



Book Of Program

4th International Seminar on Tourism (ISOT)

04-05 November 2020

**PROMOTING CREATIVE TOURISM :
CURRENT ISSUES IN TOURISM RESEARCH**



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WELCOMING REMARKS

It is with great pleasure as well as honor to welcome you all to the 4th International Seminar on Tourism (ISOT) 2020 hosted by Department of Tourism, Faculty of Social Sciences Education, Universitas Pendidikan Indonesia (UPI), Indonesia. Featuring the theme of “Promoting Creative Research: Current Issues in Tourism Research”, the seminar aims to bring together scientists, academics, researchers, and practitioners to share their knowledge, research results, and experiences despite the global pandemic of COVID-19. The seminar was initially set to take place at UPI on 4-5 November 2020; however, due to the uncertainties of the pandemic, the organizing committee has come to an agreement to hold it virtually on 4 November 2020. The occurrence is exactly in line with the theme as the organizing committee, along with the other co-hosting universities, have to cope with the situation through a creative solution. This year, we invited three speakers: Professor Bob McKercher from The Hongkong Polytechnic University; Professor Iis Tussyaidah from University of Surrey, United Kingdom; and Dr. Dewi Turgarini, MM.Par. from Universitas Pendidikan Indonesia, Indonesia to give a talk in relation to the theme. Following the plenary session by the three speakers, we also have a parallel session in which the speakers have to attend their assigned room(s) and present their paper(s).

In addition to fruitful discussions through both plenary and parallel sessions, we take into account the importance of paper dissemination through international publication. This year, we managed to have a publication collaboration with Routledge and CRC Press, a member of Taylor & Francis group, one of the “Ivy League” squad within the publication context. There are 112 papers to be published within the platform discussing a variety of scope including Community-Based Tourism, Destination Management, Tourism and Education, Tourism Gastronomy, Hospitality Management, Safety and Crisis Management, and Tourism Marketing. I do hope the publication benefits as many people as possible, particularly in such a strange and difficult time.

The conference is made possible because of collaborative works of several parties. First of all, I would like to express my deepest gratitude to the Rector of UPI. Prof. Dr. M. Solehudin, M.Pd., M.A. and Vice Rector for Research, International Affairs, Business, and Partnership, Prof. Dr. Adang Suherman, M.A. for their endless support regarding the university’s publication productivity. Secondly, I would like to thank all the leaders at the Faculty of Social Sciences Education, UPI, and Department of Tourism, UPI for facilitating the seminar. Last but not least, I would like to deliver many thanks to all the co-hosting institutions: STIEPAR YAPARI, Universitas Negeri Jakarta, Universitas Kristen Petra, and Sekolah Tinggi Pariwisata Trisakti and all the committee members of The 4th ISOT 2020 for all the hard work. Looking forward to seeing you all at the 4th ISOT 2020.

Dr. Ahmad Hudaiby Galih Kusumah, M.M.
Chairman ISOT

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PROGRAM SCHEDULE

The 4th INTERNATIONAL SEMINAR ON TOURISM (ISOT) UNIVERSITAS PENDIDIKAN INDONESIA, NOVEMBER 4, 2020

NO	TIME	ACTIVITY	VENUE
1	08.00 – 09.00 WIB (Western Time of Indonesia)	Registration	Main Meeting room
2	09.00 – 09.30	<p>Opening Ceremony</p> <p>The National Anthem – Indonesia Raya</p> <p>Welcoming Speech:</p> <ol style="list-style-type: none"> Dr. A.H. Galih Kusumah, M.M. (Chairman ISOT) Dr. Agus Mulyana, M.Hum. (Dean Faculty of Social Sciences Education) Prof. Dr. M. Solehuddin, M.Pd., M.A. (Rector of Universitas Pendidikan Indonesia) <p>Master of Ceremony: Cep Ubad Abdullah, M.Pd. (mahasiswa)</p>	Main Meeting room & Numan Sumantri Building room 103
4	09.30 – 11.00	<p>Plenary Session</p> <p>Keynote Speakers:</p> <p>Prof. Bob McKercher The Hong Kong Polytechnic University, Hong Kong</p> <p>Prof. Iis Tussyadiah University of Surrey, United Kingdom</p> <p>Dr. Dewi Turgarini, M.M.Par. Universitas Pendidikan Indonesia, Indonesia</p> <p>Chair Session: HP Diah Setiyorini, M.M.</p>	Main Meeting room
5	11.00 – 11.45	Question and answer	Main Meeting room
7	11.45 – 12.00	ISOT announcements	Main Meeting room
8	12.00 – 13.00	Break	
9	13.00 – 15.00	Parallel session 1	Breakout room
10	15.00 – 15.30	Break	
11	15.30 – 17.00	Parallel session 2	Breakout room
12	17.00 – 17.30	<p>Closing ceremony</p> <p>Chanting Prayer</p> <p>ISOT announcements</p>	Main Meeting room

