

# Feminine Tourism as a New Trend: An Analysis of Gen Z Jakarta's Interest in Women-Specific Tour Packages

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## Abstract

*In the landscape of emerging urban economies, feminine tourism has evolved into a critical platform for identity representation and autonomous mobility among women. This study investigates the influence of feminine tourism packages—conceptualized as an integrated construct of perceived security, comfort, and destination attractiveness—on the travel interest of urban Generation Z women in Jakarta. Utilizing a quantitative approach with a purposive sample of 385 respondents, the research employs linear regression analysis to evaluate the efficacy of these gender-responsive attributes. The findings reveal a robust predictive power, with perceived security emerging as the dominant hygiene factor that fundamentally precedes hedonic engagement. This study proposes a Security-First Paradigm, asserting that for female travelers, the experience is strictly contingent upon the prior institutionalization of safety thresholds. The results provide significant theoretical interventions into the Experience Economy by shifting the focus from emotional engagement to risk mitigation. Managerially, the study offers actionable insights for aligning destination governance with Sustainable Development Goal (SDG) 5 (Gender Equality), illustrating that the integration of security and comfort serves as a strategic catalyst for reducing the gender participation gap in the Indonesian tourism sector.*

**Keywords:** *Feminine tourism; Security-First Paradigm; Generation Z; SDG 5; Urban tourism*

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## INTRODUCTION

The global tourism landscape is currently undergoing a structural transformation, characterized by the democratization of travel and the rise of women as the primary architects of tourism demand. Recent evidence suggests that women influence or directly execute approximately 80% of all travel decisions, positioning them as the central engine of the contemporary tourism economy (Chhajer et al., 2022; Lilis Jayanti et al., 2023; Liu et al., 2023). This paradigm shift is most evident in the exponential growth of solo travel, which has become a salient channel for autonomy, self-actualisation, and challenging patriarchal constraints (Cong et al., 2021; Jiménez-García et al., 2023). However, this surge in economic power stands in stark contrast to persistent systemic risks, including gender-based discrimination and safety concerns

that continue to set the boundaries of female mobility (Bernard et al., 2022; Rončák et al., 2021; Yusoh et al., 2021).

In emerging economies like Indonesia, a significant participation paradox persists despite the growing policy discourse on gender-friendly travel. Data from the Central Statistics Agency (BPS) in 2023 indicates that domestic tourism remains male-dominated (66.51%), with female participation lagging at 33.49%. This disparity underscores a failure in traditional destination management to address the gendered nature of travel barriers, including mobility constraints rooted in socio-cultural norms and inadequate safe infrastructure (Arintyas & Budiman, 2023; Lilis Jayanti et al., 2023; Ramadhani, 2023). Consequently, the Indonesian Ministry of Tourism and Creative Economy has identified women's empowerment as a critical prerequisite for building a competitive and sustainable tourism sector (Hanafiah et al., 2022; Ramadhani, 2023).

As a strategic response to these challenges, the concept of feminine tourism—manifested through women-only tour packages—has emerged as an identity-based form of tourism. These offerings represent a fundamental reconfiguration of the tourism product, prioritising female solidarity and gender-responsive safety protocols (Chaerunisa & Maulidizen, 2024). In the Indonesian market, agencies have pioneered these formats to align with the specific psychological and physical needs of female travellers (Arintyas & Budiman, 2023). However, academic inquiry into these niche products remains fragmented, often overlooking the unique hierarchy of needs governing younger cohorts in urban settings (Anggriani et al., 2024).

The core theoretical tension addressed in this study lies in the critique of the Experience Economy. While conventional tourism literature emphasises emotional engagement as a primary value driver, evidence suggests that, for female travellers, decision-making is rooted in a Security-First Paradigm (Bernard et al., 2022; Chhajer et al., 2022). In this framework, perceived security functions as a mandatory baseline that must be satisfied before experiential attributes such as attractiveness or comfort can even exert influence (Chhajer et al., 2022; Cong et al., 2021; Otegui-Carles et al., 2022). When safety standards are perceived as inadequate, the salience of the entire travel experience diminishes, regardless of the Destination's aesthetic appeal (Jiménez-García et al., 2023; Rončák et al., 2021).

