

A proposed integration of the event and project management body of knowledge

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Abstract: The concept of an established international body of knowledge implies being updated with a respected good standing. The EMBOK (event management body of knowledge) may have some limitations in need of an update to be clearly distinguished. EM (event management) need a special kind of management considering the scope of the event industry with unfortunate event failures. The comprehensive nature of any body of knowledge (BOK) study led to a pre-study with respect to a conceptual integrated exploratory methodology. This provided the freedom to move outside conservatism to relate ideas, notions, theories, impressions and abstractions to the problem. The purpose was therefore not to obtain a final account but to propose a well-defined hypothesis for further studies. The conceptual data less structured casual observation, and an overview of secondary sources and literature. The overall exploratory study indicates a need for the update of the EMBOK also by means of the PMBOK (project management body of knowledge) or a synthesised event-project management framework (E-PMBOK).

Keywords: event management (EM); knowledge areas; event management body of knowledge (EMBOK); project management (PM); synthesised body of knowledge; conceptual research.

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Introduction

The changing event industry needs an appropriate and updated body of knowledge for event management (EM). The curricula content of EM qualifications offered by South African higher education institutions (HEIs) varies and differs widely. A literature search revealed that the majority of EM courses and qualifications include project management (PM) as a subject, and only one-third of these qualifications include work-integrated learning (WIL) for practical execution of event projects (Pearlman & Mollere, 2009). The global education landscape is also being changed due to many factors such as neoliberalism, the next industrial revolution, epochal society, the vocational needs of students and economic pressure. Curricula of higher education offerings seems to become more in flux, adaptive and shorter. The modes of tuition delivery also changed during and after the Covid-19 pandemic.

Event operations are changing from conventional corporate or sports events to events such as unconferencing, speed networking, digital events, lunch clubbing, virtual festivals and secret cinema to mention a few. Well-known event companies (e.g. Eventive, MKG, Royal DSM and Verizon) may also change their event products and their approach to EM. Events will remain a live experience in need of both creative and technical skills, but the risks of event failure may bring PM more to the fore in terms of the EM curricula. Changing markets opt for professional service quality operations referred to as the service dominant logic for the meetings, expositions, events, and convention (MEEC) industry. Pernecky (2015) and Sealy (2018) acknowledge sustainable practices and leadership as key success factors to survive the competitive nature (Rojek, 2014) of the EM environment. Woodward (2020) rightfully says that PM is a key element of EM and involves managing not only functions but teams of individuals.

The risks of event failure is the primary reason for an updated body of knowledge. Similar to the PM science, EM will need to adapt to the highly competitive industry with new kinds of events of huge scope and complexity. The nature of events changed dramatically, such as sports events and festivals without spectators. No matter how you look at events there is less room for failure. The 21st African championships in athletics was held at the Stephen Keshi stadium in Asaba, Nigeria. The host of the event had no lack of creativity and good intentions, but the event was a disaster in terms of all technical dimensions. Nigeria did not do the sport good and the risks and potential damage of such event failures must be measured holistically. The Montreal 1976 Olympic Games is another case study of an event failure.

PM is a unique and established management approach used for project operations. Project managers must wear different hats due to their roles often referred to as integrators, evangelists, communicators, collaborators, negotiators, entrepreneurs, directors and change agents (Morgan, 2018). The management approach is a development from operations management in response to modern society in terms of interdependency, complexity and radical change. All project goals are virtually clear in terms of a budget, schedule and performance requirements. It applies the systems approach to management and PM has three key features namely (1) the project manager (who plan, direct and integrate the work), (2) the project cohesive team (since project work is team work) and (3) the project management system (a flexible organisation structure, information system, standard operating procedures and project tools used).

Event management (EM) highly regards continuous creativity, art, craftiness with a focus on research, planning and the production of an event (O'Toole, 2000; Woodward, 2020). Attention to detail, marketing and delivery are core elements to succeed. The prominent dimensions of EM in terms of fluency, art, originality, imagination, elaboration, environmental beauty and complexity is not always associated with a professionalised industry due to its history of neo-liberalism and communitarianism (Kerzner, 2017). EM enterprises operate in a dynamic environment, and the science should, therefore, equip event managers with adaptive and agile management skills to be more innovative and lean (Rojek, 2014; Damm, 2010; Woodward, 2020; Thomas & Stephens, 2022).

The EM science does not seem to be as well developed as PM, while event operations is a crucial contributor to South Africa's total annual gross domestic product (GDP), adding R115 billion to the economy in 2018 (Nortje, 2020). Quinn (2013) focuses on the broad economic impact of events, marketing and sponsorships. Globally, EM is a multibillion-dollar, multidisciplinary profession forming a rapidly growing business sector (Williams, 2013; Park & Park, 2016, 2017) with high uncertainty. This underlines the importance of agility since only adaptive organisations survive (Andrejić et al., 2011).

This article builds on the foundation laid by Julia Silvers and Reuch et al. The next sections discuss the problem, the methodology and the results in terms of secondary data.

Problem Statement

The concept of an established international body of knowledge (BOK) implies being updated with a respected good standing. Casual observation of the limitations of EM indicates that the status of EM needs to be explored. Considering the scope of events, the size of the event industry and the tasks of event managers it should be reflected in the EMBOK. In addition, a body of knowledge should be uniquely distinguished from others with prominent concepts. When event managers are not knowledgeable of the EMBOK or if they ignore its existence, then one can assume or question its value, importance, application or relevance. The prominent and changing event industry with harmful event failures also signals a need for excellent EM. A respected and distinguished EMBOK may support professional EM lowering the risks of event failures. A potential benchmark from other disciplines such as PM has a well-established international body of knowledge (PMBOK) that is popular, powerful and widely recognised and applied as a standard for best practice.

Methodology

Conceptual and an integrated exploratory methodology was used. This provides the freedom to move outside conservatism to relate and discuss ideas, notions, theories, impressions and abstractions. Conceptual research can indicate the value of developing standpoints and practical influences through new theoretical perspectives. It does not necessarily give a final account although it may provide new insights into gaps in the knowledge or new perspectives of old theories (Trafford & Leshem, 2012).

Conceptual research brings things into relation and interconnects groups of ideas for synthesised theories. It implies philosophical discussion, debate and studies of other's work to develop new perspectives, knowledge or hypotheses. Signification for valid research is therefore obtained through the integration of several concepts. Warrantable research is not always a final account of a phenomenon, but it should involve the best available evidence to support the research claims.

Research embedded in conservatism can lead to myths about the conceptualisation of the research process. Pragmatism, however, calls for multiple methods for logical inquiry of reality capable of being related to the types of data. One myth is the traditional distinction between quantitative and qualitative research (Plowright, 2011; Morgan, 2018). This article is based on the freedom of conceptual research with multiple ways of data collection. The facts in numeric or narrative terms may be connected using casual observation, literature, case studies, surveys, artefact analysis and others. The final abduction of the research result will be concerning coherent conceptualisation.

The works by Corley and Gioia (2011) and Meredith (1993) about theory building through conceptual methods have references. It can bring about new theories or interpret existing theories in a different light. Jaakola (2020) provides significant templates for conceptual papers on theory synthesis and theory adaptation. Literature sources were used as secondary data to lay the foundation for this article. Step 1: A systematic literature review was used to scrutinise existing literature about the constructs identified for this research study (Alexander, 2020) and a search on Google Scholar, Web of Science and Scopus was conducted. The following keywords were used during the literature search: EMBOK, PMBOK, EMBOK and PMBOK and EM. Essentially, systematically conducting a review involves carefully searching relevant literature to explore a specific question or significant issue within the field. Step 2: The identified literature was then methodically analysed and synthesised logically and transparently. Step 3: Consequently, the conclusions and implications drawn from this process are firmly rooted in the examined literature. The scope of the problem was thoroughly explored as discussed in the next section.

Results and Discussions

Results

Research process

For this study, the problem was approached with conceptual data from two methods. The first phase (a) ideas from casual observation (from experience and subjective impressions). The purpose was to determine some prominent (completely descriptive) and unique EM knowledge areas without specifically mentioning the EMBOK.

The final phase (b) was concepts obtained from a literature study and the proposed E-PMBOK framework will be presented. Ethical clearance was obtained in compliance with the institutional research policy.

Concepts from casual observation

Impressions through casual observation is less structured, informal and more general. Coincident discussions with participants, literature overviews and sensory sources of experience of what event managers do and say (Plowright, 2011: 3) provided enough background information to the problem and motivation for the study. Casual observation of event managers and EM indicated that the EMBOK may have a weak standing concerning how it is perceived and applied.

The following are other casual observations and perceptions about EM that are concerning: (1) the education of EM, (2) the EM tradition, (3) the paucity of EM literature and (4) the low utilisation of the EMBOK in the context of how important effective EM is. If these observations are valid (true facts) then it is fundamental common sense to underline the problem statement and motivation of this study.

A look at EM education can justify a study on its own. Broadly speaking, the curricula content of EM qualifications offered by South African higher education institutions (HEIs) varies and differs widely. This indicates that the body of knowledge may be relative and not narrowed down. The nature of events is best described by project concepts, and it is concerning that only a few include PM. In addition, only one-third of these qualifications include work-integrated learning (WIL) for practical execution of event projects Sealy (2018).

Secondly, the EM tradition is related to concepts such as having fun, social gatherings, creativity and art associated with EM and may be a concern concerning a lack of discipline and technical project management. EM highly regards continuous creativity, art, and craftiness with a focus on research, planning and the production of an event (Raj & Musgrave, 2009). The prominent concepts of EM concerning fluency, art, originality, imagination, elaboration, environmental beauty and complexity are not always associated with a professionalised industry due to its history of neo-liberalism and communitarianism (Jiang & Schumader, 2014).

In terms of secondary research compared to other disciplines, there appears to be a paucity of literature about the EMBOK that may indicate that it is not as well developed or respected. This is concerning in the context of a multibillion-dollar industry and a major contributor to South Africa's total annual gross domestic product (GDP). EM is a multidisciplinary profession forming a rapidly growing business sector (International Institute of Event Management, 2019, Jiang & Schumader, 2014). This underlines the importance of agility since adaptive organisations have a better chance to be successful (Andrejić et al., 2011).

The importance of effective EM is also underlined by event failures due to their complexity. No matter how you look at events there is less room for failure. By observing a few cases such as the 21st African championships in athletics being held at the Stephen Keshi stadium in Asaba, Nigeria. The host of the event had no lack of creativity and good intentions, but the event was a disaster in terms of all technical dimensions. The damage of such event failures must be measured holistically, and the Montreal 1976 Olympic Games is another example of large scope event failure.

Discussions

Concepts obtained from literature

This section explored secondary sources of concepts, knowledge areas and best practices of EM and PM. It is followed by a conceptual literature-based synthesis between these disciplines.

1. The development of event management

History indicates the development of the EMBOK best practices since the early 1990s when a set of occupational competency standards was introduced (Damm, 2010, 2011; Thomas & Stephens, 2022). Later, an Australian study by Perry et al. (1996) attempted to identify key knowledge areas of event organisers, which included general functions such as financial management, general management, public relations, marketing, economic factors and ethical conduct among others. EM needs a diverse skill set concerning Williams (2013) and Andrejić et al. (2011) who identified criteria directly related to event projects namely, consumed simultaneously, co-created with participants, performing adjustments (continuously) and pre-determined dates.

Park and Park (2016, 2017) conducted a thematic analysis of topics from scholarly publications to establish trends in EM. They found, from 463 sources in four EM journals and 78 articles in hospitality and tourism journals, that the majority of the topics focus on market responses rather than management issues. Prominent EM enterprises do not seem to rely strongly on a widely accepted standardised body of knowledge such as the EMBOK. Reusch and Reusch (2013) reviewed EM and PM knowledge areas and confirmed the need for an integrated body of knowledge. This overview of the literature indicates a gap regarding an updated EMBOK.

2. Concepts related to the management of events

To understand EM we consider a few concepts related to the management of events. In this section we use concepts such as EM defined, the nature of events, tasks, functions, skills and a "four-pillar approach" for EM success. EM seems to be broad, general, non-exclusive and comprehensively defined by Silvers (2013) as follows:

Event management is the process by which an event is planned, prepared, and produced. As with any other form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, people, products, services, and other resources to achieve objectives. An event manager's job is to oversee and arrange every aspect of an event, including researching, planning, organizing, implementing, controlling, and evaluating an event's design, activities, and production.

EM should reflect the unique nature of events for its unique occurrence distinguished from anything that already exists, especially one of great importance (Smit, 2015; Woodward, 2018). Events are live experiences and therefore intermittent operations as opposed to repetitive and ongoing continuous operations. Similar to job operations and projects they need unique tools and skill sets. The practice of managing event projects (Quinn, 2013) demands a multidisciplinary profession in an ever-evolving and multifaceted business sector (Silvers et al., 2006; Silvers, 2013; Jiang & Schmader, 2014; Ryan, 2016). Event products cover many different areas of interest, including music, sport, politics, business, academia and culture. These events differ in scope and EM enterprises also differ vastly in size (Ryan, 2016).

In terms of the specific functions and tasks Morgan (2018) identified skills such as interpersonal relations, flexibility, creativity, and being "tech-savvy". Scholtz (2018) added time management and Miller-Merrell (2013) added organisational and communication skills as typical traits needed. Indeed (2019) noted important tasks involving marketing, stakeholder communication, coordination of activities and applying information technology.

Goldblatt (2013) has a four-pillar approach as a foundation for EM success in terms of a matrix of best practices. The HR pillar focuses on employees, technicians, sponsors and volunteers. These are not particularly unique to EM (Damm, 2011; Pernecky, 2015) in the context of the importance of human capital in the macro and micro economies (Kozioł, 2011). Avery and Bergsteiner (2011) refer to Rhineland practices, showing that EM enterprises in both developing countries (including South Africa) and developed countries could benefit from. This approach also promotes HR and similarly Widodo and Moch (2015) list cooperation, retaining staff, high regard for stakeholders, ethics, change management, dependence on others, decentralised decision-making, and empowerment of staff. Pernecky (2015) and Abson (2017) confirm the need for unique leadership in EM because of its complex environment and heterogeneous nature. EM is guided by the events management body of knowledge (EMBOK) (EMBOK, 2022).

3. EMBOK concepts

The EMBOK is designed using a three-dimensional description of the knowledge and skills essential to create, develop, and deliver an event. The EMBOK (version three) forms the framework for guidance to the EM science. The primary dimensions of the EMBOK (2022) are knowledge domains, phases, and processes. The knowledge domains are administration, design, marketing, operations, and risk. These are further subdivided into seven sub-dimensions each, totalling 35 functional management units. PM has a strong focus on operations (an EM knowledge area), phases (the life cycle of a project) and processes (activities). Events also have a strong target orientation, milestones, and specific commencement and termination dates, and they are all temporary and unique but studies by Park and Park (2016) and Pearlman and Mollere (2019) indicate that events are not consistently regarded as projects. There is a smaller focus on management and operations (Raj & Musgrave, 2009, Stokvik et al., 2016).

Draper et al. (2017) and Smit (2015) also refer to EM research over the past 12 years (also citing Park and Park (2016) revealing three major research themes: marketing (32.1%), destination (27.4%) and management (24.5%) accounting for 70% of publications. Earlier papers (Lee & Black, 2005; Yoo & Weber, 2005; Pearlman & Mollere, 2005) covered topics on service quality

and decision-making processes. Ryan (2015) studied trends in hospitality management and PM was hardly noted.

Research conducted by O'Toole (2000) and Dinsmore (1999) regarding three types of projects, namely events, IT, and engineering (civil works), confirms events as pure projects. Atkinson et al. (2006) emphasise uncertainty related to the scope of EM and Damm (2010, 2011) correctly noted that event projects need a special kind of management due to the whirlwind of ever-evolving planning due to their iterative and organic characteristics. This is a good reason for EM to make use of PM tools and principles (Williams, 2013).

4. Concepts related to the management of projects

Williams (2013), Andrejić et al. (2011) and Reusch and Reusch (2013) noted that consideration must be given to PM for the EMBOK. In this section, we consider concepts related to projects and PM. A project is a type of operation system different from a job or a typical repetitive assembly-line operation. The Project Management Institute's PMBOK® is a good benchmark underpinning the knowledge areas with its established methodology (PMI, 2022). The macro perspective of the PMBOK® focuses on ten fundamental knowledge areas in terms of a PM framework (see table 1). When the detail is studied a micro perspective, it shows a clear picture of the dynamic nature of the science. Projects are unique and need a unique management approach historically derived from the 'development of a method, the absorption of useful techniques from other disciplines, refinement of these techniques, and shifts in focus' (O'Toole, 2000, Gopal, 2016). The field and discipline of PM hold a unique philosophy based on a performance-driven and non-conventional kind of management in the lexicon of management sciences.

In terms of a micro perspective of the PMBOK®, Nicholas and Steyn (2010) describe the discipline as addressing the need for a diversity of skills due to the complexity of projects, parallel execution of work and great uncertainty. PM is unique because the project manager must plan, direct and integrate work efforts to achieve project goals by creating a temporary organisation bringing together individuals to form a cohesive team working towards a common goal. As noted in the introduction, the (1) project manager, (2) the team and (3) the PM system are the features that distinguish PM from other traditional forms of management. He or she must be able to operate in a dynamic environment with stress, conflict and change.

The methodology is rooted in antiquity with the potential to be creative and exciting. It is essential to establish what projects are to conceptualise PM as a discipline. The PMI (2022) defines a project as a temporary endeavour that is undertaken to produce a unique product, service, or solution. Projects have a distinct mission and termination points, and the motivation to achieve predicts excitement in an integrative function with social and technical activities (Gopal, 2016; Heagney, 2016). This means that projects are dealt with one at a time. It should have definite starting and ending points (time), a pre-determined budget (cost), a clearly defined scope, and specific performance requirements to be met.

From a PM viewpoint and by integrating the views of leading authorities such as Kerzner (2017), Larson and Gray (2018), Nicolas and Steyn (2010) and Slack et al. (2010), PM is defined as the art of directing, coordinating and integrating human and other resources throughout the unique life cycle of a project. Project managers use PM techniques to achieve pre-determined TCP objectives (Keup, 2020). The scope and stake involved with projects justify PM as a separate discipline.

The most challenging role of project managers is to ensure project success. Project managers can be seen as leaders and enablers of teams in completing work, to 'run interference' for them, obtain scarce resources, work multi-directional and manage outside challenges that might compromise progress (Heagney, 2016). The management role refers to planning, scheduling, and control in the context of the project sponsor, the team, the project system and the client. Heagney (2016) and Keup (2020) refer to the mission and assert that project managers have to ensure that the mission and interests of the organisation are met.

Nicholas and Steyn (2010) provide a useful summary of the micro perspective of the PMBOK in terms of the integration role of the project manager. This entails providing direction (leadership), decision-making, being an entrepreneur, being an evangelist (conveying faith in the

project) and being the project communication hub. It provides for both creative and technical skills needed by EM.

PM is a unique and established management approach used for project operations. Project managers must wear different hats due to their roles often referred to as integrators, evangelists, communicators, collaborators, negotiators, entrepreneurs, directors and change agents (Nicolas & Steyn, 2010). The management approach is a development from operations management in response to modern society in terms of interdependency, complexity and radical change. All project goals are virtually clear in terms of a budget, schedule and performance requirements. It applies the systems approach to management and PM has three key features namely (1) the project manager (who plan, direct and integrate the work), (2) the project cohesive team (since project work is team work) and (3) the project management system (a flexible organisation structure, information system, standard operating procedures and project tools used).

5. A conceptual comparison between the EMBOK and the PMBOK®

The EMBOK (2022) (in terms of the phases, processes, and knowledge areas) is well distinguished from the Project Management Body of Knowledge (PMBOK® 6th edition) (PMI, 2022). The Project Management Institute's PMBOK® (2022) is an established and authoritative methodology for any project. With ten knowledge areas and 49 process areas, the PMBOK® are uniquely distinguished.

Event managers (like project managers) use some PM principles such as different forms of organisational structures (such as the matrix structure) by adapting their management style according to each project's unique organic nature (Nicolas & Steyn, 2010). Reusch and Reusch (2013) noted that the development of an EMBOK must therefore be done in conjunction with the PMBOK®. The 11 project dimensions (see Figure 1) are used to emphasise events as pure projects, especially in terms of their dynamics (response to change) and time, cost and performance constraints. The PMBOK® is clearly distinguished from general management in terms of scope, integration, risk and quality management, and these knowledge areas are also applicable to events. Table 1 provides the knowledge areas and phases of the EMBOK and PMBOK®

The discussion should explore the significance of the results of the work, not repeat them. Comment on the data, referring to the literature (compare it to previous research) and pointing out similarities and differences, explaining these if possible. Return to the aim and research question and show how the aims have been met, and the research question answered.

In discussion, it is the most important section of your article. Here you get the chance to sell your data. What might the answer imply and why does it matter? How does it fit in with what other researchers have found? What are the perspectives for future research? Please compare to what other researchers have found.

Table 1. A comparison between the EMBOK and the PMBOK®

EMBOK				PMBOK®			
Knowledge Areas	Number of Functional Units	Processes*	Phases	Knowledge Domains	Do-Integration	No of Process Areas	Phases
Administration	7	• Management	• Initiation	Project	integra-	7	• Initiating
Design	7	• Analysis	• Planning	tion			• Planning
Marketing	7	• Communica-	• Implementation	Scope		6	• Execution
Operations	7	tion	• Execution	Schedule		6	• Perform-
Risk	7	• Decision opti-	• Performance#	Cost		4	mance#
		misation	and control	Quality		3	and control
		• Scheduling	• Event+	Resource		6	• Closure
		• Risk analysis	• Closure+	Communication		3	

Risk	7
Procurement	3
Stakeholder	4

*Processes acting on all the EMBOK knowledge domains

+Event and closure phase can be regarded as part of the Implementation phase

#Literature refers to either performance/monitoring

Sources: Adapted from O'Toole (2000), Reusch and Reusch (2013), EMBOK (2022) and PMI (2022)

6. A proposed integration of EMBOK and PMBOK®

Although multiple factors determine the good standing of a body of knowledge such as the EMBOK, the contribution or hypothetical integration of the PMBOK with the EMBOK can be significant. This section illustrates such an example of the potential integration of the two bodies of thought based on the EMBOK and PMBOK® illustrated in table 1. The existing knowledge areas and domains provide the ideal opportunity for the synthesis and development of the EM science. The EMBOK (2019) consists of functional units as opposed to the PMBOK® with process areas. Stakeholder management is a common denominator, quality management is only part of the PMBOK®, and integration is central to the PMBOK®. As example EM can be developed as a special kind of project management by different means. Figure 1 is an example of 11 prominent knowledge areas for EM as adopted from PM knowledge areas proposed by Reusch and Reusch (2013) with respect to a special kind of EM.



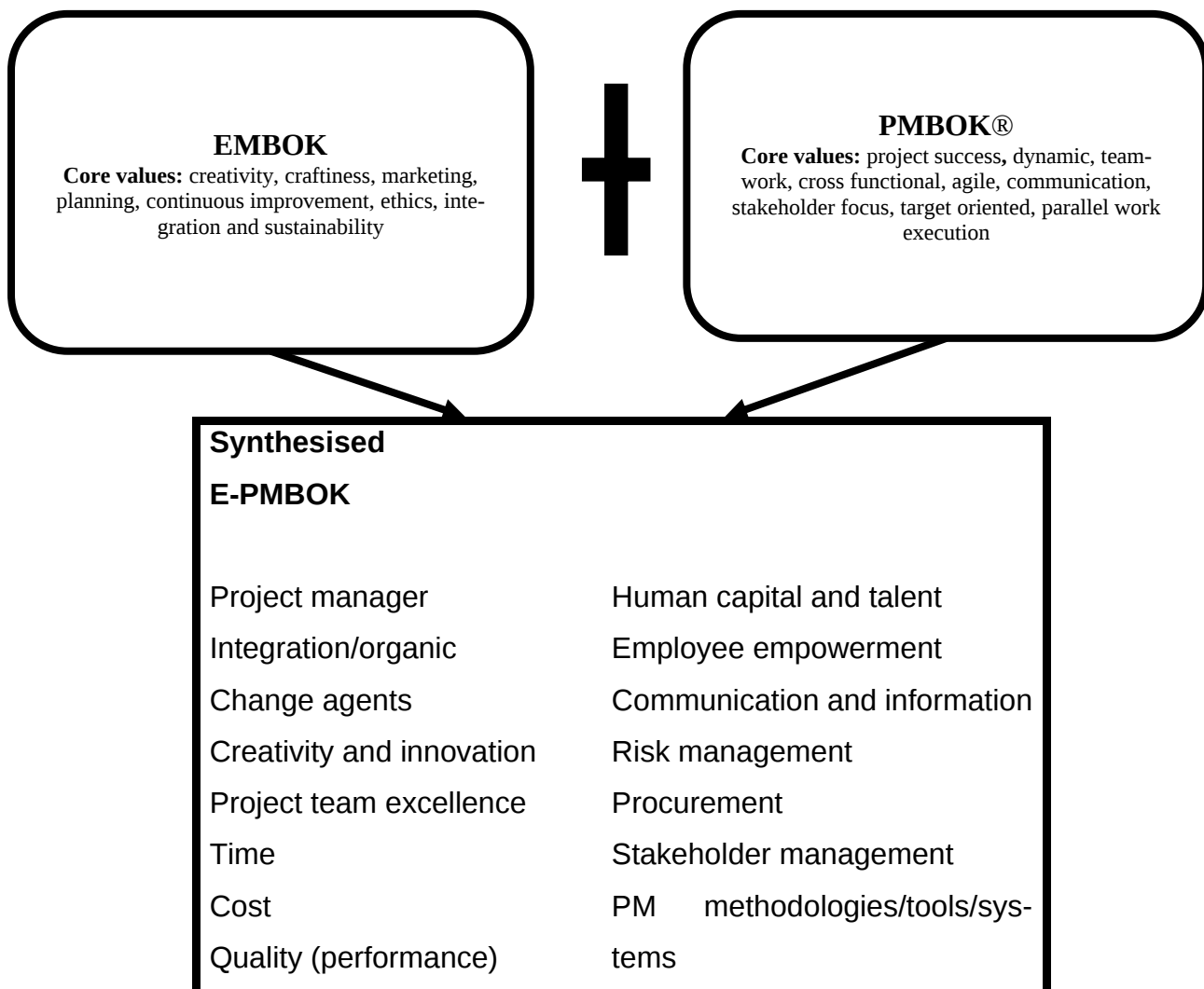
(Source: Adapted from Reusch and Reusch, (2013))

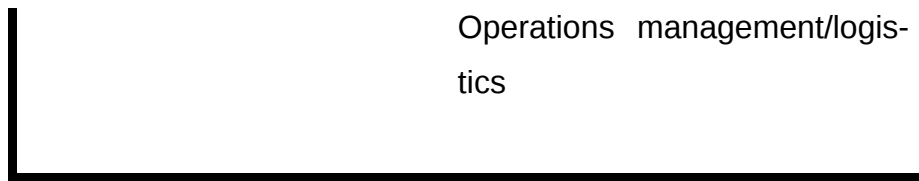
Figure 1. PM and EM integrated knowledge areas

It is interesting that “creativity” is not included, although all crucial technical aspects are highlighted. The three key PM features namely the project manager (who plans, directs and integrates the work), the project cohesive team (since project work is teamwork) and the project management system (e.g. a flexible organisation structure) are not yet included. New areas included in Figure 1 are integration and quality (items 1 and 5) from the PMBOK®, cost and finance, communication, which includes information and systems, and finally procurement, which includes infrastructure and logistics. Marketing remains an EM knowledge area excluded from the PMBOK®.

7. The consideration of a synthesised E-PMBOK

This conceptual and exploratory study did not provide any final account with respect to research findings. It merely defines a strong and well described hypothesis that the EMBOK should be improved and can be improved by means of the PMBOK® with respect to a synthesised E-PMBOK (with reference to Reusch & Reusch, 2013). Figure 2 is an example of a conceptual and simplified illustration of a synthesised E-PMBOK as a preliminary illustration of the integration of the core values and key knowledge areas of the EMBOK and PMBOK®.





