



Empirical Study of Bandung Basin Tourist Behavior: Visitor Journey Analysis

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ABSTRACT

This study aims to provide a comprehensive understanding of tourist travel in the Bandung Basin and formulate strategic recommendations to improve the tourist experience in the area. Using quantitative research methods involving 300 tourist respondents visiting destinations in the Bandung Basin, this study examines travel in various stages, including pre-visit, in-visit, and post-visit. It highlights the implications for DMO and stakeholders in the tourism industry. This study found that this region's dreaming and planning phases are largely determined by the trend and influence of digital information received by travelers. While at the booking stage, the role of online travel agents in the younger generation of travelers dominates its utility above direct bookings. This study provides several strategic recommendations for DMO to follow up on the profile of tourist behavior in the Bandung Basin.

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INTRODUCTION

The development of tourism in the Bandung Basin, including the administrative areas of Bandung City, Cimahi City, Bandung Regency, and West Bandung Regency, shows important dynamics to continue to be studied. The development of national strategic projects in the form of Fast Trains, Cisumdawu Toll Road, and Cigatas Toll Road can have a positive impact in the form of ease of achievement and market expansion and a negative in the form of over-tourism conditions for tourism destinations in this region. Various studies have attempted to reveal the condition of tourism in the Bandung Basin area in terms of perceptions of CHSE enforcement (Ningrum & Septyandi, 2021), over-tourism (Distria et al., 2020), Creative Tourism (Sinatra et al., 2017). However, not many have paid attention to the decision-making process, visits, and evaluation of tourist visits that occur in tourists.

During visitor tours to the Bandung Basin, experience physical and emotional events (Katsoni et al., 2017). Knowledge of the behavior in this chain of events is important for the Destination Management Organization (DMO). Service and experience design can be optimally achieved by understanding the behavioral cycle of tourist visits. As a cycle, the Visitor Journey (Villaespesa & Álvarez, 2020) Provide an overview of the physical and mental interactions carried out by travelers with the tourist destinations they choose. In contrast to manufactured products, the production and consumption process in the tourism industry is a necessary, simultaneous, and multi-sector impactful process (Shareef et al., 2022).

The visitor journey has become an important focus in the tourism industry. In this context, the visitor journey is no longer limited to moving from one place to another but includes a series of experiences and interactions throughout their journey (Santoso et al., 2022). Visitor Journey is an approach that views the journey as a series of stages or phases passed when visiting a tourist destination. The travel process includes planning, selecting alternatives, the travel process, and evaluating experiences that can be grouped into pre, in, and post-visit cycles within the traveler (Ballina, 2020; Rahman et al., 2020). The current tourist travel cycle has been disrupted by the use of information technology, where previously, the tourist travel cycle was carried out entirely analog and conventionally; Now, the majority of tourist experiences have involved many activities on digital platforms and more varied visiting experiences (Gretzel et al., 2015; Susanto et al., 2020, 2022). The form of travel evaluation process now appears in social media reviews and ratings that form the value-co creation of tourism destinations.

Furthermore, in analyzing a destination's visitor journey, it is important to consider the role of technology in shaping, influencing, and transforming the visitor experience at every stage of their journey. Tourism stakeholders must understand these changes to provide the right products and services following their market behavior. A destination's success in delivering the right products and services at every phase of its visitor experience can provide a competitive advantage in competition between destinations (Kara & Kunt, 2020).

The choice of the context of the Bandung Basin area is based on the consideration that this location has developed into a leading tourist destination in West Java and Indonesia, acts as a hub for the surrounding region, has a diverse typology of tourism products, and is covered by national strategic projects. The region offers a complete picture of how the tourism destination system works by harnessing nature, culture, and people. On the other hand, the Bandung Basin area already has an established market share, namely the people of

Jabodetabek and other West Java regions as the main market, which psychographically has adopted a lot of information technology in their life activities.

This study is proposed to achieve its objectives in the form of: 1) Providing an overview of Bandung Basin tourism visits and its position in the competition of tourism destinations in Indonesia; 2) Analyzing the visitor journey of tourists in the Bandung Basin in every stage of their journey; 3) Formulate strategic recommendations for the design of tourism visit experiences in the Bandung Basin. The determination of this study's objectives is based on practical urgency in the form of the unavailability of information about the tourism visitor journey in the Bandung Basin and theoretical urgency regarding the latest development of the visitor journey concept with the disruption of information technology in developing countries.