Focusing on Generation Z in Jakarta—a demographic that spearheads the intersection of modern autonomy and digital social media influence—this research empirically evaluates the impact of feminine tour packages on tourist interest. Gen Z women exhibit heightened sensitivity to peer-influenced messaging and to customised safety signals within digital marketing ecosystems. By examining security, comfort, and attractiveness, this study not only contributes to the scholarship on gendered behaviour but also provides a framework for operationalising Sustainable Development Goal (SDG) 5 on Gender Equality.

## LITERATURE REVIEW

### *The Conceptual Metamorphosis and Theoretical Foundations of Feminine Tourism*

As women have evolved into primary decision-makers in the travel-planning process, identity-based and community-driven products have emerged as vital strategies to overcome systemic gender barriers. This shift is supported by contemporary literature that emphasises women's role in shaping experiential value and in positioning gender-specific products as instruments of socio-economic empowerment (Buhalis et al., 2023; Shivakoti, 2022; Yang & Kirillova, 2025). In the Indonesian context, feminine tourism—specifically women-only packages—is identified as a response to the urgent needs for safety, comfort, and gender solidarity. This alignment with identity and solidarity further reinforces the Sustainable Development Goal (SDG) 5 agenda, promoting equitable access and empowerment through inclusive tourism services.

Crucially, perceived security functions as a primary hygiene factor, or prerequisite, for travel interest among urban Gen Z women. Cross-national research indicates that risk perception and

physical safety play dominant roles in female decision-making, necessitating that safety facilities be established before experiential attributes such as attractiveness are evaluated (Cong et al., 2021; laquinto et al., 2024). Within Indonesia, the appeal of women-only packages is driven by a fundamental need for secure, accessible environments, which, in theory, supports a Security-First approach to product design and destination policy.

The core theoretical tension addressed here lies in the critique of the Experience Economy. While conventional tourism literature emphasises emotional engagement as a primary value driver, evidence from female travellers suggests that decision-making architecture is rooted in safety assurances; when safety is perceived as inadequate, the salience of the entire travel experience diminishes. Furthermore, the intersection of cultural normativity and religious values in Indonesia creates a specific framework for safety and comfort for Muslimah travellers, often necessitating gender-specific facilities and private spaces as integral components of a meaningful travel experience (Arintyas & Budiman, 2023; Hussain et al., 2021; Rindrasih, 2021).

Ultimately, the institutionalisation of these gender-oriented security models is essential to realising SDG 5 through inclusive product design, destination governance, and workforce training (Buhalis et al., 2023; Darmawati & Nuryadin, 2022). The Indonesian Ministry of Tourism and Creative Economy emphasises that women's empowerment is the cornerstone of a competitive, sustainable tourism sector. Increasing female leadership and participation in tourism SMEs not only reduces gender inequality but also enhances innovation and service quality across the industry (Borges et al., 2022; Çakmak & Çenesiz, 2020). Thus, a gender-sensitive governance framework ensures that tourism remains a vehicle for sustainable development and gender inclusivity.

### ***The Security-First Paradigm***

The Security-First Paradigm serves as a critical theoretical intervention against the prevailing Experience Economy framework, asserting that for female travellers—particularly the urban Generation Z—perceived safety is not a secondary experiential attribute but a foundational prerequisite. Within this paradigm, security functions as a hygiene factor in the decision-making architecture, where its absence creates a psychological barrier that renders other motivational factors, such as destination attractiveness or comfort, virtually irrelevant in the formation of travel interest (Cong et al., 2021; KONAK, 2022; Wüst & Bremser, 2025). This shift aligns with Protection Motivation Theory (PMT), which posits that heightened risk perceptions shift decision-making priorities toward protective behaviours, making safety the primary determinant of consumption behaviour (Bremser et al., 2022; Gupta et al., 2023; Ismail, 2024; Teeroovengadum et al., 2021). Within the Indonesian context, national policies that position women's empowerment as a cornerstone of tourism development further necessitate that safety protocols serve as the operational bedrock for feminine-tourism products (Arintyas & Budiman, 2023; Buhalis et al., 2023; Ramadhani, 2023). Ultimately, this approach challenges conventional marketing narratives that prioritise hedonic and emotional engagement without first instituting visible risk mitigation (Ismail, 2024; Kim et al., 2022).

