What Attracts Indonesians to Travel?
A Study of Indonesian Tourist Destination Attributes

Immanuel Yosua¹*, Christiany Suwartono²
Faculty of Psychology, Atma Jaya Catholic University of Indonesia

Abstract

Indonesia is an archipelagic nation with natural beauty and diverse world-class tourist destinations. The tourism sector has experienced rapid growth post-pandemic, although it still leans toward well-established destinations. Therefore, identifying destination attributes is crucial for understanding the attributes considered important by Indonesian tourist. This study used a quantitative design, enriched with a qualitative approach. Data were collected from 332 respondents through convenience sampling. It further utilized the Destination Attributes associated with Tourists' Revisit Intention instrument modified for the Indonesian context. Data were analyzed using descriptive statistics, while qualitative data were analyzed using thematic analysis. The results reveal that, quantitatively, the most important attribute for Indonesian tourists is the ambience of tourist attractions, followed by other attributes. This finding aligns with the qualitative insights, which highlight the significance of safety and comfort at destinations. Regarding tourism type, nature-themed attributes are deemed most important and should be enhanced with supporting facilities and local hospitality. Nevertheless, this study has limitations because the participants were urban, young, and highly educated, limiting generalizability beyond this group. The study finally underscores the need for government and tourist managers to incorporate these findings to ensure the sustainability of tourism destinations.

Keywords: Destination Attributes, Tourist Visit, Tourist Revisit Intention, Indonesian Tourism

A. INTRODUCTION

As an archipelagic nation with beautiful natural landscapes and diverse tourist attractions, Indonesia is one of the world's leading tourism destinations (Dávid et al., 2024). Data from the World Travel & Tourism Council's (WTTC) 2025 Economic Impact Research (EIR) shows that tourism can contribute around 5% of national GDP, representing an increase of 21% compared to 2019. This sector is also capable of providing approximately 14 million jobs by 2024, equivalent to about 9.3% of the total national employment available (World Travel & Tourism Council, 2025). Tourism can support national economic growth due to its ability to provide a multiplier effect on other sectors (such as food and beverage, transportation, trade, accommodation, etc.) (Adiwilaga et al., 2022). In the future, the tourism sector is still predicted to be one of the main sectors driving economic growth, at 8% by 2029 (Kemenkoekuin, 2025).

The post-pandemic phenomenon indicates a significant increase in tourist arrivals in Indonesia. In 2024, international tourist arrivals reached 12.66 million, a 20.17% increase compared to the previous year. This number also marked the highest in the past five years, according to data from the Central Statistics Agency (BPS). This trend also applies to domestic tourist arrivals. In 2024, domestic tourist

arrivals reached 920 million, a 22.18% increase compared to the previous year. This data demonstrates the significant role of domestic tourists as a key driver of national tourism growth (Mileneo, 2025).

Various programs have been taken by the government to further develop the tourism sector. One of the main programs is the designation of 10 priority tourist destinations in Indonesia, such as Lake Toba, Borobudur Temple, Labuan Bajo, and others. According to Ni Made Ayu Marthini, Deputy for Marketing at the Ministry of Tourism and Creative Economy Affairs, this aims to distribute tourists, preventing them from being concentrated in certain places like Bali (Sunariyah, 2024). Unfortunately, despite growing public interest in travel and the government's designation of ten priority destinations and high expectations for them, Indonesian tourism still tends to rely on established destinations. A GoodStats survey shows that from 2022 to 2024, Yogyakarta, Denpasar, and Bandung remained the top three favorite vacation destinations for Indonesians (GoodStats, 2025) .

Understanding tourist-destination attributes is therefore crucial for describing the places generally favored by Indonesian tourists. Destination attributes can be defined as the various characteristics of a tourist destination that satisfy tourists and create an intention to revisit (Güzel, 2017). This understanding is important because tourists tend to choose destinations whose attributes align with their desires (Singh & Singh, 2019). Unfortunately, most previous studies have focused on destination attributes specific to particular tourist destinations rather than examining the overall Indonesian country context (Auliya & Prianti, 2022; Herman et al., 2023; Pujiastuti et al., 2023). This has limited the overall understanding of the important destination attributes perceived by Indonesians, a gap that needs to be addressed.

This research then aims to identify the attributes that are considered important by Indonesian tourists in attracting them to a destination or in visiting a destination in Indonesia. Furthermore, this knowledge also plays a crucial role for destination managers in maintaining the sustainability of the industry, as it addresses consumer needs (Kim et al., 2019), and is expected to meet the government's expectation of developing new destinations rather than relying solely on one or two established ones.

B.   LITERATURE REVIEW
Destination Attributes

The definition of Destination Attributes has been presented by several experts. Kim et al. (2019) explain the definition of Destination Attributes simply as "what a destination can offer and what the destination has offered (p. 2)." In this context, Destination Attributes are a crucial factor both before and after a tourist trip. Before traveling, a tourist considers what the destination can offer and what experiences it promises. After the visit, the decision to return is largely shaped by the evaluation of what the destination actually delivered during the previous stay.

A relatively similar understanding is also conveyed by Güzel (2017). According to Güzel (2017), Destination Attributes are the attributes of tourist attractions that provide satisfaction to tourists and generate an interest in them to return. In line with that, Singh & Singh (2019) explain Destination Attributes as components that attract tourists to visit because they create a pleasant experience and encourage repeat visit. Thus, the notion of Destination Attributes then encompasses the satisfying experience that an individual feels while traveling, supported by the presence of specific destination attributes. However, these attributes also relate to post-travel behavior, determining whether a person will decide to revisit in the future or not.

In conclusion, the definition of Destination Attributes covers not only the satisfaction gained from experiencing certain destination attributes during travel, but also the evaluation of those attributes by tourists both before and after travelling, which determines their likelihood of revisiting. Therefore, it is

important for the tourism managers to understand these attributes in order to provide better value compared with other destinations (Kim et al., 2019).

Furthermore, the term Destination Attributes is also widely interchangeable with other terms such as Destination Competitiveness (Johann & Ghose, 2018; Murayama et al., 2022), Destination Image (Prayag, 2007), Destination Attractiveness (Herington et al., 2013; Raimkulov et al., 2021), and so on. Destination Attributes are closely related to Destination Competitiveness because they involve the various indicators such as resources, facilities, price that give a destination a competitive edge over others (Johann & Ghose, 2018).