Visitor Journey

In the development of tourism destination marketing, increasingly complex visitor behavior can no longer be understood from one symptom but needs to connect with other realities. In the mainstream of tourism market studies, demographic and geographical aspects have become the main choices of development policymakers to measure the performance of tourism destinations. Demographic and geographical aspects are important factors in measuring the performance of tourism destinations, which have an impact on the consideration of tourism destination development in terms of measuring tourism demand, supply chain, destination image, natural disaster risk, tourism benefits, and experience design (Mercado & Apritado, 2021). In addition, the scale of impact performance on the community, conservation efforts, social services, economic conditions, and social issues are important factors in determining the benefits and disadvantages of tourism development in a tourist destination using the basis of demographic and geographical considerations of tourists (Thomas, 2015). This then generally encourages various DMOs to rely on demographic and geographical statistics of tourists as the main measure of destination performance, including technical considerations for the development of tourism destinations they carry out.

The dynamic approach in tourism destination management continues to evolve an awareness of the complexity of elements in a destination (Carlsen, 1999). This then encourages tourism stakeholders to examine the profile of their visitors further, not only on the demographic and geographical framework but further on a more comprehensive aspect, namely their travel cycle as a whole. In marketing, the conceptual framework of the customer journey is defined as a set of experiences and touchpoints that customers go through when making purchasing decisions (Johnston & Kong, 2011; Verhoef et al., 2009). In the context of travel, the customer journey is developed into the construction of the visitor journey, a form of understanding of the pre-in-post travel process as a reflection of the behavioral profile of visitors to tourist destinations. Visitor journey in the context of travel and tourism refers to the steps that travelers experience from the initial inspiration to travel through the booking process, the actual travel experience, and post-trip reflection (Lane, 2007). A visitor is a specific type of traveler, traveling to a primary destination outside of their usual neighborhood in less than a year for any primary purpose (business, leisure, or other personal purposes) other than to be employed by a resident of the entity in the country or place visited (United Nation of World Tourism Organization, 2023). Travel experiences are services provided by many different service providers. This raises the challenge of making all services work together to create a positive travel experience. The visitor journey is key to successful

tourism destination marketing, as it helps travelers and DMOs understand behaviors that are more specific than demographic and geographic profiles.

In a digital context, technology has enabled travelers to find inspiration, travel planning, the booking process, and share travel experiences within a digital ecosystem. By referring to this condition, the visitor journey can be divided into several stages (Pencarelli, 2020; Pencarelli et al., 2021), namely: 1) Inspiration Stage; In the digital age, visitors are exposed to a vast amount of information about a destination through various channels, such as social media, travel blogs, and review sites. This stage is very important for tourist destinations to attract the attention of potential visitors and generate a desire to visit; 2) Planning Stage: in this second stage, visitors use digital platforms to research and plan their trips, including booking flights, accommodations, and activities. Online travel agencies (OTAs) and review sites are becoming increasingly popular; 3) Booking stage; In this third stage, visitors use digital platforms to book their travel arrangements, including flights, accommodation, and activities. Mobile devices make it easy for visitors to book on the go; 4) Pre-arrival stage: in this fourth stage, visitors use digital platforms to prepare for their trip, including learning about local customs, weather, and attractions. Destinations can use this stage to provide visitors with relevant information and personalized recommendations; 5) Arrival Stage: at this stage, visitors use the digital platform to navigate their destination and check in at the accommodation. DMOs can use this stage to provide visitors with a good arrival experience; 6) On-Site Stage: visitors use digital platforms to access information about local attractions, events, and services in this sixth stage. DMOs can use this stage to provide personalized recommendations and offers to visitors; 7) Post-Visit Stage: the last stage of the visitor journey is the visit evaluation period. Visitors use digital platforms to share their experiences and provide feedback on the experiences they receive. DMOs can use this stage to interact with visitors and motivate them to return for future visits.