In practice, implementing the Security-First Paradigm compels destination managers and tour operators to establish visible, consistent safety infrastructure before experiential dimensions are marketed. Empirical evidence confirms that enhancing security perceptions significantly mitigates risk barriers and fosters interest in visiting, whereas a lack of safety assurance limits the efficacy of other destination appeals (Bremser et al., 2021; Lee, 2025; Pai et al., 2024). In Indonesia, the integration of Halal-friendly practices—including gender-sensitive public facilities and safe accessibility—has evolved into an industry praxis that supports inclusive and secure travel experiences for women (Arintyas & Budiman, 2023; Hussain et al., 2021). Post-pandemic service modifications have further demonstrated that transparency in hygiene and safety protocols directly correlates with reduced risk perception and increased revisit intention (Ismail, 2024; Lever

et al., 2024; Imroz et al., 2023). Consequently, feminine-tourism product design must institutionalise safety standards as a core value proposition to mobilise sustained interest among the urban Gen Z market (Kim et al., 2022).

Adopting a security-centric framework significantly strengthens tourism's contribution to Sustainable Development Goal (SDG) 5 by facilitating women's participation not only as consumers but also as key stakeholders in destination production and governance (Ramadhani, 2023; Buhalis et al., 2023). Indonesia's national mandate for gender empowerment is most effectively realised when synchronised with explicit, standardised safety protocols across the tourism ecosystem, ensuring that environments are inclusive for women from diverse cultural and religious backgrounds (Ramadhani, 2023; Buhalis et al., 2023; Borges et al., 2022; Arintyas & Budiman, 2023). Theoretically, this approach contributes to the discourse on tourist agency and gendered mobility by integrating risk mitigation with authentic community solidarity (Yang & Kirillova, 2023; Shivakoti, 2022). However, the unique religio-cultural landscape of Indonesia necessitates a nuanced balance between gender-inclusive safety practices and local cultural identities, presenting a critical direction for future academic inquiry (Darmawati & Nuryadin, 2022; Arintyas & Budiman, 2023; راضى, 2021 & عزت).

### ***Perceived Comfort and the Architecture of Female-Centric Infrastructure***

Perceived comfort in the context of feminine tourism transcends conventional notions of luxury, manifesting instead as a profound psychological signal of inclusivity for female travellers, particularly within urban Generation Z cohorts (Jayanti et al., 2023; Arintyas & Budiman, 2023). This dimension is operationalised through the provision of gender-responsive infrastructure, including high hygiene standards, enhanced accessibility, and the availability of secure private spaces, which serve as tangible indicators of a destination's commitment to gender equity (Bremser et al., 2021; Konak, 2022; Li et al., 2021). Recent scholarship suggests that gender-sensitive facilities are not merely aesthetic supplements but essential instruments for mitigating the systemic barriers that frequently impede women's participation in the tourism ecosystem (Ramadhani, 2023; Mapunda et al., 2022). In emerging markets like Indonesia, strengthening gender-specific services is a critical pillar of differentiation, transforming physical comfort into an experience that resonates with women travellers' specific biological and psychological needs (Ramadhani, 2023; Mapunda et al., 2022).

Operationalising comfort through female-centric design necessitates prioritising elements such as private changing rooms, hygienic sanitation facilities, and adequate lighting in public transit as non-negotiable operational prerequisites. Empirical evidence indicates that the failure to provide such infrastructure functions as a significant psychological deterrent; when comfort and safety thresholds are unmet, visitation interest declines sharply, irrespective of the Destination's visual or cultural appeal (Bremser et al., 2021; Li et al., 2021; Pai et al., 2024). In the Indonesian landscape, these comfort standards are increasingly integrated into discussions on Muslim-friendly (Halal) tourism, where private amenities and secure prayer spaces are positioned as the bedrock of inclusive service (Arintyas & Budiman, 2023; Hussain et al., 2021). Furthermore, the post-pandemic shift toward service transparency and heightened hygiene protocols has intensified consumer demand for safety-oriented infrastructure, which directly correlates with increased purchase intention in urban market segments (Ismail, 2024; Lever et al., 2024; Imroz et al., 2023).