(Source: Author, 2023)

Figure 2. A synthesised framework for the Event-Project Management Body of Knowledge (E-PMBOK)

Recommendations

The EMBOK may be improved by several means, but the paper states that PM may become the “paradox”, being the single neglected element of the EM profession. Further studies are recommended and consideration must be given to a synthesis between unique EM and PM practices with respect to a possible E-PMBOK.

Limitations

This is a conceptual paper and not an empirical study. Similar studies do not exist in the scholarly body of knowledge. After a thorough literature search, only one article could be found that discussed both the EMBOK and PMBOK.

Conclusions

A study on internationally recognised bodies of knowledge will always be comprehensive in scope. This was not the purpose of the study with respect to a conceptual and an integrated exploratory methodology. It provided enough motivation that further studies are necessary since the findings did not give any final account and merely resulted in a well-described hypothesis.

Based on the conceptual data (a) the EMBOK needs to be updated concerning the problem statement. The background study (b) confirmed the non-prominence (not descriptive; little descriptive or somewhat descriptive) of EM knowledge areas. The secondary sources (c) explored the development of EM and the EMBOK in need of further improvement also concerning PM. The

last phase (d) confirmed the need for a new approach to EM concerning a special kind of management with considering operations management and PM concepts.

The exploratory study is therefore a vantage point for the improvement of EM by promoting and recommending the further development of a professional and internationally accepted EM-BOK. Eventually, the EM best practices will be strongly distinguished from general management and a comprehensive understanding of PM could be fundamental to an improved EMBOK that should increase project/event success. This will also impact on the changes needed in EM qualifications offered by higher education institutions.

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The implementation of green practices to improve the service quality of front office at K Club Ubud

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Abstract: The K Club Ubud in Gianyar, Bali, has used green practises to enhance the front office department's service quality. The goal of this study is to examine these activities and identify the green practises indicators that must be maintained and improved. Questionnaires, interviews, observations, and documentation were used to collect data for this study. The sample strategy used in this investigation was simple random sampling. In order to collect data, online surveys are distributed to respondents. As part of the processing, the questionnaire was subjected to validity and reliability tests. The servqual test (quality of service) and importance-performance analysis (IPA) are then employed as data analysis techniques in this study. According to the findings of this study, the application of green practices has been done in an optimal manner, as evidenced by the outcomes of the application of 3R activities. The results of the servqual test, which show that the front office department at K Club Ubud has seven gaps (+) and one gap (-) in the form of eight question indicators, can be used to describe how successfully green practices have been implemented. According to the importance performance analysis (IPA) results, the front office department must maintain the quality of the services for one indication while making improvements for the other.

Keywords: Front office, green practices, service quality, tourism, hospitality

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Introduction

The tourism and hospitality industries are known to work closely together. The tourist sector provides a variety of services, including lodging, travel, food and drink, and leisure activities. As a result, it transforms the hotel sector into a provider of tourism services. Additionally, the hospitality sector has grown to be a promising market. The primary objective of the hotel industry is to maximize room occupancy. Tourist pleasure, however, cannot be disregarded because the visitor staying in the room will be happy if they receive decent service from the hotel. The business will get greater profit when it gets higher room occupancy rate.

Bali is regarded to have excellent tourism potential as one of Indonesia's provinces. It is evident from the sizable number of domestic and international visitors who come to Bali for both leisure and business travel. Ubud, in the Gianyar Regency to the east of Bali, is one of the island's well-known tourist destinations. Tourists looking for peace and quiet frequently visit the rice fields and forests in Ubud. Green practices have taken over as the hotel idea in the Ubud districts due to its natural beauty. According to Leonardo et al. (2009; 499), the 3Rs, or reduce, reuse, and recycle, are a common way to characterize green practices or the environmentally friendly movement. Since it is one of the most fundamental guidelines for successful sustainable hospitality, the 3R method is essential. In order to be sustainable, we must compromise not just our own demands but also the ability of future generations to meet their own. The three main pillars of sustainability are people, profit, and planet, which are often referred to as social, economic, and environmental (Bianchini & Rossi, 2020; Bikinhong & Lai, 2019; Tölkes & Butzmann, 2018).

According to Anom et al. (2017: 60), Bali's hotel industry is growing quickly. Many local and international shareholders who are vying to construct numerous five-star hotels in Bali can see it. When building a hotel, consideration must be given to a number of crucial factors, such as selecting a location that will contribute to the construction of a hotel with its own charm. Bali's situation with its numerous rice fields and shady trees should be taken into account when designing hotels there. One of the hotels that employs the idea of green practices is K Club Ubud, that is situated in Ubud area.



(Source: www.kclububud.com, 2022)

Figure1. The Logo of K Club Ubud & Kabana Jungle Pool Bar of K Club

At K Club Ubud, in December 2021, the room occupancy rate was 90%, which is 10 percentage points higher than the occupancy rate in November 2021, which was 80%. This was carried out in line with the use of green techniques. Since December 2020, when there was a 50% room occupancy rate, it has increased by 45%. This is due to the fact that by December 2020, the landscape or villa sections were still in the construction phase and were not entirely finished. The arrangement is anticipated to be close to 100% by December 2021 with 30 villas, each with two to five rooms, thanks to the natural panorama of the villa, the use of environmentally friendly materials like bamboo, as well as the accessibility of cool air. There are 94 rooms as well as other amenities at K Club Ubud.

The notion of green practices through 3R, which is utilized to reduce environmental damage, may be demonstrated in K Club Ubud's application of green practices. Saving electrical energy, refraining from using plastic, and using less paper are examples of actions that have been taken. The fact that there are numerous obstacles to implementing green practices in K Club Ubud cannot be disputed, nevertheless.

Methodology

As one of the luxury villas in Ubud, the K Club Ubud Hotel, served as the site for this study. From March 2022 to July 2022, 4 months of study were done. The goal of the study is to develop green procedures to raise the standard of customer service at K Club Ubud's front desk. In this study, there were two variables: an independent variable and a dependent variable.

This study employed quantitative and qualitative data. The primary data used in this study was directly gathered from direct observation of survey distribution to consumers at K Club Ubud. As a result, this study also made use of secondary data that was already prepared and had been gathered and processed by third parties for use as supporting information.

Simple random sampling is employed as the data gathering method in this study. In this study, observation, questionnaires, interviews, and literature searches were used as data collection methods. By performing direct observations at the K Club Ubud, observation is a means of gathering data. For the purpose of getting a clear picture of the thing under study, the observation is conducted for 4 months. The questionnaire is a tool for gathering data that involves giving out questions that are carefully planned. The questions are organized in accordance with the metrics used to assess the level of customer service. The interview method is a technique for gathering data that involves having direct conversations with managers and employees to get information

from the research objects. The process of conducting literature research involves gathering information from a variety of sources, including scientific publications, journals, books, and the internet, that are relevant to the topic at hand—in this case, the front office department's customer service quality as it relates to the adoption of green practices at K Club Ubud.

A Validity Test, a Reliability Test, a Servqual Test, and the Importance-Performance Analysis approach are among the data analysis methods employed in this study. As a tool for data analysis, the Validity test evaluates validity's degree of the questionnaire instrument that was used to gather the data. A reliability test is used to assess the questionnaire, which measures a variable. The K Club Ubud conducts a Servqual Test (Service Quality) to investigate the disparity between the visitors' views of the services they received and the expected services (expected service). Additionally, the Importance-Performance Analysis method is used to measure both performance that customers perceive as significant and the performance that customers actually experience in order to assess an organization's performance.

Results and Discussion

Results

Respondents profile

The questionnaire contains two types of questions. Questions on the respondents' demographics, including gender, age, and occupation, are found in the first section. According to the respondents' perspectives, the second component of the questionnaire contains the value of the Importance and Service Performance of Front Office Staff. The primary data for this study will be the findings from this questionnaire. The guests who stayed at K Club Ubud made up the 30 respondents who responded to the questionnaires. The outcomes of respondents' profiles after thorough calculations are shown below:

1. Gender

The results of the questionnaires show that there are more women than men. There are 10 men overall, or 33% of the respondents, as can be seen from the total number of males. In the meanwhile, 20 responses, or 67% of the total, are female. The percentage distinction between the two types of gender among respondents is not very significant.

Table 1. Respondent's gender

No.	Gender	Total Respondent
1	Male	10 respondent
2	Female	20 respondent

2. Origin

In terms of nations, the respondents for this study were Indonesian guests staying in villas at K Club Ubud. Based on the calculation's outcome, it is clear that people from Jakarta, where the percentage of respondents is 50%, Surabaya, where the percentage is 23%, Bali, where the percentage is 17%, and Semarang, where the percentage is 10%, make up the majority of respondents with the highest nationality.

Table 2. Respondent's origin

No.	Origin	Percentage
1	Jakarta	50%
2	Surabaya	23%
3	Bali	17%
4	Semarang	10%

3. Occupation

Four different work kinds are available in the occupation category, and the respondents choose them by checking the appropriate boxes on the questionnaires. Following employees with 30% of percentage or 9 respondents, other positions with 27% of percentage or 8 respondents, and students with a percentage of 10% or 3 respondents, the calculation's findings revealed that the highest occupation among the 30 respondents is in the entrepreneurial sector.

Table 3. Respondent's Occupation

No.	Occupation	Total Respondent
1	Employees	9 respondents
2	Students	3 respondents
3	Entrepreneur	10 respondents
4	Other positions	8 respondents

4. Age Classification

The questionnaire is used in this category to categorize the respondents' ages into 5 different age ranges. According to the results of the questionnaires, the respondents' ages can be divided into five categories: under the age of 20, between the ages of 20 and 30, between the ages of 31 and 40, between the ages of 41 and 50, and over the age of 50. The under-20 years old category has a total percentage of 7%, while the 20 to 30 years old category has a total percentage of 27%, which equals 8 respondents. The 31 to 40 years old category has a total percentage of 33%, which equals 10 respondents.

Table 4. Respondent's age classification

No.	Age Classification	Percentage
1	<20 years old	7%
2	20-30 years old	27%
3	31-40 years old	33%
4	41-50 years old	20%
5	>50 years old	13%

Validity and Reliability Test

1. Validity Test

The table below shows the findings of the validity of the work level (performance) and importance.

Table 5. Table of Results of the Validity of Importance and Performance

Attribute	R-Table	Importance		Performance	
		Total Item Correlation	Description	Total Item Correlation	Description
Q1	0,2960	0,511	Valid	0,614	Valid
Q2	0,2960	0,383	Valid	0,357	Valid
Q3	0,2960	0,392	Valid	0,317	Valid
Q4	0,2960	0,727	Valid	0,418	Valid
Q5	0,2960	0,362	Valid	0,324	Valid
Q6	0,2960	0,498	Valid	0,480	Valid
Q7	0,2960	0,570	Valid	0,300	Valid
Q8	0,2960	0,398	Valid	0,380	Valid

Source: Output SPSS 25.0 for Windows

If the sum of the item correlation values is larger than 0.2960, the given valid judgement criteria are delivered. All perception and expectation items from the questionnaire are deemed appropriate for use in this study because, in accordance with the findings in the table above, all questionnaire items have a total item correlation value greater than 0.2960.

2. Reliability Test

The reliability test was performed once the validity test was completed and the questionnaire responses were determined to be valid. The quantity of Cronbach's Alpha used to determine the validity of a research instrument, which reflects the internal consistency of the items that form a variable. The table below displays the results of the Cronbach's Alpha coefficient computation.

Table 6. Results of the Importance's Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	8

Source: Output SPSS 25.0 for Windows

Table 7. Results of the Performance's Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	8

Source: Output SPSS 25.0 for Windows

According to preceding table, the relevance variable has a Cronbach's Alpha of 0.857 and the performance level variable has a Cronbach's Alpha of 0.8. An instrument is regarded as dependable if it has a reliability coefficient, also known as Cronbach's Alpha, of 0.6 or higher. As a result, it is possible to treat the questionnaire's key variables and performance level as reliable.

Discussion

Implementation of Green practices at the Front Office of K Club Ubud

Following the implementation of green practises at K Club Ubud, a number of conclusions can be reached based on the findings of interviews with the club's general manager and front office manager. Rumour had it that K Club Ubud had implemented as many environmentally friendly practises as were physically possible. This is seen in K Club Ubud's efforts to apply the 3R. When discussing the 3Rs, the first R, recycling, is mentioned. As part of the recycling implementation, the usage of recycled paper in many activities that require the paper usage has been introduced. Then, by using blank sheets that may be reused, paper waste that is no longer in use is minimised. Additionally, as they are built from repurposed wood, tissue boxes and business cards are also used.

Reuse is the second R. The K Club Ubud had accepted the usage of reusable things, such as eco-friendly but high-quality hotel supplies that may last for a long time and can be used regularly for a long period. The Third R is known as reduce. The efforts made by K Club Ubud to cut back on wasteful electricity use are evidence of the hotel's reduction efforts. K Club Ubud prohibits using air conditioners in spaces that don't need to be cooled. The K Club Ubud prefers to use natural air in the lobby area as a solution because the area is supported by the cool atmosphere of Ubud and the hotel's proximity to rice fields and shaded trees. Additionally, to maintain a fresh and healthy environment in the lobby area, decreasing the usage of air conditioners also considers the temperature of the air there.

According to the interviews' result with the GM (General Manager) and FOM (Front Office Manager), 3R has been used to implement green practises at K Club Ubud. A servqual exam (service quality) is undertaken to examine the specifics of the implementation and propose a solution for how to improve the adoption of green practises at the K Club Ubud Front Office. This test can determine the gap between expected importance and service performance. The servqual technique analyses data and identifies gaps. The usage of green practises in an effort to improve service quality will be known following the application of the servqual technique. The table below shows the results of data processing using the servqual technique.

Table 8. Service Quality Test Results

No	Indicator	Performance	Importance	GAP
1	Reducing the usage of electricity, by not using the air conditioner in the lobby	3.03	4.93	-1.9
2	Using stainless steel straws instead of straws from plastic for drinking.	4.4	2.77	1.63
3	Make tissue boxes and business card holders out of wood waste.	4.5	3.17	1.33
4	The use of an iPad to reduce paper usage at check in and check out.	4.33	2.6	1.73
5	The front-desk employee's ability to answer guests' questions about K Club Ubud's green practises implementation.	4.23	3.1	1.13
6	Capable of providing clear and simple information on how to implement green practises	4.33	3.3	1.03
7	Eliminate plastic rubbish from the foyer area to ensure cleanliness.	4.4	3.13	1.27
8	Response from the front desk in handling guest issues while staying at K Club Ubud	4.33	3.33	1

The servqual test analysis results show that when green practises are implemented in the front office division, the positive (+) gap is greater than the negative (-) gap, with seven positive gaps and one negative gap. This illustrates the effectiveness of K Club Ubud's efforts to improve front-desk service quality through the use of green practises.

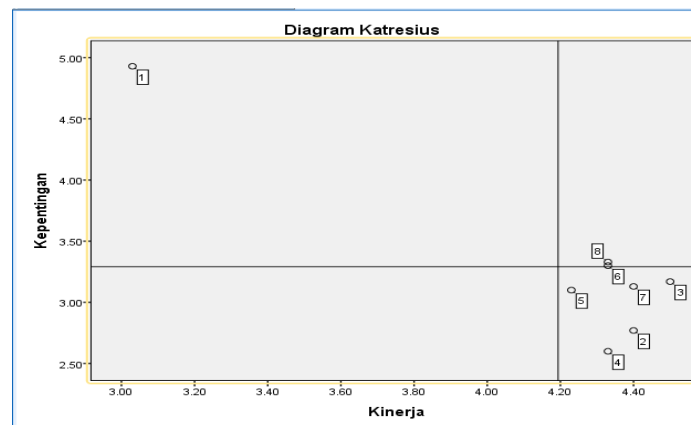
According to the findings of the servqual test analysis and interviews with the general manager and front office manager, one negative gap or impediment has occurred as a result of K Club Ubud's implementation of green practises.. These limitations are related to the air and the unpredictability of the weather, especially during the summer. Due to the hot temperature, guests may feel uncomfortable in the lobby area. This is a significant barrier to the adoption of green practices at K Club Ubud. Although the hotel's surroundings and position can be considered to be cool, it is clear that occasionally some guests comment that the lobby is warmer than usual due to fluctuating weather conditions. As a result, the K Club Ubud has attempted to make this issue as clear as possible in keeping with the justification for the adoption of green practices there.

In addition, there are numerous initiatives to solve the issues. To do this, one strategy is to educate visitors about eco-friendly habits. When guests check in and out, another approach for dealing with hot temperatures is to provide a welcome drink from the Ice Soursoup Sorbe Menu. One way to overcome some of the problems associated with implementing green practises at K Club Ubud is to provide the technical team with a solution for finding a portable air conditioner that uses less energy.

The Highest Type of Quadrant in the Implementation of Green practices to Improve the Service Quality at the Front Office at K Club Ubud

To solve the second issue with the highest type of quadrant in the green installation at K Club Ubud, the Importance Performance Analysis approach is depicted as a Cartesian diagram. Quadrant A is the most significant of the four quadrants in the Cartesian diagram. This means that the indicators in this quadrant should be enhanced. The achievement of Quadrant B suggests that the indicators within this quadrant are currently providing good service, therefore maintaining their performance is required. Due to the minimal importance of Quadrant C, it has no substantial impact on visitor happiness. Quadrant D reveals that the use of each indication in this quadrant is judged excessive.

The figure below depicts the positioning of the eight green practises service quality indicators at K Club Ubud.



Source: Output SPSS 25.0 for Windows

Figure 2. Figure of Diagram Kartesius Important Performance Analysis

Each indicator found in each quadrant is described in great length below. Following is an explanation of each quadrant's purpose:

1. Quadrant A

On the upper left is where Quadrant A is placed. The indications in quadrant A must be emphasized for immediate enhancement in order to maximize the level of customer service offered by the K Club Ubud Front office. Using less electricity by turning off the air conditioner in the lobby is the top priority signal that has to be improved right now (indicator 1). Reducing energy use by not using the air conditioner in the lobby is in quadrant A because respondents are not satisfied with the service of "Using Air Conditioner in the Lobby" because the average value of their interests is higher than the average value of their performance. The front office of the K Club Ubud department makes efforts to reduce energy use in the lobby, one of its green initiatives, however these efforts are not always successful. When it's hot outside, guests find the check-in and check-out processes uncomfortable.

2. Quadrant B

In order to compete with other competitors, indicators in quadrant B must maintain their quality. Quadrant B is located in the upper right corner. The speed with which the front desk reacts to client complaints while they are guests at K Club Ubud is one indicator of quality maintenance (indicator 8). Indicator 3 is in quadrant B because the respondent believes that the front office department gives the best service in terms of complaint response when they stay. This is because the average value of the respondent's interest in performance exceeds the average value of the respondent's interest. Respondents must maintain this indicator.

3. Quadrant C

The lower left corner of the diagram represents quadrant C, and the indicators there are of low importance. This indicates that improving the indicators in this quadrant is not given high attention. In quadrant C, there are no indicators.

4. Quadrant D

On the lower right is Quadrant D. The respondents believe the indicators in quadrant D to be of low value, yet because they perform well, they are viewed as excessive by the respondents. The improvement of performance on these metrics will merely result in resource waste, but this is not a serious issue with the quality of the product. The following indicators are part of this quadrant:

- a. Use stainless steel straws in beverages rather than plastic ones.
- b. Create tissue boxes and business card holders out of leftover wood.
- b. The iPad is used to reduce paper use at check-in and check-out.
- d. The front desk staff's aptitude for responding to inquiries from guests regarding the adoption of green practices at K Club Ubud.
- e. Capable of delivering information that is simple to understand and obvious while applying green practices.
- f. Reducing plastic garbage in the lobby area to uphold the guarantee of cleanliness there.

Conclusions

The discussion and examination of the implementation of green practises to improve the quality of front office department services at K Club Ubud may lead to the following conclusion. It may be said that K Club Ubud's front office has improved service quality by implementing green practises. The 3Rs, or reduce, reuse, and recycle, have been used by K Club Ubud to include ecological practises. The use of green practises to improve the quality of service for the front office department at K Club Ubud has been maximised based on the findings of the servqual test.

Only one indicator—"Reducing electricity use, by not using air conditioners in the lobby, which is in quadrant A—needs to be improved in the implementation of green practises as an effort to improve the quality of front office department services at K Club Ubud, according to the analysis of the Importance Performance Analysis (IPA) test results. The front office's responsiveness in resolving guest difficulties while they are staying at K Club Ubud, which is located in quadrant B, is one indicator of maximum work performance or indicators that must be maintained. There are no symptoms in quadrant C that require immediate attention.

Despite the fact that some indicators are thought to be of low value by respondents but perform well, they are regarded as excessive by respondents. In quadrant D, indicators include the use of stainless steel straws, the recycling of wood scraps into tissue boxes and business card holders, the use of an iPad to reduce paper use during check-in and check-out, the front desk staff's ability to respond to guest inquiries about the implementation of green practises, and their ability to provide concise and understandable information about such implementation.

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Cross-border tourism in Indonesia: trends, opportunities, challenges, and research agenda

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Abstract: The discourse on cross-border tourism (C-BT) has become an interesting topic for researchers in the last few decades. Indonesia, as an archipelagic country, has very promising C-BT potential. However, there is not much literature on C-BT in Indonesia. Therefore, this study aims to describe qualitatively the development of tourism research in Indonesia related to C-BT. In addition, this study also seeks to identify articles, chapter books, and conference papers related to C-BT in Indonesia and then analyze them to produce a systematic literature review and draw theoretical implications. The method used in this study is a systematic literature review on C-BT in Indonesia. The databases used in this research are Scopus, Web of Science, and Google Scholar. The data collection in this study using PoP software, organizing data using Mendeley software, and analyzing data using NVIVO software. The study results show that research trends on cross-border tourism in Indonesia have increased in the last decade. In addition, opportunities for developing cross-border tourism in Indonesia are still open. On the other hand, the challenges faced by Indonesia in the development of cross-border tourism are dominated by governance that has not been maximized, which includes unresolved legal issues, lack of management of natural resources, communication, criminal & drug Smuggling, lack of border control, regulation, physical border arrangement, and lack of promotions and marketing.

Keywords: Cross-border, Tourism, Systematic Literature Review, Indonesia.

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Introduction

International border areas have continued to develop until now, so the discourse on border areas has attracted the attention of researchers from various fields of science (Kolossoy, 2005; Mostafanezhad, 2018; Wilson & Donnan, 2012). The study of the tourism-related border is relatively new (Ioannides et al., 2006), although studies of border areas and cross-border areas have been carried out for a long time (Ohmae, 1993).

Tourism is a fast-growing sector that can influence other sectors in the development of a country. C-BT is considered the most effective solution for generating foreign exchanges (Mikhailova, 2021), especially in neighboring countries that are categorized as developing countries (Mattioli et al., 2022).

As the largest archipelagic country in the world (Kharish, 2022), Indonesia has 17,504 islands, some of which are bordered by neighboring countries such as Malaysia, Philippines, Singapore, Thailand, India, Timor-Leste, Brunei Darussalam, Australia, Palau, and Papua New Guinea (Muta'ali et al., 2018). In the context of C-BT, several previous studies have discussed Indonesia as part of C-BT. For example, (Alas & Anshari, 2021) discuss the potential and challenges of Indonesia and Brunei in C-BT initiatives, and (Taena & Afoan, 2020) analyze the impact of C-BT between Indonesia and Timor Leste.

The Covid-19 pandemic has had a significant impact on tourist arrivals in Indonesia. In the last two years, tourist visits to Indonesia through cross-border areas have decreased significantly.

Based on data from the Central Bureau of Statistics, there has been a decrease in foreign tourist arrivals to Indonesia, namely around -85.48% since the covid 19 pandemic (Indonesian Central Bureau of Statistics, 2021) Apart from the covid pandemic, various challenges exist in developing C-BT in Indonesia.

However, until now, no study has reviewed the development of C-BT research in Indonesia, its challenges, and its opportunities. Studies that review research developments are very important to view the status of C-BT research and make it possible to generate directions regarding further research in the scope of C-BT. Therefore, this study was conducted to answer the research questions; 1) What are the research trends and publications on C-BT directly related to Indonesia? 2) What is the most discussed C-BT destinations in Indonesia? 3) What are the problems, opportunities, and potential research agenda regarding C-BT in Indonesia based on research that has been done previously?

As a new research topic, debates on the definition and characteristics of C-BT are still ongoing (Batala et al., 2017; Hampton, 2010). For example, views regarding the location of C-BT can be debated. Hampton (2010) views Indonesia, Singapore, and Malaysia can be said to be C-BT areas. Hampton sees Indonesia, Singapore, and Malaysia as C-BT, even though it consists of sea borders. In contrast to Hampton, articles and books published by Timothy (Timothy, 1999, 2001, 2006; Timothy & Gelbman, 2023) describe C-BT from a land-border perspective. This kind of debate occurs and can be used as material for enriching the topic of C-BT. However, this study does not focus on debates at the definition or characteristics level but instead on tracing the development of C-BT research and its opportunities and challenges in Indonesia.

Methodology

This study is a systematic literature review. Literature review must be carried out clearly (Fink, 2014; Garza-Reyes, 2015) because literature reviews are very important in increasing knowledge capacity (Small, 1977) by building understanding from previous studies (Machi & McEvoy, 2016).

This study uses Scopus, Web of Science (WoS), and Google Scholar databases. The reason for choosing these three databases is that these databases are the most widely used and cover various fields of science (Lima & Bonetti, 2020).

Document search in this study uses the exact keywords and Boolean logic in all databases. The search target is title+abstract+keywords. The keyword combinations in this study are "Cross-border" and "touris*" and "Indonesia". Searches on the Scopus and WoS databases were carried out directly on the two websites. Meanwhile, searches on Google Scholar were carried out with the help of the Publish or Perish (PoP) application.

Table 1. Inclusion criteria and exclusion criteria

Scope	Inclusion criteria	Exclusion criteria	Justification
Document Types	Artikel, review, conference paper, working paper	book chapters, books, notes, letters, editorials	Availability and ease of access to full text data
Databases	Scopus, WoS, Google Scholar	Another database	Scopus, WoS and Google Scholar provide extensive research data
Subject areas	Social Sciences, Business, Environmental Science, Earth and Planetary Sciences, Economics, Econometrics and Finance, Arts and Humanities, Engineering, Agricultural and Biological Sciences, Psychology.	Other subject area	Only certain subject areas are suitable for this study
Language	English, Indonesian	Other languages	English is the main language in writing scientific papers in various databases. Indonesian is included in the inclusion criteria because the context of this study is Indonesia.

Source: Authors's analysis

This study uses thematic analysis (Wilif & Rogers, 2017) on previously selected literature. The analysis begins with coding performed on the NVIVO application. The coding is based on challenges, opportunities, and case studies in Indonesia. Predetermined themes are analyzed through coding in the NVIVO application. The first stage is to download all article documents in pdf format. The second stage is importing all article documents into the NVIVO application. Furthermore, the coding was analyzed in depth in each literature included in this study. The final result of the NVIVO application is coding which is then analyzed in this study

Results and Discussion

Results

Finding Overview

In general, based on a predetermined strict search protocol, 26 documents that met the criteria included in this study were found. Of the 26 documents, 21 of them are journal articles, 4 of them are conference proceedings, and 1 of them is a working paper.

Table 2. Documents included in this study.