Additionally Prayag (2007) defines Destination Image as an individual's evaluation of a destination's attributes, covering cognitive, affective, and behavioral dimensions – overlapping with the concept of Destination Attributes. Meanwhile, Herington et al. (2013) use the term Destination Attributes interchangeably with Destination Attractiveness, referring to the list of features a destination possesses that attract tourists and fulfill their needs. In summary, the concept of Destination Attributes overlaps with various similar terminologies and is often used interchangeably in scholarly articles.

The multiple Destination Attributes approach is commonly used in Destination Attributes research (Moon & Han, 2018). Eusébio & Vieira (2013) divides Destination Attributes into: (1) Basic Services (Accommodation & Food-Beverage); (2) Accessibility; and (3) Attraction (Cultural and natural attraction). Kim et al. (2019), referring to Echtner & Ritchie, groups Destination Attributes into three categories, namely: (1) Functional (Tangible) which includes Attractions (seeing), Activities (doing/experience), and Amenity; (2) Psychological (Intangible) which includes Quality of Experience, Atmosphere, and Target Market. Singh & Singh (2019) developed a Destination Attributes model associated with Tourist Revisit Intention (TRI). The model consists of 10 dimensions, such as: (1) Hospitality; (2) Local Culture; (3) Infrastructure; (4) Superstructure; (5) Mix of activities; (6) Ease of access; (7) Environment Management; (8) Physical Geography; (9) Place of Attachment; and (10) Service Quality. A study conducted by Raimkulov et al. (2021) identified five dimensions of Destination Attributes, which consist of: (1) Cultural Attractiveness; (2) Natural Attractiveness; (3) Local People & Superstructure; (4) Infrastructure; and (5) Price Attractiveness. From the literature, it appears that the concept of Destination Attributes put forward by experts still varies greatly among one another and has its own emphasis.

Previous studies have linked Destination Attributes to tourist satisfaction and loyalty. A study by Auliya & Prianti (2022) showed that Destination Attributes significantly contribute to Tourist Satisfaction. Furthermore, Destination Attributes and Tourist Satisfaction also significantly contribute to Tourist Loyalty. Another study by Pujiastuti et al. (2023) showed a significant relationship between Destination Attributes and Tourist Satisfaction and Tourist Revisit Intention, which is mediated by a Memorable Tourist Experience. These studies thus confirm the important role of Destination Attributes in tourist satisfaction, loyalty, and revisit intention. This relationship can be mediated by meaningful tourist experiences. Therefore, understanding the attributes that tourists consider important is crucial for tourist destination managers to ensure the sustainability of their tourist destinations.

Destination Attributes Studies in Indonesia

Studies on Destination Attributes have been conducted both in the context of specific places (Ardiansyah & Fortuna, 2020; Auliya & Prianti, 2022; Eviana & Achmadi, 2022; Herman et al., 2023; Moon & Han, 2018), specific types of tourism such as Muslim-friendly tourism (Fajriyati et al., 2022), and in the context of specific countries in general (Eusébio & Vieira, 2013; Johann & Ghose, 2018; Raimkulov et al., 2021).

In Indonesia itself, studies that look at the context of specific places tend to dominate. A study conducted by Ardiansyah & Fortuna (2020) at an amusement park, namely Snowbay Waterpark, Taman

Mini Indonesia Indah, Jakarta, showed the importance of location and variety of activities as important attributes that must be possessed by the destination. On the other hand, maintenance and improvement of tourist facilities are crucial to maintain the continuity of visits.

Another study conducted by Herman et al. (2023) in Kuta Village in Lombok, showed that location, variety of attractions and activities, availability of adequate access and supporting facilities, are important attributes in shaping tourist visits to the village. However, managers must also address attributes still considered inadequate, such as parking facilities, transportation, and services. All of these studies confirm that destination attributes are crucial in tourists' decisions to visit a particular destination. Unfortunately, no research has identified which destination attributes Indonesian tourists consider important overall when traveling. Understanding these attributes is essential to attract domestic tourists amid abundant overseas options and to develop destinations that match tourists' desires, ensuring long-term sustainability. Therefore, this study aims to fill that gap.

C. RESEARCH METHOD

Research Approach

This research was conducted using quantitative methods. The purpose of this quantitative method is to measure research variables, in this case, Destination Attributes, using specific measurement instruments, thus allowing the collected data to be analyzed using statistical procedures (Creswell, 2014). Specifically, this research will be conducted using a descriptive statistical approach, which allows the research results to be described through mean values, standard deviations, and score ranges (Creswell, 2014). Furthermore, to enrich the quantitative findings, we also conducted a qualitative analysis of the open-ended research comments submitted by research participants, particularly those related to Destination Attributes.

Research Participants

A total of 332 respondents participated in this study, selected through convenience sampling. This technique was chosen for its practicality in preliminary research, given the availability of participants who were willing to take part. The eligibility criteria for respondents were: (1) Indonesian citizens, and (2) Having traveled between cities in Indonesia within the past year. Participation of research respondents was carried out by filling out the researcher's online questionnaire entitled "Research on Indonesian People's Tourism Activities" in 2024.

Research Instruments

Data collection was conducted using a Destination Attributes questionnaire. In this case, we used the Destination Attributes related to Tourist Revisit Intention measurement tool, developed by (Singh & Singh, 2019), as a reference. The translation and modification of the measurement tool were carried out in collaboration with the second author, an expert in the field of psychometrics. This process aimed to adapt the measurement tool to the Indonesian context, for example, by including items related to wifi facilities, non-cash payment transactions, etc. The questionnaire's response range was also adjusted from "Absolutely Unnecessary" (score 1) to "Very Necessary" (score 5), to accommodate the research needs.

Exploratory Factor Analysis (EFA) was then conducted on the collected data. Before conducting the EFA, we conducted prerequisite tests, namely the Kaiser-Meyer-Olkin (KMO) analysis and Bartlett's test of sphericity (Hutcheson & Sofroniou, in Field, 2013). The results of the KMO analysis showed a KMO value of .922, which indicated the adequacy of the sample for conducting the EFA. The results of Bartlett's test of sphericity analysis showed significant results ($\chi2_{(528)} = 5403.537$, p < .001), which indicated that the items

in the measuring instrument were significantly related to each other. These test results thus indicated that the EFA could be conducted because the prerequisite test results had been met.

The results of the EFA test using the varimax method showed that five factors were extracted from the measuring instrument, with each item clustered into only one factor. Four of the thirty-three measuring instrument items were eliminated because they did not cluster into any factors after the EFA was conducted, referring to the cut-off score of 0.4. This indicates that several items are regarded as less important attributes for a tourist destination. For instance, one item by taking photos with the local tourist emblem/icon has a factor loading of only 0.323.

