ITERA demonstrates a functional integration between three core tourism

components and ancillary services. The natural attractions of the artificial reservoir offer visual appeal through scenic beauty, a serene atmosphere surrounded by trees, and captivating moments such as sunrise and sunset, further enriched by the ecological and educational value of the ITERA Arboretum. In terms of accessibility, the site is strategically located along Ryacudu Street and near the Kota Baru Toll Gate, making it easily reachable by private vehicles and online transportation services, with recent road improvements further enhancing access. Meanwhile, tourism facilities such as jogging tracks, outdoor gym equipment, green open spaces, and shady trees support recreational and fitness activities while providing comfort for visitors of all ages, reinforcing the site's function as a multifunctional public space.

From the perspective of ancillary services, the presence of a security post serves a dual function as a surveillance hub and as an information center providing a sense of safety and assistance for visitors. Furthermore, although formal parking management has yet to be implemented, the presence of informal, self-organized parking areas around the reservoir has facilitated visitor convenience in accessing the site. This systemic relationship indicates that the success of a tourism destination is not solely dependent on its core visual or physical attractions, but also heavily relies on the availability of support services that ensure safety and comfort. Such integration reflects the practical embodiment of the smart, friendly, and forest campus concept promoted by Institut Teknologi Sumatera (ITERA), which places comfort, security, and environmental sustainability as fundamental elements in the development of nature-based tourism destinations

Management and Sustainability Implications

To strengthen sustainability, the management of Embung A ITERA should be developed through collaborative governance involving the university, local government, and community organizations. Key strategies include establishing basic zoning to balance ecological functions and tourism use, providing inclusive infrastructure such as ramps, shaded seating, and adequate sanitation, implementing visitor flow and carrying capacity guidelines, encouraging community-run micro-enterprises including local vendors and guided walks, and integrating environmental education programs connected to the ITERA Arboretum. Through these approaches, recreation, conservation, and learning can coexist, reinforcing Embung A ITERA as a sustainable campus-based public open space.

Conclusions

Embung A ITERA has organically transformed from a campus water reservoir into a multifunctional public recreational space shaped by community activities and social interaction. Its scenic landscape and accessibility serve as primary attractions, while jogging tracks and open spaces support daily exercise and social gathering. However, this organic development also presents sustainability challenges, particularly regarding facility maintenance, accessibility for vulnerable groups, and unregulated visitor patterns. Strengthening management through collaborative governance and inclusive infrastructure development is essential to ensure that Embung A ITERA can continue to function as an ecologically sustainable, socially inclusive, and educationally valuable public space. This research contributes to the understanding of organic campus tourism and provides a conceptual and practical basis for managing multifunctional eco-infrastructure in academic environments.

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Mapping the English language competency of local Gayo tourism actors to enhance global competitiveness in the tourism industry

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Abstract: English communication skills play a crucial role in shaping service quality and international tourist satisfaction, yet empirical evidence on the linguistic readiness of tourism workers in the Gayo Highlands remains limited. This study examines their English proficiency, with emphasis on speaking and listening as the core competencies required for frontline service interactions. Using a quantitative descriptive design, data were collected from 34 tourism workers and analyzed through descriptive statistics, chi-square tests, and Pearson correlation. The results show that listening and speaking exhibit low to moderate proficiency levels, with both identified as the most challenging skills. The chi-square analysis indicated no significant association between profession and perceived difficulty ($\chi^2 = 6.918$, $p = 0.733$), suggesting uniform challenges across occupational groups. A weak negative correlation between work experience and overall proficiency ($r = -0.25$) further suggests that experience alone does not enhance communicative competence. These findings highlight systemic gaps in English for Tourism preparedness and underscore the need for targeted, needs-based, and simulation-driven training to support service quality and strengthen the competitiveness of rural destinations such as the Gayo Highlands.

Keywords: Rural Tourism, Gayo Highlands, Language Competence, Tourism Competitiveness, Needs Analysis

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Introduction

The ability to communicate effectively in English is increasingly recognized as a key competency for tourism workers, particularly in destinations seeking to compete within the global tourism market. As English functions as the most widely used lingua franca in international tourism settings, frontline personnel are required not only to understand basic expressions but also to perform service interactions that involve giving explanations, handling inquiries, resolving problems, and providing culturally appropriate responses. Research in English for Specific Purposes (ESP) highlights that language training for tourism should be grounded in real communicative needs and should reflect the authentic tasks that workers regularly perform (Hutchinson & Waters, 1987; Richard, 2021). Studies conducted across various tourism regions similarly show that communication gaps, especially in speaking and listening, can negatively influence service delivery and reduce the overall tourist experience (Aysu & Özcan, 2021; Chumphong & Chuai-in, 2020; Jantawong et al., 2023).

In rural destinations such as the Gayo Highlands, English communication plays an essential role in conveying local culture, providing accurate information, and building trust with visitors. However, previous studies in Indonesia and neighboring countries indicate that tourism workers in community-based or emerging destinations often receive limited language training, resulting in low oral proficiency and inconsistent service performance (Nomnian et al., 2020;

Koeswiryono, 2024). Weak English ability affects not only the clarity of communication but also the broader dimensions of service quality, including reliability, responsiveness, and assurance. These challenges can further influence customer satisfaction and ultimately shape the competitiveness of the destination as a whole (Shella & Putriningsih, 2023; Marasabessy et al., 2025).

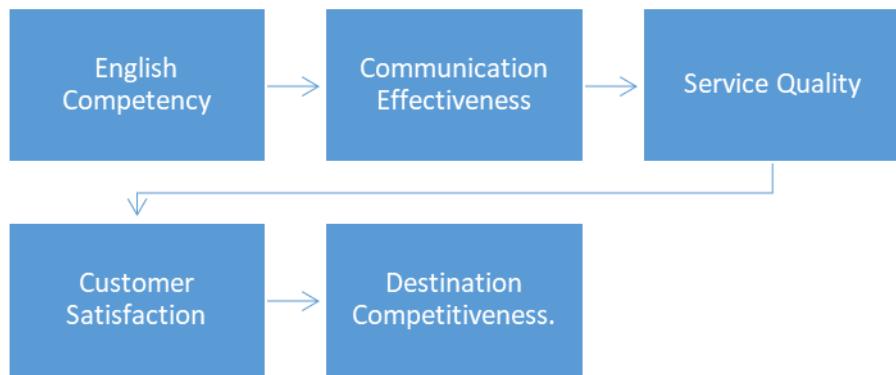


Figure 1. The conceptual framework

The conceptual framework for this study (Figure 1) illustrates how English competency contributes to tourism performance. Strong language skills enhance communication effectiveness, which in turn influences service quality. Improved service quality supports customer satisfaction, and satisfied customers are more likely to contribute positive perceptions that enhance destination competitiveness. This framework emphasizes that language ability is not merely a technical skill but a strategic asset for tourism development, especially in emerging rural destinations such as Gayo.

Despite these insights, limited empirical evidence exists on the actual English proficiency levels of tourism workers in the Gayo Highlands. Local tourism actors, including homestay operators, café owners, tour guides, and craft sellers, interact regularly with domestic and international visitors, yet their communication abilities have not been systematically documented. Existing regional studies focus more on the cultural tourism potential (Khaironi et al., 2017; Sudirman et al., 2020) rather than the human resource capacities needed to support tourism growth. This creates a clear research gap: the region lacks a data-driven understanding of its English communication readiness and the factors influencing workers' skills.

To address this gap, the present study aims to map the English communication abilities of Gayo tourism workers by examining their self-perceived proficiency in listening, speaking, and writing skills. In addition, the study investigates whether communication challenges differ across professions and whether work experience influences overall proficiency. By providing empirical evidence on these issues, this study seeks to inform local training programs and support the development of targeted English for Tourism strategies that align with the needs of rural tourism actors.

To address this limited empirical understanding of tourism workers' communication readiness, the present study aims to map the English communication competencies of tourism workers in the Gayo Highlands by examining their self-perceived proficiency in listening, speaking, and writing. Specifically, the study seeks to identify which English skill is considered the most difficult by local practitioners and to determine whether proficiency challenges differ across occupational groups. In addition, the study investigates the relationship between years of work experience and overall English ability. Through these objectives, the research intends to provide empirical insights that support the development of more targeted English for Tourism training initiatives for rural tourism contexts.

Methodology

This study employed a quantitative descriptive survey design, which is appropriate for identifying and describing existing conditions in a specific population using measurable indicators (Creswell, 2014; Sugiyono, 2018). A structured self-assessment questionnaire was used to examine the English communication abilities of tourism workers in the Gayo Highlands, focusing on listening, speaking, and writing skills. The instrument adopted a four-point Likert scale and was adapted from established English for Specific Purposes (ESP) frameworks proposed by (Hutchinson & Waters, 1987) and (Richard, 2021)., ensuring contextual relevance to communicative tasks in the tourism sector. A total of 34 participants were selected through purposive sampling, following recommendations by (Cohen et al., 2018), to represent active tourism-related occupations such as tour guides, homestay managers, café owners, souvenir sellers, destination managers, and transport drivers. This sample size was deemed adequate for exploratory descriptive analysis within a focused local context (Gay et al., 2012). Data were analyzed using descriptive statistics, including frequencies, percentages, and mean scores, to map overall proficiency levels, and inferential tests were employed to explore relationships among variables. A chi-square test was conducted to examine differences in skill difficulty across professions, while Pearson correlation was used to assess the relationship between years of experience and overall proficiency. This methodological approach provided both statistical clarity and contextual insight into the English communication needs of tourism workers in the Gayo Highlands.

Results and Discussions

Results

1. Demographic Profile of Respondents

A total of 34 tourism actors from the Gayo highlands participated in the study. They represent six major occupational groups commonly involved in tourism services in the region. Table 1 presents the distribution of respondents across professions.

2. English Communication Skill Levels

Analysis of the self-assessment ratings shows that the respondents' listening and speaking abilities fall within the low to moderate range. Mean scores (on a scale of 1–4) indicate:

- Listening: $M = 2.03$
- Speaking: $M = 1.98$

These results confirm that oral communication skills constitute the most pressing linguistic challenges among tourism workers in the Gayo region.

3. Most Difficult English Skills

Respondents were asked to identify which English skill they found most difficult. Consistent with the mean scores, speaking was selected most frequently (50%), followed by listening (32.4%), while writing ranked lowest (17.6%). Table 2 summarizes the distribution across professions.

Table 1. Crosstabulation between the tourism profession and the perceived most difficult English skill

Tourism Profession	Speaking	Listening	Writing	Total
Tour Guide	3	2	2	7
Restaurant/Café Owner	1	3	1	5
Homestay Owner/Manager	5	2	1	8
Tourism Destination Manager	2	1	1	4
Tourism Transport Driver	3	0	1	4
Souvenir Seller	3	3	0	6
Total	17	11	6	34

4. Chi-Square Analysis

To determine whether certain professions struggle with different English skills, a chi-square test was conducted using the data from Table 1.

Table 2. Chi-square test results

Test	Value	df	p value
Pearson Chi-Square	6.918	10	0.733
Number of Valid Cases	34		

The chi-square test shows no significant association between the tourism profession and the English skill perceived as most difficult ($p = 0.733$).

