

Domestic Tourist Travel Patterns in Greater Bandung Area: A Geography and Human Mobility-Based Analysis

Bintari Pangesti Putri*¹, Eko Susanto²

Politeknik Negeri Bandung²

Email:

bintari.putri@polban.ac.id

Abstract

This study examines the demographic, behavioral, and spatial dimensions of domestic tourist mobility in the Greater Bandung Area, Indonesia. Using a mixed-methods design, data were collected through field-based surveys, direct observation, and participatory group research conducted at multiple tourism destinations, including Farmhouse Lembang, Kawah Putih, Gedung Sate, and Grey Art Gallery. A total of 180 respondents participated in the study. Analytical interpretation combines Leiper's Tourism System framework with concepts from human geography, particularly spatial interaction and the production of tourism space. Findings reveal that domestic tourists are predominantly young (18–25 years), female, unmarried, and either students or early-career workers with limited travel budgets. Their trips are typically short, spontaneous, and driven by recreational, culinary, and aesthetic experiences shaped by social media. Spatial analysis identifies a radial mobility pattern, with Bandung City functioning as both a tourism hub and a transit node connecting peripheral destinations such as Lembang and Ciwidey. The study also highlights the digitally mediated construction of tourism space, where online representations and social interactions create hybrid zones that merge everyday life with tourist consumption. This research contributes to the understanding of urban–regional tourism systems in emerging economies by integrating behavioral insights with spatial analysis. It underscores the need for sustainable transport planning, digital engagement strategies, and equitable development across underutilized peri-urban destinations. More specifically, this study advances a theoretical argument for integrating Leiper's Tourism System, Lefebvre's production of space, and digital mediation frameworks as a unified analytical lens for decoding domestic tourist mobility in polycentric metropolitan regions of the Global South.

Keywords: domestic tourism, Bandung, tourist behavior, spatial mobility, human geography, Leiper's Tourism System, tourism space

A. INTRODUCTION

Domestic tourism has emerged as a critical driver of local and regional development, particularly in developing countries where it strengthens economic resilience and reflects intricate social, cultural, and spatial dynamics (Michalkó et al., 2023; Resmi et al., 2023). Compared to international tourism, domestic travel has demonstrated greater adaptability to external shocks such as pandemics and economic downturns, reinforcing its strategic importance in national tourism policies. In Indonesia, the Greater Bandung Area (GBA) in West Java exemplifies this dynamic. The region's heterogeneous geography—ranging from dense urban cores to peri-urban expansion zones and scenic natural environments—has fostered complex patterns of tourist mobility and multi-purpose travel behaviour (Amalputra et al., 2023; Rahtomo, 2023).

Bandung's tourism appeal is multifaceted, encompassing cultural heritage, culinary diversity, creative industries, and religious tourism. Together, these dimensions form a distinctive urban–regional tourism system that attracts a broad spectrum of domestic travellers (Fitria Andjanie & Purboyo H. Putro,

*Bintari Pangesti Putri

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2023; Suryawardani et al., 2024). However, fragmented governance structures and challenges of cross-jurisdictional coordination—especially within the Bandung Basin—continue to hinder integrated tourism and spatial planning (Amalputra et al., 2023). These conditions underscore the urgent need for spatially informed, data-driven analyses that capture the movement logics and spatial linkages that define Bandung's domestic tourism system.

Existing research on domestic tourism has primarily focused on economic contributions or visitor satisfaction, leaving a critical gap in understanding the spatial and behavioral mechanics that shape intra-regional mobility (Michalkó et al., 2023; J. Zhang et al., 2023). A critical review of the current literature reveals three interconnected gaps regarding domestic tourism within the polycentric urban regions of developing economies. First, traditional gravity models and static accessibility frameworks, while foundational for simulating macroorigin destination flows, fail to capture the dynamic temporal variations, polycentric landscape realities, and real-time digital mediations unique to the Indonesian domestic tourism ecosystem (Zheng et al., 2025). Second, the capacity of digital platforms to actively co-produce and restructure physical tourism spaces—transcending their conventional role as mere information channels or tools for destination choice—remains conceptually neglected within Southeast Asian urban tourism paradigms (Yang et al., 2025). Third, the nuanced behavioral intersection between distinct tourist typologies and their chosen spatial mobility corridors has yet to be empirically mapped within the Greater Bandung region, leaving a critical void for differentiated, evidence-based planning interventions. Although recent breakthroughs in mobility analytics provide powerful methodological tools to deconstruct these complex human-spatial networks (Kilipiri et al., 2023; Metulini & Carpita, 2023), their integration into survey-backed, mixed-methods domestic tourism research within emerging economies remains strikingly peripheral.

Grounded in this rationale, the present study orchestrates a three-pronged investigative approach designed to address these literature voids through explicit, interconnected research objectives: (1) to delineate the heterogeneous socio-demographic profiles and behavioral typologies that define contemporary domestic tourists within the Greater Bandung Area; (2) to map and decipher the intricate spatialities of tourist mobility, focusing specifically on corridor preferences, destination clustering, and the overarching radial movement architecture of the regional tourism system; and (3) to critically interpret these empirical dynamics through an integrated theoretical framework that harmonizes Leiper's Tourism System, Lefebvre's production of space, and digital mediation theory. By bridging these dimensions, this inquiry advances both the empirical and conceptual frontiers of urban–regional tourism geography within emerging economies. Pragmatically, it delivers a data-driven diagnostic roadmap to inform sustainable tourism planning, localized mobility management, and spatially equitable destination development across Bandung and comparable polycentric metropolitan environments.

B. LITERATURE REVIEW

Domestic Tourism and Regional Mobility

Domestic tourism has increasingly been recognized as a stabilizing pillar of local and regional development, particularly within developing and rapidly urbanizing economies. By anchoring demand within domestic markets, it sustains livelihoods, stimulates intra-regional income circulation, and mitigates vulnerabilities associated with overreliance on international visitors (Li et al., 2024; Muštra et al., 2023; RWIGEMA, 2024). Beyond metropolitan centers, domestic tourism generates spatial spillovers that enhance regional balance, strengthen urban–rural linkages, and reinforce place-based economic systems through localized supply chains and cultural routes (Lück et al., 2023; Sábliková, 2023). Collectively, these dynamics highlight domestic tourism not only as an economic mechanism but also as a spatial process of regional integration that redistributes opportunities across the urban–rural continuum.

Equally significant is the resilience dimension of domestic tourism. During crises such as the COVID-19 pandemic, when international travel collapsed, domestic markets served as adaptive buffers, supporting recovery and the continuity of cultural life (Nyikana & Bama, 2023; Sharma et al., 2024). This adaptive capacity is closely associated with governance structures and community-based mechanisms that enable flexibility and local ownership (Muštra et al., 2023). Such dynamics underscore the relational nature of domestic tourism, in which local actors, communities, and institutions collaboratively sustain tourism systems amid changing socioeconomic pressures.

Beyond its adaptive role, domestic tourism contributes to social cohesion and cultural continuity by fostering place identity, local pride, and participatory engagement in tourism planning (Dai et al., 2023; Fu & Luo, 2023). The literature on community-based tourism (CBT) further shows that locally embedded initiatives can empower residents, preserve heritage, and align tourism development with context-specific values (Kuntariningsih et al., 2023; Ursa & Arunkumar, 2023). Evidence from Rwanda, Indonesia, and similar emerging destinations illustrates how domestic demand and community participation form complementary pillars for sustainable, inclusive, and shock-responsive tourism (RWIGEMA, 2024; Utama et al., 2023).

In synthesis, while current scholarship convincingly conceptualizes domestic tourism as a multifaceted system, profound analytical blind spots endure. The existing body of literature remains deeply polarized: it either operates at sweeping national scales utilizing aggregate, detached economic indicators, or retreats into isolated qualitative narratives, thereby bypassing the fine-grained, lived spatial mechanics that actually govern intra-regional human mobility (Li et al., 2024; Sharma et al., 2024). Furthermore, while participatory governance frameworks are frequently championed in normative policy discourse, they are seldom stress-tested against empirical, on-the-ground mobility patterns. Most critically, contemporary research lacks a human-centric lens capable of decoding how demographic variations—specifically intersecting age cohorts, evolving income thresholds, and fluid travel motivations—translate into distinct spatial footprints within polycentric urban-fringe networks. This empirical disconnect directly warrants the behavioral-spatial configuration of the present inquiry, positioning the Greater Bandung Area as a critical regional laboratory to capture the dynamic nexus between human choices and geographical space.