This resulted in twenty-nine remaining items. The Total Variance Explained of all these items equal 48.2%, which can still be considered acceptable in the humanities because this percentage is nearing 50% (Williams et al., 2010). The names of the factors formed from the EFA analysis, the constituent items, and the results of the psychometric tests can be seen in Table 1. The results of the psychometric tests indicate that the reliability of the measuring instrument is generally acceptable (Said Taan EL Hajjar, 2018).

Table 1. Destination Attributes Measurement Tool Factors and Psychometric Test Results

Factor	Loading Factors	Reliability (Cronbach's α) and number of items
Factor I: Availability of supporting facilities		.895 (12 items)
Unlimited wifi facilities	.741	
Minimarket/supermarket	.613	
Souvenir shopping facilities	.595	
Various types of accommodation	.595	
Charging facilities	.564	
Non-cash payment transactions	.561	
Tourism facilities with advanced technology	.560	
Internet Access	.519	
Tourist Information Center	.486	
Clear road signs	.467	
Healthcare facilities	.447	
Various tourist attractions	.402	
Factor II: The ambience of tourist attractions		.868 (6 items)
Cleanliness of tourist attractions	.706	
Friendly service	.689	
Clean air	.672	
Safety of tourist attractions	.620	
Relaxing atmosphere	.582	
Impressive service	.537	
Factor III: The variety of natural beauty and tourist activities		.789 (4 items)
Stunning panoramas	.764	
Various natural beauty	.728	
Cultural festivals	.557	
Exciting special activities, (e.g., sports, games, recreational activities	.435	
Factor IV: The hospitality and the opportunity to understand the local culture		.765 (4 items)
Friendly local people	.637	
Local people are willing to help	.626	
Opportunity to understand local life	.565	
Opportunity to understand the uniqueness of local culture	.518	

Factor V: Specific supporting facilities		.672 (3 items)
Worship facilities	.658	
Halal culinary	.600	
Children's activity facilities	.416	
Overall Measuring Instrument		.928 (29 items)

Data Analysis

The collected numerical data will be analyzed using descriptive statistics, specifically to determine the mean. Meanwhile, the qualitative data will be analyzed using thematic analysis to identify the Destination Attributes themes considered important by Indonesian tourists.

D. RESULTS AND DISCUSSIONS

Demographic Data

Table 2 shows that the average age of the research participants was 36.62 years. The majority of participants were female, with 227 participants (68.0%). Additionally, 229 participants (68.9%) were in the 18-40 years age range. In terms of education, the majority of the research participants had undergraduate and postgraduate degrees, with 302 participants (91.0%). Furthermore, the majority came from the provinces of DKI Jakarta and Banten, with 208 participants (62.6%). In terms of occupation, the types of work of the participants tended to be diverse, although the majority worked as employees in the private sector, with 183 participants (55.2%). In terms of travel frequency, the majority of participants traveled between two and three times a year (129 participants; 38.9%), followed by participants who traveled more than three times a year (86 participants; 25.9%) and those who traveled irregularly (82 participants; 24.7%).

Table 2. Participant Demographic Data

Demographic Characteristics	Frequency	Percentage
Averge Age (36.62 Years old)		
Gender		
Male	105	32.0
Female	227	68.0
Age		
18 – 30 years	114	34.3
31 – 40 years	115	34.6
41 – 50 years	48	14.5
51 – 60 years	46	13.9
60+ years	9	2.7
Education Level		
High School and Below	24	7.0
Diploma	6	2.0
Undergraduate	169	51.0
Graduate	133	40.0
Province of Origin		
DKI Jakarta	115	34.6
Banten	93	28.0
West Jawa	37	11.2
South Sumatera	32	9.7
DI Yogyakarta	19	5.7

Central Jawa	11	3.3
East Jawa	10	3.0
Others	15	4.5
Occupation		
Private Sector Employee	183	55.2
Student	42	12.7
Civil Servant, Military and Police Personnel, State-Owned Enterprise Employee	20	6.0
Entrepreneur	20	6.0
Freelancer	18	5.4
Housewife	18	5.4
Teacher/lecturer	11	3.3
Retiree	11	3.3
Others (Monks, Unemployed, etc)	9	2.7
Frequency of Travel		
Once a year	35	10.5
Two to three times a year	129	38.9
More than three times a year	86	25.9
Uncertain	82	24.7
Total	**332**	**100.0**

Destination Attributes Analysis

To determine which Destination Attributes were considered necessary, an average score was calculated for each factor in the Destination Attribute measurement tool. Table 3 illustrates the results. These results indicate that the ambience of the tourist attraction (4.33) is the primary attribute considered important by Indonesian tourists for a destination. This is understandable because travelers seek a pleasant, safe, and comfortable environment-a desire that even outweighs the need for natural beauty.

This aligns with the study conducted by Dirgantara et al. (2023), which shows that comfort and safety are tourists' top priorities when visiting a destination. It then may explain why some attractions in big cities try to imitate existing destinations elsewhere, hoping to create a similar experience. For example, a restaurant in Ancol adopted a Bali-like concept to offer a comfortable Bali-style atmosphere even though it isn't actually in Bali. This also aligns with the concept that tourism development must consider a destination's attractiveness (Purwadinata & Ambarwati, 2023). Therefore, it is crucial for tourism managers to create these conditions in the destinations they develop.

Factor I (Availability of supporting facilities) (3.81), Factor III (The variety of natural beauty and tourist activities) (3.78), and Factor IV (The hospitality and the opportunity to understand the local culture) (3.70), are the next three factors that are considered essential for a destination according to participants. The existence of supporting facilities is an important attribute because it can facilitate the comfort of tourists when visiting a destination. In this regard, supporting facilities must align with current community needs, such as internet availability that supports connectivity and, in turn, enhances the competitiveness of tourist destinations (Dinis et al., 2024).

In addition, the hospitality of residents, opportunities to learn local culture, and a variety of attractions are the next most important attributes tourists feel need to be facilitated when they travel. This reflects today's tourist preferences, where travelers want to connect with local culture and residents' hospitality, while also enjoying natural panoramas, festivals, and various activities. This aligns with Indonesia's tourism vision to position culture as a mainstay of its products (Ikasari, 2021).

Factor V (Specific Supporting Facilities) (3.20) is next in the order of the average value of Destination Attributes that are considered important by tourists. This does not indicate that this attribute is considered less important. However, because the attributes in this factor tend to be highly segmented,

the urgency of providing them tends to be felt more by certain groups. Meanwhile, the previous four factors tend to be more general.