The strategic integration of gender-based comfort into tourism governance carries profound implications for the realisation of Sustainable Development Goal (SDG) 5 (Gender Equality). National policy frameworks in Indonesia, which identify women's empowerment as a pillar of sustainable development, demand explicit, standardised safety and comfort protocols across the tourism value chain, particularly for niche offerings such as women-only open trips (Ramadhani, 2023; Buhalis et al., 2023; Arintyas & Budiman, 2023). Theoretically, this approach reinforces the

agency of female travellers while fostering authentic community solidarity (Yang & Kirillova, 2023; Shivakoti, 2022). However, implementation in the Indonesian context requires a nuanced calibration between global inclusivity standards and local religious and cultural norms, presenting an essential avenue for future academic inquiry (Darmawati & Nuryadin, 2022; عزت & راضى, 2021). Ultimately, the adoption of gender-responsive infrastructure not only enhances destination competitiveness but also strengthens sustained women's participation in tourism management and leadership (Buhalis et al., 2023; Cometto et al., 2022; Ndiaye et al., 2021).

### ***Destination Attractiveness and Identity Representation***

Destination attractiveness within the feminine tourism sector has undergone a profound metamorphosis, shifting from static physical attributes toward a dynamic alignment with the ideological values and self-expression of urban Generation Z (Liu et al., 2022; Anggriani et al., 2024). For these travellers, attractiveness is defined not merely by aesthetic appeal, but by a destination's capacity to facilitate personal autonomy and social solidarity (Jaelani et al., 2021; Lücking, 2021). Recent scholarship suggests that for Gen Z women, attractiveness is increasingly synonymous with empowerment, in which the conventional tourist gaze is replaced by a participatory identity gaze that allows women to use travel as a marker of social identity and personal agency (Liu, 2023; Yang & Kirillova, 2023; Shivakoti, 2022). In the Indonesian context, this transformation aligns with national policy mandates to utilise gender as a pillar of sustainable and inclusive development, requiring destinations to manifest Sustainable Development Goal (SDG) 5 through gender-responsive governance (Ramadhani, 2023; Buhalis et al., 2023; Arintyas & Budiman, 2023).

In the specific socio-digital landscape of Jakarta, the identity of Gen Z women is performatively constructed through social media, where feminine tour packages serve as high-value markers of identity (Fahrizal et al., 2022). The consumption of safe and exclusive travel experiences signals both empowerment and digital literacy within peer networks (Cohen et al., 2021; Jayanti et al., 2023). For this demographic, Instagrammability is inextricably linked to perceived safety; a space is considered authentically attractive only when it provides a secure environment for uninhibited expression of identity (Jayanti et al., 2023; García et al., 2023). Consequently, the attractiveness of feminine tourism products stems from user-generated content (UGC) and visual storytelling that build trust and validate the traveller's choice within their digital social circles (Cohen et al., 2021; Jayanti et al., 2023).

From a strategic management perspective, the synergy between identity-based attractiveness and gender-responsive governance offers a distinctive competitive advantage in emerging urban markets (Buhalis et al., 2023; Kim et al., 2022). By integrating the SDG 5 narrative into the core brand offering, destinations transform from mere leisure sites into vehicles for social change, fostering deep-seated loyalty among women who value ethical and inclusive governance (Buhalis et al., 2023; Zhang et al., 2024). In Indonesia, this involves branding strategies that highlight gender security, female-centric facilities, and infrastructure that supports authentic identity expression (Ramadhani, 2023; Arintyas & Budiman, 2023). While balancing global inclusivity with local religious and cultural norms presents ongoing challenges, these efforts institutionalise gender equality as a cornerstone of destination competitiveness (Darmawati & Nuryadin, 2022; عزت & راضى, 2021; Astuti, 2021; Hussain et al., 2021).

### ***Gen Z Women in Urban Contexts: Decision-Making and Digital Influence***

Generation Z women in urban contexts, particularly in Jakarta, exhibit a sophisticated navigational agency, in which the digital ecosystem serves as a primary tool for mitigating perceived travel risks (Liu et al., 2022). For this demographic, the decision-making process is no longer a linear path but a complex journey of digital verification, utilising social media cues and peer-vetted information to ensure that destination safety aligns with their personal autonomy

(García et al., 2023; Jayanti et al., 2023). This segment utilises digital literacy as a form of empowerment, transforming the information search phase into a rigorous assessment of a destination's gender-responsive safety standards and inclusivity (Liu et al., 2022; Jayanti et al., 2023).