This indicates that speaking and listening difficulties are consistent across all occupational categories, a pattern suggesting that oral communication challenges are systemic and widespread, not profession-specific. This strengthens the argument that tourism actors in rural regions like Gayo lack sufficient exposure, training, and communicative practice regardless of their occupational role.

5. Pearson Correlation Analysis

A Pearson correlation test was performed to examine whether years of work experience predict overall English proficiency.

Table 3. Correlation between work experience and overall English skill

Variable 1	Variable 2	Pearson r
Work Experience (years)	Overall English Skill Score	-0.250

The correlation analysis reveals a weak negative relationship ($r = -0.25$) between years of experience and English proficiency. This finding contradicts the expectation that longer work experience leads to improved communication ability. Instead, it suggests that:

1. English is rarely used in daily interactions, even by experienced workers.
2. On-the-job exposure does not automatically improve English.
3. Structured, continuous training, not workplace experience alone, is necessary to support skill development.

Discussions

The findings of this study reveal that speaking and listening remain the weakest English communication skills among tourism workers in the Gayo region. This pattern aligns with earlier needs analysis research, indicating that oral communication, especially spontaneous interaction, is the most challenging aspect for tourism practitioners in Southeast Asia (Jantawong et al., 2023; Luo, 2022; Ijabah & Amrullah, 2023). Such weaknesses often stem from insufficient workplace exposure, limited opportunities for authentic communication, and training programs that rely heavily on grammatical or textbook-based instruction rather than situational practice (Aysu & Özcan, 2021; Richard, 2021).

From the perspective of English for Specific Purposes (ESP), Hutchinson & Waters (1987) emphasize that language education must be needs-driven and context-responsive. However, the present findings show a mismatch between the linguistic demands of tourism encounters and the existing training experiences of local workers. Many respondents reported never having participated in profession-specific English training, confirming Nomnian et al. (2020) observation that local tourism communities often lack systematic linguistic preparation despite increasing dependence on international visitors. Moreover, the absence of contextually tailored materials reinforces Richard's (2021) argument that curriculum design in vocational settings must be tightly aligned with real workplace tasks to ensure transferability.

The chi-square analysis further demonstrates that the difficulty in speaking and listening is consistent across all professions, including tour guides, café owners, homestay operators, transport drivers, and souvenir sellers. This cross-occupational pattern supports findings from (Chumphong & Chuai-in, 2020), who reported that tourism workers across job roles share

similar communicative barriers due to shared contextual constraints, namely, limited English use, insufficient training infrastructure, and inconsistent exposure to international guests. The uniformity of challenges suggests that the issue is not skill-specific to certain professions but instead reflects a systemic regional deficiency in tourism communication readiness.

Similarly, the Pearson correlation analysis revealed a weak negative relationship between work experience and English proficiency. This indicates that years of service in the tourism sector do not necessarily result in improved linguistic ability. Such a result aligns with the findings of (Kholidi et al., 2022), who noted that tourism workers in Malaysia also showed stagnant English proficiency despite substantial professional experience, due to limited communicative demand and lack of structured training within their work environment. In the context of Gayo, where English-speaking guests may not frequently visit, experience alone fails to provide meaningful linguistic input, highlighting the need for deliberate and sustained language development programs.

These linguistic limitations have tangible implications for service quality and destination competitiveness. Previous research in Indonesian tourism contexts (Koeswiryono, 2024; Suadnyana & Koeswiryono, 2024) shows that inadequate English communication can lead to misunderstandings, lowered service responsiveness, and reduced visitor satisfaction. In Gayo, similar patterns are reflected in respondents' experiences with miscommunication, particularly in giving directions, explaining products, and handling complaints. This aligns with international studies demonstrating that tourists' perceptions of hospitality, professionalism, and trust are strongly influenced by the clarity of frontline communication (Marasabessy et al., 2025). Thus, weaknesses in speaking and listening may directly impact the region's image and competitiveness as a tourism destination, reinforcing (Saptiany et al., 2023) argument that English proficiency is a central determinant of tourism quality.

Given these implications, several training and policy recommendations emerge. Previous studies on English for tourism training (Prassetyo et al., 2023; Indriani et al., 2022) demonstrate that targeted, context-specific language programs can significantly enhance communicative performance when integrated with real-world scenarios. Hence, training for Gayo tourism workers should adopt:

1. Task-based and simulation-driven modules (e.g., complaint handling, storytelling, service recovery), consistent with ESP principles (Hutchinson & Waters, 1987).
2. Work-integrated learning approaches, involving collaboration between local government, universities, and tourism businesses, echoing the recommendations by (Yusra et al., 2021) for CEFR-aligned vocational English programs.
3. Regular assessment and follow-up coaching, in line with (Creswell, 2014) and Gay et al.'s (2012) emphasis on continuous professional development in applied educational contexts.

Such interventions would help overcome the structural challenges noted by (Kurniarini et al., 2021), who identified significant skill gaps among tourism students despite existing curricula, and by Khaironi et al. (2017), who highlighted the importance of aligning tourism training with local cultural and service needs.

Finally, this study acknowledges its limitations, including reliance on self-assessed proficiency known to introduce subjective bias and a modest sample size limited to the Gayo region. However, these limitations are common in exploratory tourism linguistics research (Cohen et al., 2018; Sugiyono, 2018), and the findings provide a meaningful baseline for future studies employing objective proficiency tests or broader regional sampling.

Conclusions

This study provides an empirical account of English communication competencies among tourism workers in the Gayo Highlands, revealing consistently low levels of speaking and listening proficiency across occupational groups. The absence of significant differences between professions, alongside the weak negative correlation between work experience and overall proficiency, underscores that these limitations are structural rather than individual, reflecting longstanding constraints in exposure, training design, and contextually relevant pedagogical support. These findings reinforce theoretical perspectives in English for Specific Purposes, which

emphasize the centrality of needs-driven, task-oriented instruction, and align with prior research demonstrating that inadequate oral communication skills compromise service quality, tourist satisfaction, and destination competitiveness. Accordingly, the enhancement of English for Tourism competence in Gayo necessitates systematic, simulation-based training embedded within a collaborative framework involving educational institutions, local government, and tourism stakeholders. While constrained by a modest sample size and the inherent subjectivity of self-assessed measures, this study provides a foundational evidence base for future investigations incorporating objective proficiency assessments, longitudinal designs, and broader sampling to inform more robust curriculum development and policy interventions aimed at strengthening communicative readiness in rural tourism destinations.

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Domestic visitors' expenditure and behavioural intention at International sports events: The case of the 2018 Asian Games

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Abstract: This study examines domestic visitor expenditure and behavioural intentions during the 2018 Asian Games in Indonesia, focusing on short-term economic impacts and long-term event support. The primary data was collected through a survey of 401 domestic respondents, including athletes, officials, journalists, spectators, and local committees in Jakarta, West Java and Palembang. The research analyses spending levels, expenditure composition, and satisfaction with event aspects such as facilities, transportation, accommodation, security, and information access. Results indicate substantial variation in spending across respondent categories, with national athletes recording the highest average expenditure, while spectators largely spent on food, beverages, and souvenirs. Demographic factors, including age, gender, and event location, also influenced total spending. Despite satisfaction with sports venues and security, respondents reported notable concerns regarding transportation, access to information, and telecommunications. National pride was high, although support for hosting future mega-events was evenly divided, suggesting mixed perceptions of long-term benefits. The findings highlight the role of domestic tourism in mega-sport events and provide practical implications for event management, especially in improving visitor information systems and mobility services. This study contributes to the growing literature on sports tourism in emerging economies by addressing domestic spending determinants and behavioural intentions toward future event hosting.

Keywords: Asian Games, Indonesia, Spending Behaviour, Sports Event, Sports Tourism

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Introduction

Sports tourism initially referred to travel undertaken to participate in or spectate sports events, or to explore sport-related attractions in particular destinations (Delpy, 1998; Gibson, 2017; Higham, 2021; Ito & Hinch, 2019). However, subsequent research has demonstrated that sports tourism is not necessarily confined to traditional tourism destinations (Gelsenkirchen, 2007). Accordingly, sports tourism can be classified into three broad types, including visiting sporting attractions (mostly in tourism destinations), engaging actively in sporting activities, and attending events as a spectator. More recent studies further underscore that sports tourism can emerge in non-tourism contexts, such as Huangsha Village in Jiangxi, China (Zhijun et al., 2025) and the city of Turin (Malchrowicz-Mośko & Pocztta, 2018).

As a sub-sector of the global travel and tourism industry, sports tourism has exhibited significant expansion in recent decades, with the notable exception of the Covid-19 pandemic period. Globally, the sports tourism market is valued at approximately USD 800 billion (Orbis, 2018) and is projected to continue growing at a rate of roughly 36% per year (Technavio, 2020). This rapid growth trajectory underscores the increasing salience of sports tourism within the broader tourism economy (UNWTO, 2020). Within sports tourism, the significance of sporting events has become increasingly prominent in recent decades (Roche et al., 2013). During this

period, the overall popularity of sport has intensified, reflected in the rising numbers of spectators as well as the active participation of individuals and teams at various levels of competition. Leagues, tournaments, and championships stimulate engagement among athletes, amateur enthusiasts, and professional participants alike. The proliferation and growing frequency of such events across sporting disciplines have strengthened the sector's contribution to the development and diversification of sports tourism. Large-scale sporting events such as the 2010 FIFA World Cup in South Africa have been shown to strengthen national image and support economic recovery (Ferreira, 2011). Similarly, Seoul's 100th National Sports Festival generated employment and attracted new domestic tourists (Jeong & Kim, 2020).

The economic effects of hosting sporting events typically occur in three main phases: before, during, and after the event. In the preparatory stage, infrastructure investments stimulate activity across multiple sectors (Baade & Matheson, 2004; Davis, 2012; Müller et al., 2016; Solberg & Preuss, 2007). These investments directly benefit industries such as construction, transportation, and retail trade, while indirectly stimulating growth in upstream suppliers (Solberg & Preuss, 2007). During the event itself, the participation of domestic and international athletes and spectators yields substantial economic contributions (Case et al., 2010; Case et al., 2013; Sato et al., 2014). Increased demand generates higher revenues for local businesses and creates multiplier effects that support related sectors and temporary employment opportunities (Haddad & Haddad, 2010).

Over the long term, event benefits may include increases in tourist arrivals, renewed infrastructure investment, and improved stability in year-round visitation (Fourie & Santana-Gallego, 2011; Kasimati, 2003; Ritchie & Adair, 2004;). Attendance at sporting events typically extends beyond competition itself to encompass entertainment and tourism activities that enrich visitor experiences. Both participants and spectators frequently engage in additional tourism, thereby amplifying the attractiveness and overall economic impact of the host destination.