Table 3. Average Score of Destination Attributes for Each Factor

Factor	Mean (1-5)*
Factor I : Availability of supporting facilities	3.81
Factor II : The ambience of tourist attractions	4.33
Factor III: The variety of natural beauty and tourist activities	3.78
Factor IV: The hospitality and the opportunity to understand the local culture	3.70
Factor V : Specific supporting facilities	3.20

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

Table 4 explains the average score of Destination Attributes in Factor I (Availability of supporting facilities). This is in line with the results of Purwadinata & Ambarwati (2023), which found that supporting facilities are also an important aspect in supporting the tourist destination itself, so that it can support local economic development. Based on the data, it appears that the top five things considered essential in the destination visited are charging facilities (electricity) (4.34), various types of accommodation (4.15), followed by clear road signs (4.07), healthcare facilities (4.06), and Various tourist attractions (4.03). Charging facilities are at the top position of attributes that need to be provided by tourist attractions because they have now become a primary need for tourists. Charging facilities are known to contribute significantly to passenger satisfaction (Gunawan, 2024). With the presence of charging facilities, tourists can charge their electronic devices, such as cellphones and laptops, which are essential for both traveling (taking pictures) and working. Especially for today's tourists, particularly millennials, who enjoy posting the pictures they take on social media, this will certainly greatly support this need and, on the other hand, indirectly support efforts to promote the tourist destination (Simangunsong, 2023).

Table 4. Average Score of Destination Attributes in Factor I

Factor	Mean (1-5)*
Unlimited wifi facilities	3.64
Minimarket/supermarket	3.92
Souvenir shopping facilities	3.31
Various types of accommodation	4.15
Charging facilities	4.34
Non-cash payment transactions	3.90
Tourism facilities with advanced technology	2.95
Internet Access	3.48
Tourist Information Center	3.84
Clear road signs	4.07
Healthcare facilities	4.06
Various tourist attractions	4.03

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

A variety of accommodation options is the next priority. It is considered crucial because accommodation is one of the largest expenses for tourists when traveling. Therefore, providing a variety

of accommodations will certainly help expand accommodation options according to travelers' budgets. Furthermore, three other attributes considered essential to a tourist destination are facilities related to road signage, health facilities, and a variety of favorite places to visit. These three attributes are considered essential for tourist destinations because they play a crucial role in ensuring a smooth and comfortable trip. Clear road signs will make it easier for tourists to visit various tourist attractions effectively and efficiently. Furthermore, the availability of health facilities will enable tourists to quickly obtain necessary treatment when they are sick. This treatment is expected to quickly restore tourists' health and prevent them from wasting significant travel time due to illness.

In the next ranking, minimarkets/supermarkets (3.92), non-cash payment transactions (3.90), and unlimited Wi-Fi facilities (3.64) are considered essential attributes for a destination. This is not surprising, considering that the presence of minimarkets/supermarkets is crucial for making it easier for tourists to find food or other necessities while at a tourist destination. The presence of non-cash payment transactions is also important because many people currently prefer non-cash transactions, such as using QRIS, as they find them more practical and secure (Selvina et al., 2025). Therefore, providing options for non-cash payment transactions will significantly support this need. The availability of unlimited Wi-Fi facilities is also an attribute considered necessary for a tourist destination. Wi-Fi is now considered a basic need for the community, as it allows tourists to connect with others and the outside world. Furthermore, with the current tendency for tourists to post their travel activities on social media, the presence of unlimited Wi-Fi will facilitate this need, which indirectly has the potential to promote the tourist destination itself (Nurjanah, 2018).

Furthermore, souvenir shopping facilities (3.31) and tourism facilities with advanced technology (2.95) were the two lowest-ranking attributes considered important by tourists. This data is interesting to note because Indonesian tourists currently appear to be more experience-oriented and prefer tourist attractions with a natural or traditional feel (see Factor III). This aligns with the results of the study "SiteMinder's Changing Traveller Report 2023," which shows that two out of three Indonesians (66%) tend to seek interesting or memorable experiences when traveling (Itsnaini & Prasetya, 2023). This may explain why tourists perceive these two as the lowest-ranking attributes considered important.

Table 5 explains the average score of Destination Attributes in Factor II (The ambience of tourist attractions). In contrast to other factors, the average value of each item in this factor tends to be higher than the other factors. In this case, five of the six items are in the range of 4-5, and one item is close to a score of 4. Safety of tourist attractions (4.70) is the highest attribute perceived as necessary for a tourist destination according to the perception of Indonesian tourists, followed by cleanliness of tourist attractions (4.50), clean air (4.36), and relaxing atmosphere (4.20). Safety and cleanliness in this case are perceived as the most important attributes because by feeling safe and clean, a tourist can feel comfortable and at home, allowing them to continue to stay at a particular destination (without worrying about crime or being exposed to certain diseases). A study, specifically on safety, shows that the safety of tourist attractions contributes significantly to a person's interest in visiting a tourist destination (Afriani et al., 2025). In addition, clean air and relaxing atmosphere are the following attributes that are considered important to be provided by a tourist destination when tourists travel. This can be discussed in the context of a demographic profile, where the majority of participants come from bustling areas with frequent air pollution, often serving as business centers. Therefore, these tourists tend to crave relaxing conditions and clean air while traveling, as these are often difficult to find in their daily lives.

Impressive service (3.98) is another important attribute that also emerged in Factor II. Service is one of the most important factors in providing tourist satisfaction. Service quality is significantly related to both tourist satisfaction and destination loyalty (Hussain et al., 2023). With good service, tourists can feel satisfied and comfortable, thus making them feel at home and maintaining their loyalty. Conversely,

poor service tends to cause tourists to switch to other destination options, making this attribute crucial for managers to consider when developing their tourist destinations. The establishment of service standard, therefore, needs to be carried out by a tourist manager to ensure that it can be implemented.