Social media platforms function as critical trust-building mechanisms, where visual storytelling and user-generated content (UGC) translate abstract safety claims into credible identity markers (Ismail, 2024; Jayanti et al., 2023). For Gen Z women in Jakarta, feminine tour packages are not merely travel products but digital signals of belonging and security, validated through peer testimonials that emphasise social solidarity and empowerment (Chhajer et al., 2022; Jayanti et al., 2023). By engaging with these digital narratives, travellers develop a sense of psychological comfort and community before their physical journey begins, effectively bridging the gap between digital perception and physical safety (Jayanti et al., 2023; Chhajer et al., 2022).

Ultimately, the digital influence on Gen Z's decision-making reinforces the Security-First Paradigm, as safety-oriented digital cues are prioritised over purely aesthetic or hedonic appeals (Rončák et al., 2021). Digital marketing that emphasises transparent safety signalling and gender-sensitive storytelling creates a stronger emotional connection and higher brand loyalty than traditional campaigns (Chhajer et al., 2022; Liu et al., 2022). In the urban Indonesian market, the ability of tourism operators to project a credible image of security through digital channels is essential to converting interest into participation, thereby fostering a more inclusive and sustainable tourism ecosystem aligned with global development goals (Jayanti et al., 2023; Chhajer et al., 2022).

### ***Integrating the Security-First Paradigm with SDG 5: A Framework for Empowerment***

Ultimately, the conceptualisation of feminine tourism packages serves as a critical bridge between individual consumer behaviour and the global mandate of Sustainable Development Goal (SDG) 5 on Gender Equality. By positioning perceived Security (X1) as a non-negotiable factor, this framework operationalises the fundamental right to safe mobility for women, thereby challenging the systemic barriers that have historically restricted female participation in the tourism value chain. Furthermore, the strategic integration of perceived comfort (X2) and destination attractiveness (X3) reflects a broader commitment to gender-responsive inclusivity and identity-based empowerment. This synergy transforms the tourism product from a mere leisure commodity into a vehicle for socio-economic equity, where travel serves as a representational tool for personal autonomy.

In the Indonesian context, aligning these gender-centric variables with national empowerment policies, as championed by the Ministry of Tourism and Creative Economy, not only enhances destination competitiveness but also institutionalises gender equality as a cornerstone of sustainable development. By providing urban Gen Z women with safe, tailored travel configurations, the industry actively helps reduce the gender participation gap evident in national tourism statistics. This theoretical synthesis thus provides a robust foundation for the subsequent empirical investigation, moving beyond descriptive market analysis toward a goal-oriented evaluation of how feminine-packaged attributes catalyse tourist interest and sustainable participation.

## **METHODS**

This study adopts a quantitative, descriptive-causal design to evaluate the influence of feminine tourism packages on the travel interests of urban Generation Z women. Following the Security-First Paradigm, this research treats feminine tourism attributes not as a monolithic construct but as a multi-dimensional variable comprising Perceived Security (X1), Perceived Comfort (X2), and Destination Attractiveness (X3). By utilising an explanatory survey method, the

study aims to move beyond descriptive statistics toward a more sophisticated causal analysis of how these gender-responsive dimensions interact to drive purchase intention (Y).

The target population consists of female Generation Z residents in Jakarta, aged 18–28 years, a demographic characterised by high digital literacy and a burgeoning demand for autonomous travel. A total of 385 respondents were selected using a purposive sampling technique, ensuring that each participant met specific criteria aligned with the research objectives. The sample size was determined using the Cochran formula with a 95% confidence level and a 5% margin of error, ensuring high representativeness and statistical power for the Jakarta urban context.

Data were collected via an online, structured questionnaire using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure respondents' perceptions objectively. To ensure the rigour of the research instrument, a pre-test was conducted using Pearson Product-Moment correlation for validity and Cronbach's Alpha for internal consistency. Only items demonstrating high reliability and significant validity scores were included in the final data collection phase, ensuring that the measurement of Security-First attributes was both consistent and accurate.

To address the analytical limitations of simple regression and to enhance the paper's contribution to gender-based behavioural studies, this research employs Multiple Linear Regression (MLR). This technique allows for the simultaneous evaluation of three independent predictors on the dependent variable, modelled as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Where:

Y = Tourist Interest (Purchase Intention)

X<sub>1</sub> = Perceived Security (Hygiene Factor)

X<sub>2</sub> = Perceived Comfort

X<sub>3</sub> = Destination Attractiveness

β<sub>1-3</sub> = Regression coefficients for each dimension

€ = error term

The analysis was performed using statistical software (SPSS), incorporating classical assumption tests (normality, multicollinearity, and heteroscedasticity) and a t-test to determine the significance of each predictor. The coefficient of determination (R<sup>2</sup>) was further analysed to explain the predictive capacity of the integrated feminine tourism model.

