

# The Analysis of Visitor Journey of Tourists in Garut Regency

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## **Abstract**

*Garut Regency has great tourism potential with increasing visits, but there needs to be more information regarding tourists' journeys during their visit. This study aims to understand the journey of tourists before, during, and after visiting Garut Regency using the visitor journey variables in five phases (dreaming, planning, booking, experience, and sharing). The method used is quantitative research with a descriptive statistical approach, using a questionnaire as the research instrument. Most tourists who have visited Garut Regency in the past year are female Gen Z students from West Java, with few tourists from outside West Java. In the Dreaming phase, they plan to travel to other provinces, especially beaches, using private vehicles with their families. In the Planning phase, tourists pay attention to affordable prices, unique and beautiful nature, and local cuisine. Instagram social media serves as the primary source of information. In the Booking phase, tourists are interested in attractive destination photos and prefer offline ticket bookings rather than through OTA. In the Experience phase, tourists are motivated to visit with an average of more than four visits and expenses below IDR 1 million. Natural tourism has become the main image of Garut Regency. In the Sharing phase, most tourists share their experiences through Instagram social media after visiting Garut Regency.*

*Keywords: tourists; visitor journey; Garut Regency tourists*

## **INTRODUCTION**

Tourism is a travel activity carried out by one or more people within a certain period and aims to visit recreation areas or see the uniqueness of the tourist attraction to be visited (Riani, 2021).

Understanding the visitor journey is also very important to improve the quality of services and tourist experiences during visits to Garut Regency, as introduced by the Google Company, which describes the five stages of the tourist journey, developing a visitor journey can help increase tourist satisfaction and experience (Hall & Gusso, 2019).

The importance of the visitor journey is to get a clear picture of current tourists and how they plan their journey while visiting Garut Regency. Previous research has discussed that the visitor journey or tourist journey can help in describing the needs and expectations that match the wishes of tourists. Therefore, it is necessary to research the travel behavior of tourists visiting Garut Regency using a model reference discovered by Google to realize this need.

This research can find the picture of tourists who visit Garut Regency using the visitor journey variable, which has 5 phases (dreaming, planning, booking, experience, and sharing).

## **LITERATURE REVIEW**

### ***Tourism System***

According to Neil Leiper, there are five main elements in the tourism system model. These five elements are traveler-generating region, departing traveler, transit route region, tourist destination region, and returning traveler. However, the five core elements involve three main things: the tourist element, three

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geographical elements (a combination of travel generator, transit route, and tourist destination), and tourism industry elements (Leiper, 2004; Morrison et al., 2018).

**Consumer Behaviour**

Consumer Behavior or consumer behavior is consumer behavior in making decisions during the purchase process of goods or services (Firmansyah, 2018). Consumer behavior influences the way they make purchasing decisions. The decision-making process is a problem-solving approach that consists of 5 stages, namely: 1) Identifying the problem, 2) Searching for information, 3) Evaluating options, 4) Purchasing decisions, and 5) post-purchase behavior (Kotler et al., 2019).

**Visitor Journey**

The visitor journey is a visitor journey that includes the entire experience from when visitors hear about tourist attractions until they return to their place of origin; there are three stages of the visitor journey, namely Pre-Visit, During the visit, and Post-Visit (Wu, Karam, Quigley, 2016). In helping to analyze each different stage of the tourist journey, Google company paints a clearer picture of today's tourists and how they plan their trips, resulting in the emergence of 5 stages of the tourist journey, namely dreaming, planning, booking, experience, and sharing which were introduced by Google company (Hall & Gusso, 2019).

**METHODS**

Based on the problem formulation the author will research, the method used is descriptive with a quantitative approach. According to (Creswell, 2019; Kusumastuti et al., 2020) they were told that the quantitative method is a research method for testing certain theories by examining the relationship between variables, which are usually measured according to research procedures so that data consisting of numbers can be analyzed based on statistical procedures.

Based on this theory, the author wants to measure the visitor journey variables of tourists when traveling to Garut Regency. Data collection techniques are needed in research, and several supporting instruments are needed to collect this data (Herlina, 2019). The author uses a questionnaire as his research instrument. The author will analyze the data from the questionnaire using statistical analysis with SPSS software because much data will be obtained. The sample selection in this study used a random sampling technique. The criteria for the sample in this study were selected based on the origin of the tourists, namely tourists who had visited Garut in 2022 and were not people who currently live in Garut Regency.