Table 5. Average Score of Destination Attributes in Factor II

Factor	Mean (1-5)*
Cleanliness of tourist attractions	4.50
Friendly service	4.23
Clean air	4.36
Safety of tourist attractions	4.70
Relaxing atmosphere	4.20
Impressive service	3.98

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

Table 6 explains the average score of Destination Attributes in Factor III (The variety of natural beauty and tourist activities). The results in Table 6 generally explain that Indonesian tourists tend to perceive nature-related attributes as the top priority that a destination needs to present when they travel (4.21; 4.30), followed by cultural festivals/other special activities as the two items with the lowest average values in this factor (3.14; 3.47). This is consistent with Rizaldi et al. (2024), who view natural tourist destinations as the primary choice for travelers compared to cultural or man-made destinations. This claim is backed by a study by Traveloka together with YouGov, which-shows that 75% of Indonesian travelers prefer natural tourist destinations, while 37% prefer to vacation at historical or cultural tourist sites (Nareswari, 2024).

This phenomenon can be explained by the demographic characteristics of the participants, who mostly come from business cities. In this group, their daily lives tend to be filled with busy work schedules with limited views of office buildings/skyscrapers. Therefore, the desire to see natural beauty tends to be an attribute they hope to experience when they travel. Furthermore, attributes related to culture and special activities are the next most important attributes in this factor, although their level of urgency is not felt as strongly as the nature attribute. This may be because both cultural festivals and other interesting special activities can still be experienced by tourists in the cities where they live, whether through cultural performances or television broadcasts. Conversely, the direct experience of returning to nature may be something they have less access to, so it tends to be a priority attribute when choosing a travel destination.

Table 6. Average Score of Destination Attributes in Factor III

Factor	Mean (1-5)*
Stunning panoramas	4.21
Various natural beauty	4.30
Cultural festivals	3.14
Exciting special activities, (e.g., sports, games, recreational activities	3.47

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

Table 7 explains the average score of Destination Attributes in Factor IV (The hospitality and the Opportunity to Understand the Local Culture). The results in Table 7 generally indicate that attributes

related to the acceptance and hospitality of local people, as well as the opportunity to understand local life and cultural uniqueness, are perceived by Indonesian tourists as essential to create a positive experience. In this case, the average scores of the four items tend to be relatively similar (3.57-3.85). This finding is important for tourism managers to pay attention to, as hospitality plays a vital role in the tourism industry and can create a positive impression on tourists. Hospitality training for workers in the tourism industry is essential to support these needs. It also instills a mindset of not discriminating between local and foreign tourists. Furthermore, introducing the uniqueness of local culture is also an attribute considered essential to be provided by a tourist destination. In this case, culture and tourism are interconnected; an interesting culture can motivate someone to visit a destination, while the existence of tourism itself can develop the culture itself (Richards, 2018).

Table 7. Average Score of Destination Attributes in Factor IV

Factor	Mean (1-5)*
Friendly local people	3.85
Local people are willing to help	3.77
Opportunity to understand local life	3.83
Opportunity to understand the uniqueness of local culture	3.57

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

Table 8 shows the average scores for Destination Attributes in Factor V (Specific Supporting Facilities). The results in Table 8 generally indicate that specific facilities, such as prayer facilities (3.47) and children's play facilities (3.42), are considered essential attributes when visiting a tourist destination. This aligns with the culturally religious nature of Indonesian society, which places religious needs at the forefront of its efforts. According to the Pew Research Center, Indonesia is ranked as the most prayerful country in the world, regardless of religion (Alfathi, 2025). This also applies to children's activity facilities. The majority of participants, aged around 36, are predicted to be married and have children. Therefore, the availability of children's activity facilities is generally a consideration when deciding whether to visit a particular tourist destination. Conversely, for the halal culinary item (2.73), although the score for this item is not as high as the other items, this does not necessarily mean it is less important as a destination attribute than the others. The availability of halal food is a primary consideration for tourists, especially Muslims, when deciding to travel. We suspect the score is not that high because this attribute is perceived as being highly important only to certain groups.

Table 8. Average Score of Destination Attributes in Factor V

Factor	Mean (1-5)*
Worship facilities	3.47
Halal culinary	2.73
Children's activity facilities	3.42

*1=Absolutely Unnecessary; 2= Not Necessary; 3=Somewhat Necessary; 4=Necessary 5=Very Necessary

Thematic Analysis

Forty-nine of the 332 respondents provided open-ended comments regarding the research, specifically related to Destination Attributes. We have grouped these 49 comments into six themes, as shown in Table 9.

Theme I: The ability to meet various tourism needs

The ability of a tourist destination to meet the various needs of tourists is a prominent attribute in Theme I. In this context, a destination is expected to accommodate specific travel needs, which may vary among tourists. For example, some tourists tend to seek out natural surroundings, while others pursue hobby-based tourism and destinations that are friendly to women and children.

"In my opinion, nature tourism is more enjoyable when experiencing the pristine natural atmosphere, such as mountains, rivers, etc (Participant 6)."

"Perhaps tourism involving hobby-related activities could also be added (Participant 125)."

"The availability of female- and child-friendly tourism is needed (Participant 210)."

In this regard, it is essential for local governments to map tourism potential that can be optimized in their regions according to the specific needs of tourists. This ensures that all tourist segments can truly enjoy their travels in a particular area.

Theme II: Adequate modes of transportation and access

The availability of adequate transportation modes and access was the second theme emerging from the qualitative findings. In this context, the participant highlights the readiness of road access enabling connectivity between destinations and the availability of online transportation.

"The availability of online transportation at tourist sites also appears to be a recent tourism consideration (Participant 11)."

"The readiness of road infrastructure between tourist sites/interconnection needs to be ensured (Participant 110)."

Transportation modes and access are crucial for ensuring tourists' comfort and ability to explore various destinations within a region. This is because the easier a destination is to reach, the greater the likelihood of tourists wanting to visit it(Purwadinata & Ambarwati, 2023). Therefore, the availability of adequate transportation modes and access needs to be considered in an integrated manner to facilitate tourists' effective and time-efficient access to various destinations. Developing mass public transportation, with stops at tourist attractions, will support this need. Although it may be costly, investing in accessibility will significantly support tourism development and simultaneously promote economic equality.

In addition, facilitating tourists' access to online transportation has become increasingly essential, given the rising trend of travelers using such services. This can be achieved by streamlining online-transportation licensing and providing comfortable, conveniently located waiting areas near destinations, thereby simplifying bookings, supported by available staff to assist the process.

Theme III: The availability of supporting facilities and various comfortable accommodation options

The availability of supporting facilities and a variety of comfortable accommodation options is the following attribute theme that is deemed necessary to be presented by a tourist destination, as aligned with Purwadinata & Ambarwati (2023). Facilities needed today may include basic ones—such as clean toilets and a range of affordable accommodations as well as work-supporting amenities, since some tourists still need to fulfill work responsibilities (e.g., Wi-Fi and electricity).