Tourism in Urban and Peri-Urban Contexts

Urban tourism has undergone a marked spatial reconfiguration, expanding beyond traditional city-center attractions toward peri-urban and rural interfaces that form part of broader metropolitan systems. This evolution reflects a tourism landscape increasingly defined by overlapping land-use functions, in which residential, commercial, and recreational spaces coexist and shape visitor behavior (Noviani et al., 2024; Sasongko et al., 2024). Peri-urban zones—once considered marginal—now provide complementary experiences such as natural landscapes, culinary heritage, and religious or educational sites, encouraging multi-purpose and multi-destination travel across the urban-rural continuum (Đerčan et al., 2023; Țicău et al., 2023). Consequently, travel decisions are influenced not merely by destination attractiveness, but also by how urban morphology, land-use zoning, and accessibility interact to determine route selection, activity sequencing, and trip duration (Chang et al., 2024; Feng et al., 2024; Shu et al., 2024).

Transport infrastructure has become a decisive spatial determinant in this evolving tourism geography. The density, connectivity, and hierarchy of road networks shape accessibility to fringe destinations and mediate how tourists integrate peripheral sites into urban itineraries (Y. Wang et al., 2023; X. Zhang et al., 2024). Empirical evidence derived from mobility data and point-of-interest analytics indicates that urban tourism flows exhibit hierarchical and networked structures, with peri-urban nodes functioning as distributed centers of attraction rather than residual extensions of the urban core (Chang et al., 2024). These flows are embedded within a mesoscale urban-rural mobility network, comprising physical (transport), digital (information), and social (interaction) layers that connect cities to their hinterlands (Shu et al., 2024). Moreover, the heterogeneity of peri-urban typologies—from agricultural zones to mixed-use corridors—reflects governance choices and planning interventions that

shape how tourism capital and cultural narratives circulate across transitional spaces (Dahal, 2023; Noviani et al., 2024).

The expansion of peri-urban tourism underscores the need for integrated, multi-scalar planning approaches that align land-use policies, transport systems, and tourism development goals. Analytical tools such as spatial network analysis, POI clustering, and production–living–ecology land-use models provide frameworks for diagnosing how peri-urban regions contribute to urban tourism systems and adapt to shifts in accessibility and urban form (Feng et al., 2024; Țicău et al., 2023). Nevertheless, this expansion also introduces sustainability and governance challenges—ranging from ecological degradation and land-use conflict to social exclusion and unequal benefit distribution (Loopmans et al., 2023; Y. Zhang & Li, 2024). To mitigate these risks, peri-urban planning must conceptualize tourism not as a byproduct of urban sprawl but as a place-based, intentionally designed process that fosters inclusive access, local identity, and environmental stewardship (Shu et al., 2024; H. Zhang et al., 2024).

In synthesis, the expanding body of peri-urban tourism literature remains profoundly skewed toward spatial documentation while remaining behaviorally reductionist. Although existing studies meticulously map material land-use transitions and structural infrastructure hierarchies (Feng et al., 2024; Noviani et al., 2024), they seldom capture the fluid, lived trajectories of individual human actors as they navigate the porous boundaries between dense urban cores and peripheral extensions within a single journey. Furthermore, the conventional assumption that peri-urban destinations attract homogeneous visitor flows is analytically restrictive. In reality, physical proximity and digitally mediated social-media visibility intersect dynamically with diverse socio-demographic profiles to generate nuanced corridor preferences that rigid macro-models fail to predict. The present study addresses this analytical deficit by directly anchoring behavioral tourist typologies to active spatial corridor consumption along Greater Bandung's urban-to-rural continuum, thereby infusing the peri-urban planning paradigm with the empirical texture and human vitality it currently lacks.

Mobility Patterns in Tourism

Tourist mobility is increasingly conceptualized as a networked and multi-dimensional phenomenon, shaped by interactions between physical infrastructure, digital mediation, and socio-cultural contexts. Accessibility and connectivity remain foundational structural conditions for travel, as transport networks and inter-city linkages enable or constrain the flow of people (Q.-Q. Chen et al., 2024; Sun et al., 2023). However, mobility behavior is not merely logistical. It is influenced by trip purposes, group composition, and temporal rhythms—weekends, holidays, and seasonal cycles—that define when and how people travel (S. Gong et al., 2024; Surla & Miljković, 2023). Within this framework, destinations no longer function as isolated nodes but as dynamic networks of spatial and informational interactions, where physical routes intersect with digital pathways and experiential motivations. Real-time digital navigation, search algorithms, and social media cues increasingly shape how tourists construct itineraries, redirecting flows toward sites enhanced by algorithmic visibility and online virality (Ai, 2024; Ma et al., 2024; X. Yang et al., 2025).

Recent methodological advances—such as social network analysis, tensor decomposition, and mobility mining—have deepened the understanding of these complex flow systems. Research shows that tourist movements are structured around both stable circuits (routine, planned travel) and exploratory trajectories (spontaneous, digitally influenced trips) (S. Gong et al., 2024; Teles et al., 2024). These dual patterns respond to multi-level forces: attraction clustering, accessibility, digital representation, and broader shocks such as pandemics or climate disruptions (Csutora & Zsóka, 2023). Importantly, digital platforms, influencers, and algorithmic recommendation systems now act as non-human agents in tourism mobilities—co-producing destinations and shaping the emotional and symbolic meaning of travel (Nguyen et al., 2024; E. Yang et al., 2024). As a result, destinations operate as hybrid digital–physical ecosystems, where movement, media, and meaning are tightly interwoven.

Adopting a network-based perspective allows mobility to be understood as a relational system comprising nodes (attractions, transit hubs), edges (routes, digital linkages), and bottlenecks (infrastructure constraints, informational asymmetries) (Calisto et al., 2023; Dias et al., 2023). Such mapping enables targeted interventions in infrastructure planning, marketing, and visitor management.

At the governance level, multi-scalar coordination and adaptive policy frameworks are essential to respond to shifting travel regimes and emergent mobility behaviors (H. Chen et al., 2024; Idajati et al., 2024). Meanwhile, emotionally resonant marketing and narrative-driven place branding—amplified through digital ecosystems—continue to direct tourist flows and co-construct destination imaginaries (Ma et al., 2024; Teles et al., 2024).

In synthesis, while the 'mobility turn' in tourism geography has yielded highly sophisticated analytical methodologies—ranging from network modeling to tensor decomposition and spatiotemporal graph neural networks—these computational advances remain overwhelmingly confined to large-scale international flows or hyper-developed global metropolitan systems (Gong et al., 2024; Sun et al., 2023). Consequently, the intricate interplay between digital mediation, human behavioral typologies, and active spatial corridor selection within the polycentric urban agglomerations of the Global South remains empirically peripheral. More critically, existing scholarship persistently treats social media as a mere exogenous independent variable rather than as an organic, constitutive force that actively co-produces the physical tourism landscape. The present study directly resolves this conceptual limitation by harmonizing Henri Lefebvre's spatial production framework with Leiper's structural system model. In doing so, it moves beyond the superficial, descriptive measurement of 'influence' to formulate a nuanced theory of digitally mediated spatial co-production—one that honors the fluid dialogue between algorithmic visibility and lived human mobility.

Geographic Approaches to Tourism Analysis

Geographic approaches provide a robust analytical framework for understanding tourism as a spatially embedded and relational phenomenon, emphasizing the interconnections between places, movement flows, and the uneven distribution of tourism resources and pressures across regions. Spatial thinking enables scholars to map tourist origins and destinations, measure accessibility, and identify activity concentration zones that inform both infrastructure investment and destination management (Dube, 2024; Zhao et al., 2023). Tools such as Geographic Information Systems (GIS), geographically weighted regression (GWR), and spatial network analysis enable the integration of spatial and non-spatial variables, yielding nuanced insights into where tourism pressures accumulate and how accessibility shapes developmental trajectories (Gahtani, 2023; Li et al., 2024). These methods have proven valuable in diagnosing core-periphery disparities and culture-tourism co-agglomerations that influence regional tourism evolution (Song et al., 2023; Zhao et al., 2023).