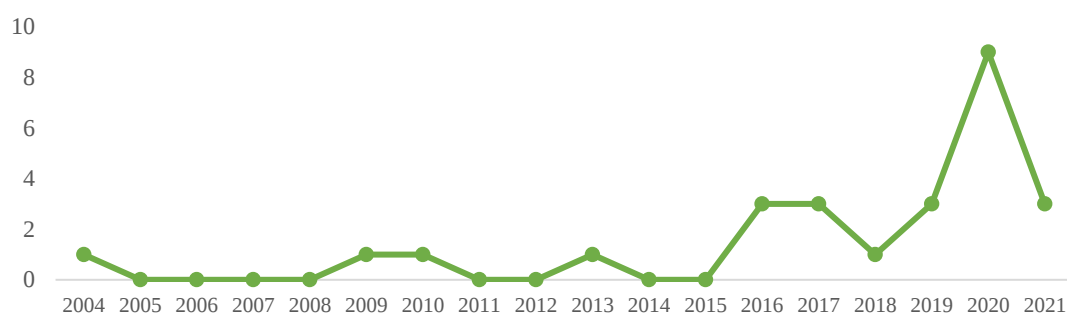
No	Title	Authors	Type
1.	Analysis of Factors Driving Opportunities for Women's Participation in Border Tourism Development in Entikong	(Nuryati, 2020)	JA
2.	Cross Border Tourism and Regional Development: Case Indonesia-Timor Leste Cross Border	(Taena & Afoan, 2020)	JA
3.	Developing Border Tourism in Sota, Merauke through Tourism Festival	(Astuti Dewi et al., 2020)	JA
4.	Digital Tourism Marketing 4.0 Collaborative Strategy for Banggai Brothers Area, Central Sulawesi, Indonesia	(Akbar et al., 2020)	JA
5.	Indonesian Diplomacy Based on Cross Border Tourism Program in Increasing Foreign Tourist Visits	(Astuti Dewi et al., 2020)	JA
6.	Enclaves and ethnic ties: The local impacts of Singaporean cross-border tourism in Malaysia and Indonesia	(Hampton, 2010)	JA
7.	Initiating brunei cross-border tourism (bcbt) as a gateway to borneo	(Alas & Anshari, 2021)	JA
8.	Integrated Regional Agro-Industry Based Border Area Development in Indonesia	(Bantacut, 2016)	JA
9.	Medical tourism: Ethics, risks and benefits	(Mutalib et al., 2016)	JA
10.	More than medical tourism: lessons from Indonesia and Malaysia on South-South intra-regional medical travel	(Ormond & Sulianti, 2017)	JA
11.	Novel Approach in Outbound Tourism Statistics in the Era of Revolution Industry 4.0 (Case Study of Indonesia Outbound Tourism Statistics)	(Arifatin et al., 2020)	CP
12.	Openness, Labor, and Tourism; Case Study of ASEAN Countries	(Kamil et al., 2019)	CP
13.	Development of Indonesian Borders Using International Tourist Data	(Asthu, 2021)	JA
14.	People and Nature in the Development of Border Tourism in Indonesia	(Rachmawati et al., 2019)	JA
15.	Regional Integration and Its Impact on Tourism Industry: with special reference to Indonesia	(Wijesinghe, 2020)	JA
16.	Risk management of infrastructure development in border area Indonesia - Malaysia	(Fitri et al., 2017)	CP
17.	Sociality and transnational social space in the making of medical tourism: local actors and Indonesian patients in Malaysia	(Chee et al., 2019b)	JA
18.	Strategic Border Region and Palika Potential Main in the Coastal Malaka Strait, Riau, Indonesia	(Albintani et al., 2017)	JA
19.	Strengthening the Border Tourism in Sambas District of West Kalimantan Indonesia in the Covid-19 Pandemic: A Political Boundaries Perspective	(Elyta & Kartika-sari, 2021)	CP

20. The Analysis of Cross-Border Potensial Economic Development Strategies	(Effendi et al., 2013)	JA
21. The barriers and strategy of Sota's border tourism area development	(Dewi & Rachmawati, 2018)	JA
22. The Limits of the Multiple Institutionalization of Border Control: A Case Study of Immigration, Customs, and the Indonesian Maritime Security Agency in Batam, Indonesia	(J. R. B. B. Lay & Wahyono, 2018)	JA
23. The socio-economic impacts of Singaporean cross-border tourism in Malaysia and Indonesia	(Hampton P. Mark, 2009)	W P
24. Tourism Development in Borneo: Comparative Excursions Twenty Years On	(King, 2016)	JA
25. Traversing Sacred Stones in the Heart of Borneo: Transboundary Eco-tourism Through the Megalithic Landscapes of the Kelabit Highlands of Sarawak, Malaysia and the Kerayan Highlands of Kalimantan, Indonesia	(Hitchner & Bala, 2020)	JA
26. Triangulating the borderless world: Geographies of power in the Indonesia-Malaysia-Singapore Growth Triangle	(Sparke et al., 2004)	JA

Source: Authors's analysis

JA (journal article), CP (conference proceedings), WP (working paper).

Research trends



(Source: data processing, 2023)

Figure 1. Trends in publications regarding cross-border tourism in Indonesia

Based on the search results, articles related to C-BT in Indonesia were first published in 2004. Since 2015, publications on C-BT in Indonesia have grown, peaking in 2020, namely nine articles. In 2005, 2006, 2007, 2011, 2012, 2014, and 2015, no publications related to C-BT in Indonesia. Figure 1 shows a fluctuating trend. However, there are considerable opportunities in research on C-BT in Indonesia.

Overview of C-BT in Indonesia



(Source: Visualized by the author based on the RBI map, 2023)

Figure 2. Cross-border Tourism in Indonesia

In the last decade, the Indonesian government has continuously developed the physical infrastructure of border areas in Indonesia, which is tourism oriented. The Indonesian government has generally determined nine areas to be developed into C-BT areas (Ministry of Tourism and Creative Economy, 2019)

Table 3. Nine border areas set by the Indonesian government as cross-border areas.

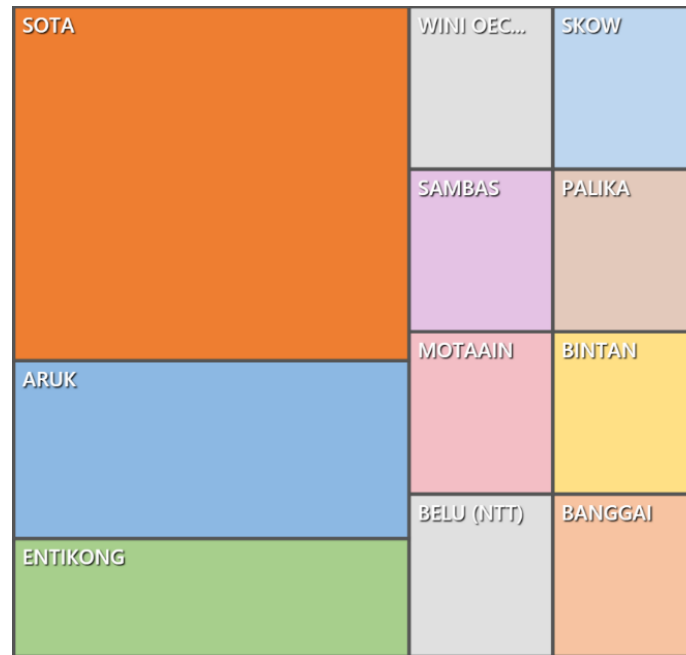
No	Cross Border Area	Number of visits		Growth
		2019	2020	
1	Batam (Indonesia – Singapore)	1.947.943	295,336	-84.84%
2	Bintan (Indonesia – Singapore)	916,852	108,389	-88.18%
3	Entikong (Indonesia – Malaysia)	23,284	4,936	-78.80%
4	Aruk (Indonesia – Malaysia)	16,508	6,234	-62.24%
5	Nanga Badau (Indonesia – Malaysia)	14,472	2,814	-80.56%
6	Motaa'in (Indonesia – Timor Leste.)	103,905	23,859	-77.04%
7	Wini (Indonesia – Timor Leste.)	-	-	-
8	Motamasin (Indonesia – Timor Leste)	-	-	-
9	Skouw & Sota (Indonesia – Papua New Guinea)	56,287	5,676	-89.92%
Jumlah		3,079,251	447,244	-85.48%

Source: Indonesian Ministry of Tourism and Creative Economy, 2019

Comparing research trends of cross-border tourism in Indonesia

In this study, cross-border tourism destinations in Indonesia were identified from each article included. Based on this study's findings, the research distribution has not fully covered the nine cross-border tourism areas in Indonesia, both as case studies and as comparisons mentioned in the documents included in this study. In addition, several cross-border tourism destinations are mentioned in the article but are not part of the nine destinations the government has set, and this shows that there are new cross-border tourism opportunities in Indonesia that need to be developed by the Indonesian government.

In Figure 3, it is clear that there is an uneven distribution of research in cross-border tourism areas in Indonesia. Nanga Badau, which the government has designated as one of the cross-border tourism areas, has so far not received the attention of researchers. On the other hand, Sota, Aruk, and Entikong have received significant attention from researchers, judging by the number of studies conducted at these destinations. The distribution of this research illustrates that research opportunities in destinations other than Sota, Aruk, and Entikong are still wide open. When viewed from the background of each border, it is clear that each border has a uniqueness that is important to study.



(Source: Visualized by the author based on the Nvivo result, 2023)

Figure 3. Overview of the portion of cross-border tourism research in Indonesia

Discussion

Opportunities and challenges

Thematic analysis of C-BT opportunities and challenges in Indonesia is fundamental because it can be used to evaluate the government and policymakers. In this study, opportunities and challenges were obtained from the articles included in this study through coding thematically using the NVIVO application. The opportunities and challenges in this study are described based on the research location, namely the international border in Indonesia (in this study, it is called a case study).

Opportunities

Table 4. Cross-border tourism opportunities in Indonesia

Case study	Opportunities	Authors
Indonesia - Malaysia	Woman participation	(Nuryati, 2020)
	Community income	(Hitchner & Bala, 2020)
	International relations	(Chee et al., 2019a)
	Diplomacy and reducing border conflicts	(Elyta & Nuzulian, 2020)
	Social relations between communities	(Chee et al., 2019a)
	Increase foreign exchange	(Ormond & Sulianti, 2017)
	Economic development	(Elyta & Nuzulian, 2020)
	Increasing communities' income	(Elyta & Kartikasari, 2021)
Indonesia – PNG	Woman empowerment	(Hitchner & Bala, 2020)
Indonesia – Timor Leste.)	Economic agglomeration	(Dewi & Rachmawati, 2018)
	Economic development	(Taena & Afoan, 2020)
Indonesia – Malaysia – Singapore	Money turnover	(Effendi et al., 2013)
	Creating job opportunities	(Hampton, 2010)
	Increasing communities' income	(Hampton, 2010)
Indonesia – Brunei	Creating job opportunities	(Hampton, 2010)
	Economic development	(Alas & Anshari, 2021)
10 Asean countries	Increase foreign exchange	(Alas & Anshari, 2021)
	Economic development	(Kamil et al., 2019)
Indonesia	Creating job opportunities	(Kamil et al., 2019)
	Increasing communities' income	(Bantacut, 2016)

Economic development	(Arifatin et al., 2020)
	(Bantacut, 2016)
	(Arifatin et al., 2020)
	(Asthu, 2021)
	(Rachmawati et al., 2019)

Source: Authors's analysis

Based on the coding described in table 4, it can be seen that the Malaysia-Indonesia C-BT case study received intense attention from researchers of the many opportunities found in C-BT activities between Indonesia and Malaysia. In general, C-BT opportunities between Indonesia and Malaysia are related to the economy, diplomacy, and community participation. On the other hand, C-BT opportunities between Indonesia-PNG, Indonesia-Timor Leste), Indonesia-Malaysia-Singapore, Indonesia Brunei, and C-BT opportunities in Indonesia are oriented towards job creation, the economy, foreign exchange, and community empowerment.

Economic aspects dominate opportunities for the development of C-BT in Indonesia. This indicates that the shift in the border paradigm, which was previously oriented towards security, has shifted to become an economy and prosperity. Apart from that, the governance of C-BT, which is directly related to relations between countries, relations between peoples and is an important part of diplomacy, is also important to note. This is important because Indonesia is directly adjacent to countries with different histories.

Challenges

In table 5, the border between Indonesia and Malaysia has more challenges. In general, Indonesia's challenges in developing C-BT are dominated by governance that has not been maximized, which includes Unresolved legal issues, lack of management on natural resources, communication, Criminal & Drug Smuggling, lack of border control, regulation, physical border arrangement, and Lack of Promotions and marketing.

Table 5. Cross-border tourism Challenges in Indonesia

Case study	Challenges	Authors
Indonesia - Malaysia	Unresolved legal issues	(Fitri et al., 2017)
		(Hitchner & Bala, 2020)
	Low budget	(Albintani et al., 2017)
	Lack of public facilities	(King, 2016)
	Lack of Promotions and marketing	(King, 2016)
		(Hitchner & Bala, 2020)
	Lack of management on natural resources	(Hitchner & Bala, 2020)
	Lack of communication	(Hitchner & Bala, 2020)
	Accessibilty/distance from city center	(Fitri et al., 2017)
		(King, 2016)
	Criminal & drug smuggling	(Fitri et al., 2017)
		(Albintani et al., 2017)
	Pandemic covid-19	(Elyta & Kartikasari, 2021)
Indonesia – PNG	Lack of border control	(Alas & Anshari, 2021)
		(Fitri et al., 2017)
		(Albintani et al., 2017)
	Lack of tourism accommodation	(King, 2016)
		(Astuti Dewi et al., 2020)
Indonesia – PNG	Lack of public facilities	(Dewi & Rachmawati, 2018)
	Lack of community participation	(Astuti Dewi et al., 2020)
		(Dewi & Rachmawati, 2018)
	Accessibilty/distance from city center	(Astuti Dewi et al., 2020)
Indonesia – Timor Leste	Low human resources	(Taena & Afoan, 2020)
	Low community ethos	(Taena & Afoan, 2020)

Case study	Challenges	Authors
	Lack of public facilities	(Taena & Afoan, 2020)
	Lack of management on natural resources	(Taena & Afoan, 2020)
Indonesia –	Criminal & Drug Smuggling	(C. Lay & Astrina, 2020)
Malaysia –	lack of border control	(C. Lay & Astrina, 2020)
Singapore		
Indonesia –	Regulation in border areas	(Alas & Anshari, 2021)
Brunei	Physical border arrangement	(Alas & Anshari, 2021)
Indonesia	Unclear tourists visit data	(Arifatin et al., 2020)
	Low human resources	(Akbar et al., 2020)
	Lack of Promotions and marketing	(Akbar et al., 2020)
	Accessibility/distance from city center	(Akbar et al., 2020)

Source: Authors's analysis

Research agenda

Research on C-BT in Indonesia has begun to increase in recent years in line with the shift in the border paradigm, which was previously security-oriented, now oriented towards economy and prosperity. Furthermore, the findings in this study show that governance of C-BT is an important research agenda going forward, as seen from several challenges and opportunities faced in Indonesia.

In C-BT, governance can be multi-scalar and multi-sectoral, which involves various actors and interests, both national and international (Adiyia et al., 2015). The uniqueness of Indonesia's borders with neighboring countries is reflected in the differences in forms of government, history, identity, and mobility on the borders of Indonesia and its neighboring countries. The more varied forms of government, history, and identity, the more that can be learned.

Furthermore, the research agenda can also focus on destinations that are still lacking in research (figure 3) because each destination has unique characteristics, history, and community identity. Future research can also look at the acculturation process at every international border in Indonesia. Acculturation in border areas is very important to study because of human mobility, regional identity, and historical differences. Apart from that, Indonesia is also a country that has very high cultural and ethnic diversity.

Conclusion

This study is a systematic literature review that analyzes 26 articles. The authors screened a total of 26 articles included in this study. This study has reviewed the conditions of C-BT in Indonesia in terms of research development, opportunities, and challenges, as well as research agendas that can be carried out in the future, considering that C-BT is a topic that tends to be new and interesting to research.

The findings in this study illustrate that research trends regarding C-BT seem to fluctuate but tend to increase in number in the last five years. However, the distribution of research has not been evenly distributed in all C-BT destinations in Indonesia. Each C-BT destination has its uniqueness and regional and tourist characteristics.

In terms of opportunities and challenges, Indonesia has enormous opportunities for the development of C-BT. Besides that, many challenges must be faced. In practice, the challenges and opportunities for C-BT in Indonesia have become important study material for stakeholders in the management and development of C-BT in Indonesia.

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Borobudur cultural landscape : a madilog discourse

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Abstract: Borobudur, an ancient monument renowned as a prominent tourist attraction for years, has traditionally been scrutinized through the lens of mystical logic, with prevailing discussions revolving around spiritual influences and supernatural elements. This perspective posits that every aspect of Borobudur, from its construction to its purpose, is intrinsically linked to spiritual motivations. However, a departure from this mystical logic emerges in contemporary research studies that delve into Borobudur's facets through various disciplines such as geography, geology, architecture, and astronomy. This shift aims to explore the cultural landscape of Borobudur during its construction in the eighth century from a different standpoint. In a departure from the mystical approach, this study adopts Tan Malaka's Madilog method to present a fresh perspective on Borobudur's cultural landscape. Through this alternative approach, the study unveils a compelling revelation: Borobudur's cultural landscape development aligns significantly with sustainable and economic sustainability principles. Contrary to the prevailing mystical narratives, Tan Malaka's Madilog sheds light on the pragmatic aspects of Borobudur's construction era, emphasizing a connection to broader concepts of sustainability and economic viability. This nuanced exploration broadens our understanding of Borobudur and highlights the importance of considering diverse methodological approaches to unlock the multifaceted dimension of this historical monument.

Keywords: Madilog, Cultural Landscape, Borobudur, Tan Malaka, Tourism

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Introduction

UNWTO no longer defines tourism merely as travel activities but has shifted towards a more complex perspective. It is considered a "social, cultural, and economic phenomenon inseparable from the need for people to move to countries or places outside their usual environment for personal or business/professional purposes. -These people are called visitors (who may be tourists or excursionists; residents or non-residents) for which their activities involve financing" (UNWTO, 2008). This Tourism definition should be translated into Indonesian as "kepariwisataan," not "pariwisata" or "wisata" because, in Indonesia tourism law number 10, 2010 (UU10, 2009) it states that "kepariwisataan is the whole activity related to Tourism which is multidimensional, and multi-discipline that emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, government, local government, and entrepreneurs.

Likewise with ecotourism, which is translated as *ekowisata*, for example, is more often associated only with "tour activities" (wisata), not as "insight - concept, collection of activities" (pariwisata). In the regulation No. 33 of 2009 of the Minister of Home Affairs, "ekowisata is the natural resources potential, the environment, as well as cultural uniqueness, which can become one of the leading sectors within the region that have not been optimally developed" (Permendagri33, 2009). This definition is ambiguous and needs to be refined and updated

because it contains an explicit meaning limited to "potential." However, it is sufficient to clarify the position of *ekowisata*, where nature is not merely an object for visits but a concept that involves the community (host and industry) and efforts to conserve the surrounding nature. Regarding understanding the terms tourism (*wisata*, *pariwisata*, and *kepariwisataan*), ecotourism should be translated as environment-based tourism, not just a tour to visit nature or environmentally friendly recreational activities but also all aspect on civilization. This article is the initial writing to spark a discussion about ecotourism in the sense of tourism as *Kepariwisataan* (not just a tour) and its relation to the Borobudur landscape, in which Borobudur should also be seen as a cultural landscape (*Saujana*)

The word "*Saujana*" still feels foreign in some circles. However, the word *Saujana* is an original Indonesian word, which according to the main Indonesian Dictionary, means "*sejauh mata memandang*" (kbbi.co.id, 2023) or visual horizon and acuity. In 2003 in the Charter for the Preservation of Indonesian Heritage, the word *saujana* was agreed to be the equivalent of Cultural Landscape, which is a dynamic reflection of human relations with the natural surroundings and their culture in a broad unit of space and time. *Saujana* is a complex phenomenon related to tangible and intangible heritage. (D. Rahmi, 2015)

So far, the study of the Borobudur cultural heritage has been mainly discussed using a mystical logic approach a mindset that assumes that everything emerges from the influence of spirits or supernatural beings and the purpose of Borobudur construction was entirely related to Budism (Long, 2007; Murwanto et al., 2004; Septemuryantoro, 2021; Soekmono, 1976) – Mystical Logic is borrowing the term of Tan Malaka, one of the Indonesian thinkers during the independence era in his book entitled the title *Madilog* (Malaka, 1951). Although there are numerous research on geography, geology, architecture, and astronomy within the same era, most of them refer to mystical logic as their epicenter. In this study, *Madilog* Borobudur Cultural Landscape will be presented in a study that (attempts to) distance itself from the mystical logic in question and is expected to spark ecotourism discourse on the Borobudur basin. Tracing from various articles about Borobudur, the study of the Borobudur cultural landscape using the *Madilog* of Tan Malaka approach has never been published, and the author intends to fill in the gaps with this initial study in order to provide a different perspective from previous writings; in which adopting Tan Malaka's material-ism, dialectics, and logic studies of the Borobudur cultural-landscape (*Saujana*) to be able to see the reasons behind the construction and the cultural-landscape formation of Borobudur.

The exotic dream of ecotourism originated from nightmares of hedonic activity after the second world war, with the rise of Safari tours, which are hunting activities for wild animals in mainland Africa, especially Kenya and its surroundings. This safari activity had become a trend among jet-setters in Europe and America until the 1970s when the Kenyan government opened itself to these hunters and "sold" a wild lion as prey for US \$ 27,000 (Wikipedia, 2023). Another fact that is even more interesting is that safari activities originally referred to trading activities on the Africa-Arabia-Europe trade route from the Middle Ages (fourteenth century) to the eighteenth century. This trade route was not only a trading center for various commodities but also a dark era of human trafficking (enslavement). This dark era of human enslavement ended in the early twentieth century, marked by the second world war until the mid-twentieth century. After the world war, safari became an adventure term, hunting for wild animals, rare animals, plants, and other exotic flora and fauna for trade purposes and even recreational (McCoy, 2022). The transition period of the 70s to 80s decades became the starting point for several world bodies, environmentalists, and researchers to start discussing hunting tourism activities as activities that disrupt existing ecosystems. From several sources and the media, *The Costa Rica Times*, in 1965, stated that an academic adventurer named Claus-Dieter (Nick) Hetser, who was then active in the Berkley International Forum, had initiated the first ecotour, exploring the Yucatan – the northern peninsula of Mexico, which famous for its dense tropical rain forests and the mysterious Mayan tribe (Legacy, 2009), and at the same time has been named the first ecotourist (Weaver, 2001).

In its development, along with the emergence of global environmental problems, in his book entitled *Ecotourism: Competing and Conflicting Schools of Thought* (Higham, 2007) explained that, in 1987, of the many definitions that existed at that time, Hector Ceballos-

Lascurain, formulates ecotourism as a tourist trip to an area that is still natural, undisturbed or unpolluted, to study particular objects, admire and enjoy the scenery and its flora and fauna that are still sustainable, including every cultural manifestation of the surrounding community (both past and present) found in the area referred to (Ceballos-Lascuráin, 1987). Since then, discussions and research related to ecotourism have become increasingly lively, and among the tourism industry, activists, and environmentalists, this formulation is considered to need still to be refined. Then the International Ecotourism Society (TIES) defines ecotourism as responsible travel to areas that conserve nature and the environment and improve local people's prosperity and well-being (TIES, 2015). In a free translation, this definition, ecotourism - "environment-based tourism" can be interpreted as responsible tourism by maintaining the authenticity of nature, maintaining environmental sustainability and community culture, and improving the welfare of local communities. Within this definition, the main difference between ecotourism and nature tourism (ecotourism) is that ecotourism (environment-based tourism) prioritizes the responsibility to conserve nature, preserve culture and empower the local economy. In other words, the number of tourist visits cannot be used to measure the success or failure of the concept of ecotourism being applied.

UNWTO, the United Nations World Tourism Organization, has been involved in and supported the development of ecotourism since the early 90s. Shortly after that, the United Nations declared 2002 as the year of ecotourism or known as the International Year of Ecotourism (IYE); in line with the declaration, UNWTO organized various activities, including the world ecotourism summit and published a set of guidelines (guidelines) that focus on the contribution of tourism to protect areas (protected areas). In addition, UNWTO prepared marketing reports to increase knowledge of seven important world countries considered and expected to be ecotourism-producing markets. In line with this, the definition of ecotourism according to UNWTO, (UNWTO, 2002) is tourism that has the following characteristics:

- 1) All forms of eco-based tourism, where the primary motivation of tourists is observing and appreciating nature and traditional culture in a sustainable area.
- 2) Prioritizing the value of Education by interpreting the unique characteristics of the object visited.
- 3) Ensure the minimum negative impact on the natural and socio-cultural environment.
- 4) Support the maintenance of natural areas used as ecotourism attractions by
 - a. Generate economic benefits for communities, groups, and local authorities in managing area conservation.
 - b. Provide alternative jobs and income opportunities for local people.
 - c. Increase awareness of preserving natural and cultural resources among residents and tourists.

Madilog is an acronym for Logical Dialectical Materialism which is the result of a synthesis of Tan Malaka's nationalist thoughts, which he outlined in a book of Madilog, Tan Malaka, a prominent and most influential work belonging to one of the figures in the struggle for Indonesian independence. This work is also referred to as one of the books that became the pinnacle of Tan Malaka's best thoughts (Afandi & Rahman, 2015). From reading various articles and excerpts from books related to Materialism, Dialectical, and Logic, then juxtaposing them with Tan Malaka's writings in his Madilog book, discussing it in English, and then trying to catch what is implied in Madilog's "donkey bridge" which he initiated and wrote, the author captures Madilog's perspective as Dialectical Materialism logic as a synthesis of Karl Marx and Friedrich's thoughts on dialectical materialism (1847 – 1848) which emphasizes the "real" situation and conditions at that time (now) and logical positivism, also known as empirical positivism, a school of thought that science focuses on empirical observation, which later develops into neo positivism which separates logical positivism as empiricism in epistemology, determinism in morals and agnosticism in metaphysics and religion as a systematic logic, as expressed by Louis Leahy, a modern philosopher, in his book *Human Being: A Philosophical Research*. (Camilleri, 2018)(Leahy 2008, Amen 2015).

Methodology

This study adopts a qualitative literature exploratory method with the Madilog Tan Malaka approach to position the concept of ecotourism in its portion in uncover a new perspective on the Borobudur cultural landscape during its construction era in the eighth century. Using Tan Malaka's Madi-log approach and initiate the Borobudur cultural landscape discourse; this is very important to gain a more precise reason behind the construction of Borobudur and the formation of its cultural landscape.

The data was obtained by taking references from various articles, books, and websites that are relevant and have a good validity value. The author utilizes a cross-reference check approach and recent publications to assess data validity. As with the function of literature studies, the author hopes to gain a fresh and new perspective through this study (Elliott & Timulak, 2021). In such a broad dimension of discussion related to the Borobudur temple, in this study, the author takes a niche angle that so far may have gone unnoticed and been dazzled by the grandeur Buddhism mystical logic of the Borobudur Temple. That cranny angle is the dialectical logic of materialism related to the magnitude of the Kedu plains economy during the construction and completion of the Borobudur temple mega project.

Results and Discussions

Results

Materialism Aspects of Borobudur Cultural Landscape

Borobudur cultural landscape, also known as the Kedu plains, was formed from the processes of the Plio-Pleistocene Tectonic Orogenesis process at the end of the Tertiary era around two to three million years ago and formed the towering Manoreh mountains and extending from east to west for more than twenty kilometers. , with an altitude of 500 to 1000 meters above sea level. The polio-plethoric process at the same time forms an open basin that allows Java seawater to the north to enter through a basin known as the Bantul Terban or Bantul geological fracture (Bantul Graben) (BPPIIndonesianheritagetrust.org, 2023; Sutikno et al., 2006). Toward the end of the polio-Pleistocene orogenesis, several parts of the basin formed a series of hills, namely Carving Hill, Gendol Hill, Sari Hill, Pring Hill, Borobudur Hill, Dagi Hill, and Mijil Hill, followed by the emergence of young volcanoes during the Quarter era around the basin, including Mount Tidar, Mount Telomoyo, Mount Andong, Mount Sumbing, Mount Sindoro, Mount Merbabu, and Mount Merapi.

In terms of the dynamics of the process and its geological development, seawater intrusion through the Bantul Terban since the tertiary era has formed an ancient lake, volcanic eruptions since the quarter era has formed antediluvian rivers, the natural contours are varied, covered with millions of years of volcanic ash, rich in various minerals from the weathering process of soil composition that was causing the land of the Kedu plains to be so fertile. As the rivers formed from geological processes, the water flow availability is eternal, with minor fluctuations during the changing seasons making the two plains an incomparable natural heritage.