Chalip and McGuirty (2004) argue that integrating sporting events with tourism products can enhance celebratory atmospheres, increase visitor expenditure, and deliver greater economic benefits to host communities (Chalip, 1992; Chalip, 2004; Chalip, 2006; Wilson, 2006). These attributes also influence visitor satisfaction (Rahmiati & Winata, 2020), while shared experiences can shape future travel decision-making (Madhuhan & Chandralal, 2023). Sporting events can therefore stimulate regional economies by encouraging tourist spending, strengthening destination image, and creating employment opportunities (Camacho et al., 2014; Henderson et al., 2010). Additional positive impacts include enhanced destination branding, improved public facilities and infrastructure, increased foreign investment, and strengthened event management capacity (Kasimati, 2003; KPMG, 2018; Roche et al., 2013; Sugiama et al., 2022).

In this context, the 2018 Asian Games (AG), hosted in Jakarta and Palembang, provides a relevant case study for analysing domestic visitor spending. This study also examines behavioural intentions among local participants and spectators, particularly the extent to which national pride shapes willingness to support Indonesia as a future host of international sporting events. The AG is a quadrennial multi-sport event organised by the Olympic Council of Asia (OCA) for Asian countries. Indonesia hosted the 18th Asian Games from 18 August to 2 September 2018 in three provinces, DKI Jakarta, South Sumatra (Palembang), and West Java as a supporting region. With 11,300 athletes from 46 countries competing across 40 sports and 465 events, the 2018 Asian Games was the largest edition in the event's history (OCA, 2019). Additionally, 1,149 foreign officials, including OCA delegates and representatives of international sports federations, were in attendance.

To support the implementation of the 2018 AG, more than 13,000 local committee members were mobilised, including officials and volunteers from the Indonesian Asian Games Organizing Committee (INASGOC) as well as various government and community organisations. The event drew extensive international media attention, with more than 5,000 journalists providing coverage. Approximately 79,000 foreign tourists, including visitors from outside Asia, travelled to Indonesia to watch or report on the Games (Widyasanti et al., 2019). Meanwhile, 1.7 million domestic visitors were recorded attending the event (Bappenas, 2018).

Previous studies have identified several determinants of spending behaviour in sports tourism. These determinants can broadly be classified into sociodemographic, travel-specific, and

psychological dimensions. Sociodemographic variables, including age, gender, education, and region of origin, are significant predictors of expenditure (Sato et al., 2014; Wang & Davidson, 2010). Travel-specific factors such as trip duration, group size, and previous experience also influence spending behaviour (Hu & Cole, 2016; Wicker et al., 2012). Psychological variables, including satisfaction with event experience and national pride, further shape expenditure behaviour and future event support (Jurdana & Frleta, 2017; Wang & Davidson, 2010).

Despite these contributions, existing research on international sporting events remains limited in its treatment of domestic visitor spending. Jiménez-Naranjo et al. (2016) find that visitor origin, education, motivation, and event perceptions are key determinants of spending, while Revindo et al. (2021) highlighted the influence of participant type, age, duration of stay, travel experience, and internet access during the 2018 Asian Games. Nevertheless, studies explicitly examining domestic tourist expenditure remain scarce. A deeper understanding of domestic spending patterns is essential to maximise economic benefits. This study therefore addresses this gap by analysing the determinants of domestic tourist spending during the 2018 Asian Games and exploring Indonesia's prospects for hosting future international sporting events. In doing so, it contributes to the literature by providing insights into the behavioural economics of domestic sports tourists in emerging economies. The findings are expected to support strategic planning for future event hosting, particularly in leveraging domestic market potential, thereby offering a timely contribution to sports tourism and event management scholarship.

Methodology

Built upon the literature discussed in the previous section, this study develops a conceptual framework linking three groups of determinants, sociodemographic characteristics, travel-specific attributes, and psychographic factors, to two main outcomes: (i) spending patterns among domestic participants and visitors of international sporting events, and (ii) local tourist's intentions to support future international sporting events. This study employs a mixed approach, combining primary and secondary data. Secondary data were obtained from the Indonesia Asian Games Organizing Committee (INASGOC) and Bappenas. These data were used to estimate population sizes for five national respondent categories: national athletes (NA), national officials (NO), national journalists (NJ), national spectators (NS), and national committees (NC). The estimates informed the sampling strategy and sample allocation in the primary survey. Primary data were collected through face-to-face interviews using structured questionnaires. Data collection took place from 19 August to 4 September 2018 in areas surrounding the competition venues and the Athlete Village in Jakarta, Palembang, and several cities in West Java Province that hosted the 2018 Asian Games.

A combination of probability and non-probability sampling techniques was employed, depending on the availability of population data for each respondent category. Initially, proportional probability sampling was implemented for athletes and officials using complete population lists from INASGOC. However, due to limited access to athletes by specific sports, the strategy was adjusted during fieldwork, allowing flexible selection within sport categories. For other respondent groups without complete population lists, non-probability sampling was applied.

The questionnaire was tailored to each respondent category and consisted of five sections: (i) Sociodemographic characteristics; (ii) Travel-specific information, including arrival and departure dates, prior participation in sporting events, and previous visits to the host city; (iii) Expenditure details during the stay in Indonesia; (iv) Evaluation of event organization at the 2018 Asian Games; (v) Behavioural intentions related to future sports events. A pilot test was conducted with Indonesian athletes and sports federation representatives to ensure clarity, validity, and reliability of the instrument. The final questionnaire was digitised and administered using Computer-Assisted Personal Interviewing (CAPI) software, enabling real-time data entry, feedback, voice recording, and GPS-based location verification.

A total of 401 respondents participated in the survey, comprising: 96 national athletes; 23 national officials; 18 national journalists; 230 national spectators; 34 national committee members. Respondents were also grouped based on event locations: Jabodetabek, West Java, and Palembang. In terms of demographic characteristics, national officials were the oldest group on average (45 years), while athletes were the youngest (25 years), followed by local committee

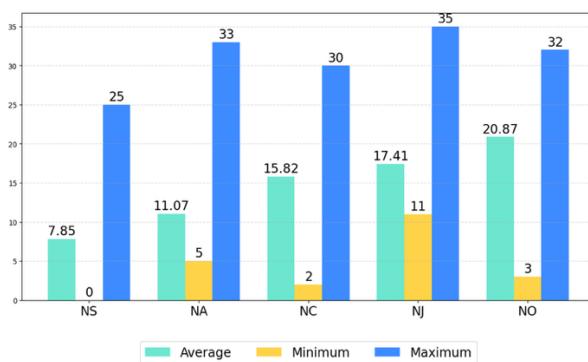
members (26 years). Spectators and journalists had average ages of 31 and 30 years, respectively. Gender distribution was relatively balanced among athletes, spectators, and committee members, whereas journalists and officials were predominantly male (approximately 80:20 ratio). The analysis relies primarily on descriptive statistics to examine key variables related to spending behaviour and behavioural intentions. Qualitative insights obtained from interviewer observations and CAPI feedback are used to contextualize and enrich the quantitative findings, providing a more comprehensive interpretation of the research results.

Results and Discussions

Results

Short-term Impact: Length of Stay

The NO group has the longest average length of stay in the city where the competition was held, that is, for 20.87 days. The next groups of respondents with the longest average length of stay were NJ and NC, for 17.41 days and 15.82 days, respectively. On average, the NA and NS groups stayed for 11.07 days and 7.85 days. Several national audiences came to the city of the competition venue and returned to their hometown on the same day. This is the opposite of NJ, where the shortest stay period is 11 days. One reason for this is that national journalists had to stay long enough in the city where the competition was held to cover various Asian Games series. The average length of stay, along with its longest and shortest stay period is shown in Figure 1.



(Source: LPEM FEUI Survey, 2018)

Figure 1. Length of stay

Short-term Impact: Total Expenditure

The highest average expenditure among national respondents was among national athletes, with an average total expenditure of IDR 8,875,721 (Figure 2.a.). Meanwhile, the national athlete group, national officials, and national journalists had an average total expenditure that was almost similar, ranging from IDR 1,485,556 to IDR 2,078,678. By contrast, the national committee (NC) recorded the lowest average total expenditure, which was IDR 1,034,394.

The location of the event also plays a role in the variation in spending (Figure 2.b.). Respondents interviewed in Jakarta and West Java generally had higher spending compared to those interviewed in Palembang, except for the national journalist group. Among all respondent groups, national athletes in Jakarta and West Java (*Jabar*) recorded the highest spending, amounted IDR 9,761,289. In terms of gender, national male respondents had a higher average total expenditure compared to female respondents (Figure 2.c.), except in the national journalist group (NJ). The highest average total expenditure was made by male athletes, reaching IDR 12,007,125, while the average total expenditure of female respondents in the national athlete group was IDR 8,875,721. From the age group perspective, Figure 2.d. shows that the highest average total expenditure was recorded by national athletes aged over 25 years, amounting to Rp15,075,862. Meanwhile, the average total expenditure of national athletes aged under 25 years was lower, amounting to Rp6,192,079. In other respondent categories, the difference in

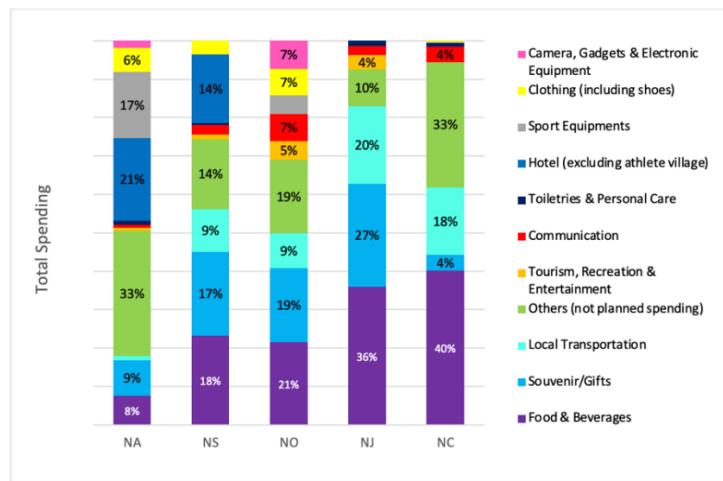
expenditure between the older and younger age groups appeared relatively small. Moreover, the lowest average total expenditure was found in the NS group aged under 25 years, amounting to Rp818,904, which is roughly 18 times smaller compared to the highest average expenditure.