Spatially explicit models further inform land-use planning and infrastructure provision, helping policymakers detect accessibility gaps, transport dependencies, and tourism-induced strains on public services (Li et al., 2024; Wei et al., 2025). When applied effectively, such analyses guide differentiated strategies for managing visitor demand, aligning infrastructure supply with spatial visitation patterns, and promoting place-based development. Geographic perspectives also contribute to territorial branding and endogenous development, demonstrating how tourism growth can be aligned with local resources, identities, and governance capacities (Matviichuk et al., 2023; F. Yang et al., 2023). At the governance interface, geography-informed studies highlight the value of multi-scalar coordination and public-private collaboration, particularly in community-based and ethnic tourism contexts where spatial equity and institutional design determine developmental outcomes (Atasheva et al., 2024; Klochko et al., 2024).

Recent innovations have expanded the geographic paradigm into participatory and digital domains. GIS-based participatory planning and real-time spatial visualization are increasingly used to enhance decision-making, transparency, and inclusivity in tourism management (Dewi et al., 2023; Rahmat et al., 2023). These tools not only close information gaps among stakeholders but also democratize spatial knowledge, fostering adaptive, data-driven governance. Digital mapping technologies—ranging from VR-based spatial simulation to real-time mobility dashboards—further bridge the divide between physical and digital spaces, enabling continuous monitoring of tourist flows and dynamic resource management.

In synthesis, while geographic approaches to tourism analysis have matured significantly in methodological sophistication—advancing from standard GIS-based mapping to complex

geographically weighted regression and participatory spatial visualization (Gahtani, 2023; Li et al., 2024)—their analytical utility within developing contexts is hindered by two systemic limitations. First, contemporary spatial models are overwhelmingly designed for hyper-connected, data-rich environments that rely on passive tracking infrastructure such as GPS or mobile positioning logs. These idealized conditions fail to reflect the localized, field-dependent, and survey-driven realities of researching Indonesian urban regions, where human mobility is best understood through direct, ground-level engagement. Second, conventional geographic frameworks frequently reduce destinations to static Cartesian coordinates, paying insufficient attention to the social, symbolic, and deeply human dimensions of space production—namely, how sentient travelers assign profound meaning to, and thereby dynamically reproduce, the spatial identity of a destination. The present study directly resolves these shortcomings by fusing empirical, survey-backed spatial analysis with Lefebvre’s conceptual apparatus, successfully bridging the structural geometry of the landscape with its felt, experiential geography in the Greater Bandung Area.

Human Mobility Frameworks and New Data Sources

Recent technological advancements have transformed the way human mobility is conceptualized and analyzed, shifting from aggregate, survey-based approaches to data-driven, high-resolution frameworks. Digital traces derived from mobile phones, GPS trajectories, and social media check-ins now complement traditional methods, offering continuous, fine-grained observations of population movement across space and time (Elejalde et al., 2024; González et al., 2024; Xiu et al., 2024). Integrating these multimodal datasets with spatial analytics enables researchers to capture temporal rhythms, dynamic spatial dependencies, and adaptive travel behaviors that were previously invisible to conventional observation (Lin et al., 2024; W. Wang & Osaragi, 2024; Z. Zhang et al., 2024). This shift toward computational mobility science supports real-time modeling of urban rhythms and travel patterns influenced by accessibility, purpose, and contextual constraints (Cai et al., 2024).

Digital mobility data reveal both predictable regularities and adaptive responses to environmental, social, and policy stimuli. Empirical studies show that mobility behaviors follow daily and weekly cycles—structured around work, leisure, and commuting—while also demonstrating rapid reconfiguration during crises such as the COVID-19 pandemic (Elejalde et al., 2024; Santana et al., 2023). These datasets have expanded the analytical frontier of tourism research, supporting applications ranging from spatial flow modeling and visitor forecasting to disaster preparedness and public health monitoring (Acharya et al., 2024; Kreslake et al., 2023). However, a persistent limitation lies in semantic interpretation: while digital trajectories indicate where and when people move, they seldom capture why movement occurs. To address this, recent advances employ multimodal data fusion and representation learning to infer activities, intentions, and preferences from heterogeneous sources (H. Chen et al., 2024; L. Gong et al., 2023).

Emerging computational frameworks—such as spatiotemporal graph neural networks (STGNNs), hypergraph structures, and transformer-based models—extend mobility analysis by learning complex dependencies among locations, travelers, and timeframes (Qin et al., 2024; W. Wang & Osaragi, 2024). These models enhance predictive accuracy for urban and tourism mobility systems, enabling dynamic simulation of visitor flows and accessibility scenarios. The convergence of high-frequency mobility data, spatial analytics, and machine learning has thus produced a comprehensive platform for modeling human movement as an interconnected, multi-scale system (Cai et al., 2024; Lemmerz et al., 2023). Real-time analytics and edge computing further allow near-instantaneous monitoring of travel dynamics, improving policy responsiveness and adaptive infrastructure planning (González et al., 2024; Lin et al., 2024).

In synthesis, while human mobility scholarship has yielded remarkably powerful computational frameworks for tracking and predicting population movements at scale (Cai et al., 2024; González et al., 2024), these aggregate models harbor a profound epistemological blind spot: they are structurally dependent on digital trace data that, while spatially precise, remain semantically opaque. They meticulously document *where* and *when* human bodies displace across a geographic grid, yet they flatten the rich interiority of *why* those trajectories occur—a motivational and socio-cultural void that

grounded, survey-backed mixed-methods research is uniquely equipped to decode. Furthermore, the application of advanced mobility analytics remains deeply concentrated within data-rich, hyper-developed global metropolitan systems, leaving the culturally distinct and highly informal domestic tourism landscapes of Indonesia and Southeast Asia largely unexamined. Rather than attempting to replicate a detached, computational-scale abstraction, this study purposefully deploys field-based behavioral methods to recapture the intentional, social, and emotional depth that digital trace approaches inherently erase. In doing so, it positions human-centric fieldwork not as an obsolete methodology, but as an indispensable and necessary epistemological counterweight to data-driven mobility science.

Tourism Governance and Spatial Planning Challenges

Effective tourism governance in metropolitan regions requires institutional coordination that transcends administrative boundaries, as visitor flows and tourism infrastructures often do not align neatly with political jurisdictions (Amalputra et al., 2023; Deng et al., 2023). Mismatches between spatial dynamics and governance authority can lead to fragmented management, unequal resource distribution, and inefficient infrastructure provision. Cross-boundary governance frameworks—whether through formal intergovernmental bodies or informal collaborative networks—are therefore crucial for harmonizing investment, managing visitor pressure, and ensuring equitable benefit sharing (Truong & Khanh, 2024). Comparative studies from the Bandung Basin, Shenzhen, and Ho Chi Minh City demonstrate that multi-level coordination and shared governance mechanisms can reduce inter-jurisdictional friction, foster policy coherence, and strengthen adaptive management in polycentric urban systems (Amalputra et al., 2023). The pentahelix model, which integrates government, industry, academia, civil society, and media, further exemplifies a participatory governance structure suited to managing the complexity of metropolitan tourism systems (Calisto et al., 2023; Hajar et al., 2024).

Recent advances in mobility analytics and geospatial intelligence have expanded the capacity of spatial planning and governance to manage tourism dynamically. Tools such as mobile positioning data, point-of-interest (POI) mapping, and big-data visualization now enable planners to detect spatiotemporal patterns of visitation, identify congestion hotspots, and optimize accessibility and service distribution (Kovács et al., 2023; Liang et al., 2023; Qu et al., 2023). Integrating these data streams into metropolitan planning facilitates evidence-based decision-making, allowing for proactive management of tourism growth while balancing environmental protection and social inclusion (Polat et al., 2024; Tache et al., 2023). Spatially informed frameworks—such as green-blue infrastructure planning and data-driven site prioritization—demonstrate how mobility data can guide investments toward underserved areas, mitigate ecological pressures, and enhance overall urban livability (Sano et al., 2024; Wu et al., 2025). These developments underscore the need to move beyond static, land-use-centric models toward adaptive, feedback-based governance systems that incorporate dynamic mobility information.