METHODS

The research was conducted with a quantitative descriptive approach (Creswell & Creswell, 2018), Where numerical data is interpreted into the narrative as information. Data collection was carried out by distributing questionnaires to existing tourists in the Bandung Basin with the framework of tourists who had visited Bandung City, Bandung Regency, West Bandung Regency, and Cimahi City for the last one year with all or part of the tourist travel process carried out in the digital ecosystem. Data was collected directly in tourist destinations in the Bandung Basin area by accidental sampling, with 300 samples. Another thing is the use of secondary data from the Central Statistics Agency and other official reports to support the development of research data. The collected data is analyzed descriptively to produce information and narrated as a presentation of the research report.

RESULTS AND DISCUSSION

Tourism Contribution to Bandung Basin

The Bandung Basin area of 3272.96 km² has historically developed as a leading tourist destination in West Java. Topography in

Mountains, valleys, and plains provide many natural features: attractive panoramic landscapes, rivers, waterfalls, and karsts and vegetation covering plantations and forests. Along with the development of community activities, since the colonial era, this area has continued to develop into metropolitan Bandung, which encourages the growth of urban tourism in the form of entertainment, shopping, and lifestyle services. As the center of the West Java government, the Bandung Basin takes on the role of a transportation distribution

center that connects the capital city of Jakarta and its surroundings with the interior of West Java. Some strategic projects that have an impact on Bandung Basin tourism are the operation of the Jakarta-Bandung Toll Road through Japeksel 1 and 2; Jakarta-Bandung Fast Train, Cileunyi-Sumedang Dawuan Toll Road integrated with Kertajari Airport and Cileunyi-Garut-Tasik Toll Road. The government set this strategic project to encourage further community mobility from the West Java distribution center with Jakarta, including support for developing tourism in this region.

Table 1. Visit Accommodation and Destinations in Bandung Basin

	2019		2020		2021	
	Accommodation	Destinations	Accommodation	Destinations	Accommodation	Destinations
Kota Bandung	5.964.000	2.442.250	5.665.800	1.270.937	2.271.798	393.223
Kota Cimahi	27.767	15.460	17.462	48.148	16.326	29.533
Kab Bandung	78.546	2.485.755	141.417	2.431.290	265.756	1.836.575
Kab Bandung Barat	70.868	5.339.819	648.213	3.440.529	363.463	2.202.146
Cekungan Bandung	6.141.181	10.283.284	6.472.892	7.190.904	2.917.343	4.461.477
West Java	17.882.130	46.729.106	13.251.669	22.233.840	18.595.269	28.536.869

Table 2. The Contribution of Visits to Accommodation and Destinations in the Bandung Basin to West Java

	2019		2020		2021	
	Accommodation	Destinations	Accommodation	Destinations	Accommodation	Destinations
Kota Bandung	33,35%	5,23%	42,76%	5,72%	12,22%	1,38%
Kota Cimahi	0,16%	0,03%	0,13%	0,22%	0,09%	0,10%
Kab Bandung	0,44%	5,32%	1,07%	10,94%	1,43%	6,44%
Kab Bandung Barat	0,40%	11,43%	4,89%	15,47%	1,95%	7,72%
Bandung Basin	34,34%	22,01%	48,85%	32,34%	15,69%	15,63%

The Bandung Basin has made an important contribution to West Java tourism, measured by the number of visits to tourism accommodations and destinations as presented in Table 1, where there are fluctuations in visits in 2019-2021. Of the total visits to West Java Province, as many as 17 million to accommodation and 46 million to destinations in 2019, the Bandung Basin contributed 34% and 22% among all administrative regions in West Java. This increased to 48.85% and 32.34% in 2020, as presented in Table 2.

Based on data in Tables 1 and 2, the Bandung Basin empirically positions itself as an important area in the development of West Java tourism. In contrast, the Bandung Basin has experienced over-tourism, especially in the tourist areas of Lembang, West Bandung Regency, and Bandung City, with indicators of traffic congestion during holidays, decreasing the quality of tourist visits due to the density of tourist activities, decreased environmental quality due to garbage and waste, and increased crime among tourists by the informal sector. Stakeholders in the Bandung Basin area are now jointly formulating policies that favor quality tourism through vertical and horizontal market engineering.