## RESULTS AND DISCUSSION

### *Respondent Profile and Instrument Rigour*

The empirical phase of this study successfully engaged 385 female respondents from the Jakarta metropolitan area, all of whom were members of the Generation Z cohort aged 18 to 28 years. The selection of this specific demographic through purposive sampling ensured that the data reflected the perspectives of a digitally native generation characterised by greater autonomy in travel decision-making and a sophisticated engagement with urban tourism ecosystems. This respondent profile provides a highly relevant and representative basis for analysing the Security-First Paradigm as these individuals navigate the intersection of modern lifestyle aspirations and persistent safety concerns in an emerging economy.

To ensure the integrity of the subsequent causal analysis, the research instrument underwent a stringent psychometric evaluation. Rigorous pre-testing confirmed the questionnaire items' validity using Pearson's Product-Moment correlation, ensuring each indicator accurately captured the dimensions of perceived security, comfort, and destination attractiveness. Furthermore, reliability testing using Cronbach's Alpha yielded coefficients that demonstrated

high internal consistency across all variables. These results indicate that the instrument is statistically robust and capable of producing consistent measurements, thereby providing a credible foundation for the inferential modelling and the interpretation of the hierarchy of needs governing feminine tourism interest.

### **Descriptive Analysis**

The descriptive statistical analysis provides a compelling empirical foundation for the Security-First Paradigm among urban Generation Z women in Jakarta. As presented in Table 1, the respondents' perceptions across all variables indicate a high level of acceptance and interest in feminine tourism packages.

**Table 1.** Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation	Interpretation
Perceived Security ( $X_1$ )	4.32	0.61	Very High
Perceived Comfort ( $X_2$ )	4.18	0.65	High
Destination Attractiveness ( $X_3$ )	4.05	0.68	High
Tourist Interest ( $Y$ )	4.27	0.59	Very High

Source: Research data, 2025

The results demonstrate a clear hierarchical structure in travel priorities. Perceived Security ( $X_1$ ) recorded the highest mean score of 4.32, placing it firmly in the Very High category. This dominance suggests that for Jakarta's Gen Z women, safety is not merely an additional attribute but a fundamental prerequisite for travel engagement (Chhajer et al., 2022; Li et al., 2021). Within this demographic, security functions as a primary hygiene factor, meaning that unless baseline safety standards are met, other experiential factors cannot influence the decision-making process (Chhajer et al., 2022; Rončák et al., 2021). This finding reflects the reality of female travellers in emerging economies, where perceived risk remains the primary barrier to autonomous mobility.

Following Security, Perceived Comfort ( $X_2$ ) and Destination Attractiveness ( $X_3$ ) achieved mean scores of 4.18 and 4.05, respectively. While these dimensions are viewed favourably, their lower positioning relative to security reinforces the argument that comfort and aesthetic appeal are secondary motivators (García et al., 2023; Rončák et al., 2021). For urban Gen Z women, the Instagrammability or novelty of a destination becomes salient only after the psychological threshold of safety has been crossed (Jayanti et al., 2023; García et al., 2023). This sophisticated decision-making architecture demonstrates that feminine tourism packages are valued because they provide a secure framework that enables the enjoyment of travel's more hedonic aspects.

Ultimately, these perceptions result in a Tourist Interest ( $Y$ ) mean of 4.27, categorised as Very High. The high level of interest confirms that women-only tour packages are perceived as a highly relevant solution to the gendered constraints of the traditional tourism market. By aligning with the security-first hierarchy, these packages effectively mobilise purchase intention and foster a sense of empowerment among female travellers (Chhajer et al., 2022; Jayanti et al., 2023). These results provide a robust descriptive justification for the subsequent inferential analysis, illustrating how feminine tourism attributes align with the specific needs of the urban Gen Z demographic in Indonesia.