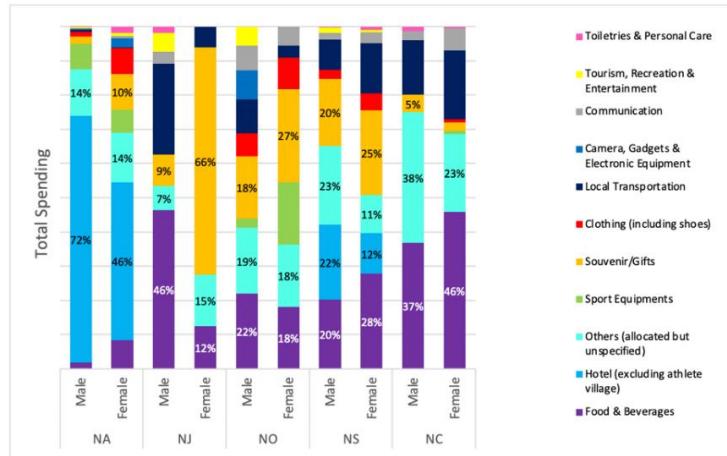
(Source: LPEM FEUI Survey, 2018)
Figure 2. Average total expenditure of national participants and spectators

Short-term Impact: Expenditure Composition

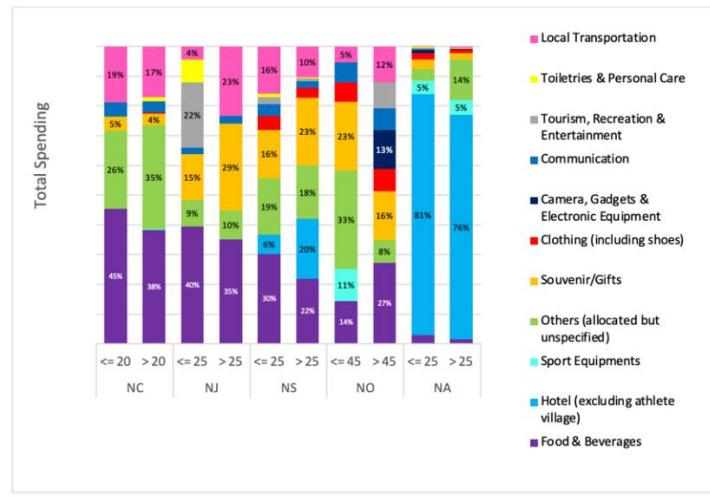
Beyond the total expenditure, it is also crucial to analyze the spending composition. There is a variation in the composition of national respondents' expenditure between respondent groups (Figure 3.a.).



(a) Expenditure Composition by Types of Respondents



(b) Expenditure Composition by Types of Respondents and Gender



(c) Expenditure Composition by Types of Respondents and Age Group

(Source: LPEM FEUI Survey, 2018)

Figure 3. Expenditure composition of national respondents

For national athletes in the respondent group, the largest allocation is for 'other expenses.' Meanwhile, hotel spending and sports equipment spending are second and third for the largest national athlete expenditures, reflecting their needs in maintaining optimal performance during the match. Among the national spectator respondent group, the highest expenditure is spent on food and beverages, while souvenir spending is in second place. National officials also have similar spending patterns, with consumption as the top priority, while souvenir shopping and other expenses are in second and third place. Meanwhile, for national journalists, the highest expenditure was allocated to food and beverages, followed by souvenirs and local transportation as the second and third largest spending categories. Finally, for national committeees, the highest expenditure is spent on food and beverages, with 'other expenses' and local transportation in second and third place.

In terms of gender, the spending patterns of national respondents showed quite large variations between men and women in each respondent category. As shown in Figure 3.b., hotel spending was the only expenditure share that was similar between male and female national athletes. Meanwhile, for national journalists and national officials, male participants allocated most of their spending to food and beverages, while female participants spent their money mainly on souvenirs. For the national spectators and national committee categories, female participants

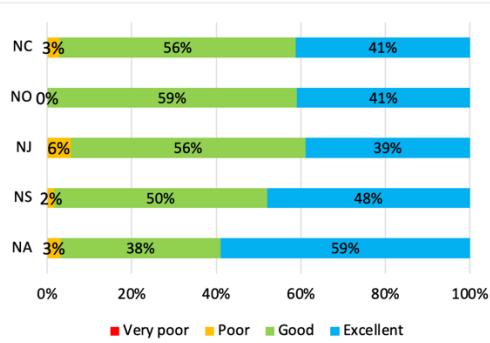
spent a lot of money on food and beverages; in contrast, many male participants had an unclear spending pattern, indicating more flexibility or spontaneous spending.

There was no significant difference in the expenditure components between age groups of each respondent group, especially in the regional committee and national athlete respondent groups, as shown in Figure 3.c. For the national journalist group, the older age group spent more money on souvenirs compared to the younger age group. In the national audience category, the older age group had a higher allocation for 'other expenses', meaning they had more expenses compared to the younger age group. Judging from the average expenditure per category and age group, older national audiences generally had much higher expenditures compared to the younger group. On the other hand, higher expenditures for 'other expenses' were found among the younger age group of national official respondents, meaning they allocated more budget for unspecified expenses.

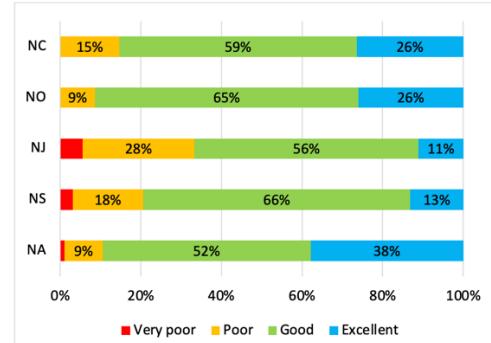
Long-term Impact: Event Evaluation

The most crucial factor in sports events is the quality of sports facilities and venues (Figure 4.a.). The respondents rated that the sports facilities and venues at the 2018 Asian Games were good. Most of the national athletes, as the main users, even gave a very good review for the sports facilities and venues, with 59% said that the facilities and venues used in the Asian Games 2018 were more than just good. There was only an insignificant percentage of respondents who stated that the sports facilities and venues were poor. For example, there were still 6% of national journalists who rated the sports facilities and venues as poor. Nevertheless, the negative reviews were relatively negligible; national officials, in particular, did not have any poor ratings for the sports facilities and venue. Approximately, at least 94% of each respondent group gave either good or very good ratings, which means the national respondents were mostly satisfied with the facilities and venues. Transportation for national athletes and officials was provided by the organizing committee, except for local committees, who might or might not be provided with special transportation services depending on their position. Therefore, when asked to review the transportation and traffic management, national athletes, national officials, as well as local committees, gave better ratings compared to the national journalists and national spectators who had to manage their own transportation (Figure 4.b.). The atrocity of the traffic in Jakarta was worsened by the euphoria of the Asian Games, resulting in quite a number of frustrated respondents, especially national journalists who had to be on time to report on the development of matches and the national spectators who had to be punctual to enjoy the competition fully.

In the Asian Games 2018, food and accommodation were provided for national athletes, national officials, and some of the local committees. Interestingly, while national athletes had few complaints regarding the food and accommodations in general and had the highest percentage of very positive reviews among all, a small percentage of national officials had stated that the food and accommodations were very poor (4.55%). National journalists and national committees gave the lowest rating among the respondents, with 18.18% and 16% (Figure 4.c.).



(a) Assessment of Sports Facilities and Venues



(b) Assessment of Transportation and Traffic Management



(Source: LPEM FEUI Survey, 2018)

Figure 4. Evaluation of the event organization and arrangements

In general, the security aspect during the Asian Games in 2018 was considered good and very good by national participants (Figure 4.d.). Most of the respondents gave a high appraisal for this component, with more than 40% of each respondent group of national athletes, national officials, national spectators, and local committees giving a very good rating. A slight percentage of local committees (2.94%), however, stated that the security was very poor. Several national officials rated the security as poor (4.35%). Nonetheless, more than 95% of each of the respondent groups rated that the security component of the Asian Games 2018 had been good and very good, and none of the national journalist respondents stated that the security was poor at all.

National participants' overall assessment for the competition scheduling aspect of the Asian Games 2018 was positive (Figure 4.e.). However, there were large percentages of respondents, especially in national journalists (12%) and national committees (17%), who stated

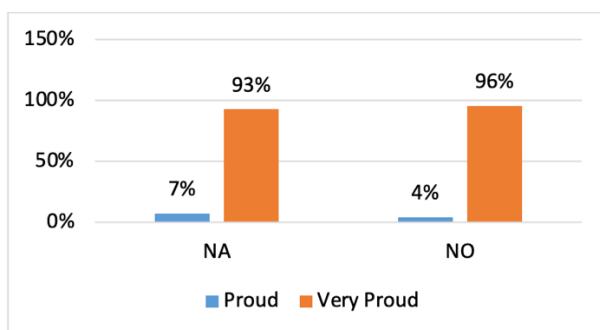
that the scheduling was relatively poor. A slight percentage of national spectators (6%) and national officials (5%) also made complaints regarding the competition schedule. Despite all the complaints, national athletes were relatively the most satisfied group regarding the competition scheduling, with 99% rated the scheduling as good and very good.

Regarding access to information, poor evaluation was widely shared across the respondent groups and there were a consistent large percentage of poor ratings across the respondent groups, especially for national spectators (17% of poor ratings and 3% of very poor ratings), national journalists (28% of poor ratings and 5% of very poor ratings) as well as national officials (18% of poor ratings) (Figure 4.f.). In these three types of respondents, more than 15% of the respondents gave a 'Poor' assessment for access to information. Nevertheless, the positive review of the access to information was still the majority, with more than 66% of each respondent group giving good and very good ratings on the aspect. Improvements, however, should still be made regarding the aspect of access to information in the future. Poor reviews of the telecommunication and internet services were quite significant, especially for local organizing committees, national officials, and national journalists, with each respondent group having more than 16% poor ratings, as shown in Figure 4. However, the overall assessment for telecommunication and internet services was relatively good, especially for national athletes and national spectators, of whom more than 90% stated that the telecommunication and internet services were good and very good. As for the rest of the respondent groups, more than 75% had a positive experience regarding the services.

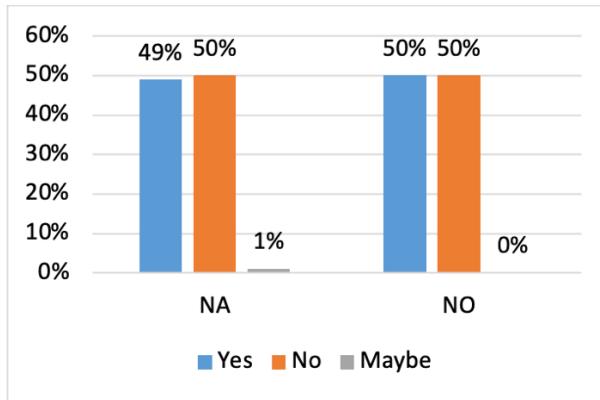
Long-term Impact: National Pride and Support for the Event

There is also an additional question for some national respondent groups regarding the national pride in holding the sports mega-event Asian Games in Indonesia, as well as their willingness to support a similar event in the future. Generally, as shown in Figure 5.a., both national athletes and national officials were very proud of Indonesia, which had successfully held the Asian Games for the first time since 1962.

However, as indicated in Figure 5.b., when the national respondents, consisting of national athletes and national officials, were asked about their willingness to support another similar international sports event to be held in Indonesia, the opinions were equally divided, where half of the respondents stated that they would definitely support it and the other half did not think it would be a good idea.



(a) National Pride of Indonesia as Host Country of Asian Games 2018



(b) Willingness to Support Indonesia as a Host-Country in the Future International Sports Event

(Source: LPEM FEUI Survey, 2018)
Figure 5. Pride and support for the event

Discussions

A sports mega-event can drive big economic benefits to the host city as well as the tourism benefits. It can be seen on the impact of the Asian Games in Hangzhou (Jiang, 2024) and UEFA Euro 2024 in Germany (Constantinescu & Ungureanu, 2024). This benefit was driven by the tourists and all stakeholders who were involved in this event. This pattern is consistent with the generally younger profile of athletes and local volunteers.