Visitor Journey in Bandung Basin

Respondent Profile

From the survey activities conducted in this study, it is known that the demographic profile of respondents from the gender aspect is 77.3% women and 22.7% men; In terms of age range, it is known that 39.5% are aged 16-25 years; 25% aged 35-55 years; 22.4% were aged 26-35 years, and 13.2% were aged >55 years. This reflects that the data in this study comes from the young-productive generation supported by data images from other generations. Respondents have an income of Rp from the dimension of the monthly income. 2-4 million as

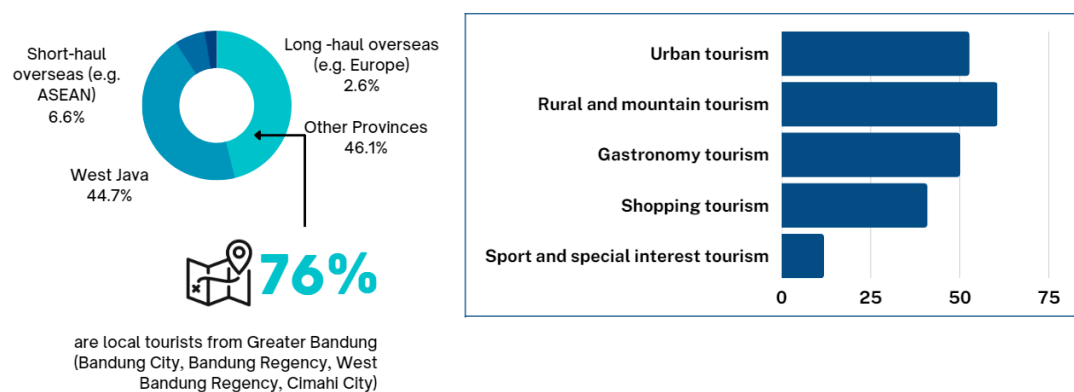
much as 50%; Rp. 4-6 million as much as 27.6%; >Rp. Seven million, as much as 13.2%, and Rp. 6-7 million, as much as 9.2%. So that this research data mostly describes tourists from the income group of the Jakarta and West Java Regional Minimum Wage.

The respondents' education background was Bachelor's (59.2%), Postgraduate (26.3%), High School/Equivalent (9%), and others 14.5%. Meanwhile, from the dimension of work background, 39.5% of respondents are students, 34.2% are Public Servants, 13.2% are professionals, and 13.1% are other professionals. This profile reflects that the data in this study provides an overview of the respondents who prefer tourist activities with the characteristics of leisure time after college activities and work on weekdays. This typology means that weekend travelers color more data in this study.

Furthermore, geographically respondents claimed to be from the Bandung Basin area (51.1%); Regional Jakarta, Bogor, Depok, Tangerang and Bekasi and other West Java (43.7%); and tourists from other parts of the archipelago (5.3%). From this picture, the data reflects most of the main tourism markets in the Bandung Basin, namely Jakarta and surrounding areas and the West Java region.

Dreaming Phase

A dreaming phase is an event/process of visitors wanting to travel. In this stage, cognitive processes color more tourist activity. Based on the data obtained, prospective tourists specifically spend their activities to determine the tourism destinations they want to visit. The choice of destinations in the Bandung Basin area as actual tourist destinations are among their "dreams" to visit other international and national destinations. The role of "destination awareness" is one of the dominant factors in this process.



Source: Authors Processed Data, 2023

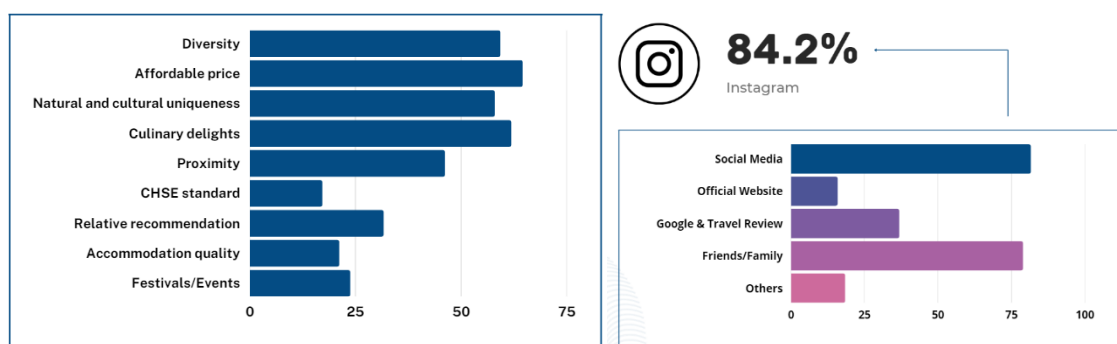
Figure 1. Dreams and Preferences of Tourist Destinations That Visitors Want to Visit