"Tourist attractions must ensure the cleanliness of toilets for visitors (Participant 175)."

"Availability of adequate public toilets or accommodations at affordable prices (95)."

"A diverse range of hotel options is available (34)."

"It's important to have Wi-Fi and electricity for charging phones/computers—not for uploading photos to social media, but to enable working or studying online while traveling with friends or family (Participant 152)."

Tourist comfort is not only related to the beauty of the destination visited but also needs to be supported by the availability of various adequate supporting facilities, such as adequate toilets, and Wi-Fi facilities, etc. In addition, the availability of various accommodation options is also very much needed so that it can facilitate tourists with accommodation choices according to their budget.

Theme IV: The availability of promotions

The availability of promotions is the next emerging theme related to the attributes a tourist destination needs to offer.

> "Promotional tickets and tour promos should be provided (Participant 253)."

Tourists also perceive promotional packages as important in encouraging them to travel. Therefore, it's crucial to map out in advance what forms of promotion can attract tourists to take up these packages, ensuring their effectiveness. For example, destination managers and local governments can collaborate with online travel agencies to offer discounts on tickets, etc.

The government can also provide subsidies for visiting specific destinations, as the Chinese government has done with promotional tour packages to Hainan (TASS, 2023). Special discounts on public transportation and discounts on tickets to certain tourist attractions whether for teachers or the elderly can be a means of encouraging travel for specific groups.

Theme V: The beauty, safety, and comfort of tourist attractions

The beauty, safety, and comfort of tourist attractions are other Destination Attributes that are also considered important to facilitate in tourist destinations. Research participants emphasize the importance of nature-based tourism and well-maintained destinations, safety at tourist sites—particularly low crime rates and a conducive environment (free from war, political issues, etc.)—and areas free of hawkers and forced behavior such as soliciting donations or aggressive selling.

> "I think nature tourism is more enjoyable when savoring the pristine natural atmosphere—such as mountains, rivers, etc. (Participant 6)"
>
> "A tourist destination doesn't have to be luxurious, just beautiful, clean, sustainable, and attractive. (Participant 65)"
>
> "Tourist destinations need to be safe, both in terms of crime rates and issues of war and politics. (Participant 83)"
>
> "I don't like tourist attractions that have many hawkers or beggars who force to give donations (Participant 93)"
>
> "It's best if there are no hawkers who force people to buy their products. (Participant 333)"

Those things, although seemingly quite basic, are still often lacking in tourist destinations in Indonesia. Previous studies reveal that many tourist attractions are dirty and poorly maintained, and emphasize the urgent need to improve local service for visitors (Herman et al., 2023; Mazidaturrizka & Aliyah, 2019). Therefore, managers need to ensure that things that can support comfort are facilitated at tourist destinations, so as to guarantee tourist satisfaction and enable them to visit again in the future. Monitoring and customer-satisfaction surveys, therefore, are essential to ensure operations align with established standards. Additionally, providing a feedback channel allows guests to contribute insights for continuous service improvement.

Theme VI: Affordable and transparent pricing

Friendly and transparent prices are the next theme that emerged as an important attribute that tourist destinations need to facilitate. This theme emerged because many tourist attractions still encounter

unreasonable or nontransparent prices charged to tourists, so that a complaint-reporting mechanism for illegal levies is expected to be provided in tourist areas.

> *"There is a need to set reasonable prices at tourist sites in accordance with regulations. (Participant 151)"*
>
> *"Need for handling illegal levies (such as expensive parking, overpriced food, etc.) (Participant 315)"*
>
> *"Transparency of travel costs to and at tourist destinations must be clear, whether for hotels, accommodations, food, transportation (Participant 262)"*
>
> *There needs to be a complaint mechanism for illegal levies, such as parking fees that do not match the transportation agency's circulars (Participant 166)"*

The issue of transparent pricing has been gaining a lot of attention, one example being the recent incident in Malioboro, Yogyakarta (Pangaribowo & Krisiandi, 2025). Non-transparent pricing can not only reduce tourist satisfaction but also lead to tourists deciding not to return. Furthermore, in today's digital age, such actions have the potential to go viral on social media, which can further damage the destination's image. Therefore, tourist attraction managers need to ensure that costs and prices are disclosed openly, so tourists can decide whether or not to transact at the location based on their financial capabilities. And, most importantly, they don't feel cheated by the treatment they receive at the destination.

Table 9. Results of Thematic Analysis of Open-Ended Comments

Theme	Definition
I	The ability to meet various tourism needs (such as nature, religion, children's activities, women's interests, hobbies, specific events, etc.)
II	Adequate modes of transportation and access (such as the availability of public transportation, accessibility and interconnectivity of tourist attractions, pedestrian access, access for parents with children, and adequate road infrastructure)
III	The availability of supporting facilities and various comfortable accommodation options (such as clean and adequate toilets, sufficient trash cans, charging facilities, lost and found services, tourist information centers, complaint handling services, Wi-Fi for remote work, tourist maps, local guides, clean eating places, and facilities catering to priority groups)
IV	The availability of promotions (such as visiting promotions, tour packages, discounted tickets, etc.)
V	The beauty, safety, and comfort of tourist attractions (such as well-maintained and attractive attractions, a vendor-free environment, safety, no forced purchases, a pleasant atmosphere, friendly local residents, appreciation for local cultural heritage, and interesting spots)
VI	Affordable and transparent pricing (such as reasonable rates, clear pricing, no hidden fees, no brokers, and no extortionate charges)

E.   CONCLUSION

This study aims to identify the various destination attributes considered important by Indonesian tourists when traveling. This study, however, needs to be read and interpreted in the context of a specific participant group namely urban, young, and highly educated individuals and thus has limited ability to be generalized beyond that group.

The research results indicate that a safe and comfortable tourist destination is the main attribute considered important when someone travels. This is also confirmed by qualitative findings that indicate

safety and comfort are important factors considered by tourists when deciding to travel. In this case, tourists perceive behaviors such as forced purchases, the presence of hawkers, and non-transparent pricing as factors that can reduce the comfort their travel comfort. Consequently, the government and managers need to educate local residents so they can provide comfort for tourists during their visits.

In terms of tourism types, nature-themed tourism still tends to dominate tourist choices. When traveling, tourists hope to reconnect with nature and experience its beauty firsthand. However, comfort alone is not enough; it must also be supported by a variety of supporting facilities, the friendliness of local residents, and opportunities to learn about local life, among others. Furthermore, these attributes are also important considerations for tourists when considering a visit. Nevertheless, Indonesian tourists' travel preferences are promising, as they can support ongoing sustainable tourism initiatives.