Length of stay has been proven to be one of the factors that determine tourist spending in traveling (Wang & Davidson, 2010). This indicates that the national audience only came to the city where the games were held and returned to their hometowns on the same day. One reason for this difference is the presence of national journalists who stayed longer in the city where the games were held to cover various series of Asian Games events.

Although each group had varying lengths of stay, and previous research has shown a positive correlation between length of stay and spending (Wang & Davidson, 2010), the results of this study reveal a different pattern. In line with the findings of Massidda et al. (2022), travelers with longer stays tend to adjust their daily budget by choosing cheaper accommodation and reducing spending on food, shopping, culture, and recreation. Thus, their total spending is not always higher. Although they do not need to spend money on accommodation because it has been provided by the organizer, as one of the groups with the second-highest allowance, national athletes have greater purchasing power to meet additional needs during the event. This includes staying at hotels outside the athlete village to increase comfort, as well as purchasing additional equipment to support their performance in the match.

The low expenditure of this regional committee group can be attributed to the facilities they received during the event, such as food and work equipment provided by the central committee, so they did not need to allocate a lot of funds for these needs. In addition, regional committees were generally recruited from the area where the event was held, so they did not need to incur additional costs on accommodation because they could return to their respective homes after completing their duties each day. The higher average spending in Palembang is understandable because most media are based in Java, so they need to spend more on travel and accommodation while covering the Asian Games in South Sumatra. This difference is in line with the findings of the study by Saayman & Saayman (2012), which showed that men tend to have higher consumption patterns in the entertainment, food, and recreational activities sectors compared to women.

In hosting sports events, infrastructure is one of the vital elements, and it will bring long-term benefits for the economy (Cheung et al., 2016; Chutiphongdech et al., 2025; Constantinescu

& Ungureanu, 2024). Transportation is the one aspect that can make tourists have an attachment to the city. A study about the Yongding Tulou Marathon shows that transportation that is not convenient will make the local tourists less interested in visiting (Du et al., 2025). This is also aligned with a study on Iranian football matches, which lack desirable access and transportation services, and is one of the key factors that affects spectators' ability to watch the match (Shajie et al., 2020). Food and accommodation mostly become the biggest spending for all visitors in sports events (Barajas et al., 2016; Carvalho et al., 2018). Thus, it has become important to get a high satisfaction score from visitors on this aspect.

Safety or security is the most impactful precondition in tourism performance (Perić & Tanković, 2021). It's also become one of the attributes that can affect the visitors' satisfaction with a sports event (Perić & Tanković, 2021). Not many studies have mentioned competition scheduling, but it is a factor that can affect the quality of experience by the visitors (Buraimo et al., 2009; Storm et al., 2023). Furthermore, the visitors' comprehension of the sporting event regarding word-of-mouth communication and general happiness remained unaffected by the persistent utilization of social media. Recommendations include enough sports marketing and service quality from the organizers to sustain successful sports events and improve spectator experiences (Du et al., 2020). The awareness and perceived impact are factors that can raise local visitors in supporting the sports event (Perić & Vitezić, 2025).

Lastly, these findings also show that the national participants were very satisfied with the sports facilities, security, and event organization. Even though they still think that many aspects, such as transportation, access to information, and telecommunication, still need further improvement. This satisfaction determined their spending patterns and financial behaviour. This result also shows their willingness to support future mega events. Thus, this result can address the study objectives by clarifying how the local visitors' experience can shape the intention to support Indonesia as the host for an international sports mega event.

Conclusions

This study investigated the spending behaviour, satisfaction levels, and event-support intentions among domestic visitors during the 2018 Asian Games in Indonesia. The findings show pending levels varied significantly across demographic characteristics and types of participants, with national athletes and officials generally displaying higher expenditure, while spectators tended to concentrate spending on food, beverages, transport, and souvenirs. Satisfaction was relatively strong in relation to venue quality, security, and the overall pride in Indonesia as a host country, yet several operational challenges were reported, especially concerning transportation, mobile connectivity, accessibility, and the lack of comprehensive information services. The results offer important policy implications for future sports event hosting. Local governments and event organizers should improve transport infrastructure planning, mobility management, and information dissemination systems for future mega sports events. Investment in temporary tourism facilities, local business development, and event-driven MSME participation has the potential to induce visitors' spending, which in turn may strengthen the economic multiplier effects. Further, given that support for hosting future events was mixed, policymakers must better communicate long-term social, economic, and tourism benefits to the public to sustain host community endorsement. From an academic perspective, this research contributes empirical evidence to the growing body of sports tourism studies in developing and emerging economies. Unlike much of the existing literature that focuses on international spectators, this study highlights the magnitude and behavioural characteristics of domestic visitor expenditure. It also broadens analysis beyond total spending by integrating correlates of satisfaction and behavioural intention, thereby offering a more holistic analytical framework for understanding event legacies and visitor experiences in the Southeast Asian context.

The study also provides several practical and managerial implications. Event managers should enhance visitor information systems, both online and onsite, by offering real-time updates on transportation routes, event schedules, ticketing, mobile services, and tourism attraction packages. Partnerships with local vendors can be strengthened to promote affordable, high-quality food, drink, and souvenir offerings, which were among the highest expenditure categories. In addition, collaboration between organizing committees, telecommunications providers, and

urban planners would improve connectivity and crowd management, contributing to higher satisfaction and repeat visitation intentions. Despite its contributions, this research has several limitations. The survey sample, although sizeable, is limited to respondents present during the event and may not fully represent all domestic supporters or potential visitors. In addition, the analysis did not incorporate a longitudinal component that could capture post-event perceptions, medium-term tourism flows, or evidence of continued behavioural support once media and policy attention declined. Future research should extend this study in several directions. First, future work can adopt longitudinal or panel methods to assess whether perceptions of legacy, infrastructure benefits, and national pride persist beyond the event period. Second, qualitative research involving interviews with event stakeholders, government agencies, MSMEs, tourism operators, and community representatives could provide richer insights into perceived benefits, challenges, and governance issues. Finally, modelling approaches such as input-output analysis or computable general equilibrium (CGE) simulations could be applied to estimate broader economic spillovers of mega-sport events in Indonesia and similar emerging economy contexts.

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Examining behavioral drivers of domestic gastronomy consumers toward street food in Jakarta

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Abstract: Street food in Indonesia is a major attraction for both domestic and international visitors in Indonesia. Street food has also become a regional highlight in many ASEAN countries, as demonstrated by the growing interest among researchers in studying the street food scene of the region. For this reason, understanding the factors that motivate consumers' purchasing decisions is crucial to further developing and strengthening Indonesia's street food gastronomy ecosystem. This study aims to explore the factors that influence gastronomy consumers' intentions to revisit street food in Indonesia, focusing on Jakarta's street food scene. The research sample consists of 218 Indonesian gastronomic customers, via an online marketing research firm from across geographical provinces. Multiple linear regression analysis reveals that food quality ($\beta=0.406, \alpha<.05$) and service quality ($\beta=0.431, \alpha<.05$) are significant drivers for visitors' repeat purchases of street food in Jakarta. In contrast, factors such as hygiene (as a risk) ($\beta= 0.063, \alpha>.05$) and price (as a motivator) ($\beta= 0.023, \alpha>.05$) were not found to significantly influence consumers' decisions to repurchase street food in Jakarta. The study provides practical implications for tourism stakeholders in Indonesia and offers recommendations for future research.

Keywords: Consumer Behavior, Consumer Preference, Culinary, Gastronomy, Street Food

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Introduction

Food serves as a fundamental aspect of human life and a significant economic resource for many destinations globally. In recent decades, food tourism has emerged as a dominant trend, with a substantial portion of tourist expenditures allocated to food experiences (BPS, 2025). This underscores the crucial role of food in visitors' travel decisions, overall experiences, and subsequent satisfaction. Among various culinary offerings, street food has gained widespread embrace, particularly in numerous Asian regions, owing to its cost-effectiveness, accessibility, and ability to offer diverse food experiences (Henderson, 2019). The term "street food" refers to ready-to-eat foods and beverages prepared and sold by vendors in public places, often reflecting traditional local cultures and providing valuable insights into a destination's contemporary society and heritage, such as the papaya-salad "som tam" of Thailand, "Teh Tarik (Pull Tea)" of Malaysia to the coconut paste beef dish "Rendang" of Indonesia. The food features all compass of taste from acid, sweet, salty, fatty, fishy, coconuty, etc. It is one of the major reasons many foreign visitors flock this food-heaven of a region (Santhadkarn & Sakethipohn, 2023). Sharing similarities with their ASEAN counterpart, Indonesia, with its rich ethnic diversity, also boasts an extensive selection of local street foods that hold significant potential for attracting both domestic and international visitors.

Local culinary dishes such as Rendang, Gudeg, Sate, Nasi Uduk, and so on are now popular with foreign visitors, and they were even featured as top-ranking global dishes internationally (Tempo, 2020). International visitors love these "street food" dishes, because it represents Indonesia in its authentic and no-filler form. These dishes expressed the core identities and

image of the nation (Kompas Media, 2017). Street food stalls are a major segment of Indonesia's foodservice industry, primarily serving low-to-middle-income consumers. However, the COVID-19 pandemic significantly impacted these merchants, leading to reduced sales and temporary closures. This shift necessitated a focus on safer purchasing behaviors, such as online food ordering, and highlighted the need to understand changing consumer attitudes and behaviors.

Extant literature on the gastronomic consumption in Indonesia, particularly lacks attention on examining behavioral antecedents on street food (Briliana et al., 2023; Jokom et al., 2025; Wijaya et al., 2017). Briliana et al. (2023) primarily focuses on the influence of street food vloggers toward street food consumption post Covid-19. Jokom et al. (2025) focuses on the role of domestic tourists' culinary experience quality as the primary driver of destination satisfaction and behavioral intention in one of Indonesia's most visited tourism hub, like Yogyakarta. Wijaya et al. (2017) also examines gastronomic tourism in Indonesia on a more holistic level offering conceptual mapping of Indonesia food cultural and the critical part of Indonesia's socio-cultural values.

Previous studies compliment this study's goal by providing literature support in the exploration of gastronomic consumption behavior. However, it does not provide quantitative validation of behavioral antecedents for domestic gastronomic customers to purchase street food in one of Indonesia's highly-visited destination and diverse population, such as Jakarta. Previous research has largely focused on either domestic or international visitors, often treating consumer motivations as a secondary consideration or limiting analysis to a few key attributes (Jokom et al., 2025; Wijaya et al., 2017). However, little attention has been paid to the complex interplay of diverse motivational factors driving street food consumption in Indonesia's capital city from a consumer value perspective. Exploring behavioral antecedents toward street food consumption can help establish consensus on salient behavioral motivators for consumers to consume street food in Indonesia's top culinary destination and assist tourism policymakers to design relevant marketing strategies in promoting their own destination's street food culinary assets in enticing greater visitations from domestic and international customers to their destination.