In this survey, most respondents answered that they dream of being able to travel to domestic destinations outside the province. The results also showed that most answers to these questions came from local tourists from Greater Bandung. This needs to be anticipated by the government and tourism service providers in the Bandung Basin that the market share of local tourists begins to move to other regions outside the province of West Java.

Meanwhile, respondents also mentioned various types of tourism, natural and mountain tourism, urban tourism, and gastronomy (culinary) as choices of the type of tourism they want to visit. As many as 57.9% of respondents dream of traveling using private vehicles; most of these respondents are family tourists who want to travel with 2-5 other people. This is a consideration in managing the distribution of this group of family tourists at several popular attractions in the Bandung Basin.

Planning Phase

The planning phase is the stage where prospective tourists try to realize their previous desires through the trip planning process. In this phase, prospective tourists begin to look for general information about destinations they can logically visit according to the availability of free time, purchasing power, and motivation of visits and consider aspects of destination choice. Tourism actors in the city of Bandung need to be able to provide suggestions for the needs of prospective tourists so that they can convert travel plans into actual purchases. This stage is dominated by the role of above-the-line marketing campaigns, especially in digital marketing channels.



Source: Authors Processed Data, 2023

Figure 2. Reasons for the Choice of Bandung Basin and Sources of Information Used in Travel Planning

In this survey, Bandung City is considered a destination that offers affordable prices, culinary attractiveness, and a variety of tourist attractions. It plays an important role in influencing tourists' planning process. The survey results show that as many as 42.1% of prospective tourists plan a trip 3-7 days before departure and prepare a Rp 1-3 million budget to travel in the Bandung Basin.

Tourists' main sources of information in planning their trips are social media and friends/family recommendations. Of the various social media platforms, Instagram is the platform widely used as the main source of information, reaching a percentage of 84.2%. This shows that information and promotional content owned by the government and tourism service providers in Bandung Basin can be channeled on this platform. The data insight function and Instagram ads, and other Instagram features are expected to be managed and used optimally to capture potential tourists looking for information in the planning process of their visit to Bandung Basin.

Booking Phase

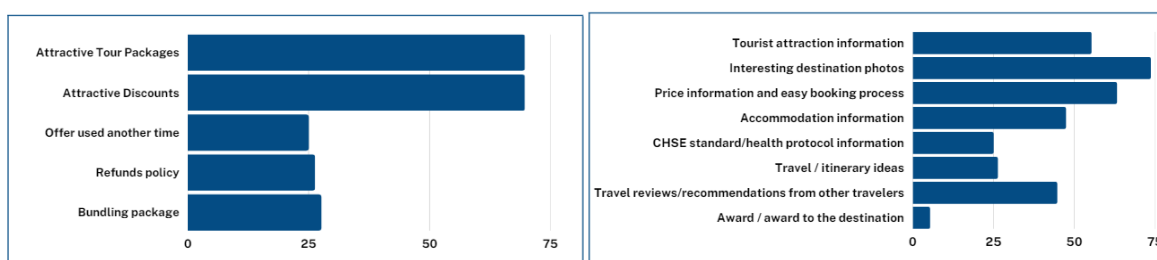
In the booking phase, potential travelers are more than just interested and motivated; they are ready to make their trip a reality. However, potential tourists can still switch to other options at this stage. Thus, the booking channel of tour service providers in Bandung Basin must make transactions without problems. This means removing unnecessary barriers and offering promotional content and programs to encourage potential travelers to realize their plans.