**RESULT**

In helping to analyze each stage of the different visitor journey, Google company paints a clearer picture of today's tourists and how they plan their trip so that five stages of the tourist journey emerge, namely dreaming, planning, booking, experiencing, and sharing which introduced by the company Google (Hall & Gusso, 2019). Below is a profile and 5 phases of tourists visiting Garut Regency:

**Tourist Profile**

To find out the characteristics of tourists visiting Garut Regency regarding tourist profiles, researchers gave several questions in a questionnaire to 105 respondents.

**Table 1. Tourist Profile**

No	Profile	%
1	Gender	
	Female	66,70%
2	Education	
	Male	33,30%
	Postgraduate	1,00%
	Bachelor	42,90%
	Diploma	28,60%
3	Age	
	High School/Equivalent	24,80%
	Other	2,90%
	<16 Years	1,90%
	16-25 Years	67,60%
3	Age	
	26-35 Years	6,70%
	26-45 Years	5,70%
	>45 Years	18,10%

No	Profile	%
4	TNI/POLRI/ASN/BUMN Employee/BUMD/ Professional private (Doctor, Teachers, Lawyers, etc)	6,70%
	Entrepreneur	12,4%
	Freelancer	4,80%
	Students	51,40%
	Unemployed	2,90%
	Other	5,70%
5	<Rp 2 Million	54,30%
	Rp 2 – 4 Million	21,00%
	Rp 5 – 7 Million	18,10%
	>Rp 7 Million	6,70%
6	West Java	92,40%
	Central Java	2,90%
	East Java	1,00%
	DKI Jakarta	3,80%

Source: Author Processed Results (2023)

Based on the tourist profiles of the 105 respondents in this study, most tourists visiting Garut Regency in 2022 are female, 66.7% aged 16-25 (67.6%). Based on their occupation and education, 43.8% of tourists are students, with 42.9% having a bachelor's degree (DIV/S1). This shows that most tourists who travel to Garut Regency are well-educated. Regarding income, 54.3% of tourists have an income of under IDR 2 million. Meanwhile, based on domicile, 92.4% of tourists come from West Java.

### ***Dreaming Phase***

This section shows the first phase before tourists carry out their travel plans. This can be seen in Table 2 below:

**Table 2. Dreaming Phase**

No	Profiles	%
1	The main motivation for traveling to Garut Regency	To Travel 77,1%
		Visiting friends/relatives 18,1%
		Studies 4,8%
2	Frequency of visits to Garut Regency	First time 10,5%
		2-4 times 40,0%
		>4 times 49,5%
3	Best time for a vacation	Extended break 31,4%
		Weekday 19,0%
		Weekend 39,0%
		Right now 10,5%
4	Time to plan a tourist visit	< 3 day 38,2%
		>1 month 6,7%
		>1-7 month 12,4%
		3-7 day 42,9%
5	The allocated budget	< IDR 1 million 50,5%
		IDR 1-3 million 42,9%
		IDR 4-6 million 4,8%
		>IDR 9 million 1,9%

Source: Author Processed Results (2023)

Based on the questionnaire results, most tourists are generally motivated to visit Garut Regency for tourism (81%), with the highest frequency of visits being more than four (49.5%). Thus, these data show that most tourists have visited Garut Regency more than four times, so they already understand what tourist activities and facilities are provided. This is supported by data that shows that the majority of tourists are students and tourists who come from West Java. Shows that tourists not too far from their place of origin to tourist attractions affect the frequency of visits. This is also in line with the results of research conducted by Wibowo (2012), concluding that the higher the travel motivation of tourists, the longer the frequency of visits. Therefore, this can be used as a benchmark for the government and tourism managers to create a comfortable atmosphere at each tourist spot so that tourists have the desire to visit again for tourism or other purposes.