### **Inferential Analysis**

To rigorously test the Security-First Paradigm, this study employs Multiple Linear Regression (MLR) to evaluate the individual predictive salience of Perceived Security ( $X_1$ ), Perceived Comfort ( $X_2$ ), and Destination Attractiveness ( $X_3$ ) toward Tourist Interest ( $Y$ ). This transition from an aggregate model to a multi-dimensional analysis is critical for validating the theoretical hierarchy governing female travel behaviour. The analysis was preceded by classical assumption tests,

which confirmed that the data were normally distributed, free from multicollinearity ( $VIF < 5$ ), and homoscedastic, thereby ensuring the validity of the regression estimates.

The regression model yielded a coefficient of determination ( $R^2$ ) of 0.620, indicating that the three gender-responsive dimensions collectively explain 62% of the variance in the travel interest of urban Generation Z women in Jakarta. As detailed in Table 2, the model demonstrates high predictive power, while the remaining 38% of the variance is attributed to external factors such as digital peer-network trust and fluctuating socio-economic constraints.

**Table 2.** Multiple Linear Regression Summary and Significance

Predictor Variable	Standardized $\beta$	t-value	p-value	Interpretation
(Constant)	-	4.820	0.000	Significant
Perceived Security ( $X_1$ )	0.542	11.452	0.000	Primary Driver
Perceived comfort ( $X_2$ )	0.215	4.321	0.000	Significant
Destination Attractiveness ( $X_3$ )	0.183	3.654	0.001	Significant
Model Summary	$R^2 = 0.620$	$F = 213.77$	$p < 0.001$	

Source: Research data, 2025

The regression equation derived from the empirical data is formulated as follows:

$$Y = 1.245 + 0.542X_1 + 0.215X_2 + 0.183X_3 + \epsilon$$

The statistical weights presented in Table 2 provide definitive empirical support for the Security-First Paradigm. Perceived Security ( $X_1$ ) emerges as the dominant predictor, with a standardised  $\beta$  of 0.542, nearly three times that of Destination Attractiveness ( $X_3 = 0.183$ ). This discrepancy confirms that while aesthetic appeal and novelty are relevant, they cannot, on their own, mobilise travel interest among female travellers unless the foundational security threshold is met. Every one-unit increase in perceived security standards yields a significantly higher marginal return in terms of tourist interest than a similar increase in comfort or attractiveness. This validates that, in the Jakarta urban context, specialised feminine tour packages serve as a secure corridor, opening the door to hedonic engagement and effectively transforming travel from a high-risk endeavour into a credible platform for personal autonomy.

### Discussion

The empirical findings of this study provide a significant theoretical intervention into the established discourse of the Experience Economy. While conventional tourism literature emphasises emotional engagement and hedonic entertainment as the primary drivers of interest, data from Jakarta's urban Generation Z women reveal a fundamental shift in this hierarchy. The dominance of Perceived Security as the highest-rated variable suggests that in emerging urban economies, security functions as a non-negotiable hygiene factor rather than a secondary attribute (Chhajer et al., 2022; Li et al., 2021). This finding reinforces the Security-First Paradigm, asserting that, for female travellers, the ability to engage with a destination's aesthetic or cultural attractions is contingent upon prior satisfaction of safety thresholds (Rončák et al., 2021; García et al., 2023).

This hierarchical shift contradicts the traditional Experience-First models often applied in Western contexts, where safety is frequently assumed as a baseline. In contrast, in the Indonesian urban landscape, the regression model unpacking reveals that Perceived Security has nearly triple the predictive weight of Destination Attractiveness. This statistical evidence supports the claim that feminine tourism packages are effective because they institutionalise safety as a core product feature (Ramadhani, 2023; Arintyas & Budiman, 2023). This aligns with the concept of navigational agency, in which digitally native Gen Z travellers use peer-vetted information and specialised services to mitigate systemic risks (Jayanti et al., 2023; Ismail, 2024). By doing so, travel is transformed from a high-risk endeavour into a credible platform for empowerment and identity

performance, consistent with recent findings on the performative nature of Gen Z's travel consumption (Akbar et al., 2025; Liu et al., 2023).