Discussions

The Nature Dialectics and Human Logic in the Kedu Plain

The incomparable Natural Heritage of the Kedu plains is the logical reason for the birth of civilization on it. The abundant wealth of natural resources sparked the creative initiative of the people at that time to manage the natural heritage inherited from the motherland, which was embodied in cultural heritage. It is from this point that the dialectic of the Borobudur landscape begins. Saujana Borobudur, or what UNESCO agrees with is the term Borobudur Cultural landscape which can be interpreted as a reflection of the creativity of the community in managing its natural landscape, which is reflected in spatial (land) use patterns, the building uses, and other life-supporting uses (economy), so that nature as a place to live is beneficial on an ongoing basis (D. H. Rahmi et al., 2012). The anthropocentric-ecological point of view of environmental science (Soeroso, 2007, 2010) seems to have been dominated by the Borobudur community at that time;

we can still see the traces of this through the election of the Kedu plain as the center of civilization at that time as well as traces of agriculture and other spatial and land management.

Various studies of the Borobudur temple and the cluster of temples around it up to a ten-kilometer radius show traces of how land management in the Kedu plains considers basins, river flows, river crossings, and the area's density. The amazing fact is that in the same era, around the eighth century AD or 760 to 830 AD, two masterpieces were built on this plain which had such high constructing technological, aesthetic, and philosophical values, even exceeding the thinking ability of the ordinary people of that era modern nowadays. This dialectics has led many researchers to explore the side of Buddhism mystical logic (Afandi & Rahman, 2015; Malaka, 1951). Only later, in the era of the 2000s, along with the ability of carbon analysis technology, studies on the morphology of the Kedu plains were increasingly revealed, where with chronostratigraphic evidence, the implications of the morphology of the Kedu plains could be raised and introduced as Saujana – cultural landscape (Gomez et al., 2010; Murwanto et al., 2004). Citing the "Policotomy of Ecotourism Development Options in the Borobudur Area" (Soeroso, 2010), the diversity of natural dialectics and logical dialectics since the founding of Borobudur (8th century) was not limited to the existence of temples. Nevertheless, it also includes spatial planning concepts such as agricultural, public (village), and construction technology zones and implies higher education philosophy and governance. In other words, the intelligence of civilization at that time was so brilliant that it deserves to be called the *Enlightenment period* and is still strongly detectable today, even though it has begun to fade in the daily behavior of people in the current Borobudur Saujana area.

Dialectical Materialism logic of Kedu Plains

By limiting the study's focus only to the design and construction process of Borobudur and Prambanan temples which were built in the same era, If only armed with the existence of rich natural building materials, fertile land, and rivers with abundant water as support for vital necessities of life, the science which (at minimum) includes agricultural technology which is closely related to astrology, engineering technology, architecture, aesthetics, and philosophy, coupled with management skills on a macro and micro scale, then a masterpiece can be materialized.

The construction of the two clusters of temples which lasted for more than two generations or within 75-80 years, indeed required thousands of workers for at least three generations, which of course, also had to be supported by the transfer of technology from the generation that planning and started its development to the next generation, this technology is not only design technology, architecture and building aesthetics but also a management system that is extraordinarily complex and detailed. At the same time, adoption, learning, dissemination, and philosophical foundation are carried out. The only logical consequence of the activity's magnitude is the existence of an advanced and excellent education system.

With the complexity of these activities, it is logical for the authors to propose a hypothesis that the logistical needs are substantial, and to meet logistical needs, especially food, agricultural technology intervention is a vital requirement. The Borobudur and Prambanan mega projects would not have materialized without qualified agricultural and food processing technologies. The clarity in disclosing dialectics and materialism logic reveals why the Borobudur and Prambanan megaprojects and their related clusters of temples need to be made/can and can be made. Even though it is the initial research, the veil of this mega project has begun to unfold, providing an opportunity to see how well-established science and technology were at that time; then, it also revealed a little about the relationship between the existence of temples and astronomy where the arrangement of the temple charts is algorithmic, and can be seen with the naked eye in the construction of the maha mandala. Research has proven that the zenith paths of the sun and planetary constellations and their satellites are indeed mapped in the algorithmic arrangement of buildings, statues, and stupas, even in relief; This algorithmic arrangement is a reference for planting times, periods of various activities and dialectics of civilization which are mapped in the holy-day of astronomical calendar (*ala ayuning dewasa* or *wewukon and wewaran in Bali until now*) (Eiseman, 2011; Juni, 2020). The remnants of this astrological ability in Java are still known as *Pranoto Mongso*. (Business today, 2017; Magli, 2017; PPLH Seloliman, 2018; Situngkir, 2012).

The dialectics of materialism logic can be a place of real-life skills education then and now. (Magli, 2017; PPLH Seloliman, 2018; Situngkir, 2012; Sparavigna, 2017).

Conclusions

Madilog Tan Malaka, or the Logic of Materialism Dialectic of Tan Malaka, found loopholes to reveal the reason, readiness, and human ability at that time to form the Borobudur cultural landscape, which exceeded today's modern human capabilities. The flashes out of the loopholes are: (1) Land management science and technology has been associated with qualified astrology with a legacy that can still be used today in the form of Pranoto Mongso (in Java traditions), not even just agriculture, in Bali *wewukon*, *wewaran*, *wariga* with all their calculations known as the holy-day of the astronomical calendar (*ala ayuning dewasa*) is also used as a benchmark for carrying out various activities, including various ceremonies and time arrangements in running a business and all businesses, ultimately agriculture. (2) Strategic management has developed so that the organization of natural resources, people, and capital can produce timeless masterpieces over such a long period. (3) The establishment of design technology, architecture, aesthetics, and philosophy requires an extraordinary dialectic of logic, and this requires a holistic education system, which succeeds in embracing the empirical peaks as technology, the peaks of epistemology as philosophy, morals and grounding them in the attitude of everyday life as morals, and agnosticism in metaphysics and theology. (4) The intelligence of the people at the time of the Borobudur temple construction was in line with the principles of ecotourism, where the use of natural heritage follows the principles of natural, environmental, and cultural sustainability, including economic sustainability so that we can inherit the landscape of Borobudur to this day.

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The influence of youtube food content reviews on customer purchasing decisions: lesson from Jakarta local street food

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Abstract: The purpose of this study is to examine the influence of food review content on YouTube on purchasing decisions for local culinary delights, specifically the Jakarta Nasi Goreng Kambing Kebon Sirih. It is the one of the favorite culinary place in Jakarta which sells lamb fried rice, it is located at Kebon Sirih Street. This research employed a quantitative approach with data analysis techniques such as descriptive statistics, linear regression test, t test, and coefficient of determination. The participants in this study are tourists on culinary trips in Jakarta. The samples were 100 tourists who went on a culinary trip and purchased fried rice for the Jakarta Kebon Sirih utilising non-probability sampling or purposive sampling techniques. The correlation coefficient test findings reveal that food reviews on YouTube have a remarkably strong relationship with Nasi Goreng Kambing Kebon Sirih purchasing decisions. Furthermore, the t test results indicate that food reviews on YouTube have a partially positive influence on the decision to purchase culinary products at the restaurant. The theoretical implication of this research is to provide an understanding that food reviews on YouTube have a significant contribution in the context of culinary products or culinary tourism. In the meantime, the findings of this study can be utilized as a reference for restaurant management in particular, and for local street food in general. Some of the limitations of this research that can be addressed in future research include the sample size and research scope.

Keywords: YouTube, Food Content Reviews, Customer Purchasing Decisions, Local Street Food

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Introduction

In the era of digital technology, social media gave rise to a variety of platforms that enable consumers to obtain information less swiftly. Several platforms have been accessed by many viewers, including blogs, Facebook, Instagram, and the one that has recently caught the attention of many, YouTube. According to Budiargo (2015) YouTube is an online video that provides a platform for searching, viewing, and sharing creative videos from across the world over the web (Firani, 2020). YouTube's benefits include, in addition to being practical, providing service features that users require and displaying a variety of video content with a diverse range of information. Food and drink reviews are among the most popular videos. Food review content not only provides information on the food being reviewed, but also knowledge in the culinary industry such as cooking techniques, ingredient selection, and food history.

Because consumers could experience the visual reactions of food vloggers who are reviewing the cuisine on YouTube, which is a very representational video-based communication channel, it is far more respected than other social media platforms. YouTube content can be understood better as a story than as a visual analysis, instructional media, videography, or other format. There are many YouTube food vloggers who review food, which consumers use as a reference when purchasing gastronomic pleasures at tourism destinations. Previous research by Kusumaningrum et al (2019) discovered that the content of food vloggers influences healthy food

choices. Effendy et al., (2021) supports prior findings that food vloggers are effective in globalizing local culinary delights via interactive communication and emotional relationships. Because some of the preceding study focused on a particular food vlogger, this research is more applicable for food review content on YouTube, particularly online consumer reviews from food content creators. This will provide a more general picture of the impact of YouTube food review content on purchasing decisions for local gastronomic delights.

Local cuisine is an iconic food from a region that is typically prepared using recipes carried up from generation to generation, including the main menu and snacks. Street food is one variety of local cuisine that has gained popularity around the world, particularly in Indonesia. Street-vended foods or food stalls are described by the World Health Organization (1996) as foods and beverages produced and marketed by vendors on the streets or public areas for immediate or later consumption without further processing or preparation. Street food delivers messages about a region's cultural heritage, identity, history, and traditions (Ozturk & Iriguler, 2017).

The emergence of particular interest tours, such as culinary or gourmet tourism, has become a global phenomenon. Street food is one of the attractions for tourists who specifically visit to enjoy food and drinks at destinations. Experiencing local culinary street merchants provides first-hand experience of the destination culture and local community life (Ozturk & Iriguler, 2017). Tourists are even familiar with some countries' street food. According to Fisher (2016), the top 10 street food cities are Chicago, Istanbul, Mexico City, Marrakesh, New York, Austin, Bangkok, Berlin, Los Angeles, and Ho Chi Minh City.

Nasi Goreng Kambing Kebon Sirih is a legendary street cuisine in Indonesia that has been highly rated on the YouTube channel. It is located at Kebon Sirih Street that was created in 1958 by Haji Nein and is now maintained by the third generation. This restaurant serves a variety of meals, including Chicken Fried Rice, Meatball Sausage Fried Rice, Lamb Fried Noodles, Lamb Soup, Lamb Sate, and Goat Fried Rice, which is a customer favourite. What distinguishes this lamb fried rice from other types of fried rice is that it has a flavor and perfume similar to traditional Arabic *kebuli* rice.

The advancement of internet technology has altered the way customers evaluate purchasing decisions in numerous aspects of their lives. According to Suryani (2013), changes in how people receive information, the desire to make appropriate decisions without consideration for space and time, and the drive to actualize oneself in the digital environment, all have direct or indirect effects on consumer behavior while purchasing and consuming items (Adelia & Oktavianti, 2019).

Based on the aforementioned phenomena and background, it is essential to investigate the impact of food review content on YouTube in local culinary consumption. This study will give an overview of how YouTube influences local cuisine purchase decisions. This study can provide set of recommendations for the development of culinary tourism in Indonesia, particularly the growth of street food, which is the major attraction of Indonesian cuisine.

Consumer reviews, which were previously conducted by word of mouth and traditional media, have transformed to online customer reviews on various digital platforms as information technology has evolved. Consumers can easily find the items and services they use on digital channels. User-generated content reviews are referred to as online consumer reviews (Almana & Mirza, 2013). Meanwhile, a food review is a reaction provided by someone after directly tasting the food and then describing the shape, taste, aroma, location, and price of the food. The richness of information and the trustworthiness of food reviews can serve as a benchmark for other consumers who want to consider the benefits, drawbacks, and quality of the product to be purchased.

The food review is based on online consumer review metrics from Zhao et al (2015), which include:

1. Usefulness of Online Customer Review

The value of online customer reviews is the extent to which they will help consumers make purchasing decisions. The effectiveness of online customer reviews is a factor that customers consider when evaluating an online customer review. With the enormous amount of information from quality comments and opinions, customer decision making will be influenced.

2. Reviewer Expertise

One distinguishing element of internet consumer reviews is that they are written by anonymous people. Users can filter information by following market mavens who are experts in a specific field. A person with great expertise is one who is well-versed in the product or service. In both the physical and digital worlds, someone who posts information-related writing on the internet will invite other people to discuss it because that person has previously experienced it and is regarded an expert or experienced. Consumers can discover market experts and follow them in their purchasing decisions.

3. Timeliness of Online Customer Review

When searching for information, customers are presented with a significant amount of relevant information associated with a specific period of time. Consumers pay greater attention to the most recent review, therefore timeliness refers to whether a message is current.

4. Volume of Online Customer Review

The quantity of comments or testimonies from a reviewer regarding a given product or service is referred to as the volume of reviews.

5. Valence of Online Customer Review

The value of a message supplied in an online customer review can be separated into two categories: good remarks (benefit gain) and negative comments (benefit loss). Positive review comments are a reaction to customer satisfaction, which can benefit several parties and considerably enhance product sales. Meanwhile, negative review comments might be detrimental to sales.

6. Comprehensiveness of Online Customer Review

The term "comprehensiveness" in online customer reviews refers to how accurate a review is. This is, of course, a critical issue for consumers when approached with an uncertain situation in the digital environment due to the vast amount of information available.

A purchasing decision is a decision-making process that occurs before consumers purchase a product or service, beginning with identifying the problem, then evaluating it and deciding which product or service to purchase. Kotler & Armstrong (2018) discovered that the purchase decision is to buy the most preferred brand from a variety of alternatives; nevertheless, there are two supporting factors that can be found between purchase intention and purchase decision (Riadi, 2020). Meanwhile, purchasing decisions, according to Alma (2011), are consumer decisions that are influenced by economics, politics, culture, prices, locations, promotions, physical evidence, people, and process, thus forming an attitude toward consumers to process all information and draw conclusions in the form of the response that appears is what product to buy (Riadi, 2020).

According to Kotler, several factors influence purchasing decisions, including cultural, social, personal, and psychological factors. According to Kotler, the purchasing decision indicators are based on the five stages of the purchasing decision, which are as follows:

1. Identifying a Need

The purchasing process begins when the buyer identifies a problem or a need that piques the consumer's interest in purchasing a product or service.

2. Information Search

After analyzing the problems, consumers will begin looking for more information about goods or services that are required.

3. Evaluation of Alternatives

The evaluation stage is where the consumer uses the information obtained to evaluate or compare it with a group of options in order to find the best choice.

4. Purchase Decision

In this stage, the consumer makes a purchase after gathering information and deciding on which product or service to purchase.

5. After-Purchase Behavior

Consumers will act based on their satisfaction or dissatisfaction with what they have purchased and used personally. The next step is to repurchase it and recommend it to others.

Street food sold on the side of the road, is also considered part of the local culinary culture that draws visitors to destinations. Street-vended foods or food stalls are defined by the World Health Organization (1996) as foods and beverages prepared and marketed by vendors on the

streets or public areas for immediate or later consumption without further processing or preparation. According to Kowalczyk (2014), street food demonstrates culinary wealth in a variety of ways and appeals to the five senses. Street food conveys messages about a region's cultural heritage, identity, history, and traditions (Ozturk & Iriguler, 2017).

In Indonesia, street food is defined as food offered on the street. According to Hariyanto (2017), local culinary includes food and drink, including snacks. Local cuisine generally uses traditional ingredients that have been around for a long time and are specifically available in certain areas. Local culinary is typically prepared using recipes known to the local community and ingredients obtained from local sources that have a taste that is relatively similar to the preferences of the local community. Based on this description, street food in this study is referred to as local street food.

Multiple studies have been undertaken to examine the impact of online reviews on consumer purchasing choices. According to a study conducted by Wachyuni & Priyambodo (2020), celebrity endorsements have a significant impact on consumers' purchase choices at local culinary establishments. Additional studies conducted by Kusumaningrum & Wachyuni (2019) revealed that food bloggers have a significant impact on the selection of healthy food. Similarly, research conducted by Wachyuni, Wiweka, and Softia (2021) demonstrated that food bloggers also influence brand perception and purchasing choices at coffee shops. Nevertheless, there has been a lack of research investigating the impact of online evaluations on the choices made when purchasing street food. Consequently, the hypothesis of the study is derived from the content of the literature review in the following manner, (1) H0: Food content review on YouTube has a positive effect on purchasing decisions for fried rice in Kebon Sirih Jakarta. (2) H1: Food content review on YouTube has no positive effect on purchasing decisions for fried rice in Kebon Sirih Jakarta.

Methodology

A quantitative approach was employed in this study. The participants in this study are tourists on culinary visits in Jakarta. The sample is a tourist on a culinary trip who purchases lamb fried rice in the Jakarta Kebon Sirih. The non-probability sampling technique was applied to this study, namely purposive sampling or sampling based on special characteristics that are in accordance with the needs for research purposes with characteristics of at least 17 years old and have purchased lamb fried rice in the Jakarta Kebon Sirih. The current stage of this investigation is gathering data from June to July 2022. Data was collected by distributing questionnaires with a Likert scale ranging from 1 to 5 (strongly disagree-strongly agree). There could be up to 100 target respondents. According to Roscoe in Sekaran (2006), quantitative data analysis is recommended if the number of samples is between 30-500 respondents. The acquired data undergoes statistical analysis utilizing techniques such as descriptive statistics, linear regression test, t-test, and coefficient of determination. Subsequently, the data is analyzed and inferences are made.

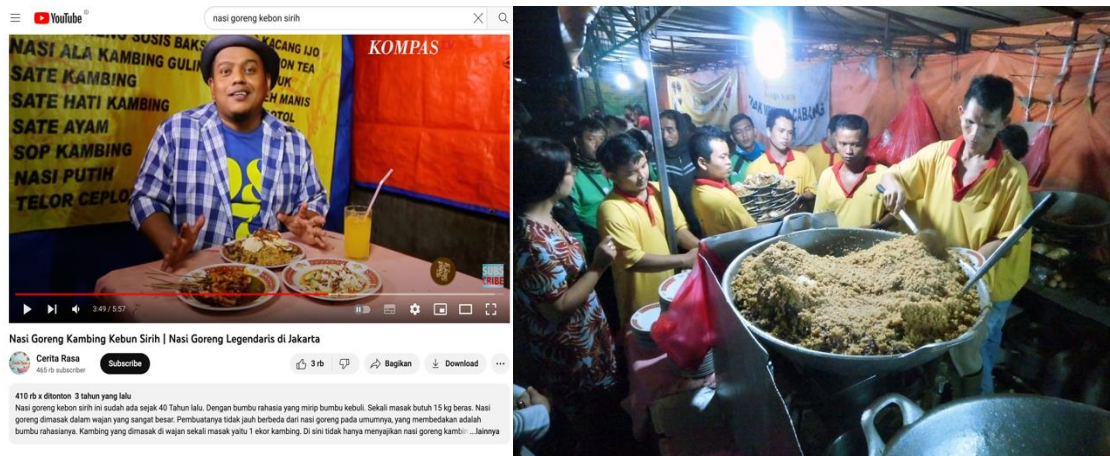
Results and Discussion

Before analyzing the study's results, the validity and reliability tests were performed, and all of the statements used in this study were declared valid because the r count > r table value was 0.1966. The reliability of the food review variable and the purchase decision variable both had Cronbach's Alpha values greater than 0.60, namely 0.980 for the food review variable and 0.965 for the purchase decision variable.

Results

Haji Nein founded Nasi Goreng Kambing Kebon Sirih as a street food restaurant on Jalan Sabang in Central Jakarta in 1958. However, after a series of evictions in 1991, the restaurant relocated to Jalan Kebon Sirih in Central Jakarta, where it is still managed by the third generation. This restaurant serves a variety of foods, including Chicken Fried Rice, Meatball Sausage Fried Rice, Lamb Fried Noodles, Lamb Soup, Goat Sate, and Lamb Fried Rice, which is excellent for customers. What distinguishes this lamb fried rice from other types of fried rice is that it has a

flavor and aroma similar to traditional Arabic *kebuli* rice. Furthermore, his trademark is the preparation of fried rice, which has become a hereditary tradition, using a large frying pan for large quantities and stirring with a little attraction until the rice is highly conical. Even though this restaurant has a simple concept and is located on the side of the road, it has been open since its inception and is never empty of customers, as evidenced by the long lines of customers who want to taste this culinary delight. This restaurant has since expanded to several locations in Jakarta and South Tangerang. The more legitimate this cuisine becomes, the more public figures and even political figures want to visit this restaurant and try it for themselves. Below in Figure 1 are several pictures of food vlogger reviews and Nasi Goreng Kebon Sirih Stall.



(Source: Primary Data, 2023)

Figure 1. Nasi Goreng Kebon Sirih Stall and Food Review

Demographics of Respondents

According to the survey results, 62% of the respondents in this study were women between the ages of 17 and 26. The majority of respondents are students, with private sector employees coming in second. The survey found that the majority of tourists prefer to consume Nasi goreng Kambing Kebon Sirih alone, followed by consuming it with family and relatives. The majority of respondents bought fried rice Kebon Sirih less than 2 times as much as 56%, and then 3-5 times as much as 38%. The majority of the most recent purchases were made 1-6 months ago, with as many as 53% and 39% made within the last month. Table 1 summarizes the demographics of the respondents.

Table 1. Demographics of Respondents

Demography	Options	Frequency (%)
Gender	Woman	62
	Man	38
Age	17-26 y/o	67
	27-33 y/o	11
	34-39 y/o	13
	40-46 y/o	6
	>46 y/o	3
Occupation	Students	50
	Entrepreneur	19
	Government	10
	Private Employee	21
Dining Companion	Alone	62

	Friend	2
	Family	32
	Relatives	4
Purchase frequency	<2 times	56
	3-5 times	38
	>5 times	6
Last purchase	<1 month	39
	1-6 months	53
	7-12 months	8

Source: Primary Data, 2023

Information sources and factors influencing the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta

According to the survey results in Table 2, the most common source of information about Nasi Goreng Kambing Kebon Sirih was social media (47%), followed by recommendations from friends/relatives (38%), and finally 14% recommendations from family. It's interesting to note that only 1% of tourists use print media. This explains why print advertising is almost no longer used as a source of information by tourists. YouTube and Instagram are the most popular social media platforms, with 50% and 35%, respectively. Customers prefer social media because it provides instant access to relevant information.

Table 2. Sources of information and factors influencing the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta

Parameter	Options	Frequency (%)
Information Source	Social Media	47
	Print media	1
	Friend/Relatives Recommendation	38
	Family Recommendation	14
Selected social media platforms	Blog	3
	Zomato	10
	YouTube	50
	Instagram	35
	Facebook	2
The reasons customers choose social media	Ease of access	47
	Information Completeness	18
	Reliable information	11
	Very interesting information	24
Factors influencing purchases	Reviews	57
	Price	6
	brand	17
	Product Variants	14
	Location	6

Source: Primary Data, 2023

Furthermore, the factors that influence the purchase of Nasi Goreng Kambing Kebon Sirih were examined in this study. A fascinating exploration is that reviews are the most influential factor in influencing purchasing decisions to attach with brands and product variants.

The Influence of YouTube Food Content Reviews on Nasi Goreng Kambing Kebon Sirih Jakarta Purchase Decisions

Correlation analysis, linear regression, and the t-test were employed to determine the impact of YouTube food reviews on purchasing decisions for local culinary delights. Table 3 displays the findings of the correlation analysis.

Table 3. Result of Correlations Analysis

		Food Review (X)	Purchase Decisions (Y)
Food Review (X)	Pearson Correlation	1	.924**
	Sig. (2-tailed)		.000
	N	100	100
Purchase Decisions (Y)	Pearson Correlation	.924**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to the results of the study, the effect of food reviews on purchasing decisions for Nasi Goreng Kambing Kebon Sirih Jakarta has a correlation coefficient of 0.924. This value indicates a strong correlation between the variable YouTube food content review and the purchase decision for Nasi Goreng Kambing Kebon Sirih Jakarta. A linear regression test was also performed in this study to test the hypothesis. Table 4 presents the findings of the linear regression analysis test.

Table 4. The results of the linear regression test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.159	1.944		.000
	Food review (X)	.696	.029	.924	.000

a. Dependent Variable: Purchase decision (Y)

In Table 4, the regression equation obtained from the linear regression test is $Y = 9.159 + 0.696X$. If the food review variable is assumed to be constant, then the value of the purchase decision is 9,159. The significance value is then displayed as $0.000 < 0.05$, indicating that H_0 is accepted and H_1 is rejected, indicating that there is a positive influence of YouTube food content reviews on the purchasing decision of Nasi Goreng Kambing Kebon Sirih Jakarta. A coefficient of determination test is performed to learn more about the variable contribution value, as shown in Table 5.

Table 5. Test results for the coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.924 ^a	.855	.853	5.204
a. Predictors: (Constant), Food Review (X)				

The value of r^2 is 0.855 based on the test results for the coefficient of determination in Table 5. That is, the food review variable on YouTube accounts for 85.5% of the purchase decision. Other independent variables outside of this study influence the remaining 14.5%.

Discussion

According to the research findings, female outnumber male in the characteristics of tourists who consume local street food, in this case Nasi Goreng Kambing Kebon Sirih. This finding is supported by research in the culinary industry, which is dominated by female tourists. Female tourists, according to Wachyuni et al (2021), are more interested in food or culinary tourism. Furthermore, in terms of age, the 17-26 year old generation known as Generation Z dominates tourists. Generation Z is digitally literate, and almost all of its activities are inextricably linked to the internet (Budiawan et al., 2021; Wachyuni et al., 2022; Wachyuni & Yusuf, 2021). At that age it was dominated by students and private employees. Unlikely, the majority of tourists purchase Nasi Goreng Kambing Kebon Sirih for themselves first, then for the family. This explains why tourists prefer to buy local street food alone or with family. Because street food has improvised facilities World Health Organization (1996), it is best enjoyed alone or with a small group.

In terms of frequency of purchase, the majority of respondents consumed Nasi Goreng Kambing Kebon Sirih less than twice, and the majority of them repurchased 3-5 times. Customer satisfaction is demonstrated by repurchase Kotler & Armstrong (2018). The majority of tourists complete the buy-back period within 1-6 months. Another intriguing finding is that social media dominates the sources of information used by tourists. The highlights include the fact that YouTube is the most popular social media platform for finding information about Nasi Goreng Kambing Kebon Sirih. According to Hootsuite (2022), YouTube is the world's second most popular social media platform.

Tourists prefer social media as a source of information because of its convenience of use and attractive information packaging. This is consistent with Taprial and Kanwar's explanation of social media characteristics. A food review is another interesting aspect of the factors that influence the purchase of local street food, in this case Nasi Goreng Kambing Kebon Sirih. This finding is supported by research by Kusumaningrum et al (2019), who discovered that information on social media had a significant influence on purchasing food and beverages.

The Influence of YouTube Food Content Reviews on Local Street Food Purchase Decisions at Nasi Goreng Kambing Kebon Sirih

The correlation coefficient test results show that food reviews on YouTube have a remarkably strong relationship with the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta. The test results also show that food reviews on YouTube have a positive influence on purchasing decisions for Nasi Goreng Kambing Kebon Sirih Jakarta. These findings are consistent with research conducted by Faza (2020) in the title Effects of YouTube Video Reviews on Consumer Purchase Interest, which states that YouTube Video Reviews have a significant effect on Purchase Intentions in this study.

Based on this research, Nasi Goreng Kambing Kebon Sirih Jakarta must pay attention to the most appropriate and effective steps in the promotion strategy through social media to improve the restaurant's image among the minds of tourists. The main objective is that when consumers see previous consumer reviews on YouTube that provide comprehensive, interesting information, they will be influenced to purchase by these reviews. This phenomenon occurs because it is hoped that if tourists already recognize about the Nasi Goreng Kambing Kebon Sirih product, which they believe is interesting and different, it will influence potential tourists to make decisions. Because the contribution of food reviews on YouTube is quite high, 85.5%, local street food

vendors should be able to use it as a marketing strategy. Local street food has a higher contribution value than other products, according to Muhasari's research (2020), which shows a contribution value of 38.6% in cosmetic products.