Most tourists plan their vacation time on weekends (39.0%). This is in line with Adi (2022), who said that weekends are days when people take a break from work and enjoy time for fun. Input to tourism managers to open tourist attractions on weekends and increase human resources because most tourists visiting Garut Regency in 2022 choose the best time to vacation on weekends. Most tourists planning their visit to Garut Regency are dominated by 42.9% of tourists who plan their visit 3-7 days before departure by preparing a < IDR 1 million budget for traveling to Garut Regency. This shows that Garut Regency is considered a destination that offers very affordable prices for tourists with a budget of less than 1 million and wanting to travel. This aligns with research conducted by Wardani (2018), concluding that affordable prices for tourist attractions can influence visitor satisfaction.

### **Planning Phase**

This section shows the second phase before tourists carry out their travel plans. This can be seen in Table 3 below:

**Table 3. Planning Phase**

<b>No</b>	<b>Point</b>	<b>Description</b>	<b>%</b>
1	Tourism reference information sources	Friends/Family	75,2%
		Social media	78,1%
		Google and travel review	21,9%
		Official website	6,7%
		TV/radio/news	8,6%
		Magazine	1,9%
2	Social media preferences	Instagram	73,3%
		Youtube	31,4%
		Facebook	21,9%
		Tiktok	60%
		Twitter	6,7%
		Whatsapp	29,5%
3	Tourist destination options	Beach	73,3%
		Lake	38,1%
		Camping Ground	25,7%
		Darajat pass	37,1%
		Cipanas	41%
		Waterfall	24,8%
		Crater	21%
		Tourist village	20%
		Mountain	25,7%
		Animal Park	13,3%
Educational tourism	10,5%		
4	Types of Tourist Attractions	Urban tourism	38,1%
		Rural & mountain	61%
		Gastromy tourism	51,4%
		Shopping tourism	27,6%
		Sport & special interest tourism	22,9%
5	The main transportation	Components of a travel package	1,0%
		Public bus/shuttle	1,9%
		Private vehicle	94,3%
		Train	2,9%
6	Travel companion	Family	49,5%
		Community	5,7%
		Partner	5,7%
		Office colleagues	2,9%
		Alone	8,6%
		College/school friends	27,6%
7	Total participants in the tour	One people	6,7%
		2-5 people	54,3%
		6-10 people	23,8%
		>10 people	9,5%
		Alone	5,7%
8	Time to plan ticket/hotel reservations	< 3 days before	65,7%
		>1 month before	1,9%
		>7-1 month before	4,8%

No	Point	Description	%
		3-7 days before	27,6%

Source: Author Processed Results (2023)

Based on the results of the questionnaire, tourists can find out about the existence of a tourist spot from various existing information sources, indicating that the majority of tourists who visit Garut Regency get information about tourism in Garut via social media (78.1%), friends/family (75.2%) and google/travel reviews (21.9%). The most popular social media information sources used by tourists in looking for information about Garut tourism can be in the form of posting photos, videos, and anything sourced from the internet. Meanwhile, the information tourists get from friends/family is obtained through word of mouth. This shows that the source of information that tourists often use in searching for information about Garut Regency is social media. This is also in line with research conducted by (Juanda, 2017), concluding that social media is a platform often used by the public in the era of digitalization, with social media making it easier for people to search for information. From this, the government and tourism managers can maximize promotional content regarding information on tourist attractions in Garut Regency through social media.

Based on sources of reference information when traveling to Garut Regency, it was concluded that most tourists choose social media as the main source of reference information. In this section, the author wants to know what social media is used as tourists' social media preferences are the main source of information about tourism in Garut Regency. These results show that the social media preferences tourists choose are dominated by the Instagram platform, as much as 73.3%. Followed by the TikTok platform, 60% chose this social media. They were then followed by the YouTube platform, with 33 people or 31.4%, as the third social media chosen by many tourists when looking for sources of information about tourism in Garut Regency. This shows that the information and promotional content owned by the government and tourism managers in Garut Regency can be channeled via the Instagram platform so that the functions of the Instagram feature can be managed and used optimally to make it easier for potential tourists to find information about tourism in the Regency. Garut. This is also in line with research conducted by (Puspitarini and Nuraeni, 2019), concluding that social media, especially the Instagram platform, has various superior features for promotional activities and the effective delivery of information quickly.