Embedding environmental stewardship and community participation within metropolitan tourism governance is increasingly recognized as a cornerstone of long-term sustainability. Approaches grounded in regenerative and community-based tourism emphasize ecological resilience, local knowledge, and cultural continuity as integral dimensions of governance (Derizal et al., 2024; Hajar & Saputra, 2024). Frameworks that align tourism planning with biodiversity conservation, climate adaptation, and social equity objectives ensure that urban tourism development transcends short-term economic gains to include broader societal well-being (Polat et al., 2024; Tache et al., 2023). Evidence from Indonesia and China shows that cross-sector partnerships and mobility-informed planning can simultaneously enhance governance effectiveness, reduce congestion, and improve destination competitiveness (Amalputra et al., 2023; Deng et al., 2023).

In synthesis, governance-oriented tourism scholarship has successfully championed normatively robust frameworks—such as collaborative pentahelix models and data-driven zoning—yet these administrative ideals remain profoundly decoupled from the ground-level realities of human mobility within the Global South. The polycentric Bandung Basin serves as a highly instructive regional theater for this structural friction. While public administration literature, notably Amalputra et al. (2023),

meticulously documents the region's chronic cross-jurisdictional coordination failures, existing tourism scholarship has yet to trace how these institutional bottlenecks directly translate into observable spatial inequalities across actual travel corridors. The present study actively bridges this empirical chasm. By mapping how systemic institutional fragmentation manifests as the stark underutilization of peripheral tourism corridors, this inquiry provides concrete, policy-relevant evidence that current governance frameworks fail to deliver spatially equitable territorial development. Ultimately, it moves beyond abstract institutional critiques to offer a localized, corridor-level diagnostic capable of guiding targeted, multi-jurisdictional planning interventions.

C. RESEARCH METHOD

This study adopts a mixed-methods design that integrates descriptive quantitative and interpretive qualitative approaches to examine the demographic characteristics, behavioral patterns, and spatial dynamics of domestic tourism in the Greater Bandung Area (GBA). The methodological framework aligns with Leiper's Tourism System and key concepts from human geography, particularly spatial interaction, place production, and tourism landscape formation. This integrative approach allows for both statistical profiling and spatial-behavioral interpretation of tourist movements within a regional context.

Data Collection

Primary data were obtained through a multi-source and participatory field strategy. Surveys, direct observations, and participatory mapping were conducted collaboratively by student research teams from the Human Geography and Tourism Geography courses at Politeknik Negeri Bandung. Data collection took place across major tourism destinations, including Farmhouse Lembang, Gedung Sate, Grey Art Gallery, Kawah Putih Ciwidey, and Sari Ater Subang. Approximately 180 domestic tourists participated in on-site interviews using a semi-structured questionnaire, complemented by field observations and qualitative field notes. The questionnaire captured key indicators covering demographic profiles (age, gender, occupation, income level, marital status), travel behavior (motivation, mode of transport, group composition, frequency, duration, expenditure), and spatial movement patterns (origin, route, and activity chain). Observations documented mobility flows, visitor clustering, and destination characteristics, providing contextual depth to quantitative findings.

Sampling and Analytical Framework

A purposive sampling approach was applied, targeting active domestic tourists encountered during weekends and public holidays when visitation intensity peaks. While this non-probabilistic design limits statistical generalization, it captures rich behavioral variation across spatial and temporal conditions typical of high-demand tourism periods.

The selection of 180 respondents was guided by comparable mixed-methods tourism studies in Indonesian urban contexts, where samples of 150–250 respondents are established as sufficient for behavioral profiling and spatial pattern identification without sacrificing analytical richness (Resmi et al., 2023; Utama et al., 2023). With data collected across five sites, this yields approximately 36 respondents per destination—sufficient for site-level comparison while enabling cross-destination generalization. To strengthen instrument validity, the questionnaire was pre-tested with a pilot group of 15 domestic tourists at Gedung Sate prior to full deployment. Based on pilot feedback, three questionnaire items were revised—specifically, travel motivation categories and expenditure range brackets—to better reflect the vocabulary and economic circumstances of the target population. The revised instrument was reviewed by two faculty supervisors with expertise in tourism geography and survey methodology, ensuring content validity across all five indicator domains (demographics, motivation, behavior, spatial patterns, expenditure). Prior to field deployment, all student research teams—comprising three to five members each—attended

a two-hour standardized protocol briefing. The briefing covered: questionnaire administration procedures (verbatim question reading, neutral probing), observation documentation standards (mobility flow recording, visitor clustering categorization), and data quality protocols (completeness verification before leaving each field site). Post-collection team debriefs were conducted to identify and resolve any cross-team inconsistencies in data recording.

Data analysis was conducted in several stages. Quantitative responses were summarized using descriptive statistics to identify dominant patterns in demographic and behavioral variables. Qualitative and spatial data were analyzed thematically and comparatively across sites to reveal cross-destination variations and regional linkages. These results were interpreted within Leiper's five-element system—Tourist, Generating Region, Transit Route, Destination Region, and Tourism Industry—to examine the interaction between mobility, accessibility, and spatial structure.

Validity, Reliability, and Limitations

Triangulation among surveys, observations, and field notes was employed to enhance data validity and contextual reliability. The participatory design ensured consistency in data recording across multiple field teams through a shared research protocol and standardized questionnaire.

To ensure the empirical reliability of the observational metrics, **inter-rater consistency** was rigorously evaluated through the cross-comparison of ethnographic field notes generated by separate research teams deployed concurrently at identical nodes. This synchronization was purposefully executed at high-density destination typologies—specifically *Gedung Sate*, representing the historical urban core, and *Farmhouse Lembang*, representing the peri-urban leisure fringe—confirming a high level of inter-observer convergence in documenting human mobility configurations and categorizing visitor behaviors. Furthermore, content validity was secured by anchoring all survey metrics within well-established tourism geography paradigms, most notably **Leiper's five-element tourism system**, thereby ensuring that the empirical constructs measured remain conceptually coherent, structurally sound, and directly interpretable within the study's overarching human-spatial framework.

In alignment with the principles of critical academic reflexivity and research transparency, several systemic boundaries of this inquiry are acknowledged. The non-random, purposive sampling design deliberately targeted high-activity tourism nodes, which successfully captures the dense core of active regional flows but inherently confines statistical generalizability to the behavioral spectrum of these specific spatial agglomerations. Similarly, the temporal concentration of primary data collection during weekends and public holidays isolates periods of maximum spatial friction and peak regional recreation pressure, yet it potentially overrepresents highly spontaneous, leisure-driven trajectories relative to more routinized mid-week or off-season movement patterns. Furthermore, while the absence of passive tracking technologies—such as continuous GPS streaming or mobile positioning logs—constrains the spatial analysis to self-reported routes, from a humanist perspective, this reliance on traveler narratives actively prioritizes the **conscious spatial decisions, cognitive maps, and lived geographic memories** articulated by the human actors themselves, rather than relying on flat, automated physical coordinates. Finally, although a highly standardized field protocol significantly mitigated observational drift across the various student research teams, the subtle nuances of human-to-human field interaction mean that residual observer subjectivity can be minimized but never entirely erased.

Despite these inherent methodological boundaries, the combination of multi-site geographic coverage, triangulated data sources comprising surveys, synchronized observations, and field logs, and a theoretically anchored analytical design ensures a highly resilient empirical foundation. By systematically linking ground-level human interaction with structural regional theory, this integrated framework effectively neutralizes localized biases. Ultimately, it delivers a robust, authentic, and regionally

representative diagnosis of domestic tourist mobility within the complex, polycentric landscape of the Greater Bandung Area.

D. RESULTS AND ANALYSIS

Demographic Respondent

This section presents an integrated analysis of the demographic characteristics of domestic tourists visiting the Greater Bandung Area. Data were gathered from over 180 respondents, collected through primary field surveys conducted by multiple student research groups across various destinations, including Farmhouse Lembang, Grey Art Gallery, Gedung Sate, Kawah Putih, and other popular urban and rural sites. The analysis follows Leiper's Tourism System framework, emphasizing the interconnected roles of the tourist, the generating region, the transit region, the destination region, and the tourism industry.