Thus, the findings of this study provide recommendations for both government and tourism managers, specifically to establish standard operating procedures (SOPs) for service and destination management (covering cleanliness, transparent pricing, safety, etc.), provide supporting facilities including varied accommodations, Wi-Fi, charging stations, and diverse tourism services, to meet a wide range of visitor needs. Thereby setting the service standards to be implemented at every tourist destination.

Another recommendations are strengthen monitoring mechanisms to ensure compliance with the defined standards, by implementing a reporting system for non-compliant services and conduct regular visitor surveys to capture feedback, explore and develop new nature-based attractions that bring benefit to local communities while supporting environmental sustainability. Moreover give an training to educate hospitality staff and local residents on friendly, courteous behavior toward visitors and also sustainable practices.

This study has the strong advantage and unique contribution by examining Indonesia's Destination Attributes holistically from the perspective of domestic tourists-the largest tourist market- while combining quantitative and qualitative approaches. However, this study still has limitations, so the results should once again be interpreted within that context. In this case, the study participants tended to be urban, young, and highly educated, which may explain their preference for traveling to natural destinations or for getting facilitated with specific needs.

Future studies need to be conducted using randomized sampling methods, allowing the results to better represent the Indonesian population. Specific studies-for example, examining the travel preferences of people from rural areas or foreign tourists-are also needed to enrich the results of previous studies from the perspective of different participant groups.

REFERENCES

Adiwilaga, H., Usman, U., Guna, R. P., Iskandar, P. F., Multiretno, D. F., Maharani, W., Marves, E. M. D. S., & Rosyidi, M. I. (2022). Indonesian Tourism: Surviving the Pandemic, Preparing to Rise Stronger. In *Bank Indonesia Institute*.

Afriani, G., Syamsu, M. N., Hikmawati, M. M., & Syaifulloh, M. (2025). Pengaruh Atraksi Wisata Dan Keamanan Terhadap Minat Berkunjung Wisatawan Ke Pantai Parangtritis. *Pringgitan*, *5*(2), 129-142. https://doi.org/10.47256/prg.v5i2.740

Alfathi, B. R. (2025, July 30). *Publik Indonesia Paling Rajin Berdoa di Dunia [Indonesians are the most prayerful in the world]*. https://data.goodstats.id/statistic/publik-indonesia-paling-rajin-berdoa-di-dunia-jC36B

Ardiansyah, I., & Fortuna, S. (2020). Analysis of Visitor Attraction With the 4a Approach (Attractions, Accessibility, Amenities, Ancillary Service) in Snowbay Waterpark, Tmii Jakarta.

Journal of Business And Entrepreneurship, *8*(2), 57–69.

Auliya, A., & Prianti, D. M. (2022). *Influence of Destination Attributes on Tourists' Satisfaction and Their Impact on Tourists' Loyalty, Pramuka Island*. 28. https://doi.org/10.3390/proceedings2022083028

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications, Inc.

Dávid, L. D., Rahmat, A. F., & Priatmoko, S. (2024). Main trends in the tourism industry in Indonesia between 2020–2023. *Journal of Infrastructure, Policy and Development*, *8*(11). 162. https://doi.org/10.24294/jipd.v8i11.8162

Dinis, M. G. F., Lopes, M. C., Proença, A., & Balão, A. (2024). The role of Wi-Fi networks to understand tourist´s behaviour. *Proceedings of the INVTUR Conference 2024*, *May*, 383–386.

Dirgantara, A. R., Zallesa, S., & Baswarani, D. T. (2023). Tourist Comfort and Safety Study Case Study : Ogan Komering Ilir District. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management,* *6*(2), 1–12. https://doi.org/10.46837/journey.v6i2.159

Eusébio, C., & Vieira, A. L. (2013). Destination Attributes' Evaluation, Satisfaction and Behavioural Intentions: a Structural Modelling Approach. *International Journal of Tourism Research, 15*(1), 66-80. https://doi.org/10.1002/jtr.877

Eviana, N., & Achmadi, R. (2022). Importance performance analysis for destination attributes development of tourism village. *Jurnal Pariwisata Pesona*, *7*(2), 263–271. https://doi.org/10.26905/jpp.v7i2.7579

Fajriyati, I., Afiff, A. Z., Gayatri, G., & Hati, S. R. H. (2022). Attributes Influencing Overall Tourist Satisfaction and Its Consequences for Muslim-Majority Destination. *SAGE Open*, *12*(1). https://doi.org/10.1177/21582440211068462

Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics (4th ed)*. SAGE Publication Ltd.

GoodStats. (2025, January 1). *Tren Kota Favorit Orang Indonesia untuk Liburan [Indonesians' Favorite Cities for Vacation]*. https://goodstats.id/infographic/tren-kota-favorit-orang-indonesia-untuk-liburan-6Jbcm

Gunawan, R. (2024). Pengaruh Fasilitas Ruang Tunggu Terhadap Kepuasan Penumpang di Bandar Udara Sultan Thaha Jambi. *Journal of Education Transportation and Business*, *1*(2), 450–458. https://doi.org/10.57235/jetbus.v1i2.3845

Güzel, B. (2017). Destination Attributes in the Eye of the Local People. *Kastamonu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, *18*(1), 128–137.

Herington, C., Merrilees, B., & Wilkins, H. (2013). Preferences for destination attributes: Differences between short and long breaks. *Journal of Vacation Marketing*, *19*(2), 149–163. https://doi.org/10.1177/1356766712463718

Herman, H., Rizkiyah, P., Widjaja, H. R., & Junaid, I. (2023). Determinant Factors in Managing Tourism Village. *Jurnal Kepariwisataan: Destinasi, Hospitalitas Dan Perjalanan*, *7*(1), 67–80. https://doi.org/10.34013/jk.v7i1.1129

Hussain, A., Li, M., Kanwel, S., Asif, M., Jameel, A., & Hwang, J. (2023). Impact of Tourism Satisfaction and Service Quality on Destination Loyalty: A Structural Equation Modeling Approach concerning China Resort Hotels. *Sustainability*, *15*(9). https://doi.org/10.3390/su15097713

Ikasari, H. (2021). Strategies to Improve the Attractiveness of Sam Poo Kong Temple As Cultural Tourism Site of Semarang City, Central Java, Indonesia. *Journal of Indonesian Tourism and Development Studies, 9*(1), 1-9. https://doi.org/10.21776/ub.jitode.2021.009.01.01

Itsnaini, F. M., & Prasetya, A. W. (2023). 66 Persen Wisatawan Indonesia Utamakan Pengalaman

Unik Saat Berlibur. *Kompas.Com*.