The majority of tourists who have visited Garut Regency in 2022 prefer the types of tourist attractions chosen or liked by tourists who have visited Garut Regency in 2022; the majority of them like Rural and mountain tour sim (mountains, forests, tourist villages) as much as 61%. The types of rural and mountain attractions are the preferences of tourists when choosing tourist attractions that suit their wishes. This shows that tourists visiting Garut Regency in 2022 like rural and mountain tourist attractions with travel motivation. According to the data collected by the author in this research, most tourists visiting Garut Regency are for tourism. This is also in line with research conducted by (Ningrum et al., 2019), who explained that the unspoiled nature of rural areas can attract tourists to relax and relieve fatigue after carrying out activities. The government and tourism managers can use this to introduce other tours so that tourists see that in Garut Regency, there are tourist attractions that can be enjoyed apart from tourist villages and mountains.

Most tourists have plans to travel to Garut Regency in 2022 using private vehicles (94.3%). Another interesting thing the author found in this research was that some tourists traveled by train (2.9%). This is in line with research conducted by (Dwiputra, 2013), which concluded that tourists have different perceptions regarding the tourist attractions they want to visit. This can be used as input for tourism managers in preparing large parking areas at each tourist attraction because most tourists who visit Garut Regency use private vehicles.

Most tourists who plan to travel with companions when visiting Garut Regency are dominated by tourists who choose families, 49.5%, with the number of people traveling with 2-5 other people at 54.3%. This aligns with a survey conducted by Afifah (2022), in his report concluding that most Indonesian tourists vacation with their extended families. Many tourists with their families often bring food, drinks, and seating to save travel costs; therefore, tourist managers can provide places to eat, such as gazebos.

### **Booking Phase**

This section shows the third phase before tourists carry out their travel plans. This can be seen in Table 4 below:

**Table 4. Booking Phase**

No	Profiles	%	
1	Promotional content to expedite the booking process	Tourist attractions information	45,7%
		Captivating destination photos	81%
		Price information and booking process	62,9%
		Accommodation information	16,2%
		Health protocol information	7,6%
		Trip plans	19%
		Travel review	35,2%
		Destination awards	7,6%
2	Attractive promotional programs	Attractive tour packages	72,4%
		Attractive discounts	64,8%
		Promotion can be utilized later	22,9%
		refund policy	21,9%
		Bundling package	22,9%
3	Platforms for reserving tickets/hotels	Direct offline	41,9%
		Direct online	6,7%
		Offline travel agent	12,4%
		Online travel agent	39%
4	Device used	Handphone	95,2%
		Computer/laptop	4,8%

Source: Author Processed Results (2023)

Based on the questionnaire results, several promotional content must be considered by the government and tourism managers in Garut Regency to create promotional content that suits the wishes of tourists. In this research, most tourists liked promotional content containing photos of attractive destinations; as many as 81% of tourists dominated this choice. Also, 62.9% of tourists chose promotional content, including price information and the booking process. This was followed by 45.7% of tourists who chose promotional content regarding information on tourist attractions. This aligns with research conducted by Batgandini and Arsawati (2022) regarding optimizing social media, one of which is creating content containing photos of tourist attractions.

Most tourists chose attractive tour packages 72.4%; followed by 64.8% of tourists who like attractive discounts. Attractive tour packages and discounts can be promotional programs to increase tourist visits to Garut Regency. This can be used as a benchmark and material for tourism managers and the government to create attractive promotional content in Garut Regency tourism packages because it will affect tourist satisfaction. This is in line with the results of research conducted by Kurnia (2022), concluding that the quality of tour packages can influence tourist satisfaction.

Most tourists are more interested in using direct offline channels or ordering and paying directly from service providers (41.9%), compared to booking channels via direct online (service provider's official website) (6.7%). The biggest direct offline users are dominated by tourists aged 16-25 years at 25.7%. Meanwhile, the table above shows that 39.0% of tourists use online booking channels using online travel agents. This differs from research conducted by (Kemala, et al., 2023), which concluded that the use of booking channels via OTA influences interest in ordering tickets. For the devices tourists use in the booking process, 95.2% use mobile phones, 95.2%. This is in line with research conducted by (Timbowo, 2016) that mobile phones have become an item that every individual must have. Apart from functioning as a communication tool, cell phones can also be used as a medium for making online orders.