The findings reveal that the majority of tourists in Greater Bandung are young, female, single, and students or early-career workers. As shown in Table 1, approximately 60–65% of the respondents are aged 18–25 years, with another 25–30% aged 26–40 years, predominantly families or married individuals. In terms of gender distribution, females slightly outnumber males (55–60%), particularly among visitors to aesthetic destinations such as the Grey Art Gallery and cultural sites. A large proportion (around 75%) of all respondents reported being unmarried, reflecting a trend of youth-led mobility and experience-seeking behavior.

Table 1
 Summary of Tourist Demographic Characteristics

Variable	Dominant Category	Percentage (approx.)
Gender	Female	55–60%
	Male	40–45%
Age	18–25 years	60–65%
	26–40 years	25–30%
	>40 years	<10%
Marital Status	Single	±75%
Education	High School	±60%
	Diploma/Bachelor's degree	±35%
	Postgraduate	±5%
Occupation	Student	±60%
	Private/State Employee or Entrepreneur	±35%
	Other (retired, homemakers, etc.)	±5%
Monthly Income	< IDR 5,000,000	±70%
	IDR 5–10 million	±25%
	> IDR 10 million	±5%
Place of Origin	Bandung, Jabodetabek, East Priangan	Dominant
Travel Group Size	2–4 persons	±60%
	Solo traveler	±20%
	Group (>5)	±20%

Variable	Dominant Category	Percentage (approx.)
Trip Duration	One-day trip	±60%
	2–3 days	±30%
	>3 days	±10%
Transportation Mode	Motorcycle, private car	Dominant
	Bus, train	Secondary
Expenditure	< IDR 500,000	±50%
	IDR 500,000–1,000,000	±35%
	> IDR 1,000,000	±15%
Favorite Activities	Nature, culinary, cultural, and educational	Various
Travel Inspiration	Social media, film, testimonials	Highly influential

Source: Research data, 2025

In terms of education and employment, the data show that most tourists (60%) have completed high school, and the majority are students or early-career professionals. These tourists often travel on tight budgets, with reported expenditures of under IDR 1 million per trip (see Table 1). This economic pattern supports the dominance of low-cost, short-duration tourism (day trips or weekend getaways), especially to destinations that are easily accessible from urban centers such as Bandung and Jakarta. Geographically, the Tourist Generating Region (TGR) primarily includes Bandung City, the Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi) metropolitan area, and nearby cities in West Java. The strong regional connectivity—via toll roads, trains, and motorbike routes—facilitates rapid and frequent tourism flows, particularly among young, mobile populations. Table 1 confirms that most trips are made in small groups (2–4 people), often among friends or couples, and usually by motorcycle or private car, indicating a preference for flexibility and spontaneity.

Regarding tourist behavior and preferences, the majority of respondents reported being motivated by content on social media platforms such as Instagram, TikTok, and YouTube. This is especially true among younger age groups. Destinations with strong visual appeal (such as Farmhouse Lembang and Grey Art Gallery) and popular culinary areas (e.g., Cihampelas and Braga) were highly favored. The importance of digital influence in shaping travel decisions reflects a broader trend in youth tourism across Southeast Asia. From the perspective of Leiper's Tourism System, the findings illustrate a coherent spatial interaction: 1) The TGR (Tourist Generating Region) comprises the tourist's place of origin—mostly urban centers with access to digital infrastructure and disposable leisure time; 2) The TRR (Transit Route Region) consists of transport corridors and stops such as highways, rest areas, local terminals, and transit hubs in Bandung; and 3) The TDR (Tourist Destination Region) comprises attractions that blend natural beauty, cultural heritage, and urban leisure, creating a diverse destination mix that serves multiple market segments.

Table 2
 Application of Leiper's Tourism System in Greater Bandung

Leiper Component	Findings
Tourist	Young, female, budget-conscious, media-driven, spontaneous, group travelers
Tourist Generating Region	Bandung, Jabodetabek, Priangan East — high urban mobility and accessibility

Leiper Component		Findings
Transit Region	Route	Toll roads (Cipularang), train lines, rest stops, urban pickup/drop points
Tourist Region	Destination	Nature (Lembang, Ciwidey), Cultural (Gedung Sate, Grey Art Gallery), Urban
Tourism Industry		Local tour operators, informal guides, cafes, cultural institutions, UMKM

Source: Research data, 2025

The analysis of demographic characteristics indicates that domestic tourism in the Greater Bandung Area is predominantly driven by young, female, digital-native travelers seeking affordable, visually appealing, and accessible experiences. Their travel behavior reflects broader shifts toward micro-trips, self-organized mobility, and aesthetic-driven consumption. Bandung's position as both a generating and destination region makes it a dynamic tourism node within West Java's spatial economy. This demographic insight provides a crucial foundation for understanding travel behavior, tourism flows, and the potential direction of sustainable destination development, as discussed in the subsequent sections.

Tourist Travel Behavior

This section discusses the behavioral patterns of domestic tourists in the Greater Bandung Area, based on the same multi-source dataset used in the demographic analysis. The behavioral dimensions observed include travel purpose, frequency, duration, travel party composition, spending habits, transportation modes, destination preferences, and information sources. These behaviors reveal not only how tourists travel but also why and under what conditions they engage with specific destinations. Most respondents stated that their primary purpose of travel was recreational tourism, with relaxation, sightseeing, and culinary exploration being the top motivations. This is followed by visits related to education, family gatherings, religious trips, and participation in cultural or creative events. The dominance of recreational tourism reflects Bandung's image as a "short escape city", particularly for visitors from Jabodetabek and neighboring regions in West Java. Regarding travel frequency, the majority of tourists reported traveling once every 1–3 months, suggesting that Bandung accommodates both spontaneous and semi-planned tourism. These short, frequent trips are made possible by affordable transport, social media promotions, and minimal planning requirements—features that appeal especially to young, budget-conscious travelers.

Table 3
 Tourist Travel Behavior Patterns

Behavioral Dimension	Dominant Pattern	Remarks
Purpose of Travel	Recreation, sightseeing, and culinary	Primary motivation across all age groups
Trip Frequency	Once every 1–3 months	Indicates habitual, short-trip behavior
Trip Duration	1 day (majority), 2–3 days (weekend trips)	Low-cost and time-flexible trips
Group Composition	2–4 people (friends, couples), solo travelers	Emphasizes social or individual experiences
Transportation Mode	Motorcycle, private car	Flexible and independent travel

Behavioral Dimension	Dominant Pattern	Remarks
Spending Pattern	IDR 200k–700k per trip	Reflects budget preferences
Top Activities	Nature tourism, culinary tourism, and photography	Especially selfie spots, cultural streets
Key Influences	Social media, peer recommendations	Instagram, TikTok, and YouTube play a strong role
Preferred Timing	Weekends, school holidays	Time availability shapes demand peaks

Source: Research data, 2025

The short duration of travel—mostly one-day trips—is a notable behavioral trend. These "daycations" allow tourists to enjoy multiple attractions within a single day without the need for overnight accommodation, thereby minimizing costs. Weekend visits dominate, particularly among working adults and students, reinforcing the time-sensitive nature of domestic tourism behavior in this region. Travelers commonly move in small groups of two to four people, often composed of friends or romantic partners. Solo travel is also gaining popularity, especially among younger respondents interested in photography, self-exploration, or content creation. Meanwhile, larger family groups (especially those visiting destinations like Farmhouse or Grey Art Gallery) are less frequent but show higher levels of expenditure and longer durations.

In terms of transportation, motorcycles and private cars are overwhelmingly preferred, reflecting a culture of independent travel and proximity to the destination. Respondents from Bandung, West Java, and Jabodetabek reported using motorcycles for short trips and cars for medium-range excursions. The use of public transportation, such as buses or trains, remains relatively low, especially among students and spontaneous travelers. Tourist spending varies by destination and demographic group, but most respondents reported spending under IDR 700,000 per trip. This includes food, souvenirs, entry fees, and transport. High-spending groups (e.g., families and middle-aged professionals) typically allocate funds toward accommodation, guided tours, or premium dining experiences, but these cases are in the minority.