Furthermore, the dominance of security is inextricably linked to the Halal-feminine intersection unique to Jakarta's religio-cultural landscape. For the urban Muslimah traveller, security extends beyond physical safety to encompass spiritual and cultural security, manifested through gender-segregated spaces and Halal-friendly infrastructure (Arintyas & Budiman, 2023; Hussain et al., 2021). Additionally, the 38% unexplained variance in the model points to the missing link in Digital Trust: for Gen Z, a safety claim is deemed valid only after verification through a decentralised network of peer testimonials and influencer vetting (Jiménez-García et al., 2023; Lilis Jayanti et al., 2023). This digital navigational agency ensures that tourism remains a safe vehicle for socio-economic empowerment, directly supporting the SDG 5 mandate and the Indonesian national agenda for women's empowerment (Buhalis et al., 2023; Ramadhani, 2023).

### ***Theoretical and Managerial Contribution***

Theoretically, this study provides a significant intervention into the Experience Economy discourse by establishing the Security-First Paradigm as a foundational framework for feminine tourism in emerging economies. By demonstrating that perceived security functions as a primary hygiene factor with a dominant predictive weight, this research challenges conventional Western-centric models that prioritise hedonic engagement over risk mitigation (Chhajer et al., 2022; Cong et al., 2021). It extends the literature on navigational agency by illustrating how urban Generation Z women utilise specialised travel configurations to overcome systemic gendered mobility barriers (Ismail, 2024; Lilis Jayanti et al., 2023). Furthermore, the robust explanatory power of the model validates the integration of security, comfort, and attractiveness as a cohesive construct, offering a new theoretical lens for analysing identity-based tourism consumption among digitally native cohorts (Buhalis et al., 2023; Yang & Kirillova, 2025).

Managerially, these findings offer actionable strategies for tourism operators and policymakers to institutionalise gender-responsive inclusivity within the Indonesian tourism ecosystem. For tour providers—such as WisataMu and Haraduta—the results emphasise that marketing efforts must transcend aesthetic appeals and prioritise transparent, standardised safety protocols as a core brand value. Implementing visible security measures and female-centric infrastructure is not merely an operational cost but a strategic investment that directly catalyses purchase intent and long-term loyalty among urban female travellers. At the policy level, this study supports the SDG 5 agenda and the Indonesian national mandate for women's empowerment by providing empirical evidence that gender-secure environments are essential for reducing the participation gap in the formal tourism sector. Ultimately, aligning destination governance with the Security-First Paradigm ensures that tourism remains a safe and empowering vehicle for the socio-economic advancement of women in urban emerging markets.

## **CONCLUSION**

In conclusion, this research empirically validates the Security-First Paradigm as the dominant driver of travel interest among urban Generation Z women in Jakarta. The study confirms that feminine tourism packages, characterised by an integrated focus on perceived security, comfort, and attractiveness, significantly increase purchase intention, accounting for 62% of the variance in tourist interest. The high regression coefficient and the higher mean security score (4.32) indicate that, for this demographic, safety is a non-negotiable hygiene factor that precedes all other experiential considerations. By institutionalising these attributes, the tourism industry not only enhances destination competitiveness but also actively contributes to the SDG 5 mandate of gender equality, providing a safe vehicle for the socio-economic empowerment and autonomous mobility of women in emerging urban markets.

### **Limitations and Future Research**

Despite its significant contributions, this study is subject to several limitations that provide opportunities for future inquiry. First, the geographical focus is restricted to the Jakarta metropolitan area, which may limit the generalizability of the findings to female travellers in rural areas or other cultural contexts within Indonesia (Arintyas & Budiman, 2023). Second, the cross-sectional nature of the data provides a snapshot of perceptions at a given point in time, which may not capture the evolving dynamics of travel behaviour as digital technologies and global safety standards continue to shift. Furthermore, the 38% unexplained variance in the model suggests the presence of external factors—such as social media influencer credibility, personal travel experience, or fluctuating economic constraints—that were not accounted for in the current framework.

Future research should expand the current model by conducting comparative studies across different generations (e.g., Millennials vs. Gen Z) or diverse geographic locations to assess the universality of the Security-First Paradigm. Longitudinal designs could offer deeper insights into how the relationship between perceived security and purchase intention evolves in the post-pandemic landscape. Additionally, future investigations could integrate moderating variables, such as digital literacy, and mediating variables, such as destination trust, to provide a more granular understanding of the digital navigational agency employed by female travellers. By exploring these avenues, scholarship can continue to refine the architecture of inclusive tourism, ensuring that destination governance remains responsive to the complex and evolving needs of women globally.

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