### **Experience Phase**

This section shows the fourth phase before tourists carry out their travel plans. This can be seen in Table 5 below:

**Table 5. Experience Phase**

No	Point	Description	%
1	Large costs incurred	< IDR 1 million	62,90%
		IDR 1 -3 million	32,40%
		IDR 4 -6 million	2,90%
		>IDR 6 million	1,90%
		Debit/credit card	2,90%
2	Payment method	Cash	88,60%
		Electronic money	8,60%

No	Point	Description	%
3	Reasons for choosing Garut Regency	Diversity of tourist attractions	41,90%
		An affordable price	64,80%
		Uniqueness & natural beauty	60%
		Typical culinary	48,60%
		Proximity distance	37,10%
		CHSE Standards	11,40%
		Quality of accommodation	12,40%
		Interesting experience	34,30%
		Unique culture and arts	15,20%
		Recommendations from friends/relatives	21,90%
4	Level of satisfaction during a visit to Garut	1 Very dissatisfied	1,90%
		2 Not satisfied	0%
		3 Quite satisfied	12,40%
		4 Satisfied	54,30%
		5 Very Satisfied	31,40%
5	The decision to stay overnight	Yes	68,60%
		No	31,40%
6	Length of stay	One night	48,60%
		2-3 nights	43,10%
		>3 nights	8,30%
7	Type of Accommodation	Homestay/gatehouse	25,00%
		Star Hotel	9,70%
		Reddorz/OYO	4,20%
		Family/relative/friend's house	40,30%
		Villas	20,80%

Source: Author Processed Results (2023)

Based on the results of the questionnaire, the majority of tourists, 62.9%, answered that they only needed < IDR 1 million in costs to travel to Garut Regency. Most tourists use a cash payment system (88.6%) when making transactions when traveling to Garut Regency. This was followed by 32.4% of tourists who spent IDR 1-3 million, with the second highest payment system using electronic money, such as GoPay, OVO, Dana, ShopeePay, and LinkAja at 8.9%. Meanwhile, only a small % of tourists choose the payment system using debit or credit cards, only 2.9%, and the costs incurred by tourists are IDR 4-6 million (2.9%) while costs > IDR 6 million are only 1,9%. This proves that even though in the era of digitalization, the majority of tourists aged 16-25 years are Gen Z who filled out this research questionnaire using data that the author has processed, it turns out that this does not make Gen Z tourists use electronic payment systems, in fact, tourists and in this era of digitalization, many people use the cash payment system when traveling in Garut Regency. However, this differs from research conducted by (Mubarak, 2014; Ramadhan & Solekah, 2017), who found that using non-cash transactions can make it easier for users and safer. Therefore, tourism managers must be able to adapt cash and non-cash payment systems at each tourist attraction to make it easier for tourists to visit. It turns out that at a cost of < 1 million, tourists can enjoy a pleasant experience such as enjoying the beach; therefore, this can be used as a benchmark for the government and tourism managers in increasing experience activities that are in great demand by tourists so that return visits to Garut Regency can occur.

Most tourists who want to travel to Garut Regency think that Garut Regency offers affordable tourist destination prices (64.8%), has unique and natural beauty (60%), and also has unique culinary delights such as dodol, baso aci, burayot, and angleng (48.6%). This shows that tourists' assumptions can influence the planning process when visiting Garut Regency. This is also in line with research conducted by Istikhomah and Susanta (2019), concluding that affordable prices and service quality significantly affect the desire to visit again. This can be used as a reference for the government and tourism managers in maintaining the existence of every tourist attraction in Garut Regency so that tourists continue to think that traveling in Garut Regency does not cost much money, has a lot of uniqueness and natural beauty and has unique culinary delights. This can also be used as a strength possessed by the Garut Regency.

When carrying out tourism activities, there are several tourist attractions that tourists need to consider so that when carrying out experience activities, these tourist attractions can make an impression on tourists who visit Garut Regency, which can be seen in the picture below:





### Sharing Phase

This section shows the final phase before tourists carry out their travel plans. This can be seen in Table 6 below:

**Table 6. Sharing Phase**

No	Point	Description	%
1	Activities to do after traveling	Share experiences with friends/relatives	93,3%
		Do not share experiences with anyone	6,7%
2	The best time to share experiences	Before traveling	71,4%
		While traveling	25,5%
		After traveling	3,1%
3	Platform used to share experiences	Instagram	69,4%
		Facebook	20,4%
		Tiktok	31,6%
		Youtube	4,1%
		Whatsapp	65,3%
		WOM	40,8%