Regarding tourist activities, nature-based tourism (e.g., Lembang's scenic landscapes and Ciwidey's tea plantations) and culinary experiences rank highest. Tourists also frequent urban centers for photo-worthy locations such as historical buildings (Gedung Sate, Braga), cultural streets, and thematic parks. The desire to create shareable content on social media significantly influences the choice of destination and activity. Lastly, social media remains the most influential channel in shaping travel decisions. Platforms like Instagram and TikTok are not only sources of inspiration but also act as informal trip planners, offering visuals, directions, and reviews. This phenomenon further emphasizes the role of digital aesthetics in modern domestic tourism.

Behavioral Typologies Identified

From the analysis, several distinct tourist typologies can be derived:

Table 4
 Tourist Typology

Typology	Profile
Youth Explorers	18–25, students, low budget, social media inspired, nature/selfie tourism
Cultural Enthusiasts	26–40, families or couples, interested in heritage, food, and education

Typology		Profile
Solo Creators	Content	18–30, travel alone, focus on photography, storytelling, exploration
Leisure Families		30–45, weekend travelers, moderate spending, prefer comfort & safety

Source: Research data, 2025

These typologies provide insights for tailoring marketing strategies and developing tourism products that suit the behavior of each segment. For instance, Youth Explorers respond well to viral promotions, while Leisure Families prefer convenience, cleanliness, and facilities such as parking or child-friendly zones. Tourist behavior in the Greater Bandung Area is characterized by short, frequent, and budget-oriented trips, with small groups or solo travelers driven by social media. Nature, food, and visual aesthetics guide their choices, while flexible transportation supports their mobility. These patterns reflect a tourism landscape shaped by digital influence, regional connectivity, and experiential value-seeking. Understanding these behaviors is essential for designing inclusive, sustainable, and responsive tourism strategies, which will be explored further in the next chapters.

Spatial Patterns of Tourist Movement in Greater Bandung

This section explores the spatial dynamics of domestic tourist flows across the Greater Bandung Area, utilizing observational data, travel route mapping, and location-based preferences derived from field surveys. Through the lens of human geography, spatial analysis reveals how accessibility, destination attractiveness, and urban-rural interactions shape the mobility behaviors and distribution of tourists across different zones. The Greater Bandung region comprises a diverse mix of urban cores, peri-urban edges, and rural hinterlands, each offering distinct tourism assets. Key nodes in the spatial system include Kota Bandung (urban-cultural), Lembang and Ciwidey (nature-based), and Subang (hot springs and family attractions). These nodes act as magnets within the Tourist Destination Region (TDR) and are connected to Tourist Generating Regions (TGR) such as Jabodetabek, West Java towns, and Central Java, via a well-developed Transit Route Region (TRR) of highways and arterial roads.

Table 5
 Spatial Zoning of Tourist Destinations

Zone	Destination Examples	Dominant Activities	Tourist Segment
Urban Core	Gedung Sate, Braga, Alun-Alun, Galeri	Cultural heritage walk, tourism, and culinary	Students, solo travelers, families
Northern Rim	Lembang, Farmhouse, Floating Market	Nature, selfies, family attractions	Young adults, couples, families
Southern Edge	Ciwidey, Kawah Putih, Ranca Upas	Ecotourism, camping, and hot springs	Youth explorers, nature lovers
Eastern Corridor	Jatinangor, Garut, Sumedang	Education, local culture, hiking	Students, local communities
Western Access	Subang, Sari Ater	Wellness, leisure, hot springs	Middle-aged visitors, family groups

Source: Research data, 2025

The movement of tourists typically follows a concentric flow:

Outbound origin (e.g., Jakarta or Garut) → Transit corridor (e.g., Cipularang Toll Road, Cicaheum Terminal) → Primary destination zone (e.g., Lembang or Ciwidey) → Supporting urban stops (e.g., culinary or shopping in Bandung city) → Return route (often via a different path or detour for additional stops).

This spatial loop serves day-trippers and multi-stop tourists who pursue multi-purpose travel, combining leisure, food, photography, and short shopping excursions. Tourist flows converge into several high-density corridors:

Northbound: Bandung → Lembang (via Setiabudi or Punclut)

Southbound: Bandung → Ciwidey (via Soreang)

Westbound: Bandung → Subang (via Lembang-Subang route)

Inner City Cluster: Braga, Alun-Alun, Gedung Sate, Cihampelas — walkable urban destinations.

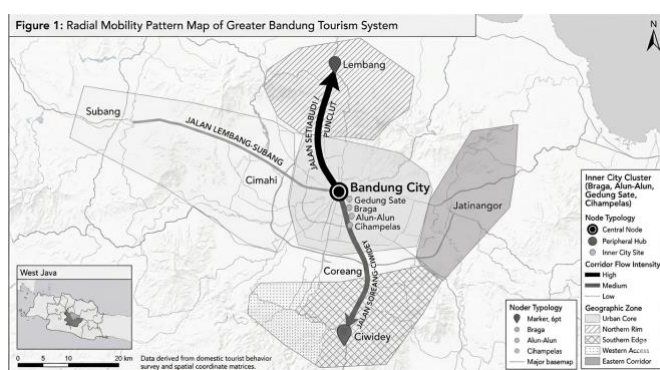


Figure 1

Radial Mobility Pattern Map of the Greater Bandung Tourism System

Source: Research data, 2025

This cartographic visualization delineates the spatial manifestation of domestic leisure flows and territorial dynamics across the metropolitan landscape, positioning Bandung City as the central urban node from which human trajectories pulsate outward. Rather than treating the region as a static geographic container, the map captures the fluid, radial movement structures through four primary tourist corridors that reflect the lived spatial choices of travelers navigating the tension between dense urban environments and peripheral ecological landscapes. These distinct experiential vectors comprise: (1) the **Northbound Corridor to Lembang** (via the Setiabudi and Punclut axes), operating as a high-density peri-urban leisure ridge amplified by climate amenities and high digital visibility; (2) the **Southbound Corridor to Ciwidey** (via Soreang), serving as a natural-agrarian counterweight that channels flows toward volcanic and rural landscapes; (3) the **Westbound/Trans-regional Corridor to Subang** (via the Lembang-Subang connection), which marks an extended gateway of ecological transit; and (4) the **Inner City Cluster** (encompassing Braga, Alun-Alun, Gedung Sate, and Cihampelas), representing the historical, pedestrianized cultural core where urban memory and heritage are consumed.

To maintain structural and conceptual rigor across the narrative, the destinations are strictly categorized by spatial zones—comprising the Urban Core, Northern Rim, Southern Edge, Eastern Corridor, and Western Access—in complete alignment with the socio-demographic and behavioral frameworks presented in Table 5. Far from being a mere descriptive routing tool, the cartographic line weights within this diagram directly correspond to the **relative kinetic intensity of tourist flows** synthesized from the empirical survey data. By translating individual human motivations into collective spatial footprints, this model—geospatially engineered in ArcGIS/QGIS using the field-derived coordinate

matrices—functions as a vital diagnostic blueprint for assessing regional spatial equity, structural congestion friction, and the systematic underutilization of peripheral pathways across the wider urban-to-rural continuum.

Table 6
 Tourist Movement Characteristics by Destination Type

Destination Type	Travel Mode	Time Spent	Traveler Type	Remarks
Urban-Cultural (e.g., Braga)	Walking, motorbike	2–4 hours	Solo travelers, students	Integrated with culinary activities
Nature-based (e.g., Lembang)	Private car, motorbike	4–6 hours	Couples, families	Parking demand is high
Rural-Eco (e.g. Ciwidey)	Car, travel package	6–8 hours	Nature seekers, photographers	Day trip or overnight stays
Wellness/Leisure (e.g. Subang)	Private vehicle	Half-day to full day	Families, elder groups	Less frequent but higher spending

Source: Research data, 2025

Transcending purely descriptive spatial profiling, Table 7 presents an analytical cross-tabulation of derived tourist typologies against preferred spatial corridors, revealing a landscape of structurally differentiated spatial enactments across distinct market segments. This spatial manifestation of human behavior is vividly illustrated by Youth Explorers—primarily student-dominated cohorts aged 18–25—who manifest a pronounced clustering within the Northbound Corridor (Bandung–Lembang); this deliberate spatial pursuit is intrinsically linked to social-media-driven destination selection and a desire for immediate, aesthetic visual consumption, corroborating trends documented in contemporary digital tourism research (Ma et al., 2024; Yang et al., 2025). Conversely, Cultural Enthusiasts exhibit a vastly different spatial footprint characterized by the broadest geographic distribution across the Urban Core, Northern Rim, and Eastern Corridor, reflecting an immersive approach driven by deeply internalized motivations for diverse heritage encounters and authentic educational experiences. Furthermore, Solo Content Creators display a highly localized affinity for dense Urban Cultural nodes, such as Braga and Gedung Sate, where historical symbolism intersects with intense pedestrian vitality to afford specific conditions conducive to photographic narrative production. Finally, Leisure Families demonstrate a high proportional concentration within Western Access destinations like Sari Ater (Subang), prioritizing wellness-oriented amenities and comfort-seeking travel, thereby validating human needs for relaxation and accessible respite in the context of family tourism mobility (Sharma et al., 2024). The strong analytical significance of this typology–corridor coupling confirms that behavioral segmentation and spatial preference are not independent variables but are rather structurally co-determined and fundamentally rooted in underlying human motivations, yielding critical evidence for the necessity of differentiated, human-centric corridor-level planning.