Therefore, this study aims to examine the effects of food quality, service quality, hygiene, and price on visitors' revisit intention toward street food in Jakarta, and identifies the most significant factor and its implications for managers and policy makers. To accomplish the purpose of research, the study aims to accomplish several research objective. First, the study aims to examine key street food attributes and its influence on revisit intention among gastronomic customers. Second, the study aims to examine the relationship between street food pricing and visitors' behavioral intention to return. Third, the study plans to uncover the relationship and influence of perceived safety and overall quality of street food on revisit intention.

Street food, defined as "ready-to-eat foods and beverages prepared and sold by vendors or hawkers, especially in streets and similar places", has become an integral part of the tourism and hospitality industries, particularly in Southeast Asia. Street food blends local heritage with modern trend making it a primary draw for visitors (Hanim, 2025). Street food also offers insights into a destination's contemporary society and heritage, and can function as communal spaces for immersing in local life (Henderson, 2019). Street food offerings are typically authentic and cost-effective compared to formal restaurants, making them a popular choice. The increasing global recognition of "street food tourism" highlights its distinct form of travel. Indonesia's unique street food contributes to its reputation as a "food paradise".

In Indonesia, the popularity of street food in Indonesia is affected by many factors such as culinary diversity of Indonesia, affordability, social factors, and technological affordances. First, Efandi & Indrayeni (2023a) found that Indonesian culinary diversity means that every province has its own unique local cuisine and food culture. Second, for Indonesian consumers, regardless of their socio-economic status, street food is accessible and affordable in terms of price. Thus, it provides good value. Third, street food in Indonesia also serves as a social meeting space and gathering place for family and friends. As a result of this packed ambiance, the attraction of street food also increases. Fourth, the advancement of technology, particularly e-commerce and mobile online food ordering application also give a tremendous boost to the increasing popularity of street food among the consumers (Efandi & Indrayeni, 2023b). In Jakarta, street foods are

abundant and affordable (Lonely Planet, 2024) Jakarta's street food sellers springs up anywhere in the alleyway, major roads, intersection, on the entrance of public transportation terminal, etc. (Lonely Planet, 2024). There are famous street food spots in Jakarta, where the locals gather. These places offer smooth experience for travelers, particularly international travellers, to start their Jakarta's culinary journey (Lonely Planet, 2024).

Previous research has affirmed the importance of memorable and positive gastronomic/culinary experience toward tourist destination satisfaction and loyalty (Kivela & Crotts, 2005; Stone et al., 2018; Wijaya et al., 2017). A study of visitors in Hongkong shows their perception and overall tourism satisfaction was shaped by their gastronomic experience in Hongkong. In the case of Indonesia, international visitors find authenticity, uniqueness, and food familiarity to be important attributes shaping their expectations with local foods.

Authenticity, uniqueness, and food familiarity of Indonesian local foods shape expectations of international visitors in their encounter with local foods (Wijaya et al., 2017). A qualitative study of memorable gastronomic experience finds that the food itself, environmental settings, tourist companions, novelty, and authenticity to be crucial experiential elements making the experience memorable (Stone et al., 2018).

Consumer behavior (CB) subject examines the whole buying process and all factors (observable and non-observable) that affects consumer purchase decision (Ruvio & Iacobucci, 2023). Food consumption is a basic human behavior that warrant continuous examination and scrutiny from CB theories.

On the subject of street food, consumer behavior theories and frameworks have helped researchers in understanding the underlying psychological factors contributing to gastronomic customers consumption decision, such as repurchase intention or consumption (Choi et al., 2013; Ozcelik & Akova, 2021; Khanna et al., 2022; Loh & Hassan, 2022; Mohamad et al., 2022; Zhou & Ali, 2024). In several studies in Korea (Choi et al., 2013) (Choi et al., 2013), India (Khanna et al., 2022) (Khanna et al., 2022), Malaysia (Loh & Hassan, 2022) (Loh & Hassan, 2022), theory of planned behavior had demonstrated effectiveness in explaining factors related to street food consumption. Other studies used more general framework of consumer behavior theory in explaining street food consumption antecedents (Briliana et al., 2023; Jeaheng & Han, 2020a; Mohamad et al., 2022; Soliman et al., 2024). Mohamad et al. (2022) used its own framework, which share similarity with consumer value framework in understanding consumer's revisit intention to Penang. (Jeaheng & Han, 2020a) investigation to the attributes of Thai street and its impact on behavioral intention employed a multi-method approach to generate its integrated loyalty model. (Briliana et al., 2023) in examining street food consumption in Indonesia use satisfaction-loyalty framework with antecedents of food quality, price, and physical environment. Newer framework on street food loyalty use a S-O-R (Stimulus-Organism-Response) framework to accommodate existing finding on the linkages of satisfaction-attitude-loyalty and entertain more broad antecedents that shape satisfaction (Soliman et al., 2024). With the diverse approaches to explore street food consumption, common salient findings started to take form on the common predictors of street food consumption and repurchase. Yet, it also introduces new predictors and psychological pathways, which help to advance the current literature on street food consumption.

Theoretical Framework: Consumers' Perceived Value

Zeithaml, (1988, p.14) defines consumer value as a consumer's overall assessment of the utility of a product or service, which is based on perceptions of what is received and what is given. This concept frames consumer value as a trade-off, or ratio, between what the consumer 'gets' and what they 'give' in exchange for a product or service. The commonly accepted definition of consumer value centres on the balance between price and quality, thus aligning with value-for-money conceptualisations (Cravens et al., 1988; Monroe & Lee, 1999).

Over the course of its development, consumer value has evolved significantly, as noted by Zeithaml et al. (2020). Initially, research adopted a unidimensional, positivist approach, emphasising a judgement-based perspective whereby consumer value was determined through comparisons of product or service utility against its price. As the field matured, new epistemological perspectives emerged, including interpretivist and social-constructionist paradigms. The interpretivist approach considers consumer value as a subjective interpretation,

formed during the process of value creation. Meanwhile, the social constructionist view, informed by Service-Dominant (Vargo & Lusch, 2004), examines consumer value through the value-in-use of a product or service, focusing on interactions among resource-integrating actors within a market ecosystem.

The multi-dimensional PERVAL scale, developed by Sweeney & Soutar (2001), is widely adopted and distinguishes perceived value across four main dimensions: Social Value (enhancement of social concepts), Functional Value (price/quality), and Functional Value (performance/quality), emotional value. Consumer perceived value, which reflects consumers' judgements regarding services or products they have consumed, serves as the theoretical foundation for this study.

The theoretical model proposed by Mohamad et al., (2022) follows established pathways for consumers' perceived value, with adjustments to antecedents and reflective output variables to suit the context of street food settings. Meta-analyses of Consumer Perceived Value (CPV) reveal that model frameworks have evolved from single-dimensional to multi-dimensional approaches, with some iterations including mediators such as overall value (Blut et al., 2024). The present research adopts a multi-dimensional model, wherein the antecedents of consumers' benefits and sacrifices exert direct influence on customer post-purchase outcomes, specifically behavioural intention. Within this study's model, consumer sacrifices are represented by food hygiene and food price, as these factors embody the risks and costs borne by the customer. Conversely, consumer benefits are reflected in food quality and service quality, offering enjoyment and convenience to customers engaging with street food vendors (Mohamad et al., (2022).

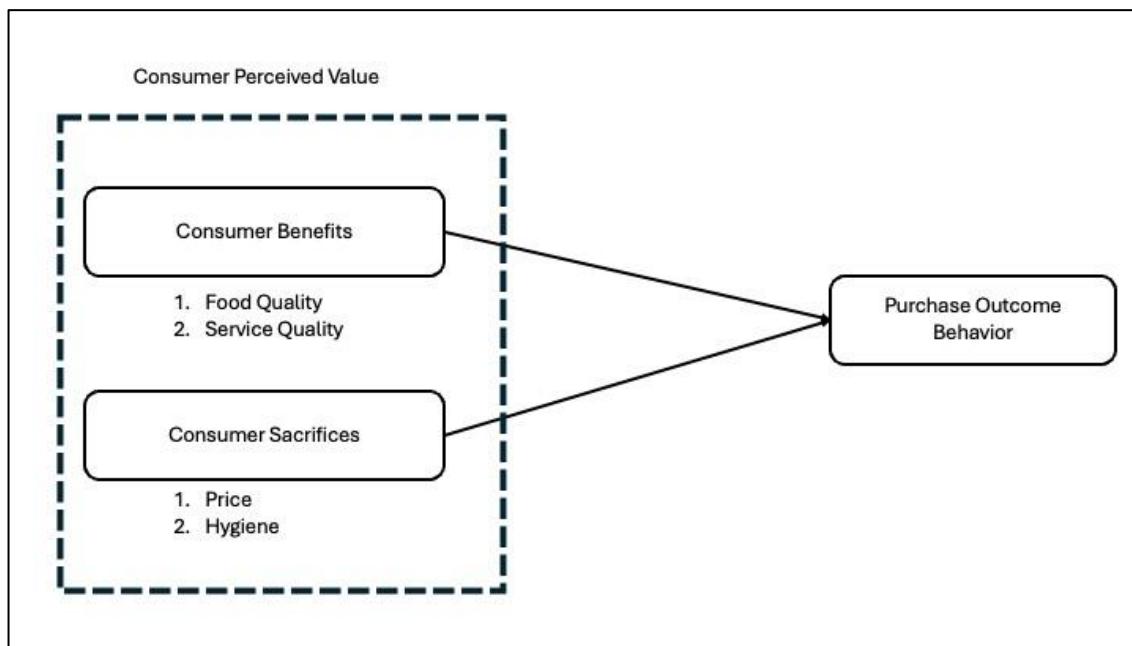


Figure 1. Proposed consumer perceived value framework

Factors Affecting Street Food Consumption

Food Safety

Food safety risks significantly influence consumers' decisions to purchase from and/or return to street food vendors. Zhou & Ali (2024) extend CDMS to encompass food safety and environmental concerns, revealing that food safety risks significantly influence consumer decisions while purchasing street food. Nevertheless, research on street food in Thailand and Malaysia presents conflicting results. In Thailand, researchers discovered that food safety risks affect attachment (Jeaheng & Han, 2020; Mohamad et al., 2022); however, studies in the Malaysian setting of street food consumption indicate that food safety issues do not significantly

influence visitors' behavioral intentions Mohamad et al. (2022). A comparative examination of the European Union and Asian countries reveals numerous hygienic non-compliances in Asian countries relative to those in the European Union. Presently, there is a deficiency of research and agreement regarding the influence of food safety risks on behavioral intentions toward street food vendors in Indonesia. Nonetheless, referencing prior research, albeit conflicting, food safety issues may influence the intention to revisit Jakarta's street cuisine. Thus, we hypothesize that:

H1: Food Safety Risks influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

Food Price

The price of food significantly influences visitors' purchasing decisions and their propensity to revisit street food vendors (Cha & Borchgrevink, 2019; Jeaheng & Han, 2020a; Mohamad et al., 2022; Zhou & Ali, 2024) identify price consciousness as a significant element influencing customer decisions regarding street food purchases. Perceived value is a crucial factor influencing street food enjoyment among college students. In the context of ASEAN countries, Thai visitors consider food prices a crucial aspect for their happiness; nevertheless, visitors in Penang, Malaysia, do not regard food prices as a significant driver for revisiting street food in Penang (Mohamad et al., 2022). In Indonesia, Briliana et al. (2023) identify the value for money of street food, in relation to food prices, as a strong predictor of street food satisfaction following the COVID-19 pandemic. Thus, we hypothesize that:

H2: Food Price influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

Service Quality

The efficiency, speed, and friendliness of staff are crucial, as they significantly influence customer satisfaction and behavioral intentions, impacting customer retention. Previous research indicates that service quality to be a major predictor of visitors' revisit intention to street food spots. Staff services and proficiency are essential factors in Thai street food satisfaction (Jeaheng & Han, 2020). The menu and atmosphere are significant factors affecting street food satisfaction in Thailand (Jeaheng & Han, 2020). In the realm of Penang Street Food, service quality serves as a crucial determinant affecting visitors' intention to revisit Penang's Street Food (Mohammad et al., 2022). Thus, we hypothesize that:

H3: Service Quality influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

Food Quality

Often considered the main motivation for customers to visit street food outlets. It encompasses taste, freshness, consistency, appearance, temperature, healthy choices, and nutritional value. High food quality significantly and positively impacts satisfaction and is a stronger factor than price and physical environment (Mohamad et al., 2022). In Indonesia, Food Quality is a key factor influencing Indonesian Gastronomic customers' satisfaction to Indonesian street food stalls (Briliana et al., 2023). Street food tourism research in Thailand famous street gastronomy epicentres: Yaowarat Road and Khao San Road reveals that food quality is an important factor for general visitors and Thai Visitors in capturing interest of visitors to visit. Similar finding was found by about important street food attributes in Thailand (Jeaheng & Han, 2020a). In the neighbouring ASEAN country of Malaysia, similar finding was found on the importance of food quality toward repurchase intention of street food in Penang, Malaysia (Mohamad et al., 2022). Thus, we hypothesize that:

H4: Service Quality influence [Positively/Negatively] on tourist behavioural intention on Jakarta's Street Food.

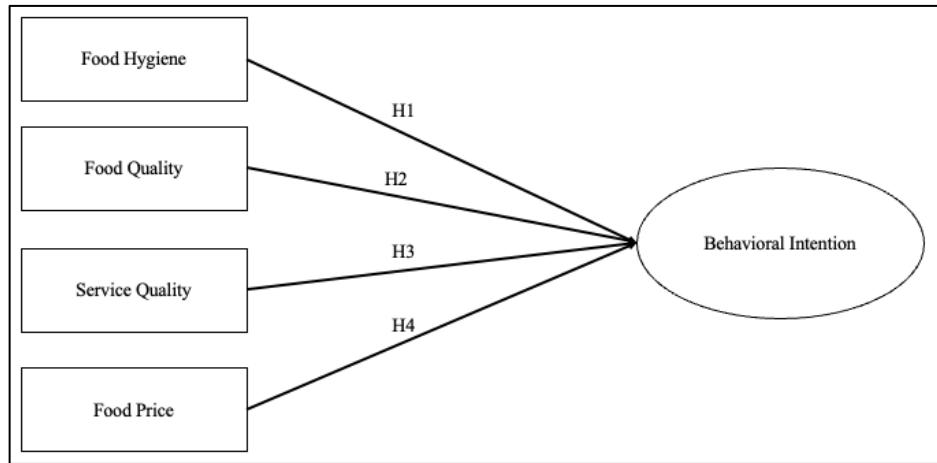


Figure 2. Proposed model for hypothesis testing

Methodology

This quantitative study uses an online-administered survey through online marketing research firm Populix. The target population for this study are Indonesian Gastronomic customers who had patronized and consumed a street food in Jakarta within the last 6 months. The target population represents the broad spectrum of customers of street food vendors. To be eligible for the study, respondents must be street food customers in DKI Jakarta who have eaten Jakarta street food within the past six months. Respondent must have also agreed to the study's informed consent.

Items on the Likert scale were scored from (1) Strongly disagree with (5) strongly agree. Additionally, at the conclusion of the study, behavioral questions were addressed on the respondents' open-ended experiences, preferred street food dishes, and frequency of monthly street food intake. Included were sociodemographic inquiries about age, gender, socioeconomic status, frequency of street food consumption, and residence.

Using four items modified from Chavarria & Phakdee-Auksorn (2017), food hygiene is evaluated based on visitors' perceptions of the establishment's and its employees' cleanliness. Four factors from Cheah et al. (2018) are used to assess price, while six factors from Chavarria & Phakdee-Auksorn (2017) and Cheah et al. (2018) are used to measure food quality. These factors include taste, freshness, variety, presentation, texture, serving temperature, and healthiness. Seven items from Ryu et al. (2012) are used to assess service quality, looking at things like friendliness, staff efficiency, and speed. Finally, four items from Ling et al. (2010) are used to quantify behavioral intention. Mohamad et al. (2022) previously replicated and validated these scale components in their study on predictors of tourists' intention to return to Penang, Malaysia, for street food.

A non-probability convenience sampling technique was used to determine respondents for the study. The study uses a purposive sampling through a digital marketing research agency, due its ease and cost effectiveness. Since the study uses non-probability sampling, participants who have not finished or failed to meet the qualification criteria are removed.

A pilot study of 100 samples were collected to test reliability and validity of instrument, scale items used in the study showed excellent reliability with Cronbach alpha (α) $> .80$ and good correlations among the items under its construct. The main study gathered 250 responded surveys from the sample. Out of 250 surveys, 218 met the qualification and were utilized for further analysis. Thus, the discrepancy between samples collected and data utilized for the study reflect a 87.2 percent response rate. Multiple regression analysis was used to analyze the data and test the hypothesis.

Results and Discussions

Demographic Results

A total of 218 valid responses were analyzed in this study. The majority of respondents were male (56%), while female participants accounted for 43%. In terms of age distribution, the largest group was aged between 25 and 30 years (36%), followed by those aged 18 to 24 years (29%) and 31 to 35 years (14%). The remaining 20% were aged 40 years and above. Socioeconomic background analysis revealed that respondents predominantly came from middle and upper economic strata. Regarding consumption behavior, 38% of respondents reported consuming street food one to two times per week, while 35% consumed it three to four times weekly. The most frequently consumed types of street food were *gorengan* (Indonesian fried snacks), followed by packaged snacks and *jajanan pasar* (traditional market treats). Open-ended responses regarding important street food attributes ranked food quality as the most critical factor influencing consumption decisions, followed by food hygiene, service quality, and lastly, food price. Demographic results also show that respondents primarily come from provinces in Java Island (West Java, Central Java, Banten, Yogyakarta Special Region, and East Java) (63%), as well as Jakarta (21%), Provinces in Sumatra Island (North Sumatra, Aceh, South Sumatra, West Sumatra) (10%), and Borneo Island (West Borneo, South Borneo, and East Borneo) (3%).

Table 1. Demographic table

Description	N
Gender	
Male	123
Female	95
Age	
18-24	65
25-30	80
31-35	31
36-40	24
41-45	7
46-50	5
51-55	4
>55	2
SES Grade	
Lower	32
Middle	92
Upper	94
Frequency to Eat Street Food	
1-2 per Week	84
3-4 per Week	78
4-5 per Week	23
>5 per Week	33
Respondents Place of Origin	
Java Island, Outside Jakarta	138
Jakarta	46
Sumatra Island	22

Borneo Island	7
Sulawesi, Maluku, and Papua Islands	4
NTB, NTT, Bali Islands	1

Note. N = 218

Descriptive Analysis

Food Hygiene

In terms of Jakarta's Street Food Hygiene, respondents have overall positive perception on the hygiene quality of Jakarta's street food ($\chi = 4.122$, $\delta = 0.746$). Respondents' perception of Cleanliness of tableware was rated the highest among the indicators and perception of cleanlinesss and organization of food stands and food carts was rated the lowest.

Food Quality

In terms of Jakarta Street Food Food Quality, respondents also have an overall positive perception on the Food quality of Jakarta's street food ($\chi = 4.439$, $\delta = 0.595$).Positive perception of the tastiness of Jakarta's street food was rated the highest, and Healthiness of foods sold at Jakarta Stalls was rated the lowest.

Service Quality

In terms of Jakarta Street Food Service Quality, respondents also have an overall positive perception on the Food quality of Jakarta's street food ($\chi = 4.287$, $\delta = 0.571$). Perceived uniqueness of Jakarta's food was rated the highest among the indicators, while perceived fastness of street food service delivery was rated the lowest.

Food Price

Respondents also extended their overall positive perception toward the Food Price of Jakarta's street food ($\chi = 4.287$, $\delta = 0.571$). Affordability of Jakarta's Street Food was rated the highest, and Expected price of Jakarta's Street Food was rated the lowest. This implies, while Jakarta's food is affordable, the price was an unexpected from consumer's point-of-view.

Table 2. Descriptive results

Variables		Mean	SD	Factor Mean	Factor SD
Food Hygiene	Street food in Indonesia is hygienic	4.101	0.62	4.122	0.746
	Vendors at Indonesian street food are well-groomed and clean	4.147	0.61		
	Food stands and carts at street food in Jakarta are clean and well organized	4.073	0.64		
	Tableware (cutlery, cup, plate, bowl) used at street food sports in Indonesian is clean	4.165	0.59		
Food Quality	Vendors at Jakarta street food use fresh ingredients	4.266	0.54	4.287	0.595
	Food at Jakarta street food tastes good	4.505	0.53		
	The smell of street food in Jakarta is delicious	4.459	0.52		
	The visual at Jakarta street food is attractive	4.381	0.55		
	Food sold at Jakarta street food stalls are healthy	3.977	0.63		
	Food at Jakarta street food is served at the right temperature	4.138	0.59		

Service Quality	Street food in Jakarta is unique	4.537	0.52	4.439	0.571
	Street food in Jakarta represents an authentic local culture	4.546	0.45		
	There are plenty of food options at Jakarta Street food spots	4.459	0.52		
	Street food vendors in Jakarta are friendly	4.468	0.51		
	Locations of street food in Jakarta are convenient	4.339	0.58		
	Street food in Jakarta provides a fast service	4.284	0.57		
	It is easy to order my meal at street food spots in Jakarta	4.44	0.56		
Food Price	Jakarta street food price is as expected	4.197	0.62	4.249	0.671
	Jakarta street food price is affordable	4.294	0.56		
	Jakarta street food price is worth the money	4.266	0.57		
	Jakarta street food is low priced	4.239	0.65		
Behavioural Intention	I would recommend street food in Jakarta to my friends and family	4.472	0.53	4.442	0.633
	Based on my street food experience, I return in the future	4.505	0.51		
	Based on my street food experience in Jakarta, I would recommend Jakarta as a vacation destination for friends and family	4.468	0.50		
	As a whole, street food is the best food tourism destination in penang	4.321	0.58		

Inferential Analysis

To determine the validity of the regression model, assumptions of regression were tested against the dataset to ensure a reliable and valid results. Sample size for the study is 218. For regression, scholars suggest that a multiple linear regression model employs at least 200 samples to achieve desired confidence and small margin of error.