Johann, M., & Ghose, S. (2018). Measuring tourist satisfaction with destination attributes. *Journal of Management and Financial Sciences*, (34), 9–22. https://doi.org/10.33119/JMFS.2018.34.1

Kartika, S. D. (2024). Parekraf Hijau: Strategi untuk Pariwisata Berkelanjutan di Indonesia. *Info Singkat*, *XVI*(4), 21–25.

Kemenkoekuin. (2025, March 13). *Mendongkrak Kinerja Sektor Pariwisata, Pemerintah Siapkan Berbagai Program Lintas Sektor*. https://www.ekon.go.id/publikasi/detail/6253/mendongkrak-kinerja-sektor-pariwisata-pemerintah-siapkan-berbagai-program-lintas-sektor

Kim, H., Joun, H. J., Choe, Y., & Schroeder, A. (2019). How can a destination better manage its offering to visitors? Observing visitor experiences via online reviews. *Sustainability (Switzerland)*, *11*(17), 1–19. https://doi.org/10.3390/su11174660

Mazidaturrizka, W., & Aliyah, I. (2019). Faktor-Faktor Ketidakpuasan Wisatawan Pada Taman Satwa Taru Jurug, Surakarta. *Cakra Wisata*, *20*(2), 42–47.

Mileneo, M. F. (2025, February 5). Kunjungan Wisata ke Indonesia Meroket, Tertinggi dalam 5 Tahun Terakhir! https://www.goodnewsfromindonesia.id/2025/02/05/kunjungan-wisata-ke-indonesia-meroket-tertinggi-dalam-5-tahun-terakhir

Moon, H., & Han, H. (2018). Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tourism Management Perspectives*, *28*, 71–82. https://doi.org/10.1016/j.tmp.2018.08.002

Murayama, T., Brown, G., Hallak, R., & Matsuoka, K. (2022). Tourism Destination Competitiveness: Analysis and Strategy of the Miyagi Zaō Mountains Area, Japan. *Sustainability, 14*(15). https://doi.org/10.3390/su14159124

Nareswari, L. (2024). 'Back-to-Nature' Ecotourism Becomes a Favorite of Tourists in 2025. *BaliExpat*.https://baliexpat.com/2024/12/27/back-to-nature-ecotourism-becomes-a-favorite-of-tourists-in-2025/

Nurjanah. (2018). Pemanfaatan Media Sosial Masyarakat Sadar Wisata dalam Mempromosikan Potensi Wisata Baru. *Medium*, *6*(2), 39–50. https://doi.org/10.25299/medium.2018.vol6(2).2412

Pangaribowo, W. S., & Krisiandi. (2025, August 4). Patok Tarif Rp 50.000 untuk Wisatawan di Malioboro, 2 Juru Parkir Ditangkap. *Kompas.Com*.

Prayag, G. (2007). Exploring the Relationship between Destination Image & Brand Personality of a Tourist Destination – An Application of Projective Techniques. *Journal of Travel and Tourism Research*, *7*(2), 111–130.

Pujiastuti, E. E., Utomo, H. J. N., Imtikhanah, L. M., Widowati, D., & Firdaus, M. R. (2023). The Influence of Destination Attribute on Behavior Intention through Memorable Tourist Experience and Tourist Satisfaction as Intervening Variables. *Jurnal Bisnis Dan Manajemen*, *10*(2), 171–184. https://doi.org/10.26905/jbm.v10i2.11778

Purwadinata, S., & Ambarwati, A. (2023). Analisis Potensi Dan Daya Tarik Obyek Wisata Pantai Saliper Ate Kabupaten Sumbawa [Analysis of the Potential and Attraction of Saliper Ate Beach Tourism Object, Sumbawa Regency]. *Jurnal Ekonomi & Bisnis*, *11*(1), 61–71. https://doi.org/10.58406/jeb.v11i1.1154

Raimkulov, M., Juraturgunov, H., & Ahn, Y. J. (2021). Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan. *Sustainability*, *13*(4), 1–14. https://doi.org/10.3390/su13042252

Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality*

and Tourism Management, *36*, 12–21. https://doi.org/10.1016/j.jhtm.2018.03.005

Rizaldi, A. S., Rumanti, A. A., & Andrawina, L. (2024). *Sustainable Tourism Industry in Indonesia through Mapping Natural Tourism Potential : Taxonomy Approach*. *Sustainability, 16*(10), 4201. https://doi.org/10.3390/su16104201

Said Taan EL Hajjar. (2018). Statistical Analysis: Internal-Concistency Reliability And Construct Validity. *International Journal of Quantitative and Qualitative Research Methods*, *6*(1), 27–38.

Selvina, L., Vhalery, R., & Rosadi, N. (2025). Efektivitas Penerapan Sistem Pembayaran QRIS (Quick Response Code Indonesian Standard) pada UMKM Ayam Blenger PSP. *Journal of Accounting, Management, and Financial*, *1*(2), 54–62. https://doi.org/10.70904/590628

Simangunsong, K. T. (2023). Analisis Aktivitas Wisatawan Saat Berkunjung Ke Pantai Di Daerah Istimewa Yogyakarta. *Kepariwisataan: Jurnal Ilmiah*, *17*(3), 220-229. https://doi.org/10.47256/kji.v17i3.224

Singh, R., & Singh, J. (2019). Destination Attributes to Measure Tourist Revisit Intention: A Scale Development. *Global Business Review*, *20*(2), 549–572. https://doi.org/10.1177/0972150918825329

Sunariyah, S. (2024, June 2). Destinasi Wisata Prioritas, Upaya Pemerintah Gaet Banyak Pelancong. *IDN Times*.

TASS. (2023, October 14). *Hainan's Sanya boosts international flights with subsidies of up to $125k*. https://tass.com/economy/1694407

Williams, B., Onsman, A., & Brown, T. (2010). Exploratory factor analysis: A five-step guide for novices. *Australasian journal of paramedicine, 8,* 1–13. https://doi.org/10.33151/ajp.8.3.93

World Travel & Tourism Council. (2025, June 12). *Indonesia's International Visitor Spend to Reach a Record-Breaking IDR 344TN in 2025*. https://wttc.org/news/indonesias-international-visitor-spend-to-reach-a-record-breaking-idr-344tn-2025