Conclusion

This study offers useful theoretical and practical implications for policy formulation by stakeholders. The theoretical implication of this research is to provide an understanding that food reviews on YouTube have a significant contribution in the context of culinary products or culinary tourism. This is because the culinary experience is intangible and cannot be noticed prior to purchase. Meanwhile, the practical implication of these findings is that they can provide suggestions and input for Nasi Goreng Kambing Kebon Sirih management in particular, and for local street food in general. For example, management must maintain and increase interaction on social media platforms such as YouTube, create interesting content such as collaborating with several food vloggers, and prioritize digital marketing. Aside from that, it is also important to maintain quality in order for tourists to leave positive reviews on social media. To be able to expand research by adding other variables that do not appear in this study or examine other variables that influence purchasing decisions, so that information about the factors that influence purchasing decisions on Nasi Goreng Kambing Kebon Sirih Jakarta is more comprehensive.

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Gastronomic potential of food at the maulid sasak tribe event in North Lombok Regency

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Abstract: Gastronomy is a habit of eating to elements of religious, cultural, social, historical and economic values for a certain community, especially the sasak tribal community in Lombok. This study aims to identify and analyze: (1) Food gastronomic particle and (2) Food gastronomic processing and presentation techniques at the sasak tribal customary maulid event in North Lombok district. This research is a qualitative research and includes field research. This research was carried out in a certain community environment, namely the sasak tribe, especially in the northern Lombok district. The sampling technique is in the form of purposive sampling with special purposes open house, village council, and professional chefs in the field of culinary gastronomy. The data collection techniques used are observation, interview and documentation. The data analysis technique used is triangulation by drawing conclusions from the three data collections. The results showed that: (1) The gastronomic efficiency of food served at the sasak tribal traditional maulid event in North Lombok regency is divided into 3 classifications of types of dishes, namely vegetables (side dish), side dishes (main course), and traditional snacks (dessert) and (2) Processing techniques used in processing maulid nabi dishes, namely the deep fry, grill, steam, sautee, boil and simmer. As for serving dishes using a container in the form of a tray (nare) with begibung eating procedures.

Keywords: Gastronomi Food, Potential Food of Lombok, Maulid Adat Sasak tribe

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Introduction

Indonesia has a variety of classifications of food types ranging from traditional food, typical food and local culinary. Food is part of the rich culture and tourism of the Indonesian nation because food not only provides satiety but has meaning every type of dish served (Achroni, 2017). Chinese and Dutch have a very strong influence in the development of Indonesian culinary (Bromokusumo, 2013). In addition, Korean food and restaurant products are not only in big cities in Indonesia, but are starting to enter small cities (Lupitasari E, 2022). Currently, Indonesia has a variety of types of dishes that are influenced by other countries so that many Indonesian foods have undergone changes and the adoption of food from other countries (Harsana, 2020).

Indonesia is very famous for food that has the taste of spice-spiced dishes. To produce food that has a delicious taste, has distinctive food characteristics and an attractive color display, food requires a variety of spices and spices. Spices serve to strengthen and enrich the taste of processed food (Rahman, 2019). The taste of dishes coupled with spices and spices can strengthen the characteristics of the dish to be served (Fatimah, 2017). The diversity of spices and spices as food additives also greatly affects the visual appearance of food (Mataram, 2021).

Cooking is a way to transform foodstuffs into something different in terms of color, taste, aroma and texture through the processing process. The processing process starts from the preparation of raw materials, processing, then serving. In the processing process it can also be mixed with other ingredients, for example sugar, salt, dyes, or other spices to make the food more delicious and interesting. The finished processed food is then served in such a way that it can cause appetite (Farida, 2020). Various cooking techniques used make Indonesian food special. The diversity of traditional foods is influenced by the variety of local raw materials available in

each region. Traditional food has a great opportunity to be offered as the number of tourists who care about local culture and heritage increases, traditional food can be one of the best ways to find out about local culture and heritage (Sims, 2009). Culinary as a cultural product of the community includes all knowledge related to how food is produced and consumed (Sukenti et al., 2016).

Gastronomy is one of the reasons people travel to do tourist activities because it contains cultural and historical values (UNWTO, 2017). Gastronomic studies emphasize 4 elements, namely the origin of raw materials and how and where they are cultivated. Culture discusses faktor which influences local people in consuminfood. Letak geografis about faktor natural environment or culture that affects thepeople cooking food. The cooking method is about the process of processingfood. These four elements are called tangible (real, clear and materialized) as the benchmark of western societies regarding gastronomy (Gastronomy & Gastronomy, n.d.) Gastronomy is a guide to the various ways that farmers, farmers, fishermen, animal hunters, and cooks are involved in every matter about food (Krisnadi, 2018).

Gastronomy is a food science that deals with culture, history, and environmental atmosphere regarding "where, when, why and how (Santich, 2004). Gastronomy is formed from agricultural cultivation products so as to produce the color, aroma, and taste of a food that can be traced its origins (Tourism & Jakarta, 2023). Gastronomy is the science of food and food culture (Nugroho & Hardani, 2020). The technique of making food in each culture has a symbolic meaning. In an explanation related to the meaning of symbols implied in culture including food plays a significant part in all aspects of human life, including from fulfilling basic physiological needs to building social interactions and psychological expression (Krisnadi, 2018). Food has become recognised as an expression of identity and culture and has emerged as one of the popular aspects of cultural (Wijaya, 2019). The breadth of gastronomic studies will also be related to philosophy, history, tradition, social, ethics and etiquette related to food to raw materials and nutritional knowledge (Pratiwi, 2021).

Lombok is an island that has a variety of types of potential that can be developed in supporting the tourism industry. The potential is in the form of natural tourism, artificial tourism, historical tourism, shopping tours and gastronomic tourism. Gastronomic tourism is one of the great potentials that is familiar to tourists who come to the island of Lombok. This is because in addition to tourists who come to enjoy natural tourism, tourists also really need gastronomi tourism (Rizkiyah & Faridi, 2022). Data from the Disbutpar of North Lombok Regency (KLU) in January to November 2020 recorded a number of visits of more than 133,476 tourists, both foreign tourists and domestic tourists. The main attraction of tourist visits to KLU is 3 gilis namely gili air, gili trawangan and gili meno. In addition, cultural tourism destinations in Bayan, agro-tourism destinations in Ganges, and gastronomic tours in villages that perform traditional ceremonies (Chandrawati et al., 2022).

The Sasak tribe is an indigenous tribe from Lombok. The sasak tribe has a variety of cultural, social and economic elements that have a very strong influence on food. Food becomes a routine carried out by the sasak tribe both in daily life and in certain events. Cultural routines that occur in sasak tribal communities such as begawe and roah (Rahim & Halimatuzzahro, 2021). Begawe is a traditional ceremony carried out by the people of Lombok at a large cost. Begawe is usually synonymous with a celebratory party. Begawe in sasak tribal society is defined as an activity or event that squanders money or hedonis. However, begawe aims to share happiness with the community. In the implementation of begawe events, anyone can make a begawe event regardless of economic and social status. Meanwhile, roah is a traditional ceremony related to religion. Roah in the sasak tribal community has a meaning as an event of congratulations or praying for the dead. Roah has a more religious meaning because in this event many have religious values in the form of thinking, praying together for the safety of the family and especially for the deceased. In roah, usually the costs incurred are smaller. Begawe and roah are a custom of the sasak tribe in food parties and life styles (Datau, 2020).

The Maulid Tradition of the Sasak tribe is a tradition that is continuously implemented and preserved every year (Achmad Ali Fikri, Syamsul Arifin, 2022). Maulid Nabi is an event in Islam to commemorate the birth of Prophet Muhammad SAW (Maulid Nabi) (Sukenti et al., 2016) This ritual is a celebration that is carried out traditionally by the people in North Lombok Regency. This

traditional ceremony is celebrated on the Maulid Day of the Prophet Muhammad SAW (Fitriya et al., 2009). Based on the background that has been described, the author formulates a problem, namely mapping the types of dishes served at the time of Maulid Nabi in North Lombok Regency and processing and serving techniques on the celebration of the Prophet's Maulid.

This research aims to: (1) analysis and classification the gastronomy of food served at the traditional of the Sasak tribe in North Lombok Regency; (2) Processing techniques used in processing dishes and presentation techniques in serving dishes at the traditional Sasak tribe's event in North Lombok Regency.

Methodology

This research is qualitative research and includes *field research* (Sugiyono, 2020). This research was conducted in a certain community environment, namely the Sasak tribe, especially in the northern Lombok district. The sample technique used in this study was *purposive sampling*. *Purposive sampling* is a sampling technique with a specific purpose or with a specific informant according to the purpose of the study. The sampling technique is in the form of purposive sampling with special objectives, namely traditional stakeholders, village cooks, event owners, and professional cooks in the field of culinary gastronomy. The data collection techniques used are observation, interview and documentation. The data analysis technique used is triangulation by drawing conclusions from the three data collections and then drawing conclusions. Qualitative research uses data collection techniques in the form of observation, interviews and documentation. The data analysis technique used is triangulation by drawing conclusions from the three data collections and then drawing conclusions.

Table 1. Research Informant

No	Data Sources	Sum
1.	Epen Gawe	4
2.	Ran	4
3.	Tribal Council	4
4.	Professional Chef	2

Source: Researcher Document, 2023

In this study, the researcher acted as the main instrument of research, namely by actively interacting with respondents in the field. The data collection techniques used in this study were: (1) *observation*, (2) interviews, (3) documentation and (4) questionnaires. A wide variety of data collection techniques in the study are summarized and clarified in table 2.

Table 2. Data Collection Techniques

No.	Aspects	Data Collection			Data Sources
		O	W	D	
1.	Mapping the Gastronomic Classification of Begawe Maulid Nabi Sasak Tribe	√	√	√	Event Owner, Traditional Person, Cook, Professional Chef
2.	Processing and Serving Techniques		√	√	

Ket: O = observation, W = interview, D = documentation

From table 2, the data will then be analyzed using data analysis techniques according to Miles & Huberman which consists of three activity streams which occur simultaneously, namely: data reduction, data presentation, withdrawal conclusion/verification.

Results and Discussion

Result

Gastronomic Classification of Begawe Maulid Nabi Sasak Tribe of North Lombok

Gastronomy is a reflection of the culture, norms, beliefs, values, and rules associated with the act of eating in the sasak tribal society. Gastronomic conceptuals are often referred to and are limited to the act of preparing, making and serving a food (Cuffia et al., 2022). Gastronomic potential is a product produced and cultivated by local communities in a certain area as a way of life by utilizing the potential and natural resources possessed, especially for the Sasak tribal community. In addition, gastronomy uses certain recipes and processing methods in processing a food even into the art of serving food.

Gastronomy in this study is special food and snacks at the celebration of the Prophet's Maulid, North Lombok regency. The result of the gastronomic classification of the sasak community on the island of Lombok is that the types of dishes served during the ceremony and congratulations are divided into two types, namely begawe and roah. The menu made and served in the Maulid tradition is a menu that has been practiced since the time of the people's ancestors. The menu is made from raw materials.

Table 3. Classification of Traditional Maulid Dishes of the Sasak Tribe

Dish classification	Types of Dishes
Side Dish	Rerawonan, Manok kelak santan
Vegetable	Ares, serbuk, sesaur, gedang kelak santan
Traditional Snack	Kuping gajah, peyek, keciput, jaje matahari, renggi

Source: Researcher Document, 2023

Side dish

Rerawonan

Rerawonan is a type of dish made from beef or chicken that is cooked using black spices. The main spice in rerawonan comes from keluwek so that it produces a black and dense color. Rerawonan has characteristics that are not too viscous and not liquid either. So it has a light taste. This food belongs to the maincourse type of dish and is the main menu served at the celebration of the Prophet's Maulid.



(Source: Researcher Document, 2023)

Figure 1. Rerawonan

Manok Kelak Santan

Manok kelak santan is one of the main dishes served at the celebration of Maulid Nabi. Manok it has the meaning of chicken. The chicken used are local chicken. Later, Kelak Santan has the meaning of a vegetable that is cooked with complete spices (beleq) and added with thick coconut milk in it. Manok later coconut milk has spicy and savory characteristics because it uses thick coconut milk and free-range chicken which has a savory broth.



(Source: Researcher Document, 2023)

Figure 2. Manok Later Coconut Milk

Vegetable Jangan Ares

Jangan ares is a dish that is included in the soup or side dish classification. Do not have the meaning of vegetable and ares derived from the stem of a young banana. The banana stem used is a type of banana kepok or stone because it has a soft and delicious taste. The banana stem used is a young banana stem because it has a sweet taste. This banana stem is cut or sliced and then put in a bowl or sack where it has been sprinkled with salt in it. The purpose of adding salt is to remove the sap and fiber that is still on the banana stem. In addition, the addition of salt reduces the process of discoloration of the banana stem, resulting in attractive ares when served. Usually do not ares cooked with the addition of pieces of meat, so that it has the savory taste of beef broth.



(Source: Researcher Document, 2023)

Figure 3. Janggan Ares

Sereboq

Sereboq is a type of dish that is often found on the island of Lombok. Almost every day the sasak tribe of Lombok processes sereboq as food that they consume daily. However, Sereboq is also a characteristic that is always present on certain occasions such as maulid, merariq, isra miraj. Sereboq uses ingredients in the form of fresh vegetables such as fern leaves or young spikes, bean sprouts, long beans, light green wren eggplants, and vegetables that are often grown in a residential environment. All types of vegetables are boiled then given additional seasoning in the form of grated coconut and added with cerebuk seasoning. Sereboq is usually served with a sprinkle of fried onions and a dish sauce as a complement.



(Source: Researcher Document, 2023)

Figure 4. Sereboq

Sesaur

Sesaur is a type of coconut-based side dish. In other areas it is called serundeng, but in Lombok the mention of the name is sesaur. Sesaur uses fresh coconut which is grated and then roasted with yellow spices because there is an addition of turmeric until dry and cooked. Usually sesaur is served with the addition of fried soy beans. This dish is a must-have because it is a side dish and dessert for the sasak tribe.



(Source: Researcher Document, 2023)

Figure 5. Sesaur

Gedang Kelak Santan

Gedang in Lombok is papaya. The papaya used is young papaya. This papaya is cut with a large size so that it is not easily destroyed during the processing process. Almost all typical spices in Lombok use the same spices, namely onion, garlic, turmeric, kencur, pecan, laos, ginger, lemongrass, bay leaf, shrimp paste and additional coconut milk. This seasoning is said to be a complete seasoning (beleq).



(Source: Researcher Document, 2023)

Figure 6. Gedang Kelak Santan

Snack

Jaje Kuping Gajah

Jaje kuping gajah are typical Lombok snacks that must be served on the second part of the tray (nare) specifically for serving snacks. Actually, jaje kuping gajah can be found in other regions because they are traditional Indonesian snacks. However, what distinguishes in Lombok is the type of Jaje Kuping Gajah that are served in the shape of a sprawl instead of a cone. Jaje Kuping Gajah have a combination of colors, namely white and brown, resulting in an attractive product.



(Source: Researcher Document, 2023)

Figure 7. Jaje Kuping Gajah

Peyek

Peyek can be said to be a type of side dish, cracker or snack because of its light shape. Peyek comes from rice flour which is added with spices such as bawang white, kencur, turmeric as an additional color and orange leaves as aroma. The characteristic of peyek is that it is wide and crispy because it uses deep frying processing techniques. Peyek can be given additional such as peanuts, anchovies, or soybeans.



(Source: Researcher Document, 2023)

Figure 8. Peyek

Keciput

Keciput is a type of traditional snack typical of Lombok. Keciput has a shape that is almost similar to onde-onde cake because it has a sprinkling of sesame seeds. But in terms of texture, wrinkles have a crispy texture, while onde-onde has a soft and slightly chewy texture. A typical lombok wrinkle has a long shape like an index finger. The main ingredient of keciput is glutinous rice flour which is given additional coconut milk and sprinkled with sesame seeds in all parts. Keciput has a slightly sweet, savory and crunchy taste because there is added granulated sugar, salt, coconut milk in it. The technique of processing wrinkles is to use deep frying or use a lot of

cooking oil and heat. The thing that needs to be considered in frying wrinkles is the condition of the fire, because the wrinkle has added sugar so it is easy to burn.



(Source: Researcher Document, 2023)

Figure 9. Kecipun

Jaje Matahari

Jaje matahari is a snack served during the celebration of the prophet Muhammad's death. Jaje matahari is known as kembang goyanng, because of the printing process dipped in a liquid dough and dipped in hot cooking oil and slightly shaken so that it can be easily separated from the mold. In Lombok, it is referred to as jaje matahari because it looks like a sunflower. This sun jaje has color variations such as red, yellow, white and green. However, what is often found is mostly golden brown because it does not use additional food coloring.



(Source: Researcher Document, 2023)

Figure 10. Jaje Matahari

Renggi

Jaje Renggi is a traditional Lombok snack that must be present during major celebrations such as the Maulid of the Prophet Muhammad SAW, wedding celebrations and . Jaje Renggi is made using ingredients such as, glutinous rice and brown sugar as sweeteners and dyes. There are two types of renggi served in Lombok, renggi which has a slightly sweet taste and some that have a savory taste. Renggi uses glutinous rice that has been previously soaked and then steamed, molded, then dried to dry like crackers. After drying renggi is fried using the deep frying processing method.



(Source: Researcher Document, 2023)

Figure 11. Renggi

Discussions

Techniques for Processing and Presenting Gastronomy Begawe Maulid Nabi

Food processing techniques at the Maulid Nabi celebration are by using deepfrying, grill, steaming, sautee, and boiling techniques. This is a tradition that has been maintained since the time of the ancestors. Most of the dishes served did not use the frying method due to the unavailability of equipment for frying in those days. However, for now the deep frying method is used in frying traditional cakes that have the characteristics of being dry and crispy in order to have a long shelf life. In addition, with the processing technique of boiling, steaming, and burning food, the sasak tribe can lead a healthier lifestyle and avoid diseases arising from the use of oil in the frying process. Until now, in the midst of the sasak tribal community there is a taboo to consume dishes with oil elements, so frying food with oil, including coconut oil, is strictly not allowed. Judging from the structure of the dish, the dishes served at the time of Maulid only consisted of main course. Referring to the food classification of the Sasak people, Maulid dishes fall into the category of daharan begawe, or main food/ heavy food made for ceremonial activities or ceremonies or traditional rituals (Sukenti et al., 2016).

Types of Food Processing Techniques

Deep Frying

Deep frying processing technique is a processing technique with foodfrying by using more oil than the food ingredients to be fried (submerged in hot oil). The tool used is called deep fryer. The foodstuffs to be fried are usually coated with flour before frying, except for potatoes. It aims to protect the lost food juice.

Sautee

The sautee processing technique is a processing technique by harvesting or frying food ingredients using a little oil to emit the aroma of the food ingredients. The purpose of the sautee is not to ripen foodstuffs. Before foodstuffs are disautee preferably the oil used should be hot.

Grilling

Grilling is a technique of cooking food with high radiant heat and directly. The heat source is usually directly under the food being cooked, or comes from under the food.

Steaming

Steaming is the proses of cooking food by using hot water vapor. This cooking technique uses two tools, namely at the bottom filled with water and on top for ripening food ingredients. The steaming technique uses two types of methods, namely ordinary steamer using a steamer and high steam pressure using a high pressure steamer (presto).

Boiling

The process of cooking food in boiling water with more water than the processed food ingredients. In the boiling process, "Quick Bubbling" appears because this process uses large embers and a temperature of about 95-100 °C.

Simmer

The process of cooking food in water, where the amount of water is more than the processed food ingredients. In the simmer process, "Slow Bubbling" appears because this process uses small embers and requires a long time process. The simmering process aims to reduce the liquid so that the liquid obtained has clear characteristics. In addition, the main ingredient aims to ripen without damaging the texture of the food ingredient.

Blanching

The process of processing food by dipping food ingredients into boiling water or boiling oil for a while. This processing technique aims to prevent food ingredients from being cooked and then removed again so that the inside of the food ingredients is cooked on the inside.

Table 4. Classification of Gastronomic Processing Method Begawe Maulid Nabi Suku Sasak North Lombok

Dish classification	Types of Dishes	Herb and Spices	Method Of Cooking
Side dish	Rerawonan	• Beef or local chicken • Shallot • Garlic • Keluwak • Galangal • Ginger • Turmeric • Kaempferia Galanga • Red Chilli • Hot Chilli • White Pepper • Coriander • Indonesian Bay leaf • Kefir leaf • Lemongrass	a. Boiling for Beef or Chicken b. Grinder Spice c. Sautee for Spices d. Simmer for all ingredient
	Manok Kelak Santan	• Local chicken • Shallot • Garlic • Keluwak • Galangal • Ginger • Turmeric • Kaempferia Galanga • Red Chilli • Hot Chilli • White Pepper • Coriander • Indonesian Bay leaf • Kefir leaf • Lemongrass	a. Grill for chicken until smoky b. Grinder Spices c. Sautee for Spices d. Simmer for all ingredient
Vegetable	Jangan Ares	• Ares (Banana Steam) • Beef • Shallot • Garlic • Keluwak • Galangal • Ginger • Turmeric • Kaempferia Galanga • Red Chilli • Hot Chilli • White Pepper • Coriander • Indonesian Bay leaf • Kefir leaf • Lemongrass	a. Cut to a thickness of 3 cm for banana steam b. Cut beef into medium size dice and boil c. Grinder spices d. Sautee for spices e. Boiling and simmer for all ingredient
	Sereboq	• Long Bean • Bean sprout • Winged Bean	a. Cut for vegetable (long bean, fern, and winged bean)

		• Fern • Hot chilli • Red chilli • Garlic • Shallot • Fried shallots • Brown sugar	b. Blanch for vegetable c. Grinder Spices d. Sautee for spices e. Mix all ingredient
	Sesaur	• Coconut is half old • Shallot • Garlic • Turmeric • Coriander • Lemongrass • Kefir Lime	a. Greated for coconut b. Grinder Spices c. Sautee for Spices
	Gedang Kelak Santan	• Papaya (young) • Shallot • Garlic • Keluwak • Galangal • Ginger • Turmeric • Kaempferia Galanga • Red Chilli • Hot Chilli • White Pepper • Coriander • Indonesian Bay leaf • Kefir leaf • Lemongrass	a. Cut to a thickness of 3 cm for papaya. b. Cut beef into medium size dice and boil c. Grinder Spices d. Sautee for spices e. Boiling and simmer for all ingredient
Traditional Snacks	Jaje Kuping Gajah	• Flour • Egg • Vanilla • Chocolate powder • Milk powder • Icing sugar	a. Mix all ingredient b. Shapes and slices with a thickness of 0.5 cm c. Deep frying until golden brown
	Peyek	• Rice flour • Peanuts • Garlic • Turmeric • Kaempferia Galanga • Coriander • Coconut milk • Egg • Kefir Leaf	a. Mix all ingredient b. Chopped peanuts c. Grinder spices d. Deep frying until golden brown
	Keciput	• Glutinous rice flour • Tapioca flour • Sesame • Coconut milk • Egg	a. Mix all ingredient b. Form and sprinkle with sesame seeds c. Deep frying until golden brown
	Jaje Matahari	• Rice flour • Flour • Tapioca flour • Coconut milk • Egg • Sugar	a. Mix all ingredient b. Molding c. Deep frying until golden brown
	Renggi	• White glutinous rice	a. Soak white glutinous rice and steam

- Garlic
- Coriander
- White Pepper
- Shrimp paste
- b. Grinder spices
- c. Mix all ingredient
- d. Molding and dry
- e. Deep frying until golden brown

Source: Researcher Document, 2023

Conclusions

The gastronomic clasification of food served at the sasak tribal traditional maulid event in North Lombok regency is divided into 3 classifications of types of dishes, namely vegetables (side dish), side dishes (main course), and traditional snacks (dessert). Processing techniques used in processing maulid nabi dishes, namely the deep fry, grill, steam, sautee, boil and simmer. As for serving dishes using a container in the form of a tray (nare) with begibung eating procedures.

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Coffee agrotourism development strategy in Belok Sidan Village, Petang District, Badung Regency

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Abstract: The study was aimed to determine the strategy for developing coffee agro-tourism in Belok Village, Petang District, Badung Regency. The method used is a qualitative method with interviews, which are then analyzed using SWOT analysis by evaluating strengths and weaknesses as internal factors, opportunities and threats as external factors, and using the AHP (Analytical Hierarchy Process) method to calculate the priority weight of the criteria considered. The support from the private sector in developing tourism villages plays a significant role in the development of Belok Sidan Village (strength), the lack of supporting facilities for agro-tourism activities (weakness), the number of tourism workers returning to the village and entrepreneurial factors through MSMEs can play a role in diversifying people's livelihoods (opportunity). Natural disasters/disorders (threats) are a significant factor in developing coffee plantation-based agro-tourism in Belok Sidan Village. Belok Sidan village coffee agro-tourism has the potential as a coffee farming area that can support the eco-nomic structure of Badung Regency. Based on the IFAS and EFAS matrix score analysis, the alternative strategies used in developing Belok Sidan village coffee agro-tourism are developing creative economy businesses, agro-tourism digitalization, and Agro Techno Park. According to the AHP analysis results, the Agro Techno Park development is the priority strategy.

Keywords: Agrotourism, Coffee Plantation, Community Participation, SWOT, AHP

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Introduction

Indonesia is one of the countries in Southeast Asia that has high tourism potential. In 2019, Indonesia's Tourism Direct Gross Domestic Product (TDGDP) reached 4.97 percent, an increase from 2016, which reached 4.65 percent (Badan Pusat Statistik, 2021). From these data, tourism in Indonesia has quite a good potential. One area that is so massive in bringing in tourists is Badung Regency, which makes it the largest foreign exchange earner in Bali.

The COVID-19 pandemic had an extraordinary impact on people's purchasing power and slowed down the economy in Badung. Slowing economic growth causes the fragility of social, economic, and political dynamics. Regarding this, the Badung Regency Government is trying to develop sectors other than tourism by leveling the economy in the North Badung region. Here, the government does not build tourism resorts, considering that the northern region is a catchment area that needs to be balanced (Dipayana & Sunarta, 2015). Strengthening the potential of village areas to accelerate development is carried out by maximizing the agricultural, plantation, ornamental plant, and tourism village potential sectors (Nyoman & Nalayani, 2016).

Entrepreneurship is needed to develop the village's potential. Nowadays, entrepreneurship is associated with economic profit and developing innovative solutions for social and environmental issues (Sørensen & Grindsted, 2021). Social entrepreneurship can be defined as an entrepreneurial activity to develop new solutions for societal problems to make a difference and change the lives of individuals and communities (Aquino, 2022). Linking tourism and social entrepreneurship is a reasonable action to take. Tourism social entrepreneurship can provide more meaningful

action than Corporate Social Responsibility. It called us to care about things less and for others more, putting social benefit as the central mission of the business and promoting the social benefits louder than an individual social enterprise (Sheldon & Daniele, 2017).

Seeing the tourism potential in North Badung, agro-tourism can be a new alternative for tourism destinations. Agrotourism is nature tourism that consists of creating and understanding the natural environment and having direct experience with the agricultural products' production process (Erkinov & Nosirov, 2022). Tourism activities utilize the agricultural sector from production to obtaining agricultural products to expand knowledge, experience, and recreation in agriculture (Ci-olac et al., 2019; Sumantra & Wijaya, 2021). Agrotourism can also intensify the socioeconomic aspects of the local communities (Rosardi et al., 2021). The agro-climatic conditions in Indonesia are very suitable for developing agricultural commodities, which, with their unique high value, can be a tourist attraction. In addition to creating jobs, developing agro-tourism can conserve resources, preserve local wisdom and technology, and increase the income of farmers or communities around agro-tourism (Trimo & Nurafifah, 2017; Sumantra & Martiningsih, 2022).

One of the villages in North Badung that has potential in the agricultural and plantation sectors is Belok Sidan Village, Petang District. It is located in the mountains with fertile soil. This village is known for its agricultural and plantation products. One of them is coffee, with the types of robusta and arabica. The area in Belok Sidan Village for the arabica coffee commodity as of 2021 is 765 (ha) with a production of 311.10 metric tons per year, and the area for the robusta coffee commodity as of 2021 is 140.30 (ha) with a productivity of 60.2 metric tons per year, which is the highest producer among other villages in Badung Regency. Almost all farmers in Belok Sidan Village grow coffee. Still, they have yet to be able to influence farmers' bargaining positions when faced with market mechanisms, in this case, the middleman network (Teguh et al., 2019).