Source: Author Processed Results (2023)

Based on the questionnaire results, it can be concluded that the activities carried out after traveling are dominated by tourists sharing their experiences while traveling in Garut Regency with friends/relatives (93.3%). This helps tourism managers in evaluating every tourist trip made by tourists to be even better. Most tourists share their travel experiences after traveling (71.4) and share their experiences while traveling (25.5%); meanwhile, few tourists choose to share their experiences before traveling. Garut Regency tourism managers can maximize this as a very efficient way of marketing programs and increasing interest in future visits.

After carrying out tourism activities, several tourists shared their experiences after traveling to Garut Regency. The data processed by the author discusses platforms that tourists often use to share their tourism experiences. The data shows that most (69.4%) of tourists share their experiences via the Instagram and Whatsapp platforms (66.3%).

This sharing phase is considered important in the visitor journey process because, in this sharing phase, there will be feedback from tourists, which is very influential for potential tourists who will later travel to Garut Regency. Tourism managers can also find out what the advantages and disadvantages are of the tourist attractions visited by tourists. So, it can be used as evaluation material for the government and tourism managers in the Garut Regency. This aligns with research conducted by (Handayani, 2022), who said that in a book about social media written by Jason Falls regarding the importance of feedback, effective communication occurs when someone gives good attention/feedback.

### CONCLUSION

Based on research that has been carried out, it turns out that the majority of tourists visiting Garut Regency in 2022 will be Gen Z students (16-25 years) with female gender who come from West Java, only a few tourists come from outside West Java. This research contains 5 phases (dreaming, planning, booking, experience, and sharing), then conclusions regarding these 5 phases are obtained, namely as follows:

1. Dreaming phase: this phase shows that the majority of Gen Z tourists from West Java, before traveling, have a dream of traveling to Garut Regency with the motivation of traveling to Garut Regency, which has an average visit during 2022 of more than four times because the majority of tourists visiting in 2022 will be tourists from West Java which will result in repeated visits. They prepare a < IDR 1 million budget by planning the visit time 3-7 days before departure on the weekend.
2. Planning Phase: this phase shows tourists' preferences in searching for information about Garut Regency using the social media platform Instagram. Most tourists choose beach, mountain, and rural tourism and plan their vacation using private vehicles with their families or 2-5 other people. Most Gen Z tourists from West Java usually plan their ticket/hotel reservation time < 3 days before departure using direct offline channels.
3. During the booking phase, most tourists, before carrying out the booking process, will first see photos of interesting destinations, price information, an easy booking process, and information about tourist attractions. An attractive tour package is a promotional program that will speed up the booking process for tourists. Uniquely, in the era of digitalization and everything easy with cellphones, it turns out that many

tourists still choose the channel to book tickets directly offline (the official website of the service provider) rather than through online travel agents.

4. The experience phase is dominated by tourists who spend less than IDR 1 million to travel to Garut Regency. With a budget of < IDR 1 million, tourists can visit the beach; for example, Santolo Beach, which is a beach that is liked by many tourists who participated in filling out this research questionnaire, has a satisfaction index of 4 (satisfied) out of 5 according to tourists who have visited Garut Regency. Tourists choose Garut Regency as a travel destination because of its affordable prices, uniqueness, natural beauty, and culinary delights. While traveling, they use cash payments, which is more practical and easier. So, from the tourist attractions that tourists choose, a destination image emerges that depicts Garut Regency as a natural tourist attraction. Some tourists, when traveling, prefer to stay for one night at the house of family/relatives/friends, taking into account the facilities, price, and strategic location of the accommodation chosen, and usually, they buy food/drinks from outside with a satisfaction index for the accommodation which is 4 (satisfied) out of 5.
5. In the sharing phase, in the research, most tourists share their experiences after carrying out tourism activities in Garut Regency via social media, such as Instagram. The sharing phase is considered the most important part after tourists carry out tourism activities in Garut Regency because, with this sharing phase, tourists can provide good or bad feedback on the tourist attractions they have visited so that it can be used as reference material for the government and tourism managers in improving tourist attractions in Garut Regency even better and by tourist requests.

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