Table 7
 Cross-Tabulation: Tourist Typology by Spatial Corridor

Spatial Corridor	Youth Explorers	Cultural Enthusiasts	Solo Content Creators	Leisure Families
Urban Core (Braga, Gedung Sate)	Moderate	High	Very High	Low

Spatial Corridor		Youth Explorers	Cultural Enthusiasts	Solo Content Creators	Leisure Families
Northern (Lembang)	Rim	Very High	Moderate	Moderate	High
Southern (Ciwidey)	Edge	High	Low	Moderate	Moderate
Eastern (Jatinangor, Garut)	Corridor	Low	High	Low	Low
Western (Subang)	Access	Low	Low	Low	Very High

Source: Research data, 2025

Tourism Space and Human Geography Perspective

Understanding tourism in the Greater Bandung Area requires not only an empirical look at tourist behavior and movement but also a conceptual interpretation of tourism space. This section analyzes the formation, structure, and functions of tourism spaces using a human geography perspective, particularly through concepts such as spatial interaction, place attachment, spatial hierarchy, and tourist landscape production. The tourism space in Bandung emerges as a multi-scalar and hybridized environment, combining natural landscapes, urban cultural heritage, commercialized thematic parks, and vernacular daily-life spaces. These diverse spatial units are produced, consumed, and reinterpreted through tourist presence and mobility, reflecting Lefebvre's concept of the production of space, where space is not static but continuously shaped by social practices—in this case, tourism.

Table 8
 Functional Zoning of Bandung Tourism Space

Tourism Space Type	Characteristics	Examples
Urban Cultural Space	Centralized, walkable, rich in historical and symbolic meaning	Braga Street, Gedung Sate, Alun-Alun
Nature-based Peripheral Space	Located on urban fringes, emphasizes landscape aesthetics and ecotourism	Lembang, Ciwidey, Ranca Upas
Hybrid/Commercialized Space	Mix of themed, commodified, and recreational functions targeting the experience economy	Farmhouse, The Great Asia Africa
Religious/Educational Space	Spaces offering spiritual or knowledge-based attractions	Masjid Raya Bandung, Grey Art Gallery

Source: Research data, 2025

As shown in Table 8, each tourism space type reflects different spatial functions, and tourists assign meaning based on both symbolic value and activity patterns. For example, Braga serves as a heritage space but is also repurposed as a site for street photography, while Lembang is valued not only for its natural beauty but also as a platform for digital content creation. Bandung's tourist spaces illustrate several geographical processes: spatial reproduction through digital media; vertical differentiation and spatial hierarchy; temporal rhythms and spatial flow; and the overlap of everyday and tourist space.

DISCUSSION

The findings of this study invite substantive comparison with the existing literature on urban-regional tourism mobility, digital mediation, and governance in polycentric metropolitan systems. This

section interprets the results through four thematic lenses: spatial structure, digital-spatial production, tourist typology, and governance implications.

Spatial Structure: Radial Mobility and Hierarchical Networks

The radial mobility pattern identified in this study—in which Bandung City functions simultaneously as a hub and a transit node from which tourists disperse toward peripheral destinations—is consistent with the hierarchical network structures documented in comparable urban tourism systems. (Wang et al., 2023), analyzing Pearl River Delta urban–rural mobility networks using weighted stochastic block modeling, similarly identified a mesoscale hierarchical structure in which metropolitan cores mediate tourism flow to peripheral nodes. (Chang et al., 2024), in their analysis of taxi trajectories across four Chinese cities, found that peri-urban destination clusters are accessed through radial rather than orbital movement patterns, with downtown areas functioning as both trip origin and intermediate service stop. The present study extends these structural findings to a mid-sized Indonesian city through behavioral survey evidence, demonstrating that the radial-hierarchical pattern is not an artifact of GPS data density but a behaviorally embedded feature of how tourists orient themselves within polycentric urban systems.

Critically, this study identifies spatial asymmetry across corridors: the Northbound (Bandung–Lembang) and Southbound (Bandung–Ciwidey) corridors absorb the dominant share of tourist flows, while the Eastern (Jatinangor–Garut–Sumedang) and Western (Subang–Sari Ater) corridors remain structurally underutilized despite comparable destination quality. This spatial polarization echoes the core–periphery disparities documented by (Zhao et al., 2023) in the Yangtze River Delta and by (Feng et al., 2024) in urban tourism economic networks, suggesting that corridor-level flow concentration is a systemic feature of polycentric urban tourism systems—not a Bandung-specific aberration—with direct implications for equitable destination development.

Digital-Spatial Production: Beyond Influence to Co-Constitution

A central finding of this study is that social media does not merely influence destination choice—it actively produces tourism space by generating, amplifying, and normalizing the symbolic meaning of specific locations. This interpretation extends beyond the instrumentalist view that social media is one information channel among many; it positions digital platforms as co-constitutive forces in the production of tourism space, consistent with Lefebvre's (1991) theoretical apparatus as applied in tourism geography.

(Yang et al., 2025) documented how 'wanghong' (viral) destinations undergo a cycle of online imagery production, visitor reproduction through selfie practices, and algorithmic amplification—a dynamic closely paralleled by this study's observation that destinations with high visual-aesthetic distinctiveness (Farmhouse Lembang, Grey Art Gallery) disproportionately attract young, social-media-oriented visitors. Similarly, (Ma et al., 2024), analyzing search data for tourist attractions, found that digital co-search networks redirect flows based on algorithmic associations rather than physical proximity alone. In Greater Bandung, this dynamic manifests as a bifurcation between destinations that have achieved viral digital status and those with equal or superior destination value but lower digital visibility—most notably the Eastern Corridor.

The present study contributes a conceptual refinement by integrating Leiper's Tourism System with the production-of-space framework: the Transit Route Region in the digital era is no longer purely physical but includes informational corridors—social media feeds, algorithmic recommendation streams, and peer-generated content flows—that precede and actively shape physical mobility decisions. This conceptual extension advances the theoretical contribution of Leiper's model in digitally mediated tourism contexts.

Tourist Typologies: Comparison with Prior Behavioral Research

The four tourist typologies identified in this study—Youth Explorers, Cultural Enthusiasts, Solo Content Creators, and Leisure Families—share structural resemblances with typologies developed in prior behavioral tourism research, while also reflecting Indonesia-specific socioeconomic and digital contexts. (Gong et al., 2024) distinction between stable circuits (routine, planned travel) and exploratory trajectories (spontaneous, digitally influenced) maps closely onto the behavioral profiles of Leisure Families and Youth Explorers, respectively. The dominance of spontaneous, short-duration travel in the 18–25 cohort is consistent with (Michalkó et al., 2023) analysis of satellite traveler behavior, which similarly found that short-range, visually motivated trips cluster among young, mobile, low-budget travelers in metropolitan regions.

The Solo Content Creator typology, however, represents an emergent behavioral category not well accounted for in prior typological frameworks—one whose distinctiveness lies in the fusion of individual travel with digital production, effectively transforming tourism consumption into media creation. This typology merits dedicated attention in future behavioral tourism research, particularly as content creation increasingly serves as both a motivation for and a justification of travel. The cross-tabulation in Table 7 further confirms that typology and spatial corridor preference are structurally coupled: behavioral segmentation has direct spatial planning implications, enabling targeted, corridor-differentiated infrastructure and marketing investment.