Another thing worth knowing is the increasing curiosity of the public, especially young people, about various processed coffees, which have increased the amount of coffee consumption (Alfawaz et al., 2020) to support coffee plantation activities. Responding to this potential, the government of Badung Regency built an Agro Techno Park located in Belok Sidan Village, Petang District, North Badung Regency. Various types of vegetables, horticulture, and coffee are planted in this area, which are the mainstays. Natural beauty, biodiversity, and geographical advantages are the potential for developing agro-tourism in Belok Village (Teguh et al., 2019).

Nowadays, agrotourism is growing rapidly. It gives tourists the experience of escaping from noisy cities, getting acquainted with the locals' lives and customs, living in country houses, and participating in local sports competitions (Khodjayev AR & Anvar Rasulovich, 2021). Agro-tourism based on coffee plantations can be a new opportunity for village development, but it requires optimizing local resources. Various efforts continue to be made to improve the welfare of coffee farmers in Belok Sidan Village through agricultural intensification and extension. The intensification carried out by the Agriculture Service includes counseling and assistance for coffee farmers to improve coffee quality, including post-harvest processing of coffee. Meanwhile, the extensification carried out by the Badung Regency Government, namely, the Badung Regency Trade and Industry Service in terms of marketing, assisted the downstream of coffee products so that they did not only sell coffee in the form of logs or green beans but managed to turn it into a powder ready for brewing. The development of coffee-based agro-tourism is still facing many obstacles, which are caused by several factors such as traditional cropping patterns, agricultural diversification that has not been maximized, farmers inability to meet market needs, the lack of interest of the younger generation to get involved in the agricultural sector, and the lack of synergy between sectors such as the tourism sector and the agricultural sector (Mahagangga et al., 2015). The problems of coffee farmers in Belok Sidan Village are similar to those of smallholder coffee farmers. In this digital era, they have yet to make digital marketing efforts to optimize product information to reach a broader market. In addition, agritourism actors, especially those in rural locations, need more English, an internationally accepted language (Kamisan et al., 2013).

The development of agro-tourism based on coffee plantations in Belok Sidan Village has yet to be optimally carried out. Therefore, it is essential to research agro-tourism development based on coffee plantations in the Belok Sidan area of North Badung. Based on the explanation

above, the question is what is the potential of the coffee commodity if it is used as an agro-tourism and what is the development strategy.

Methodology

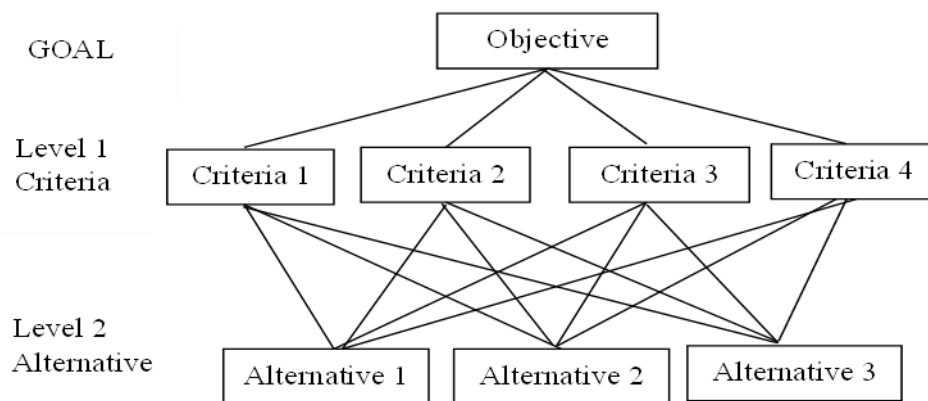
The research location is in Belok Sidan Village, Petang District, Badung Regency, about 50 kilometers north of Denpasar. Belok Sidan Village is part of Badung Regency, which is located 17 kilometers to the north of Badung Regency. Belok Sidan Village, Petang District, is agricultural land utilized for the Agro Techno Park, and Petang coffee agricultural products are Badung's export commodities.

The data in this study are quantitative and qualitative. Quantitative data is the form of numbers obtained through questionnaire data collection techniques. In contrast, qualitative data emerges from data collection techniques such as interviews, observations, focus group discussions, and document studies. There were forty respondents from the research location, determined purposively, namely farmers who own coffee plantations, coffee entrepreneurs and community leaders. Meanwhile, nine experts were used for the Analytic Hierarchy Process (AHP).

Data sources in this study can be divided into two types: primary and secondary data sources. The primary data sources specified in this study were data obtained from interviews with informants, namely the Head of the Badung Regency Tourism Office, the Village head of Belok Sidan, Traditional Leaders (Bendesa Adat), and academics, as well as conducting focus group discussions (FGDs). Secondary data sources are obtained indirectly through existing supporting documents according to the research topic and are seen as capable of completing the data obtained from primary data sources. Primary data includes information on internal and external factors from questionnaires and focus group discussions. In contrast, secondary data includes demographic and coffee commodity data from Central Bureau of Statistics, Badung Regency and the Badung Regency Agriculture Service.

Respondents are determined by considering the expertise and relevance of prospective respondents to the problem to be studied. Respondents' selection was determined purposefully or directly based on their knowledge of the problem being studied. Respondents asked to evaluate internal and external factors in the SWOT questionnaire were farmer groups, coffee entrepreneurs, regional officials (Badung Regency Research and Development), academics, the Agriculture Office, the Tourism Office, and the Village head of Belok Sidan.

The methods of data collection, namely observation, interviews, and focus group discussions, were analyzed descriptively and qualitatively. The data analysis technique in this study combines SWOT analysis (strength, weakness, opportunity, and threat) using the AHP (analytical hierarchy process) method. The first step begins with an analysis of internal and external factors. Then a SWOT analysis was carried out using the IFAS-EFAS matrix to obtain several alternative strategies that were most dominant according to their priority scale. Against the several alternative strategies that were generated, a selection of priority scales of interest was carried out among the problems raised at each level using the AHP model analysis. The second step is to choose which policy alternatives should be prioritized using the AHP approach (**Figure 1**). Data processing was carried out by giving weight to each respondent. Data processing in the AHP method uses the Excel program with GEOMEAN format, with results in the form of AHP Recapitulation (Saaty, 2000). The results of this AHP analysis will become recommendations for alternative policy strategies in making decisions to achieve the expected goals.



(Source: General structure of the hierarchy (Saaty, 2000))

Figure 1. General structure of the hierarchy

Results and Discussions

Results

The internal factor analysis results shows the strength total score is 4.084, and weakness total score is 2.241, and external factor (total opportunity scores is 3.51 and threat total score is 2.63) (Table 1 and 2)

Table 1. Summary of Internal Factor Analysis of Belok Sidan Coffee Development

No.	Internal Factor	Weight	Rating	Weight x Rating (Score)
Strength				
1	Geographical position and strategic topography for tourism activities	0,09	7.8	0.71
2	The quality and quantity of Belok Sidan Village Human Resources in the context of developing a tourism village	0,06	7	0.42
3	Availability of basic infrastructure such as irrigation, and road infrastructure for better economic growth	0,07	6.1	0.42
4	Belok Sidan Village as a coffee farming area to support the economic structure of Badung Regency	0,08	7.8	0.63
5	Beautiful natural scenery, interesting and unique tourist objects, as well as many natural educational tour packages	0,08	8	0.64
6	The supporting from the private sector in the development of tourist villages, and co-operation has been established (Communication Forum, University, Media, Travel Agent, Business)	0,08	8.7	0.70
7	Participation in mitigation activities independently by business actors	0,07	7.9	0.55

Strength Total Score		-	-	4.084
Weakness				
1	The tourism potential and homestay has not been arrangement maximized	0,07	5.5	0.38
2	There is no website, and the promotion of tourism activities is not maximized	0,08	4.6	0.37
3	The planning for the spatial development of coffee agro tourism is not yet clear	0,06	2.8	0.17
4	Less than optimal institutional management	0,06	4.7	0.28
5	Lack of supporting facilities for agro-tourism activities (sign boards, parking lots, toilet facilities)	0,05	6.4	0.32
6	Lack of entrepreneurial capabilities (entrepreneurial capabilities) covering creativity and innovation as well as literacy on financial aspects and literacy on digitalization issues	0,07	4.1	0.28
7	Regional regulations on Agrotourism have not yet been drafted	0,08	5.1	0.408
Weakness Total Score		-	-	2.241
Total				6.325

Source: Processed data, 2023

Based on the calculation of the IFAS matrix (Table 1), which consists of strengths and weaknesses, the most crucial strength factor is the existence of supporting from the private sector in developing tourist villages and collaboration (Communication Forum, University, Media, Travel Agent, Business), with a rating of 8.7, a weight of 0.08, and a score of 0.70. The weakness in Belok Sidan Village's potential is that regional regulations regarding agro-tourism still need to be drafted. Agrotourism Development Policy Priority in Belok Sidan Village weighs 0.08, a rating of 5.1, and a score of 0.408. The evaluation of internal factors is 6.325, meaning that internal factors reach 65%, indicating they are in the average category. It means that the potential in Belok Sidan Village utilizes strengths to overcome weaknesses. Later, the strength will be in the form of support from the private sector in the development of tourist villages, and collaboration has been established to support the development of Belok Sidan Coffee, even though regional regulations governing agro-tourism still need to be drafted.

Table 2. Analysis of External Factors for the Development of Belok Sidan Coffee

No.	External Factors	Weight	Rating	Weight x Rating (Score)
Opportunity				
1	The number of workers in the tourism sector who returned to the village (Most of the operator level)	0,07	7.4	0.52
2	Growing technology	0,08	6.8	0.55
3	The community's interest in Belok Sidan Village is quite large for tourism	0,07	6.4	0.45
4	The foreign market and domestic tourists is still open to visit the Belok Sidan village	0,07	6	0.42
5	The strong support from the Department of Tourism and other related institutions	0,08	7	0.56
6	The existence of entrepreneurial factors through MSMEs can play diversifying the livelihoods of the Belok Sidan community and	0,08	7.4	0.59

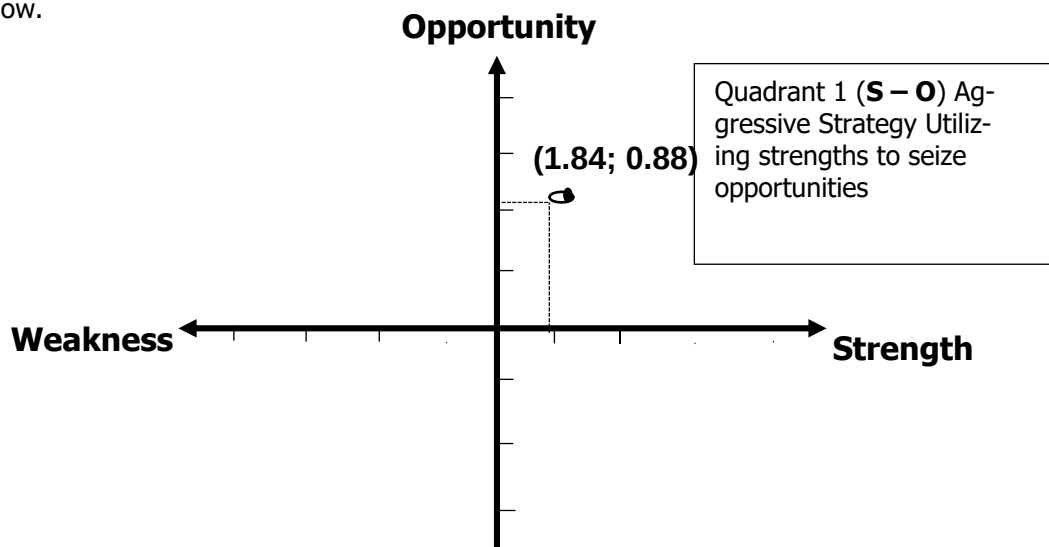
No.	External Factors	Weight	Rating	Weight x Rating (Score)
	reducing dependence on one source of income, especially the vulnerable tourism sector.			
7	The emergence of a self-help movement initiative pioneered by the Belok Sidan village community as a positive solidarity initiative between communities	0,07	5.8	0.41
Total Opportunity Score		-	-	3.51
Threat				
1	The occurrence of natural disasters/disturbances	0,08	9	0.72
2	Migration worker from offline-based businesses to online-based channels	0,08	5.8	0.47
3	Redefinition of social capital in crisis conditions that demand the importance of social connections	0,08	5	0.4
4	Limited resources, both capital, material, consumer base, business partner base, social connections, and technology	0,06	6.7	0.40
5	Creativity and adaptability are needed, such as discipline and never giving up to create business resilience	0,06	3.8	0.22
6	There was a wave of unemployment due to layoffs from the tourism sector in the city, eventually flowing to the village so that the village became the foundation of the lives of residents who returned to the village because the city and tourism were facing a crisis.	0,07	3.8	0.26
7	There was a wave of unemployment due to layoffs. Employment relations from the tourism sector in the city eventually flow to the village so that the village becomes the foundation of the lives of residents who return to the village due to the city and tourism facing a crisis	0,05	2.9	0.14
Threat Total Score		-	-	2.63
Total Score				6.14

Source: Processed data, 2023

Based on the calculation of the EFAS matrix, Table 2, which consists of opportunity and threat factors, the most important opportunity factor is the existence of entrepreneurial factors through MSMEs that can play a role in diversifying the livelihoods of the Belok Sidan community and reducing dependence on one source of income, especially the tourism sector, which is vulnerable with a rating of 7, 4 and a weight of 0.08 and a score of 0.59. The threat factor in the potential of Belok Sidan Village is the occurrence of natural disasters and disorders, with a weight of 0.08, a rating of 5.1, and a score of 0.408. Overall, the evaluation of external factors is 6.14, meaning that external factors reach 61%, indicating that they are in the average category. It means that the potential in Belok Sidan Village takes advantage of opportunities to overcome threats. So that later opportunities in the form of entrepreneurial factors through MSMEs can play a role in diversifying the livelihoods of the Belok Sidan community and reducing dependence on one source of income, especially the vulnerable tourism sector, it will be able to overcome the threat of natural disasters that may occur in Belok Sidan Village.

1. SWOT Analysis Quadrant

The position or level of Belok Sidan Village Agrotourism in the SWOT matrix is shown below.



(Source: Processed data, 2023)

Figure 2. SWOT matrix of IFAS and EFAS scores

From Figure 2 above, it can be seen that Belok Sidan Village Agrotourism is in quadrant one, which is a very favorable situation where Belok Sidan Village Agrotourism has strengths and opportunities that can be utilized to create a strategy that can support aggressive development policies.

The SWOT matrix analysis used in determining the strategy for developing agro-tourism potential in Belok Sidan Village will be described as follows:

1) Strategy S-T (Strengths and Threats) is a strategy for using the strengths possessed to overcome threats. The recommended strategies are building networks with other tourist villages, increasing the accessibility of transportation facilities, involving the active role of the millennial generation around Belok Sidan coffee agrotourism in digital promotion, and maintaining the quality of existing tourist attractions.

2) The W-T (weaknesses and threats) strategy is a defensive activity that seeks to minimize existing weaknesses and avoid threats. The recommended strategies are increasing the involvement of all components (stakeholders), both customary villages and official villages, in building tourist villages; increasing public awareness of tourism and sapta charms; increasing the superior quality of tourist destinations in Belok Sidan Village; and maintaining the quality and attractiveness of existing tours.

3) The S-O (strengths and opportunity) strategy utilizes all strengths to seize and seize as many opportunities as possible. The recommended strategies are developing creative economy businesses, digitalizing agro-tourism, and developing an Agro-Techno Park.

4) The W-O (Weakness and Opportunity) strategy utilizes existing opportunities by minimizing existing weaknesses. The recommended strategies are promotion through strengthening partnerships among stakeholders, strengthening tourism village management institutions and social, economic, and cultural institutions, and improving the quality of community management of tourism through technical and managerial training.

After determining the alternative options, the best alternative is chosen using the hierarchical analysis approach. This approach was chosen because it can help determine the best choice by involving many criteria based on intuition and expert perceptions while considering consistency. The alternative selection process uses the scoring method, which provides a score based on several assessment criteria. The selected option is expected to be the best strategy so that efforts to develop Belok Sidan Village Coffee Agrotourism can be carried out effectively and efficiently. Calculating the experts' assessment results, the percentage of each alternative strategy is then calculated into the Alternative matrix, as shown in Table 3 below.

Table 3. Matrix of Alternative Coffee Agrotourism Development Strategies in Belok Sidan Village

Criteria Alternative	Sustainability	Independence	Required costs	Achievement of targets	Amount
Creative economy business development	14%	28%	13%	69%	124%

Development of digitalization of agro-tourism	43%	14%	17%	23%	97%
Development of Agro Techno Park	43%	58%	69%	8%	178%

Source: Processed data, 2023

In Table 3, it can be seen that the development of the Agro-Tekno Park has a score of 178%, followed by the development of creative economy businesses with a score of 124%, and finally, the development of digitalization in agro-tourism with a score of 97%. The next step in the analysis is to determine the weight of each criterion. In this study, all criteria have the same weight, namely 25%. All criteria have the same weight because they are equally important and have the same level of urgency. So, the priorities of the coffee agro-tourism development strategy in Belok Sidan Village are in the following order: the priority is the development of the Agro-Tekno Park; the second priority is the development of creative economy businesses; and the third priority is the development of the digitalization of agro-tourism.

Based on the results of the Analytical Hierarchy Process (AHP) analysis of the development of coffee agro-tourism in Belok Sidan village, the policy strategy chosen was the Tekno Park Agro Development strategy. Agro Tekno Park is a center for developing agricultural products, which is managed as entrepreneurial growth and as a place for science and technology service centers about agriculture. Apart from being a place for developing science and technology about agriculture, Agro Tekno Park is also established as a new tourist spot with the concept of educational tourism to preserve and introduce the noble values of Indonesian culture (Andini et al., 2022).

Agro Techno Park is a center for implementing technology related to agriculture as a container for processing crops. In addition, regarding innovation to disseminate technology in agriculture, Agro Techno Park is increasing production, leading to constant socioeconomic development, and can achieve success in the green revolution among other areas in Badung Regency (Mwangi & Kariuki, 2015). Agro Tekno Park is included in the Taman Teknologi Pertanian (TPP), which includes several activities, such as learning how to use technology in agriculture. Creating an Agro-Tekno Park in an area requires land and existing data that have their potential and attractiveness from the natural resources that exist in the area and have fertile soil for planting plants and crops (Chudhriati & Yayi Arsandrie ST., 2018).

Agriculture has so far only been valued for its ability to produce food. In contrast, other functions of agriculture in the environmental, social, cultural, economic, and technological fields have yet to be widely utilized or tend to be neglected (EEA, 2022). The multifunctional concept of agriculture is vital in repositioning the agricultural sector for its proper function. By applying the concept of multifunctional agriculture by applying existing technological advances and spatial planning that follows educational, usability, and aesthetic values, it can maximize the value of agricultural functions, which have an essential role in supporting life (Alim, 2019a). It is called multifunctional agriculture because, in practice, this concept can produce various benefits for farmers and the surrounding environment. Agro Techno Park is part of a tourist attraction that utilizes agricultural businesses as a tourist attraction. The goal is to broaden knowledge, recreational experience, and business relationships in agriculture.

By developing an Agro-Tekno Park that emphasizes local culture in utilizing land, it is hoped that it can increase farmers' income while conserving land resources and maintaining local culture and technology (indigenous knowledge), which generally follow the conditions of their natural environment. Agro Techno Park also educates the general public about agricultural cultivation and the importance of balancing and ecosystem sustainability (Pertapa, 2020). Today, people's lives are filled with boredom, routine, and busyness. With the conditions and community needs for these refreshing facilities, the prospects for developing Agro-Tekno Park are promising. Agro Techno Park is a unique land arrangement that follows land capability and typology to support an effective and sustainable farming system. The main components of developing an Agro-Tekno Park are cultivation technology, post-harvest agricultural commodities that are

unique and have historical value, and natural scenery with an agricultural background that can be felt (Alim, 2019b).

The development of Agro Techno Park is expected to follow the land's capabilities, typologies, and ecological functions so that it will directly affect the sustainability of land resources and the income of local communities. The development of Agro Techno Park can create jobs to withstand or reduce the flow of urbanization, which is currently increasing (Alim, 2019b).

The benefits that can be obtained from Agro Techno Park are conserving natural resources, preserving local technology, and increasing the income of local people. Engaging in friendly cultivation practices can increase net returns by making coffee production sustainable (Krishnan, 2017). One of the keys to the success of developing an Agro-Techno Park is the ability of the local community to act as coaches, implementers, and tour guides. For this reason, the provision and development of managerial staff and professional Agro-Techno Park guides in their fields is necessary. Besides that, it can also be included in the presentation of local arts and cultural attractions to tourists (Alim, 2019b).

Results should be clear and concise. The results should summarize (scientific) findings rather than providing data in great detail. Present raw data here without comment, using tables and figures if this makes the data clearer. What answer was found to the research question; what did the study find? Was the tested hypothesis true?

Discussions

Belok Sidan Village is an agro-tourism village with coffee as its main attraction. However, coffee agrotourism in Belok Sidan Village has not met expectations, so it requires a strategy for its development. With the potential that Belok Sidan Village has, several strategies can be implemented, such as:

1. Development of creative economy businesses

Belok Sidan Village has several sectors that can increase economic growth, namely the agricultural, livestock, and industrial sectors. In the industrial sector, which includes large, medium, and small industries as well as households, as of 2017 in Petang District, there were 473 craft industries, which absorbed a workforce of 584 people; two small industries, which absorbed a workforce of 14 people; and one medium industry, which absorbed a workforce of 20 people (Balitbang, 2018). It is in this sector that the creative economy plays an important role. By developing this sector, Agro Techno Park can diversify production, build a competitive advantage, attract investment, support entrepreneurship and innovation, and promote cultural diversity and well-being. It is one of the world's fastest-growing sectors and can also create employment and income, which makes this sector a feasible option for development (Development, 2022).

2. The development of digitalization in agrotourism

The development of digitalization of agro-tourism in Belok Sidan Village itself is included in the principles and aspects of the Petang Agro-Techno Park development, namely being able to increase the availability of facilities and infrastructure that can attract visitors' interest in agro-technology (Balitbang, 2018). The development concepts applied in ATP Petang include the following: agro-knowledge, agro-partnership, bio-agroindustry, agro-tourism, and agro-networking. The digitalization of agro-tourism in Belok Sidan Village is included in the agro-knowledge concept, in which Belok Sidan Village will develop agro-technology skills education and training units, develop units and media for conveying agro-technology information, develop models and simulations of agro-technology application, provide community access to the results of agricultural and animal husbandry research and studies, and facilitate publication and dissemination. Investing in high-end technologies, skills, and services, especially in the creative industries, can strengthen Indonesia's position in ASEAN and help it become the world's 7th largest economy by 2030. Combining agrotourism with creative industries like fashion, design, games, and animations is favorable for expanding shortly (Lane, 2014).

3. Development of Agro-Techno Park

To develop the Agro-Techno Park area of Petang District, the government of Badung Regency, independently or in cooperation with other parties, has launched various programs of development activities in the area (Balitbang, 2018). One of them is creating a coffee processing

unit so the coffee harvest can be more valuable for sale. Some of the programs that have been implemented are the construction of coffee processing factories (including warehouses), the provision of coffee processing equipment, the assistance of post-harvest processing technical equipment in the form of fermentation tubs, para-para, measuring instruments, scales, and coffee bean drying machines, the provision of organic fertilizer assistance and agricultural equipment in efforts to develop organic coffee, national coffee movement activities targeting coffee farmer groups, assistance with coffee pest catching equipment, training in post-harvest coffee processing skills and cooperative management, PLA (Participatory Learning and Action) mentoring, assistance with coffee plant rejuvenation and intensification, facilitating coffee processing technology development, and the improvement of production facilities and infrastructure improvements.

It is hoped that the agro-tourism development in rural areas based on the local community will provide many benefits, not only for rural communities but also for urban communities to understand and give appreciation to the agricultural sector, as well as to become educational facilities (Sumantra et al., 2015).

Conclusions

Based on the IFAS and EFAS matrix score analysis results, the alternative strategy used in developing Belok Sidan village coffee agro-tourism is the one with the highest score, namely the Strength-Opportunity (SO) strategy. The strategies formulated include developing creative economy businesses, digitalizing agro-tourism, and developing an Agro-Techno Park. According to the AHP analysis results, the priority strategy for the development of coffee agro-tourism in Belok Sidan village, with the highest score of 45%, is the development of an Agro-Techno Park. Agro Techno Park is helpful as a center for applying technology related to agriculture and as a place for processing crops. In addition, regarding innovation to disseminate technology in agriculture, the Agro-Techno Park is an area that can make a village self-sufficient, gain positive value from the community, and grow the community's economic income.

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Dynamics of travel decision-making between organized packaged tourists and backpackers

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Abstract: Tourists are different in terms of their purpose of travel, the tourist type, the number of days spent, and how they spend time in a destination. Tourist decision-making models attempt to conceptualize how tourists make decisions during their pre-travel, onsite experiences, and post-travel stages. These models, including the grand models of tourist behavior, have paved the way to broaden our understanding of this complex behavioral phenomenon. Despite their remarkable contributions to the existing knowledge, these models display some limitations in terms of complexity, general nature of explanations, poor empirical support, and lack of consideration of different traveler types. Further examinations are necessary to understand the dynamic nature of decisions that take place under each broader stage. This study attempted to address some of these limitations through a qualitative inquiry with a comparison of tourist decision-making between two mainstream traveler types i.e. organized package tourists and backpackers. The findings uncovered empirical evidence to propose a research proposition that a general travel decision-making model cannot be derived for different traveler types and certain alterations need to be done with reference to different traveler types. These findings contribute to the literature on tourist behavior by inviting scholars to revisit the existing models in light of different traveler types

Keywords: Tourists' Decision Making, Organized Packaged Tourists, Backpackers, Leisure Travelling

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Introduction

The potential and the enormity of the tourism industry are clearly evidenced by the multiple industries benefiting from it. As a result, the contribution of the tourism industry to the economies is multi-faceted. Consisting of both inbound and domestic tourism, the sector represents a major part of the gross domestic product for many economies around the world. As a major sector of economic development in all economies, research on tourist behavior has obtained significant attention from both scholars and practitioners. Among the vast amount of research undertaken, tourists' decision-making has been a key research area up to now. Literature reports the research on tourist decision-making from diverse perspectives. Some of the profound contributions are; the five stages model by Clawson and Knetsch (1966); the Simple input-output model of Fridgen (1984); travel decisions related to image formation presented by Gunn (1988), and the six steps of the decision-making process by LeBlanc (2015).

Hunt (1975) argued that a traveler's choice of destination is subjective and multi-faceted. People collect and analyze information and subsequently select the best optimal solution (Adam, 2015; Edwards, 1954; & Neumann and Morgenstern, 1944). Woodside and Lysonski (1989) emphasize that the destination that a tourist ultimately chooses is not just a single and simple decision, but a result of many explicit and implicit decisions. Hence, the nature of the tourist decision-making process is a wide research phenomenon, and several foundational and pioneering tourist decision-making models can be found in the literature. For example, scholars such as Clawson and Knetsch (1966), Goodrich (1977), Schmoll (1977), Mayo and Jarvis, (1981), Moutinho (1987),

Woodside and Lysonski (1989), and Um & Crompton (1990) have developed decision-making models, which are more pertinent to tourism context. One of the first foundational models of travel decision-making is the model proposed by Clawson and Knetsch (1966), which depicts tourist decision-making through five phases (1) Anticipation (2) Travel to the site (3) On-site behavior (4) Return travel and (5) Re-collection. However, the main weakness of this model is it is less detailed about how the individual decisions are made at the micro-level, thus the practical application and explanatory power of the model are low (Sirakaya & Woodside, 2005). Further, empirical support for this model is low, and therefore, the model is difficult to be operationalized (Moutinho, 1987).