According to the survey results in this study, information content that is considered important in encouraging tourists to the book includes photos of attractive destinations, price information and easy booking processes, attraction information, and accommodation and

travel reviews from other tourists. Meanwhile, marketing programs can arouse tourists, among others, if the service provider has attractive packages and discounts. This can be the basis that service providers need to pay attention to the information and promotional programs in the booking channels they manage.

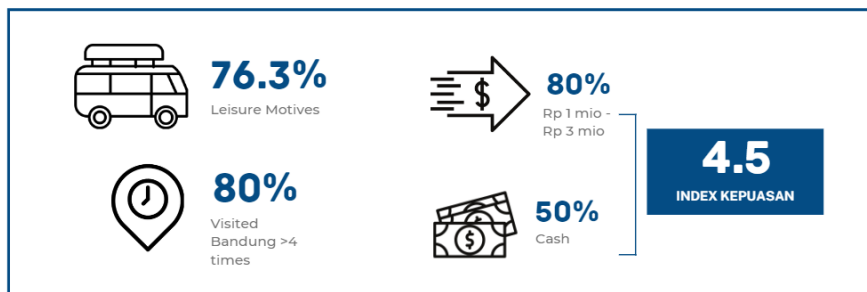
In the booking process, tourists in this survey make a booking two days before departure. This means that tour service providers have a "window of opportunity" short enough to compete with other providers to capture potential tourists. During these two days, tourists can still change choices which are certainly influenced by exposure to promotions and information and recommendations from the surroundings.

In the booking process, tourists in this survey use Online Travel Agents more than other booking channels. The biggest users of this OTA are travelers aged 16-25 years. Meanwhile, the survey results also show that tourists still make offline bookings to service providers, dominated by those aged 35-55.



Source: Authors Processed Data, 2023

Figure 3. Informational Content and Marketing Programs to Consider at the Booking Stage



Source: Authors Processed Data, 2023

Figure 4. The highlight of the Experiences Phase

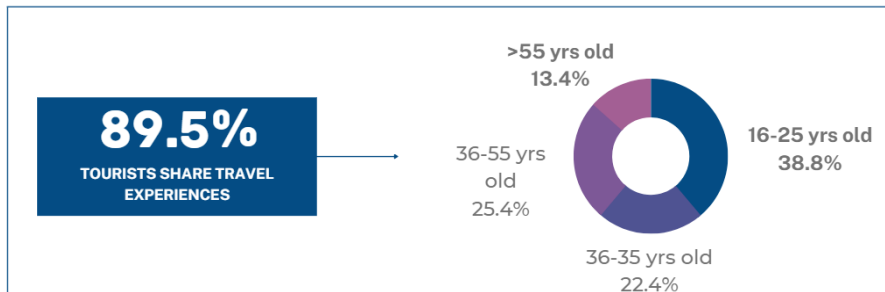
Experience Phase

The experience phase is when tourists have traveled and felt the experience on their visit. At this stage, the experience that travelers gain will be assessed and compared to their previous expectations. Experiences that equal or exceed expectations will be declared satisfied, and vice versa. The satisfaction component can include tourist attractions visited in the Bandung Basin, quality of accommodation, food, service interactions, traffic quality, and other experiences during the trip. The survey results show that 76.3% of tourists are motivated to travel when visiting the Bandung Basin; interestingly, 80% have even visited the Bandung Basin more than four times. With an expenditure of IDR 1-3 million per person, tourists still use cash payments in transactions. The satisfaction survey results on the experience of traveling while in the Bandung Basin reached an index of 4.5 on a scale of 5.

Meanwhile, in the survey of overnight tourists, as many as 61.8% of tourists stay for one night and two days in the Bandung Basin. Aspects that tourists consider when choosing accommodation include desired hotel facilities, strategic location, and price. Interestingly, the

survey results also show that almost some tourists buy food/drinks outside the hotel while staying at the accommodation. Meanwhile, the results of the satisfaction survey on quality and experience during the stay reached an index of 4.4 on a scale of 5.

Furthermore, the survey results show that the Bandung Basin is considered from the experiences felt by tourists during their visit destination is full of culinary, nature, shopping, and creative tourism. The image embedded in the minds of tourists can be an evaluation indicator in the Bandung Basin tourism marketing and planning program held so far.