Governance Implications: Spatial Inequality and Coordination Deficits

From a governance perspective, the spatial concentration of tourist flows along two dominant corridors—while three others remain underutilized—directly maps onto the coordination failures documented by (Amalputra et al., 2023) in the Bandung Basin. Their analysis of the Bandung Basin Urban Management Agency identified cross-jurisdictional governance fragmentation as a structural impediment to integrated spatial planning—a finding reinforced by the present study's empirical demonstration that peripheral corridors (Eastern and Western Access) fail to capture proportional shares of regional tourism flows despite comparable destination quality and accessibility.

(Polat et al., 2024; Sano et al., 2024) demonstrated that deliberate, tourism-oriented spatial planning—when aligned with mobility data—can redirect flows toward underutilized destinations through targeted infrastructure investment, interpretive signage, and last-mile transport solutions. The pentahelix governance model advocated by (Hajar et al., 2024) offers an institutional framework for operationalizing such redirection across Greater Bandung's multiple jurisdictions. Specifically, the typology–corridor coupling in Table 7 provides an evidence base for differentiated governance strategies: Youth Explorer-oriented digital campaigns for the Eastern Corridor; family-oriented infrastructure for the Western Access corridor; and congestion management for the saturated Northbound and Southbound corridors.

Limitations and Future Research Directions

This study acknowledges limitations that shape the boundary conditions of its findings. First, the purposive, weekend-concentrated sampling design captures peak-demand behavior but may not represent mid-week or off-season tourism patterns, which could reveal different typological distributions and corridor preferences. Second, the absence of GPS trajectory or mobile positioning data (Kovács et al., 2023; Metulini & Carpita, 2023) constrains spatial analysis to self-reported itinerary data, limiting spatial precision relative to computational mobility studies. Third, while the standardized protocol mitigated observer variability across student research teams, it cannot be eliminated entirely.

Future research in the Greater Bandung Area should prioritize: (1) integration of mobile positioning or GPS data to validate and enrich the self-reported spatial patterns identified here; (2) longitudinal tracking of tourist flows across seasons and post-pandemic recovery phases to capture temporal variation; (3) producer-side governance data collection from tourism authorities across the Bandung Basin's multiple jurisdictions; and (4) dedicated study of the Solo Content Creator typology, whose emerging behavioral profile remains undertheorized in domestic tourism literature

E. CONCLUSION

This study examined the demographic characteristics, behavioral patterns, spatial movements, and geographic dimensions of domestic tourism in the Greater Bandung Area, drawing on empirical data from over 180 respondents across multiple observation sites. Utilizing the Leiper Tourism System as a structural framework and supported by human geography theories, the findings offer a comprehensive understanding of how domestic tourism operates in a regional, spatial, and social context.

The demographic analysis reveals that domestic tourists in Bandung are predominantly young (18–25 years), female, unmarried, and mostly students or early-career workers. These tourists travel with limited budgets, often in small groups or solo, and are highly influenced by social media content. Their demographic profile is a critical determinant of when, where, and how they travel. In terms of tourist behavior, the data show that the majority of trips are short (1–3 days), focused on recreational, culinary, and visual experiences, and motivated by spontaneity and aesthetic appeal rather than long-term planning. The preferred mode of travel is private transport (motorcycles and cars), enabling flexible mobility and accessibility to suburban and rural destinations.

The spatial patterns of tourist movement exhibit a radial structure, with Bandung serving as both a hub and a gateway to destinations such as Lembang, Ciwidey, and Subang. Tourists often combine urban and nature-based attractions in one trip, forming looped itineraries that capitalize on proximity and variety. From a human geography perspective, tourism space in Bandung is shaped by a complex interplay of mobility, place production, digital media influence, and symbolic meaning. The transformation of everyday spaces into tourist zones illustrates how tourism redefines social and physical geographies.

Theoretically, this study advances tourism mobility research in polycentric urban regions of the Global South by proposing an integrated analytical triad: Leiper's Tourism System, Lefebvre's production of space, and digital mediation theory. This combination moves beyond the traditional Leiper framework—which, while structurally coherent, does not account for the symbolic and digitally mediated co-production of tourism space—to offer a more complete conceptual apparatus for decoding how domestic tourists construct, navigate, and reproduce metropolitan tourism landscapes in the digital era. The cross-tabulation of tourist typology with spatial corridor (Table 7) further demonstrates that behavioral segmentation and spatial preference are structurally coupled, a finding with direct implications for differentiated, corridor-level governance and planning interventions across the Bandung Basin. These results affirm Bandung's status as a multi-nodal, digitally co-produced tourism system, and provide empirical and conceptual groundwork for future comparative studies of domestic tourism mobility in rapidly urbanizing regions globally.

Recommendations

Develop a Coordinated Digital Tourism Campaign for Underutilized Corridors

Tourism promotion agencies in Bandung City, Bandung Regency, and West Bandung Regency should establish a joint digital content unit under the Bandung Basin intergovernmental coordination framework (Amalputra et al., 2023), with a mandate to produce targeted social media content for the Eastern Corridor (Jatinangor, Sumedang, Garut) and Western Access Corridor (Subang, Sari Ater). Content format should be

calibrated to the Youth Explorer and Cultural Enthusiast typologies, prioritizing short-form video on Instagram Reels and TikTok with destination storytelling, wayfinding, and local food features.

Invest in Last-Mile Public Transport for Peripheral Destinations

Given the dominance of private vehicle use and the congestion pressure along Northbound and Southbound corridors, provincial and local governments should develop shuttle services from major transit hubs (Bandung train station, Cicaheum and Leuwipanjang terminals) to destinations in Lembang, Ciwidey, and Subang. This would simultaneously reduce corridor congestion and improve access for budget-constrained Youth Explorers without private vehicles.

Implement Differentiated Destination Development by Corridor and Typology

Drawing directly on the typology–corridor coupling in Table 7, development investments should be spatially differentiated: (a) Northbound (Lembang) — implement carrying-capacity monitoring and timed entry systems to manage saturation; (b) Southern Edge (Ciwidey) — prioritize ecotourism infrastructure (waste management, trail maintenance) for the nature-seeker segment; (c) Eastern Corridor — develop educational and cultural tourism products targeting Cultural Enthusiasts and students; (d) Western Access (Subang) — upgrade family-oriented amenities (parking, rest areas, child-safe facilities) to attract Leisure Families.

Upgrade Amenity Infrastructure for High-Volume Day-Trip Destinations

Given the dominance of one-day trips across all typologies, tourism managers should prioritize amenity infrastructure that supports high-turnover, short-duration visitors: public rest areas with clean sanitation, pedestrian-friendly zones in urban cultural clusters (Braga, Gedung Sate environs), and mobile digital information kiosks at key corridor entry points.

Formalize Youth and Content Creator Participation in Tourism Planning

Given the demographic dominance of 18–25-year-old visitors and the emerging Solo Content Creator typology, local governments and destination managers should establish formal youth consultation forums and co-creation workshops. These would ensure that destination development reflects evolving aesthetic and experiential expectations of the core visitor demographic while building local youth capacity in tourism entrepreneurship and content creation.

Introduce Periodic Spatial Saturation Assessments Using Mobile Data

Dinas Pariwisata at city and regency levels should commission periodic spatial saturation assessments using mobile positioning data to monitor visitor concentration, identify emerging congestion hotspots, and inform adaptive management. Destinations in the Northbound and Southbound corridors—particularly Farmhouse Lembang, Kawah Putih, and Ranca Upas—should be prioritized for immediate carrying-capacity monitoring.

Institutionalize Academic–Government Research Partnerships for Evidence-Based Planning

The governance implications of this study—particularly the correlation between cross-jurisdictional coordination gaps and spatial flow inequality—underscore the need for sustained research partnerships between Politeknik Negeri Bandung and the tourism and spatial planning agencies of Bandung City, Bandung Regency, and West Bandung Regency. Such partnerships would provide the ongoing evidence base for mobility-informed, equitable tourism governance across the Bandung Basin.

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