The model proposed by Goodrich (1977) described tourists' decision-making process as a rational decision activity. The model suggests that travelers assess the costs and benefits before making the purchase decision. A major contribution of the model is the Integration of psychological and economic theories into one comprehensive model, but the key weaknesses are relying heavily on rational decision-making assumptions and neglecting interpersonal, social, and family influences in the model (Sirakaya & Woodside, 2005). Schmoll (1977)'s model also describes the rational behavior of tourists which occurs in several successive steps, given the capabilities and limited information of the decision-maker. The model illustrates four components that affect travel decisions i.e., travel stimuli, personal and social determinants, and exogenous variables. One contribution of the model is that it has considered the influence of constraints on travel decisions.

Recognizing the effects of social and psychological factors, the model put forward by Mayo and Jarvis (1981) identified four variables as predicting variables of tourist decisions i.e., travel opportunities, communication effort, customer goals, and intervening variables. Though the model has identified a combination of variables that are commonly believed to be the determinants of tourist behavior, it has low predictive ability due to internal conflicts between statements, and empirical tests are difficult due to operationalization problems (Sirakaya & Woodside, 2005). Moutinho (1987) introduced a comprehensive model by integrating several theories of consumer behavior into the model. The model has also addressed the temporal order of variables, but a major limitation of the model is its complexity.

Gunn (1988) presented a model of seven stages with a demonstration of how the image of a destination evolves during each stage. The key phases of the model are (1) accumulation of mental images about vacation experiences, (2) modification of those images by further information, (3) decision to take a vacation trip, (4) travel to the destination, (5) participation at the destination, (6) return travel, (7) new accumulation of images based on experience (Gunn, 1988). Even though these seven stages have been adopted in many tourists and leisure-related studies, the model largely emphasizes image formation during travel stages. Therefore, Gunn's model has its own gaps in the perspective of the decision-making process as it does not provide in-depth insights for identifying the dynamic nature of the decision-making process. The model presented by Woodside and Lysonski (1989) is recognized as another comprehensive model which has integrated various disciplinary knowledge into one model (Sirakaya & Woodside, 2005). However, the model has been proposed based on a study of exploratory nature and thus needs more empirical support. Um, and Crompton (1990) presented a choice set model highlighting the significant role played by attitudes in the destination choice process. The model describes how the final destination for travel is chosen by travelers by narrowing down choice sets over time. LeBlanc (2015) suggests that conceptualizing the decision-making process as a six stages theory is more appropriate. The proposed six stages are; problem recognition, passive internal search, formulation of an initial consideration set, active external search to evaluate destination in the initial consideration to late consideration set, active external search to evaluate destinations in the late considerations set leading to the selection of a destination, and post-purchase evaluation. Woodside and MacDonald (1994) in their model illustrate that tourist decisions are not always rational and the decision regarding the destination choice is one of many travel-related decisions that they make during a tour (Sirakaya & Woodside, 2005). Nicolau and Más (2005) argued that even though travel decision has many stages, it only consists of two main stages; the early stage where primary decisions such as choosing a destination are made, and then the late stages where they make a variety of decisions such as accommodation, food, facilities, and other amenities.

Despite the intense research conducted and the availability of the models and frameworks presented, these models and studies lack in terms of having a reasonable, and reliable theoretical framework for tourist decision-making (Jung-Eun Yoo Karin Weber, 2005). For instance, some models do not describe sub-decisions that tourists take in detail while some compare main stages on the surface despite the tourist decision-making process is complex and involves many sub-decisions. Hence, there is a need of doing more research on both travel stages and decisions taken under those main stages to broaden our understanding of the dynamic nature of tourist decision-making.

During the 1970s typologies based on age and economy were dominating as two non-institutionalized roles: Explorers and Drifters and institutionalized roles: Organized Packaged Tourists and Individual Mass tourists. Organized Packaged Tourists are the least adventurous tourists who remain encapsulated in an environmental bubble when buying their package holiday. This type of tourist does not engage with the host community as they remain primarily in the hotel complex (Cohen, 1972). Even though the other extreme of the tourists were named Drifters, this was recognized as Backpackers later in the 1980s with a high tendency to backpacking and its unique characteristics which were not identified in explorers or drifters. The number of research done on backpacking was limited by the 1970s, but it was boosted after the 1970s. Loker-Murphy and Pearce (1995) defined a backpacker as "the tourist who prefers staying in budget accommodation, spending more time traveling around, enjoying the interaction with both locals and other travelers, independently organizing their trips".

The nature of the behavior of tourists greatly depends on the characteristics on which they have been labeled as Organized Packaged Tourists or Backpackers. Being the two extremes of the tourist's typology continuum, these two groups possess extremely different characteristics in terms of their thinking pattern and behavior. For instance, Organized Packaged Tourists largely depend on travel agencies or tour planners for making travel-related decisions while Backpackers decide the whole trip independently. Cohen (1972), Plog (1974), and Qiu et al. (2018) assert that there is a strong linkage between personality traits, motivational factors, and destination choice. Empirical evidence is available to argue that tourist decisions making, and overall travel behavior may differ from one traveler type to another (Chang, 2007; Decrop & Snelders, 2005; Hyde, 2008; Hyde & Lawson, 2003; and Sung, 2004). However, there is a dearth of studies in the literature which have examined the differences between different traveler types when making travel decisions. Further investigations on this aspect deem necessary to enhance the present understanding of tourist decisions.

Within the literature on tourist behavior, different typologies of tourists exist. Cohen (1972) proposed a fourfold typology of tourists: (a) the organized mass tourist (b) the individual mass tourist (c) the explorer and (d) the drifter. The central notion behind this classification was a tourist's preference towards familiarity or novelty-seeking from their travels. Hence, arguments have been made that the decision-making process can vary for different types of travelers. Though there is plentiful research conducted in the examination of the decision-making process of tourists and the availability of such decision-making models, less emphasis has been given to examining such decisions across different traveler types. Thus, more scientific scrutiny on this aspect is important because various traveler types may demonstrate differences when they make travel decisions at different travel stages. A literature gap is evident in terms of the usage of evidence-based approaches in developing travel decision-making models. More empirical research is needed to address these gaps and the insights gained by such research can further fertile the existing models of travel decision-making in the light of different traveler types. The present study was undertaken as an attempt to fill this research gap, aiming to shed light on the empirical-based evidence for enhancing our understanding of tourists' decision-making. The study examined the tourist decision-making between two traveler types i.e., organized package tourists and backpackers with a proposition that a general tourist decision-making model cannot be derived due to the different characteristics of different traveler types. Hence, the research questions that underpinned the present study were:

1. What are the major travel decisions that organized packaged tourists and backpackers make when they travel on a leisure purpose tour?
2. Are there differences in travel decisions made by the two traveler types and if so, how?

The paper proceeds by first presenting a discussion of the relevant literature on the topic with the argument that more research is needed to examine the tourist decision-making process across different traveler types. This is followed by a description of the research methodology adopted for the study. Thereafter, the findings and the discussion of the results are presented. Then, the study's emerging implications in terms of extensions to the literature on the travel stages are discussed.

Methodology

A qualitative approach was opted for due to the exploratory nature of the study. The qualitative method is recognized as the most appropriate approach to uncovering tourists' detailed descriptions of their physical and psychological behavior. In-depth interviews were conducted for obtaining deeper insights into the study phenomenon (Clarke & Braun, 2013). Authors such Li (2015), and Chen (2019) have also used in-depth interviews in their studies which are similar to the methodology of the current study. For the smooth operation of interviews, an interview guide was developed and pre-tested with three participants before using it for the final data collection. Fifteen (15) participants were selected to be interviewed for the study by using a few criteria: (1) the participants should be inbound international tourists who had visited Sri Lanka for leisure purposes, (2) the participants should either be organized packaged tourists or a backpacker, and (3) participants can communicate in the English language. Seven were chosen from the 'organized packaged tourists' category and the remaining eight were backpackers. Face-to-face interviews were conducted at the point of departure of the Bandaranayake International Airport, Sri Lanka. All the interviews were tape-recorded after obtaining the consent of the participant and transcribed. Thematic analysis was performed by using the six-steps approach recommended by Clarke and Braun (2013). In order to secure the trustworthiness of the results, coding and deriving categories and themes were done by two researchers separately and compared.

Informed participation was ensured by explaining the purpose of the study and declaring that their decision to participate in the study is totally voluntary. Prior to completing the questionnaire, the participants were informed of the procedures and the average time that it takes to conduct an interview. Confidentiality was secured through confidential and secured data handling, data storing, and reporting of the findings.

Participants belonging to the organized packaged tourists were from Germany, the United Kingdom, Ireland, and Malaysia and their age categories varied between 29 and 76. The participants chosen from Backpackers represent the countries of the United States of America, India, Belgium, Thailand, Australia, Russia, and Germany, and their age categories varied between 23 and 40.

Results and Discussions

Thematic analysis was used to analyze data as this has been identified as an appropriate method for under-researched areas (Braun & Clarke, 2006). Once the data was prepared, the analysis was started by narrowing down the broad set of data following the six steps below.

Familiarization with the data: reading the transcripts at least once is recommended before initiating the coding. The researcher herself transcribed the data manually and therefore, the researcher was familiar with the data set.

Generating initial codes: Most of the codes were driven based on the data and some from the relevant theory. For example, the codes such as revisit, and word of mouth were recognized as codes of behavioral intention from the literature. Coding was done manually on hard copies and Excel sheets by using the reviewing and commenting option. It was more convenient to change the codes, highlight to see relationships, and continue with the next stages.

Creating themes: At this stage, sorting different codes into potential themes and collating all the codes analyzed under the identified themes was done. Sub-themes also emerged from the data. For instance, the evaluation of alternative destinations was recognized as a sub-theme under the theme of selecting the destination. Similarly, the codes such as (1) invitation from friends, (2)

suggestions from the family, (3) internal desire, etc emerged from the previous stage of coding and were identified as one theme called "recognizing the need to travel".

Reviewing and defining themes: At this stage, the adherence to the themes and sub-themes was carefully revised, and thematic patterns were formed. Careful analysis of the data was done by considering whether themes represent the entire data set by looking at how the themes work both within a single interview and across all the interviews.

Defining themes: Themes were recognized as the final set of themes after many modifications were made to the themes and discussions with the supervisory panel, peer experts, and the literature.

Producing the report: An analytic narrative writing style was maintained in producing the below section of results and discussion.

Results

Travel Decisions of Organized Packaged Tourists

Findings revealed that the tourists like other customers tend to have a need or problem recognized before they start their initial trip planning process despite their traveler type. The need for traveling seems to be based on either their internal desires or certain external stimuli exposed (Durko & Petrick, 2016). Accordingly, the need for traveling is influenced by a motivational factor such as a suggestion made by children, a friend's invitation or to celebrate special occasions like birthdays. The majority of the participants expressed that they had identified the need for a tour before planning the rest. For example, one respondent affirmed that saying: "...we are retired now. And after a long time, we haven't been to a country. So, this actually came up as a suggestion from my daughter. So, we agreed" (Respondent 2, male, 69 years, UK). Another similar claim was "Well, I wasn't quite sure where I should go for the trip or if I should go on a trip. My friend called me and asked if I like to join them too. They had decided all and just asked. So, I said OK" (Respondent 1, male, 76 years, Germany). Such claims suggest that the trip would not happen if their need for traveling was not aroused based on external or internal factors. Therefore, it is evident that the need for traveling is recognized first, and thereafter the other decisions are taken by travelers.

Once the decision to have a tour is made, a particular destination or a combination of destinations is selected by travelers (Gurdogan, 2022). However, the choice-making process and the factors affecting the destination selection process do not seem to be alike to each other even among organized package tourists. Some participants stated that they have been planning their next international trip for a long time and that their decision to travel to a specific destination is influenced by external factors to a greater extent. Simply, informal discussions or hearing others' stories made them interested in a particular destination. Three participants affirmed this way of deciding their destination for the next tour. However, while some participants, for example, participants 3 and 5, had made the destination selection decision in conjunction with the recognition of the need to travel, some participants (e.g. participants 2,3 and 4) had not had a clear idea about the choice of destination, but considering other factors such as budget available and the wife's suggestions, they had selected the destination for their next tour. It seems that these participants had gone through the choice set approach i.e. through the awareness set, early consideration set, and evoked set, they had made the final selection. For example, Thailand, Kerala in India, and Sri Lanka were in the evoked set of respondent 2 and she had finally decided to visit Sri Lanka. Furthermore, a few participants (Respondent 7 for example) had met travel agents to decide the destination based on the travel budget available whereas some participants had not made any decision and agreed to a friend's invitation, for example, participants 1 and 5 had agreed to their friend's invitation to visit Sri Lanka.

"I had never thought of coming here before. I don't know why. But when my friends asked to come, I was mm yeah. And we looked up what SL is like. Where it is and what's there, and decided to give it a try. – Respondent 5 (Male, 58 y, Ireland).

It is obvious that all the organized package tourists had decided on the entire trip or most of the elements of it planned by a travel agent. Before planning with the travel agent, travelers had selected the travel agent whom they should coordinate with. This had happened in ways such as meeting the usual travel agent or from a recommendation of their friends when they were asked.

Planning with the travel agent, however, seems to be different from traveler to traveler depending on the extent that they had used the travel agent. There were some participants who had met the travel agent after doing prior research about the destination (Respondents 3, 5, and 6) while some participants had told the respective travel agent about their interests and desired type of locations to visit at the destinations chosen.

"....and then the travel agent that we usually go to, we went to him and said we just want to go to Sri Lanka soon. He recommended the places for us and introduced tour packages that they have already prepared. They organized everything for us as a group tour. We liked it. We didn't do anything, we just looked up the pictures, places, and hotels to book, that's all and that was easy" -Respondent 4 (Female, 55y, UK).

It seems that every organized packaged tourist tends to use travel agents at different degrees, where they give the freedom for the agent to organize the trip considering the criteria they have provided or make slight changes to the package by changing the itinerary. Therefore, planning the tour with a travel agent need to be recognized as one crucial decision made by organized packaged tourists during their trip planning process.

Planning the tour with a travel agent does not mean that everyone decides to take the trip. Travelers make their final decision thereafter which is affected by factors such as family influence, friends' comments or recommendations, or situational factors such as news about destinations or some incidents in the country that they plan to travel. Good evidence for this is the number of tour cancellations that happened after the Easter bomb attack on April 21, 2019, in Sri Lanka. These situational factors might encourage or discourage the decision to take the trip leading the tourists to have second thoughts about proceeding with the trip. One participant, for example, clarified that though they had heard about the Easter attack and were advised to cancel the tour, they eventually decided to come to Sri Lanka.

"....but, when our friends, and relatives heard about our visit to SL, they said no. Don't go. And it was because of the attack. But we came. And we are with a group of people from the same country, so we had nothing to worry about.
-Respondent 2 (Male, 69, UK).

Though tourists make some preparations for their tours from the day that they thought of going on a trip, the real preparation commences from the moment that they decided or confirmed the trip. From this point, tourists start getting prepared both physically and mentally for the trip. For example, a female traveler, in a happy mood, mentioned that during the four months before the trip, the trip was the main motivation for her to work.

"...During the preparation days, I just talked to my Sri Lankan friends who are working here and they gave me a lot of advice and information about Sri Lanka."
- Respondent 3 (Female, 65, Ireland)

Once a traveler visits the destination, the on-site stage of the tour unfolds, which is also comprised of a series of decisions. However, organized package tourists tend to make many of the on-site stage-related decisions even prior to the start of the tour while planning with travel agents. Deciding on the itinerary before visiting the destination can be provided as an example. Further, these decisions can be identified as collaborative decisions as Organized packaged tourists make tour-related decisions together with the travel agent. However, Respondent 7 was frustrated about the decision of meeting a travel agent and coming as a group as she couldn't go out of the plan. This claims that Organized packaged tourists have less chance of making their own decisions on the trip at the on-site stage as their decisions are in particular with the itinerary prepared.

Once the tourists finish the tour at the destination, the departure stage occurs. At the departure, what is common to all the participants was thinking of future activities or plans that they intend to do when traveling back to their home country. Imagining the next tour, sharing their experience of the present tour with others and the formation of revisit intentions are the typical activities that tourists do after ending their tour to a particular destination. Some participants clearly stated that they would like to recommend Sri Lanka to their families and friends (Respondent 1,3,5,6).

"..I will come back and encourage others to come here. It's definitely positive. There's so much to see and we want to come back and see it. Definitely coming back -Respondent 5 (Male,58y, Ireland).

Travel Decisions of Backpackers

In considering the early decisions made by backpackers, recognizing the need for a tour, and deciding on a destination to visit seem to be the first main decisions that backpackers make, however, which decision comes first is uncertain. Some participants disclosed that they recognized the need for another tour immediately after completing their previous tour:

"Actually, as soon as the last trip was over, I remember my husband asked, "Where to next?". It was at the airport. All I wanted was to travel to somewhere new" -Respondent 12 (Female, 22y, Australia)

Though some participants (Respondents 12 and 13 for example) had first recognized the need and then decided on the destination, some other participants clarified that they first choose or have the next destination in mind and then wait till they recognize the need to travel (Respondents 8 and 9).

"I thought it was time to take a break. And so, I decided on coming to Sri Lanka. Because I had always wanted to come to Sri Lanka. As I said, a visit to Sri Lanka was one of my aspirations because it is something that I had dreamed about and I had heard about it through stories and cricket"- Respondent 9 (Male, 30y, India).

Therefore, it is evident that the first decision that backpackers make could be either 'need recognition' or 'deciding on the destination'.

When it comes to the preparation for travel, comparatively, backpackers do not spend much time, or effort but preparation can be identified as a compulsory requirement (Hartmann, 1991 cited in Locker Murphy and Pearce, 1995: 829). The preparation efforts are generally limited to the search for information about the essentials and accommodations as clarified by participants 8, 9, 14, and 15. For instance, one participant said, "...but before I came here, I was reading a lot of stuff, the language, and food, stuff like that, I was like how am I going to learn" (Participant 8). It was obvious that no participant belonging to the backpacker category had planned the tour with a travel agent. Backpackers generally are thrilled with exploring new things, unlike the Organized Packaged Tourists and their travel characteristics deny the use of travel agents (Cohen, 2004; Hindle et al., 2015; Wilson, Fisher, & Moore, 2008) Participants revealed that they prefer variety seeking (Respondent 12), have a preconceived interest like surfing (Respondent 13), and usually make impulsive decisions to feed their emotions and curiosity.

"We have a Facebook group of people who traveled to Sri Lanka. And we chatted in the group. Where to eat, where to sleep, where to go surfing, and everything." – Respondent 13(Female, 29y, Russia)

"I actually didn't prepare much. Because we planned to go to a country first and wait to see learning. We usually don't try to learn much early. Just visit the country and then learn. See. I know Ayubowan now". – Respondent 10 (Male, 27y, Belgium).

After preparation by themselves, backpackers usually travel to their destination. Traveling can be either by airlines operated by the destination country or other airlines. The exit point of traveling can be either the traveler's home country or another country where they have completed their previous backpacking. For instance, participant 8 had visited Sri Lanka from her previous destination, Norway while Respondent 10 had traveled from Thailand and Respondent 15 from China. In comparison, all other participants had visited directly from their home country. Hence, for those who traveled from the previous destination, the trip to Sri Lanka was another destination in their annual travel plan.

It is obvious that regardless of the traveler type, every tourist makes decisions regarding traveling and arrival to a destination (Pizam & Sussmann, 1995; Stephanie, Wijaya, & Semuel, 2021), but the manner of arrival and the way they experience during a tour can vary. Most commonly, backpackers usually set out to their accommodation first, but their exploration begins simultaneously. They usually find food, buy essentials, and plan where to go with the help of the locals and others. However, this could also vary from one to another, for example, Respondents 8, 9, and 12 had directly headed to the accommodation whereas Respondents 10, 11, and 15 had directly started exploring and finding accommodation.

When compared with organized packaged tourists, backpackers tend to make more onsite decisions and they have more freedom to choose their own journey, including itinerary, places, and accommodations (Adongo, Badu-Baiden, & Boakye, 2017). For instance, some participants claimed that they decided to stay for another week in Sri Lanka than the duration they had initially planned (Respondents 11 and 15). They further clarified that they had visited different touristic spots with no prior plan (Respondents 8, 9, and 14). Therefore, backpackers can be recognized as more independent decision-makers throughout the traveling process.

At the end of the present tour, most of the backpackers of the sample were traveling back to their home country while a few of them such as participants 8, 10, 14, and 15 were traveling to other destinations such as Japan, Cambodia, Thailand, and Taiwan. What mostly matters here is that they demonstrate independence in making decisions i.e., whether traveling back to their home country or another.

Typically, upon departing the country and having either traveled back to the home country or to another destination, backpackers' traveling process of the present trip would rarely come to a sudden ending. Previous research and literature manifest that travelers engage in post-travel activities that are still related to the previous trip (Clawson & Knetsch, 1996; Gunn, 1998; & Paris, 2010). According to what the participants revealed, such activities can be deciding to revisit the destination (Respondent 9,10,14), recommending the destination and places to others (Respondents 8,9,10, 11,13, 15), making a video, and promoting the destination (Respondents 8 and 15), use different flavors and recipes in the mother country (e.g. Sri Lankan curries) and even use them for their businesses purposes (Respondent 11). Some participants further stated that they had decided to help kids in Sri Lanka in the future (Respondent 12). This is an excerpt from a participant who is willing to recommend Sri Lanka to others:

"I think SL is an amazing country. I would recommend everyone to come to SL and explore. Because it is very interesting. Beautiful and the people are very nice. I recommend of course" -Respondent 13 (Female, 29y, Russia).

Discussions

Travelers make different decisions at different points in time can be identified as the stages at which crucial decisions are being made. It cannot be entirely agreed to the fact that travelers decide to take a vacation according to Gunn's explanation (1988) because the decision of taking a trip does not happen at once, but after many considerations are met. The findings of the current study made it clear that there are numerous decisions made by travelers regardless of their traveler type before deciding on a trip. It is also a misconception that all tourists make the same decisions during their travels. Hence, in order to obtain more insights into these gray areas of tourist decisions making across different traveler types, this study examined the nature of travel decisions made by organized packaged tourists and backpackers with an argument that travel

decisions made by the two traveler types may vary thus, we cannot provide a general travel decision-making theory to all tourists

Comparison between the travel decisions of the two traveler types revealed that both types of travelers make the same decisions to a certain extent albeit backpackers demonstrate differences in terms of two pre-travel decisions i.e. planning the tour with a travel agent and decision of confirming the trip. Backpackers' need for flexibility negates the pre-scheduled itinerary, which is typically embedded in organized package tours. By nature, backpackers are impulsive adventure seekers who do not need an itinerary or the support of a travel agent to plan their tours (Cohen, 1972; Wilson, 2003; Noy, 2015; and Murphy & Pearce, 1995).

The second of the two pre-travel decisions which Backpackers do not make as would an Organized Packaged Tourist is the decision where the trip is confirmed. This, as discussed is where the possibility of the trip proceeding as planned is still questionable to some extent. Again, their travel characteristics described supports this contention. Other than these two main decisions, both Organized Packaged Tourists and Backpackers make all other decisions in common but to different extents. These findings support the proposition that a general tourist decision-making model or a theory cannot be developed pertinent to every tourist.

Furthermore, the current study suggests incorporating a decision point called "recognizing the need for travel" into the tourist decision-making process. When compared with the previous theories and models such as the scholarly work of Clawson and Knetsch (1966) and Gunn (1988), the identification of 'recognizing the need for travel' as a new decision point is a novel contribution to the existing knowledge on the tourist decision-making process since it has not been identified as a crucial decision made by tourists in the previous models.

Next, the study suggests that 'planning with a travel agent' should be considered an important decision point of the tourist decision-making process of 'organized package tourists'. Existing literature does not strongly support 'planning with the travel agent' as a separate travel decision, which may be due to the lack of consideration being given to exploring the travel behavior of different traveler types. Moreover, 'deciding/confirming the trip' is also suggested to be considered as a decision point of the decision-making process of 'organized package tourists'. This has also been scarcely identified as a separate and crucial decision phase in the literature while models developed by Clawson and Knetsch (1966), Gunn (1988), Li (2012), etc., have included this as an activity under the broader stage of anticipation of their models. These findings further support our research proposition that a common tourist behavior model cannot be generalized to different types of tourists.

With reference to the post-visit phase, behavioral intention is identified as a key element of tourist behavior (Clawson & Knetsch, 1996; Gunn, 1988; and Chen, 2019). Recollecting memories/accumulation of images of the trip has been accepted as a basic stage by the models developed by Clawson and Knetsch (1966) and Gunn (1988) but our argument is that it is only one activity coming under the 'behavioral intention' stage. The findings of this study further propose to include 'experimenting with the new things learned at the destination toured' by travelers after visiting their home country as another component of the 'behavioral intention' stage in addition to commonly known components such as the formation of re-visit intention, sharing the experience with the others, and recommending the destination to others. The behavioral intention may also be involved in deciding not to revisit the same destination again as they doubt the pleasant memories of the first-time visit will be damaged by the experience during the second visit (Chandralal & Valenzuela, 2013).

Conclusions

This study aimed to broaden our understanding of the tourist decision-making process by exploring travel decisions made by two traveler types i.e. organized package tourists and backpackers with a proposition that a general tourist behavior model cannot be derived for different traveler types. Qualitative in-depth interviews were conducted with the potential participants belonging to both 'organized package tourists' and 'backpackers' categories. The findings of the study supported the proposition mentioned above and thus suggest making some amendments to the decision-making process of the two traveler types. These exploratory findings also suggest several future research areas on the topic.

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Examining the Borobudur temple's affective image, cognitive image, and visitor satisfaction in predicting revisit intention

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Abstract: This study examines how affective and cognitive image influence revisitation intentions to Borobudur Temple, with visitor satisfaction as an intervening variable. While previous tourism research has predominantly emphasized visitor satisfaction as the primary predictor of revisit intentions, there is limited research on the impact of affective and cognitive image on return intentions, particularly at cultural heritage sites in the new normal following the Covid-19 pandemic. Affective image significantly influences word-of-mouth recommendations and the intention to return, which holds critical implications for the sustainability of tourism destinations. Quantitative data were gathered from 204 non-probability sampled respondents, of which 82.8% were domestic tourists and 17.2% were overseas tourists. Contrary to earlier theories about destination cognitive image, this study challenges several hypotheses. It reveals that cognitive image does not significantly influence visitor satisfaction or the intention to revisit. However, visitor satisfaction effectively mediates the relationship between affective image and revisitation intentions, but not with cognitive image. The study concludes with recommendations for decision-makers and suggestions for future research.

Keywords: Affective Image, Cognitive Image, Heritage Tourism, Revisit Intention, Visitor Satisfaction, Borobudur Temple, UNESCO.

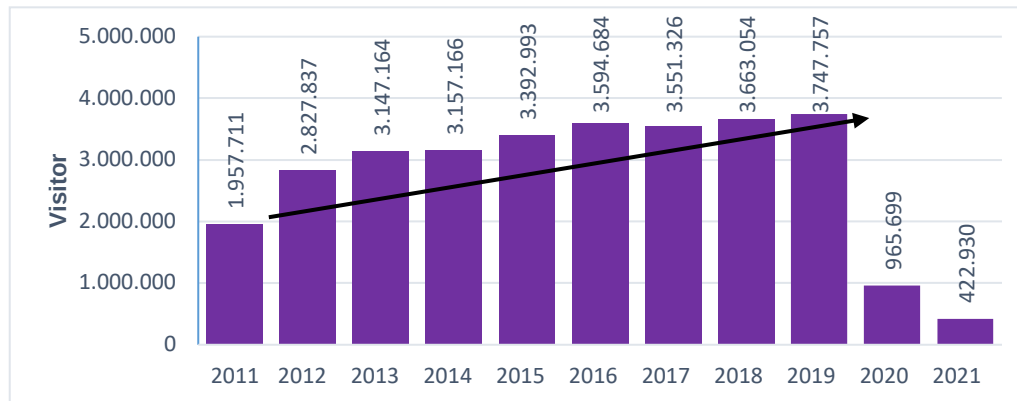
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Introduction

The Novel Coronavirus Covid-19 has had a tremendous influence on the global economy. The tourism business is one of the most severely affected industries due to extreme mobility constraints (Gössling et al., 2021; Rastegar, Higgins-Desbiolles, et al., 2021; Rastegar, Seyfi, et al., 2021; Seyfi et al., 2020). According to UNWTO data, the Covid-19 pandemic has resulted in an anticipated 1.1 billion decrease in international visitor visits, putting 100-120 million jobs at risk and resulting in unemployment (UNWTO, 2021). To increase tourist interest in traveling to tourist destinations, especially after the pandemic, it is necessary to pay attention to the needs of tourists to create a sense of security and satisfaction in traveling.