Source: Authors Processed Data, 2023

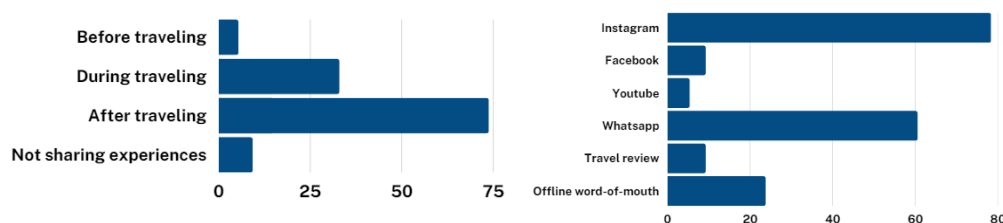
Figure 5. Visitors who share their experiences by age

Sharing phase

The sharing phase is the stage for tourists to share their experiences. This is greatly influenced by evaluating their trips in the Bandung Basin. Travelers share experiences before, at the destination, and/or after traveling. The information shared is diverse, including photos/videos on social media, reviews on booking channels, a travel story on a blog website, or verbal to various colleagues.

Thus, adagio treats the tourist right, produces satisfied tourists, and they can become effective brand ambassadors and influence other potential tourists. Bandung Basin can maximize this as one of the effective marketing programs.

The survey results show that most (89.5%) tourists share their travel experiences. Interestingly, the age distribution of this percentage is almost the same. This means that almost all ages carry out this sharing process. Meanwhile, the time to share their travel experiences is done after traveling compared to before or during the trip. The platforms that are most often used in sharing experiences are Instagram and Whatsapp.



Source: Authors Processed Data, 2023

Figure 6. Time and Media Sharing Experiences

The sharing phase is one of the most important phases in the visitor journey process because the feedback travelers provide a destination's success in providing experiences for the tourists it serves. Positive and negative reviews of this process are certainly strongly influenced by the experience of the previous phases. So the government and tourism service providers in the Bandung Basin need to maintain the quality of tourism services and products to create positive user-generated content for the Bandung Basin.

Discussion

The concept of tourist travel has gained significant attention in the tourism industry, recognizing that the traveler's experience goes beyond physical movement from one place to another. It encompasses a series of experiences and interactions throughout their journey. This study conceptualizes the tourist journey as a cycle of pre-, in, and post-visit stages. The pre-visit stage involves planning and selecting alternatives, the in-visit stage includes the actual travel experience, and the post-visit stage involves evaluation and reflection on the visit. This conceptualization provides a holistic understanding of travelers' behaviors and experiences at different journey stages.

Furthermore, tourist travel has been disrupted by the use of information technology. Digital platforms and social media have revolutionized how travelers seek inspiration, plan trips, book, and share their experiences. The evaluation process has also evolved, with social media reviews and ratings shaping the value creation of tourism destinations. Destination stakeholders must acknowledge and adapt to these technological changes, as they significantly influence visitor experience and behavior.

CONCLUSION

The visitor journey as a tourism product purchase cycle is one of the concepts to develop an effective tourism destination marketing program. From the DMO side, understanding the visitor journey can facilitate the design of marketing campaigns, sales promotions, sales channels, tourism experience packaging, and strategies for managing the image of tourism destinations.

For the Bandung Basin tourism market, the visitor journey illustrated in this study shows that the strength of Bandung Basin tourism is in the destination's digital interaction with its tourists. In order to increase tourist travel in the Bandung Basin, several strategic recommendations can be submitted. First, DMOs should try to understand travelers' needs, preferences, and expectations at every journey stage. This can be done through surveys, interviews, and comprehensive data analysis. Second, collaboration with other stakeholders, including governments, industry players, and local communities, must be improved to ensure that tourism policies and programs accommodate the interests of all parties. Third, information technology and social media must be utilized optimally to promote the Bandung Basin as an attractive tourist destination and provide accurate and reliable information to tourists. Fourth, it is important to involve and involve local communities in tourism management, including training and education, to improve the quality of service and visitor experience.

In order to achieve sustainable tourism development and improve the tourist experience in the Bandung Basin, these recommendations are expected to guide DMOs and other stakeholders in designing effective strategies. Thus, it can be expected that the Bandung Basin will continue to be an attractive and superior destination for tourists.

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