All of the independent variables in the model showed tolerance score more than 0.1 (<0.1) and VIF score less than 10. The statistical result shows that the model fulfills the multicollinearity assumption (Pallant, 2016; Tabachnick & Fidell, 2017).

Visual inspection of the Q-Q Plot does not indicate extreme outliers in the data set. There are four cases of data where standardized residual is above 3 Std. Residual (+3.0 or -3.0). They are data case: 35, 44, 64, 116. Of all identified four cases, only one case (Case Number: 64) that has Cook's distance above 1.0 (Cook's Distance = 1.050) (Tabachnick & Fidell, 2013; Pallant, 2016).

Q-Q Plot also shows good normality, as all data points center within the linear line. ANOVA shows an F-Score of 97.816 with p-value $<.05$ indicating good linearity of the independent variables against predicted variable (Tabachnick & Fidell, 2013; Pallant, 2016).

Results of residual plots reveal good homoscedasticity, as no pattern of residuals emerge against predicted variable (Tabachnick & Fidell, 2013; Pallant, 2016). Inferential analysis of the multiple regression linear show that the model meets all the regression assumption checks.

Table 3. ANOVA

Model	Sum of Squares	Df	Mean Square	F	P
Regression	56.214	4	14.054	97.816	$<.05$
Residual	30.603	213	0.144		
Total	86.817	217			

Table 4. Pearson's correlations

Variable	Behavioural Intention	Food Hygiene	Food Quality	Service Quality	Food Price
Behavioural Intention					
Food Hygiene	0.447				
Food Quality	0.532	0.577			
Service Quality	0.522	0.424	0.544		
Food Price	0.428	0.416	0.482	0.505	

Table 5. Hypothesis testing

Hypothesis	Variables	B	T	p	Results
H_1	Food Hygiene → Behavioral Intention	0.063	0.998	0.319	Rejected
H_2	Food Quality → Behavioral Intention	0.406	4.028	<0.05	Supported
H_3	Service Quality → Behavioral Intention	0.431	5.342	<0.05	Supported
H_4	Food Price → Behavioral Intention	0.023	0.398	0.691	Rejected

Discussions

H1: Food Hygiene → Behavioral Intention

The findings do not support Hypothesis 1 that Food Hygiene influence behavioral intention ($\beta = 0.063, t = 0.998, p < .05$). While many may find that street food in Asia, particularly in Indonesia to not meet their hygiene expectations, this does not affect their decision making to consumer street food. Such finding confirmed previous research by that conducted predictors of behavioral intention of street food consumption in Penang Malaysia. Mohamad et al., 2022 also found that food hygiene to be insignificant in influencing visitors to consumer street food in Penang. While the finding also partially disconfirm the role of risks as moderating variable in previous research by Jeaheng & Han, 2020, where high and low perceived risks of street food influence tourist future intention to consume street food in Thailand. Thus, Hypothesis 1 is rejected. While food hygiene may not influence tourist behavior intention, it still recommended that street food providers maintain a hygienic environment and perform sanitary best practices in producing, holding, and storing food. Continuous socialization and educational programs about the contribution of unhygienic foodservice practices on foodborne outbreak. Under regulation (*Permenkes No 14. Tahun 2021*, 2021), Indonesian government actually requires that any food service provider to meet its sanitation and hygienic certification (SLHS). Standards under SLHS can be the benchmark for foodservice providers to meet, at least.

H2: Food Quality → Behavioral Intention

The research findings show that Food quality is a significant influence on tourist's revisit intention to consume street food in Jakarta ($\beta = 0.406, t = 4.028, p < .05$). This finding confirmed previous studies on street food consumption in ASEAN countries that also state that food quality to be significant predictor for consumption intention (Mohamad et al., 2022) or Satisfaction (Jeaheng & Han, 2020). Birch & Memery (2020) found that intrinsic quality and value product to be significant driver in visitor willingness to purchase local food. Mohamad et al. (2022) rationalized that traits in food quality such as ingredients, taste, visual, healthiness, and temperature are important factors influencing tourist intention. Thus, Hypothesis 2 is accepted. A case study of Japanese food visitors explore that quality in food goes beyond its perceived characteristics. These characteristics and consumers' high appraisal for them affect consumer state of Flow. Kim et al. (2019) indicated that gastronomical experience can be a satisfies that both appeal and please their biological senses and but also soothe their psychological needs, be

it the pursuit of authenticity, heritage, reminisces and memories stemming from the act of consuming the food.

H3: Service Quality → Behavioral Intention

The research finding found that service quality does have significant influence over tourist's behavioral intention to revisit street food in Jakarta ($\beta = 0.4321, t = 5.342, p < .05$). Statistical analysis and output show that service quality significantly influence visitors' behavioral intention to consume street food. This finding followed previous finding on street food consumption in Penang (Mohamad et al., 2022) and in Thailand (Jeaheng & Han, 2020b). Thus, Hypothesis 3 is accepted. Previous studies by (Arlanda & Suroso, 2018; Chavarria & Phakdee-Auksorn, 2017a; Seo & Lee, 2021) also supports this finding as they discovered that service is a major predictor of tourist's revisit intention.

H4: Food Price → Behavioral Intention

Findings of the study do not support H4 where food price has significant influence over tourist behavioral intention ($\beta = 0.023, t = 0.398, p > .05$). Thus, Hypothesis 4 is rejected. While street vendor food price may be a potential demand pull for street food consumption, The findings proved that it was not a significant predictor of visitors' consumption intention. This finding confirmed previous finding by (Mohamad et al., 2022) that food price is not a significant predictor of street food consumption. However, This finding partially went against result by (Jeaheng & Han, 2020) on the influence of street food's value for money as antecedent of satisfaction and intention to consume street food.

Theoretical Implications

Consumer behavior theories deals with examining the unobservable and observable factor that shape consumer decision, judgment, and pattern in the marketplace (Ruvio & Iacobucci, 2023). Consumer behavior theories examine a range of elements that affect purchasing behaviour, including psychological, social, and economic factors. One of the theoretical perspective that focuses on how consumers weigh the utility of a product and service received with the price they pay (Zeithaml, 1988). This is particular relevant for street food, as they are assumed to be affordable, risky, and yet provide a memorable culinary experience (Jeaheng & Han, 2020a; Kivela & Crotts, 2005; Mohamad et al., 2022; Stone et al., 2018; Wijaya et al., 2017).

The study indicates that the use of perceived value theory in examining consumption behavior of customers is appropriate and relevant (Blut et al., 2024; Sweeney & Soutar, 2001; Zeithaml, 1988; Zeithaml et al., 2020). Independent variables employed in the study represent the hedonic and utilitarian aspects of gastronomic customers purchase decision and behavioral intention on street food.

Food quality and service quality sufficiently represents customers perceived value of street food. The insignificant of price and hygiene in gastronomic consumption of street food show that it is not main utilitarian factors in deciding value of street food consumption (Zeithaml et al., 2020). Indonesian gastronomic customers perhaps take a more for-granted mindset assuming all street in Jakarta as affordable and minimal level of hygiene. Hence, they are not considered seriously in deciding whether to patronize street food.

The applicability of perceived value in the model should also give new paths for a richer model for future theoretical development on gastronomic consumption of street food. Future researchers can incorporate elements of sacrifices and benefits found in the model and further expand it by incorporating other theories, such as expectation-disconfirmation theory to examine performance of the experience (Jokom et al., 2025; Le et al., 2025)

Practical Implications

On a practical level. Findings of the study have several policy and strategic implications for the street food provider and government.

The findings underscore the critical role that both food and service quality play as determining factors influencing consumers' behavioural intentions regarding street food

consumption. Specifically, the research highlights several key components that constitute high service quality in this context: friendliness, availability, promptness, and the ease of ordering.

From a service management perspective, these findings suggest that street food vendors need to focus on enhancing their interactions with customers by fostering a friendly and welcoming environment. Ensuring that services are readily available, both in-person and through digital platforms, is also essential. The ability for customers to place orders easily—whether physically at the stall or through online ordering systems such as GoFood, GrabFood, and ShopeeFood—contributes significantly to the overall service experience.

A distinctive aspect of street food culture is the capacity for customers to order directly from the vendor, bypassing third-party intermediaries. Maintaining this direct ordering approach is vital, as it forms an integral part of the authentic street food experience. At the same time, vendors must manage the ordering process efficiently to meet customer expectations. Investing in appropriate ordering technology can help streamline order management and ensure that vendors can effectively handle varying workloads while preserving the personalised service that customers value.

For the Jakarta's local government, street food vendors play into a greater tourism agenda and wealth improvement. Jakarta is rich with its own gastronomic tradition such as soto Betawi, gado-gado, ketoprak, laksa Betawi, asinan Betawi, kerak telor, and rujak beubek, possesses considerable historical and cultural importance within Jakarta's culinary story. Yet, these rich gastronomic traditions are delivered through street food vendors through the Jakarta area. To ensure such attraction and tradition to live, government of Jakarta should help to facilitate training, incentives, award, and culinary developmental education to ensure sustainability of their business and growth. Developmental approach can be conducted through community training or matching local tourism institution with street food vendors with the local government business development program.

Conclusion

The study concludes that street food consumption in Indonesia, especially in the Jakarta region, is predominantly driven by food quality and service quality. Food hygiene and food price are determined to be unimportant factors in determining consumption intention. This suggests that food hygiene is of little significance to typical street food gastronomic consumers. The respondents may deem the current hygienic conditions of the street food vendors to be acceptable. The price of food is likewise deemed insignificant. Consequently, it indicates that the price sensitivity of street food may be seen as somewhat inelastic, as it is often perceived as affordable by the typical street food consumers.

Limitations and Future Research

The research possesses certain limitations. This study exclusively examines food marketing aspects (food price, food quality, and food hygiene) and service quality. The survey is conducted via internet marketing research, which may compromise the accuracy of the responses compared to in-person data collection. The study is also limited in terms of its sample. While perception of local respondents provide insightful findings on local gastronomic behavior, further study may want to examine international tourists' perception of Indonesian street food. The generalizability of this study may be constrained due to the restricted geographical scope (i.e., Jakarta). Future research should explore additional antecedents of street food behavioral intention and incorporate more intricate mediators and/or moderators to more accurately depict consumer behavior related to street food, especially in tourism destinations. A face-to-face survey, accompanied by a focus group discussion or in-person interview, would improve response accuracy and provide deeper insights into consumer motivations and behaviors around street food. This study exclusively examines consumer perceptions of street cuisine in Jakarta. Future researchers should contemplate duplicating or expanding the investigation of street food consumption in different geographical regions, especially those with stringent hygiene regulations. This may explain the extent to which cultural norms influence consumers' perceptions of food hygiene and its significance in the selection and consumption of street food.

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