Before the Covid-19 pandemic swept the globe in early 2020, including Indonesia, Borobudur Temple was a popular tourist destination where the number of visitors increased annually. Borobudur Temple is a distinctive destination in Indonesian tourism. It is visited by millions of domestic and international visitors from diverse cultural and economic backgrounds. This temple is also culturally renowned internationally because it is the largest Buddhist temple in the world and was constructed four centuries before Angkor Wat in Cambodia (Damanik & Yusuf, 2021; Gunarto, 2007). From 2011 to 2021, the number of domestic visitors visiting the Borobudur Temple is depicted in Figure 1.



(Source: Statistics Indonesia, 2021)

Figure 1. Domestic Visitors to Borobudur Temple from 2011 to 2021

Based on Figure 1, it can be concluded that the number of domestic visitors increased significantly between 2011 and 2019 before the global Covid-19 pandemic. Even though the number of visitors to Borobudur Temple Destination has increased annually, there has been a phenomenon of decreased Visitor Management at Borobudur Temple Destination (Damanik & Yusuf, 2021).

Table 1. Respondents' level of agreement with different variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Revisit Intention	270	1.00	5.00	3.81	.90
Perceived Values	270	1.00	5.00	4.12	.69
Visitor Management	270	1.00	5.00	3.83	.55
Satisfaction	270	1.00	5.00	3.98	.48
Expectation	270	1.00	5.00	3.94	.49

(Source: Damanik & Yusuf, 2021)

According to Table 1, among the five extant variables (revisit intention, perceived values, visitor management, satisfaction, and expectation), visitor management and revisit intention have the lowest level of agreement among respondents. The decline in visitor management indicators was also supported by the results of a service satisfaction survey conducted by the Borobudur Conservation Center, which disclosed a decline in visitors' evaluations of visitor management.

Borobudur Temple is one of the five super-priority tourist destinations in 2021, according to the Indonesian Ministry of Tourism and Creative Economy (Wibowo & Hariadi, 2022). Visitor management is essential because it can influence the destination image of Borobudur Temple as a symbol of cultural tourism in Indonesia, as visitor management is a component of the destination's cognitive image (Hallmann et al., 2015). This should be a concern of the management, particularly during the new normal period, to reactivate the tourism pulse in Indonesia and restore the image of the Borobudur Temple destination.

According to secondary data collected by the researcher, the affective image of the Borobudur Temple destination has decreased as a result of aggressive and intimidating sellers offering merchandise, though the Affective Image has a positive effect on word-of-mouth by residents and former tourists visiting destinations (Widayati et al., 2020). Pike (2002) discovered that only six of the 142 papers published between 1973 and 2000 contained an affective or psychological component (Huete Alcocer & López Ruiz, 2020).

Based on the observed phenomena on the trend of increasing visitor numbers to Borobudur Temple Destination each year, there are issues with the cognitive image and affective image of Borobudur Temple Destination, and there are still few studies that consider the role of the affective image on revisit intention particularly on cultural heritage sites. As a result, the purpose of this study is to fill a gap in the tourist literature by investigating the influence of affective and

cognitive image on revisit intention, with satisfaction as an intervening variable, particularly in the new normal period following the Covid-19 pandemic.

Chiu (2016) discovered that both cognitive and affective images have positive effects on satisfaction, and that satisfaction predicts visitor loyalty (Chiu et al., 2016). This study strengthens the findings of Huete Alcocer and Lopez Ruiz (2019), who found that satisfaction is positively and significantly influenced by affective and cognitive images, and who found that the affective component is more significant than the cognitive component in the tourist's image of this destination (Huete Alcocer & López Ruiz, 2020). Based on the literature's theory and the approach used hypotheses are the following:

H1: Affective Image has a positive and significant effect on Visitor Satisfaction
H2: Cognitive Image has a positive and significant effect on Visitor Satisfaction

The study findings by Phi et al. (2021) revealed that Affective Image and Cognitive Image influence Revisit Intentions positively and significantly (Phi et al., 2021). A study conducted by Luvsandavaajav (2022) supports the notion that Affective Image and Cognitive Image have a positive influence on Revisit Intentions (Luvsandavaajav et al., 2022). However, a study conducted by Stylos et al. (2016) contradicts this theory by stating that Affective Image and Cognitive Image do not influence Revisit Intention (Stylos et al., 2016). Based on the literature's theory which has two sides of conflicting theories, this research needs to prove whether affective and cognitive images influence or do not influence revisit intention. The hypotheses are the following. Directly:

H3: Affective Image has a positive and significant effect on Revisit Intention

H4: Cognitive Image has a positive and significant effect on Revisit Intention Indirectly (Intervened by Satisfaction):

H6: Affective Image has a positive and significant effect simultaneously with Visitor Satisfaction on Revisit Intention

H7: Affective Image has a positive and significant effect simultaneously with Visitor Satisfaction on Revisit Intention

According to the findings of Damanik and Yusuf's (2021) study, satisfaction positively influenced Revisit Intention, despite being the least influential factor influencing revisit intention (Damanik & Yusuf, 2021). Based on the literature's theory and the approach used hypotheses are the following:

H5: Visitor Satisfaction has a positive and significant effect on Revisit Intention.

Methodology

This study used a quantitative methodology, with questionnaires distributed to respondents who visited Borobudur Temple Destination on November 17, 18, 19, and 20, 2022. A total of 204 respondents were collected using the Slovin formula to determine the number of samples. The data collection method used accidental sampling, which meant that any respondent who met with the researcher and met the criteria, which included being at least 18 years old, visiting the Borobudur Temple for the first time, and both domestic and foreign visitors, the sample was collected until the quota of 204 respondents filling out a full questionnaire was met and declared valid. Responses to research questions were assessed using a Likert scale ranging from 1 to 5. The data was then analyzed using Structural Equation Modeling (PLS-SEM) with the Smart PLS software.

Sample and Population

The study's population, in accordance with (Sugiyono, 2017), encompasses entities with specific qualities. Specifically, it comprises individuals who visited the Borobudur Temple from 2011 to 2021, including domestic and foreign tourists, with an average of 2,944,206 visitors. This population is foundational for estimating and drawing conclusions regarding the behaviors and characteristics of Borobudur Temple visitors.

The sample, a vital element of the research methodology, consists of 204 respondents determined using the Slovin method, valuable when the population's behavior is uncertain. Employing non-probability 'accidental sampling,' respondents, aged 17 years or over, were selected based on criteria and availability during the study. The process concluded upon obtaining 204 valid and complete questionnaires.

This non-probability sampling aligns with specified respondent criteria and the spontaneity required for fieldwork encounters. The distribution of a questionnaire at the Borobudur Temple from November 17 to 20, 2022, facilitated data collection. The questionnaire, available in Indo-nesian and English, accommodated diverse respondent language preferences.

Data Collection

Questionnaire provides necessary information for the research, and the data collected cannot be obtained through secondary sources. In this study, questionnaires were distributed to tourists at the Borobudur Temple destination. Various modes such as face-to-face, manual filling, and computerized questionnaires were utilized, considering ethical issues such as participant confidentiality. This comprehensive approach to primary data collection aims to gather high-quality information directly relevant to the study's objectives.

Questionnaire validation

The validity tests conducted in this study encompass both convergent validity and discriminant validity. Convergent validity was assessed using reflective indicators, focusing on the loading factor values for each construct indicator. The criterion for satisfactory convergent validity was set at a loading factor value > 0.70 (Ghozali & Latan, 2015). The loading factor values corresponding to each indicator within the research variables are delineated in Table 2.

Table 2. Outer Loadings

Indicator	Affective Image (X ₁)	Cognitif Image (X ₂)	Revisit Intention (Y)	Visitor Satisfaction (Z)
aff1	0,782			
aff10	0,845			
aff11	0,828			
aff12	0,811			
aff2	0,754			
aff4	0,731			
aff5	0,745			
aff7	0,777			
aff8	0,839			
aff9	0,816			
cog1		0,764		
cog11		0,788		
cog12		0,827		
cog13		0,831		
cog14		0,800		
cog15		0,819		
cog16		0,800		
cog17		0,806		
cog19		0,720		
cog2		0,795		
cog3		0,781		
cog4		0,814		
cog5		0,854		
cog6		0,754		
cog7		0,827		
cog8		0,844		
cog9		0,819		

Indicator	Affective Image (X ₁)	Cognitif Image (X ₂)	Revisit Intention (Y)	Visitor Satisfaction (Z)
rev1			0,813	
rev10			0,829	
rev11			0,814	
rev2			0,846	
rev3			0,887	
rev4			0,765	
rev5			0,826	
sat1				0,781
sat10				0,832
sat11				0,807
sat12				0,762
sat2				0,807
sat3				0,812
sat4				0,850
sat5				0,745
sat6				0,736
sat7				0,827
sat8				0,839
sat9				0,830

As evidenced by Table 2, it is discernible that all indicators across the variables exhibit outer loading values exceeding the threshold of 0.70.

Source of reference in instrument development

Table 3. Source of Reference in Instrument Development		
Variables	Dimensions	Sources
Affective Image	Enjoyable/ Unenjoyable	(Stylos et al., 2016)
Favorable/ Unfavorable		
Exciting/ Boring		
Lively/Sleepy		(Stylidis, 2020)
Cognitive Image	Good Value for Money	(Agapito et al., 2013)
Must-be Conditions	(Stylos & Andronikidis, 2013)	
Visitor Management		(Hallmann et al., 2015)
Unique Attraction		(Papadimitriou et al., 2018)
Functional		(Leković et al., 2020)
Social Environment		(Stylidis, 2020)
Accessibility		
Revisit Intention		Belief that this destination is one of the top (Phi et al., 2021)
tourist destinations		
Desire to visit again		(Mohammed et al., 2021)
Willingness to recommend the destination		
This destination will always be the firstchoice for cultural tourism		

Variables	Dimensions	Sources
Visitor Satisfaction	This destination is one of the best destinations I have ever visited	(Domínguez-Quintero et al., 2020)
Feel satisfied with the decision to visit the destination		
Overall Satisfaction Rating	Perception of weather	(Petr et al., 2022)

Description of The Respondents

There were 204 respondents in total, including 105 men and 99 women. At the time of the survey, the majority of respondents (82.8 percent Indonesians and the remainder immigrants) were between 26 and 35 years old. 88 respondents held a Bachelor's Degree, 53 held a Diploma, 41 held a High School Diploma, and 22 held a master's or doctoral degree. Most of the respondents came from West Java province and had a monthly income of \$500 to \$1,000. While enjoying the trip to Borobudur Temple Destination, the majority of respondents spent at least 2 nights in Magelang.

Table 4. Characteristics of Respondents

No	Characteristics of Respondents	Frequency	Percentage
1	Sex:		
	Female	99	48,5%
	Male	105	51,5%
2	Citizenship:		
	Indonesian	169	82,8%
	Foreigner	35	17,2%
2	Age:		
	18-25	25	12,3%
	26-35	109	53,4%
	36-45	50	24,5%
	46-55	19	9,3%
	≥ 56	1	0,5%
3	Domicile:		
	Banten	17	8,3%
	DKI Jakarta	33	16,2%
	West Java	53	26%
	Central Java	38	18,6%
	East Java	12	5,9%
	Special Region of Yogyakarta	26	12,7%
	Bali	5	2,5%
	Others	20	9,8%
4	Educational Background:		
	High School	41	20,1%
	Diploma	53	26%
	Bachelor's Degree	88	43,1%
	Master's or Doctoral Degree	22	10,8%
5	The Length of Stay in Magelang:		
	1 night	50	24,5%
	2 nights	95	46,6%
	3 nights	17	8,3%
	≥ 3 nights	4	2%

No	Characteristics of Respondents	Frequency	Percentage
	Round Trip	24	11,8%
	Stopped by on the way to somewhere else	14	6,9%
6	Average Income (USD):		
	< 500	16	7,8%
	500 – 1.000	91	44,6%
	1.000 – 2.500	59	28,9%
	2.500 – 5.000	22	10,8%
	5.000 – 10.000	14	6,9%
	> 10.000	2	1%

Operational Definition of The Research Variables

This study employs four main variables: Affective Image, Cognitive Image, Satisfaction, and Revisit Intention.

Table 5. Operational Definition

Variables	Variables Definition	Indicator
Affective Image	Elements of a destination's affective image include an individual's feelings and emotional responses to a tourist destination. (S. (Sam) Kim et al., 2019)	Enjoyable, Favorable, Exciting, Lively (Source: Styliadis, 2020; Stylos et al., 2016)
Cognitive Image	In the context of tourism, "cognitive image" refers to the mental image that visitors build of a place after having experienced it firsthand or after learning about its attractions, characteristics, and amenities. (Jose et al., 2022)	Good Value for Money, Must-Be Conditions, Visitor Management, Unique Attraction, Functional, Social Environment, Accessibility (Source: Agapito et al., 2013; Hallmann et al., 2015; Leković et al., 2020; Papadimitriou et al., 2018; Styliadis, 2020; Stylos & Andronikidis, 2013)
Revisit Intention	Tourists' willingness to return to a location, as measured by the variable "revisit intention," is not only a key sign of the success of a destination's development but also a key feature of tourists' behavior. (D. A. Baker & Crompton, 2000; Zhou et al., 2022)	The belief that this destination is a top tourist destination; A desire to revisit; Willingness to recommend; This destination will always be the top pick for cultural trips (Source: Mohammed et al., 2021; Phi et al., 2021)
Visitor Satisfaction	Overall holiday satisfaction, as well as the effects of certain components, such as, but not limited to, satisfaction with accommodation, catering, various aspects of infrastructure, price-quality perceptions, and service quality, are commonly used to evaluate a destination's success in meeting the needs	This destination is one of the best destinations ever visited; Feeling satisfied with the decision to visit the destination; Overall satisfaction rating; Perception of the weather

Variables	Variables Definition	Indicator
of its visitors. Researchers often dissect the relationship between several aspects of pleasure and overall satisfaction.	(Domínguez-Quintero et al., 2020; Petr et al., 2022)	
	(Trutescu, 2020)	

Analytical Techniques

The model used in this research is Structural Equation Modeling (SEM) with PLS-SEM statistical techniques as a tool to test the Data.

Validity and Reliability

This study employs convergent validity for its validity assessment. The convergent validity test with reflective indicators can be observed by examining the loading factor value for each construct indicator with an expected value greater than 0.70 (Ghozali & Latan, 2015). In addition, if the Average Variance Extracted (AVE) value for each variable is greater than 0.50, this indicates that all indicators measuring the research variables satisfy convergent validity and can be used for further analysis.

Calculation of the Composite Reliability value and Cronbach's Alpha value represent the reliability test in this study. Composite reliability is the component used to evaluate the value of indicator reliability on a variable. A variable can be declared to satisfy construct reliability if its Cronbach's Alpha and composite reliability values are both greater than 0.70.

Table 6. Convergent Validity, AVE, Composite Reliability, Cronbach's Alpha

Construct Validity	Item	Convergent	Composite Reliability	Cronbach's Alpha
Affective Image (X ₁)	aff1	0,782		
	aff10	0,845		
	aff11	0,828		
	aff12	0,811		
	aff2	0,754		
	aff4	0,731		
	aff5	0,745		
	aff7	0,777		
	aff8	0,839		
	aff9	0,816		
Cognitive Image (X ₂)	cog1	0,764		
	cog11	0,788		
	cog12	0,827		
	cog13	0,831		
	cog14	0,800		
	cog15	0,819		
	cog16	0,800		
	cog17	0,806		
	cog19	0,720		
	cog2	0,795		
	cog3	0,781		
	cog4	0,814		
	cog5	0,854		
	cog6	0,754		
	cog7	0,827		
	cog8	0,844		
	cog9	0,819		
			0,944	0,934
			0,645	0,969
				0,966

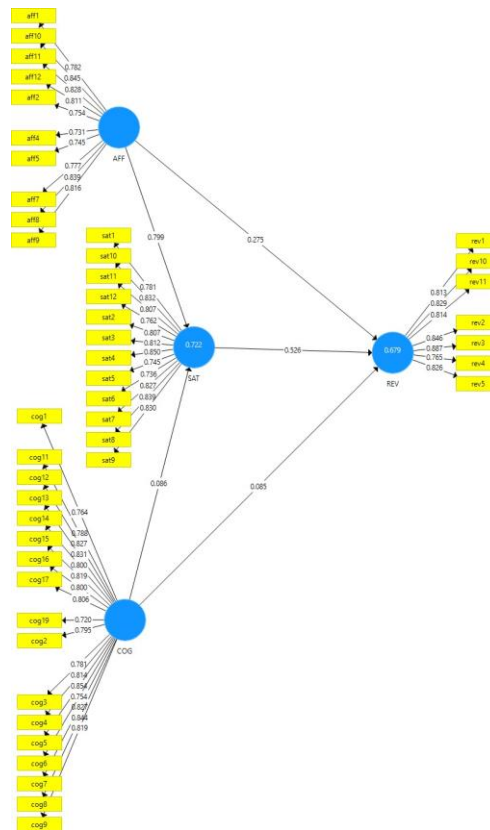
Construct	Item	Convergent Validity	AVE	Composite Reliability	Cronbach's Alpha
Revisit Intention (Y)	rev1	0,813	0,683	0,938	0,922
	rev10	0,829			
	rev11	0,814			
	rev2	0,846			
	rev3	0,887			
	rev4	0,765			
	rev5	0,826			
Visitor Satisfaction (Z)	sat1	0,781	0,645	0,956	0,950
	sat10	0,832			
	sat11	0,807			
	sat12	0,762			
	sat2	0,807			
	sat3	0,812			
	sat4	0,850			
	sat5	0,745			
	sat6	0,736			
	sat7	0,827			
	sat8	0,839			
	sat9	0,830			

Results and Discussion

Results

The test results demonstrate support for hypotheses H1, H3, H5, and H6. The affective image variable has a positive and statistically significant effect on visitor satisfaction, the affective image has a positive and statistically significant effect on revisit intention, satisfaction has a positive and statistically significant effect on revisit intention, and the affective image simultaneously with satisfaction has a positive and statistically significant effect on revisit intention.

However, the test results do not support hypotheses H2, H4, and H7 because the effects were determined to be insignificant. The cognitive image does not affect revisit intention, either directly or indirectly, and it also does not affect visitor satisfaction. It is possible to conclude that hypotheses connected to the cognitive image had no effect on revisit intention or visitor satisfaction and that the intervening role of the satisfaction variable only worked on the affective image. See the result of hypothesis testing in Table 6 and the path diagram in Figure 2.



(Source: data processed 2023)

Figure 2. Path Diagram**Table 7.** Path Coefficients (Mean, STDEV, T-Statistics, and P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AFF -> SAT	0,799	0,802	0,043	18,450	0,000
COG -> SAT	0,086	0,084	0,046	1,849	0,065
AFF -> REV	0,275	0,282	0,090	3,047	0,002
COG -> REV	0,085	0,092	0,055	1,540	0,124
SAT -> REV	0,526	0,515	0,085	6,205	0,000
AFF -> SAT -> REV	0,420	0,413	0,070	6,038	0,000
COG -> SAT -> REV	0,045	0,043	0,024	1,902	0,058

Table 8. Result of Hypothesis Testing

Proposed Effect	P.Values	Remark
H1: Affective Image -> Satisfaction	0,000	Significant
H2: Cognitive Image -> Satisfaction	0,065	Insignificant
H3: Affective Image -> Revisit Intention	0,002	Significant
H4: Cognitive Image -> Revisit Intention	0,124	Insignificant
H5: Satisfaction -> Revisit Intention	0,000	Significant
Affective Image -> Satisfaction -> Revisit Inten-tion	0,000	Significant
Cognitive Image -> Satisfaction -> Revisit Inten-tion	0,058	Insignificant

Hypothesis testing is done by looking at the t-statistics and the hypothesis can be accepted if the t-statistics $> 1,96$ (two-tailed). Based on the data in Table 5, it can be seen that three hypotheses are rejected (H2, H4, and H7) because the t-statistics value is below 1.96. However, four hypotheses are accepted because they have a t-statistics value > 1.96 , they are H1, H3, H5, and H6. The original sample estimate value for each hypothesis is positive which indicates that the relationship between the variables is unidirectional. In Table 6 it can be seen that satisfaction as an intervening variable has a significant influence in mediating between Affective Image and Revisit Intention, but not on Cognitive Image and Revisit Intention. Cognitive image has no significant effect on revisit intention either directly or together with the satisfaction variable.

Discussion

Effect of Affective Image on Visitor Satisfaction

The PLS-SEM analysis's data findings demonstrate that a favorable affective image has a role in shaping visitors' satisfaction at Borobudur Temple Destination. The results of the studies in this study support the theory put forward by (Chiu et al., 2016; Soonsan & Sungthong, 2020) which states that the affective image of a destination has a positive influence on satisfaction. The results of the study also confirm the theory put forward by (Baloglu et al., 2014; Huete Alcocer & López Ruiz, 2020) which reveals that of the two dimensions of destination image (cognitive image and affective image), affective image is the most influential on the overall destination image. In other words, the better the affective image of the Borobudur Temple destination, the better the visitor satisfaction.

Effect of Cognitive Image on Visitor Satisfaction

The PLS-SEM analysis's data findings demonstrate that the cognitive image of the Borobudur Temple Destination does not affect visitor satisfaction. The study results of this study represent a new contribution to the tourism literature, as the majority of the research to date suggests that the cognitive image component is more relevant than the affective image component (Čaušević et al., 2019; Leković et al., 2020; Stylos & Andronikidis, 2013) in the formation of satisfaction and overall image by tourists. This research contradicts the findings of other studies (Chiu et al., 2016; Huete Alcocer & López Ruiz, 2020; Rizkiliana et al., 2022) that reveal cognitive image has a major effect on visitor satisfaction.

Effect of Affective Image on Revisit Intention

The PLS-SEM analysis showed that a favorable affective image of the Borobudur Temple was a key factor in influencing the respondents' intention for a future revisit. The results of this study support several previous studies (L. R. Baker, 2016; Chen & Rahman, 2018; J.-H. Kim, 2018; Luvsandavaajav et al., 2022; Phi et al., 2021; Qu, 2017; Quadri, 2012) which state that the affective component influences the intention to revisit. Studies conducted by (Allameh et al., 2015; Wu & Li, 2017) also emphasized that affective value influences tourists' intention to return to a destination. However, the results of this study contradict a study conducted by (Stylos et al., 2016) which states that affective image does not affect the intention to return.

Effect of Cognitive Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, the cognitive image of the Borobudur Temple does not influence the intention to revisit. This study's findings contradict those of previous research that demonstrates cognitive image or physical attributes influence the intention to revisit (Fakeye & Crompton, 1991; Luvsandavaajav et al., 2022; Mak, 2017; Phi et al., 2021; Rahman et al., 2020; San Martín & Rodríguez del Bosque, 2008). The findings of this study, however, are consistent with the theory (Stylos et al., 2016) that cognitive image does not influence the intention to return.

Effect of Visitor Satisfaction on Revisit Intention

Based on the statistical calculations of the PLS-SEM test, it can be stated that positive visitor satisfaction can generate revisit intentions. The findings of this study are consistent with earlier research (Allameh et al., 2015; Damanik & Yusuf, 2021; Rizkiliana et al., 2022; Wu & Li, 2017) (Damanik & Yusuf, 2021; Allameh et al., 2015; Rizkiliana et al., 2022; H.-C. Wu & Li, 2017), which reveals that the level of tourist satisfaction influences tourists' intention to revisit the destination.

Visitor Satisfaction intervenes the effect of Affective Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, the revisit intention is positively and significantly influenced by the affective image in conjunction with the visitor satisfaction intervening variable. In other words, the affective image not only has a direct effect on the revisit intention but is also indirect with the visitor satisfaction variable. The visitor satisfaction variable mediates the relationship between affective image and revisits intention in a significant and positive manner.

The results of this study confirm the results of previous studies (L. R. Baker, 2016; Chen & Rahman, 2018; J.-H. Kim, 2018; Paisri et al., 2022; Qu, 2017; Quadri, 2012; Radder & Han, 2015; Riyanto et al., 2021; Widjaja et al., 2020) which emphasizes that the affective image component has a significant effect on return visit intentions and loyalty. The study results of this study are also in line with previous research (Allameh et al., 2015; Rizkiliana et al., 2022; Wu & Li, 2017) which states that tourists' intention to return to a destination is influenced by the level of visitors' satisfaction.

Visitor Satisfaction does not intervene the effect of Cognitive Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, it can be concluded that the cognitive image has no significant effect, either directly or indirectly on the return visit intention. The intervening variable of visitor satisfaction has a mediating role that is not significant in mediating the variables of cognitive image and intention to return.

This study's findings contradict those of previous research that indicated cognitive image or physical attributes influence intention to return (Fakeye & Crompton, 1991; Mak, 2017; A. Rahman et al., 2020; San Martn & Rodriguez del Bosque, 2008). The findings of this study, however, are consistent with the theory (Stylos et al., 2016) that the cognitive image does not influence the intention to revisit.

Conclusion

Affective Image has a significant effect, both directly and indirectly (in conjunction with the visitor satisfaction variable) on the intention to revisit Borobudur Temple Destination. As exemplified by the mean score of 4.33, it is not surprising that the affective image of the Borobudur Temple Destination is regarded as excellent by tourists.

Numerous foreign and domestic tourists participate in sunrise activities at the Borobudur Temple, including meditation, yoga, and fun bikes, according to the findings of observation by the researcher. Many Buddhists who visit this religious site utilize it for meditation and prayer. This affects their disposition and emotions (affective) towards the Borobudur Temple destination because it satisfies their emotional and spiritual needs, thereby inducing a sense of satisfaction and a desire to return.

In other words, when tourists feel the exquisite atmosphere and participate in fascinating activities such as meditation, yoga, fun bikes, and sunrise/sunset activities, their satisfaction will increase, and this increased affective image and satisfaction will have a positive and significant effect on their future intention to revisit.

Furthermore, the results of this study revealed that the Cognitive Image had no effect, either directly or indirectly (together with the visitor satisfaction variable) on the revisit intentions at the Borobudur Temple Destination. According to the researcher's analysis, this is due to factors related to the cognitive image variable's mean value (descriptive statistical analysis), four indicators have received low ratings from respondents (mean value less than 4.00).

Available information instructions, maps, and directions are inadequate. Moreover, the observational findings revealed that there were no physical maps or plots that served as a guide for visitors during their tour.

The information center (information center/visitor center) is insufficient. The results of the observation disclose that there is no gallery information about the significance and history of the Borobudur Temple. Observations also indicate that the destination lacks an adequate ecosystem or travel route, where visitors are directly directed to the primary attraction (Borobudur Temple), so there is no educational component to the tour, and visitors tend to become bored.

Residents of the area surrounding the Borobudur Temple are less hospitable. Observations revealed that hawkers/vendors in the Borobudur Temple destination area offered their products aggressively and had a tendency to intimidate as soon as visitors parked their vehicles in the parking area; over ten hawkers targeted a single tourist.

Some toilets are less clean. The observation results also revealed that there were no disabled-friendly toilets for mothers and babies, even though the Borobudur Temple destination was a favorite destination for family groups.

The results of observations by researchers at the destination also revealed that the Borobudur Temple was still closed for visitors to climb until an undetermined time (during the new normal period after the Covid-19 pandemic) affected the respondents' assessments. Visitors can only go around Borobudur Temple from the courtyard area. Moreover, The demographic profile of the respondents is dominated by a background in undergraduate education, a productive age between 26 and 35 years, and an average income between \$500 and \$1,000, causing respondents to have a higher standard of assessing the physical attributes (cognitive image) of the destination and resulting in higher expectations for the Borobudur Temple as a world cultural heritage site and the largest Buddhist temple.

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