PARALLEL SESSIONS

BREAKOUT ROOM	MODERATOR:
Breakout room 1: Community Based Tourism & Destination Management	Agus Sudono, M.M.
Breakout room 2: Destination Management	Nuzep Almigo, Ph.D.
Breakout room 3: Hospitality Management & Destination Management	Reiza Miftah Wirakusuma, S.ST.Par., M.Sc.
Breakout room 4: Tourism and Education & Gastronomy Tourism	Caria Ningsih, Ph.D.
Breakout room 5: Security and Crisis Management in Tourism	Ilma Indriasri Pratiwi, M.P.Par.
Breakout room 6: Tourism Marketing & Gastronomy Tourism	Yeni Yuniawati, M.M

PRESENTATION SCHEDULE

Breakout Room 1: Community Based Tourism & Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT001	Border community perception of their local tourist attraction	A. Khosihan, A.R. Pratama, P. Hindayani
2	13:10 - 13:20	ISOT002	Language style and local wisdom in The Travel Documentary Pesona Indonesia: Tondokku Kondosapata on TVRI as a medium for tourism promotion	S. Hamidah, N.N. Afidah, I. Kurniawaty, H.T. Abdillah, R.H. Nugraha
3	13:20 - 13:30	ISOT003	Community education in developing edutourism values in Geopark Ciletuh	D.S. Logayah, M. Ruhimat, R. Arrasyid
4	13:30 - 13:40	ISOT004	Building the character of community tourism village in the preservation of Culture Ngalaksa	D.M. Nugraha, Supriyono, A. Gumelar
5	13:40 - 13:50	ISOT005	Development strategies for parenting tourism villages based on digital literacy	N.N. Afidah, D.M. Nugraha, A. Gumelar, P. Hyangsewu, Y.A. Tantowi
6	13:50 - 14:00	ISOT006	Citizenship education in community development in Indonesia: reflection of a community development Batik Tourism Village	Katiah, A. Dahliana, Supriyono, V.A. Hadian
7	14:00 - 14:10	ISOT007	Poverty alleviation in tourism destination: A new village-owned enterprise in the southern coast of West Java	A.W. Handaru, U. Suhud, S. Mukhtar
8	14:10 - 14:20	ISOT008	Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor	S.N.A. Zuhairi, N.H.A. Rahman, S.A. Abas, S.S.M Sawari, S.A.A. Latif, R.M. Wirakusuma
9	14:20 - 14:30	ISOT009	Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley	A. Siti Aisah, M.A. Nur Afiqah, A.R. Nur Hidayah, M.S. Siti Salwa, G.R. Nurazizah
10	14:30 - 14:40	ISOT010	Rural tourism in Jakarta (Ecotourism in Pasanggrahan Riverbank)	E. Maryani, Amin, N. Supriatna, M. Ruhimat
11	14:40 - 14:50	ISOT011	Indonesia's spice route tourism	N. Fathiraini, D.P. Novalita, Labibatussolihah, E. Fitriyani
12	14:50 - 15:00	ISOT012	Tarling art: history and tourism potential in Cirebon	A. Mulyana, S. Sartika
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT013	Tourism and spiritual journey from students' perspective and motivation	S.P. Pandia, M.D. Kembara, A. Gumelar, H.T. Abdullah
14	15:40 - 15:50	ISOT014	Cultural tourism: Commercialization or preservation?	E. Malihah, S. Komariah, N.F. Utami, E. Prakarsa
15	15:50 - 16:00	ISOT043	How risky is liveaboard diving in Indonesia? An empirical investigation on the divers perceived risk and oceanic geomorphology	R.M. Wirakusuma, M. Lück, H. Schänzel, M.A. Widiawaty, G.P. Pramulatsih, M. Dede, E. Dasipah
16	16:10 - 16:20	ISOT044	Challenges in sustainable design practices through the lenses of local event organizers	M. Intason
17	16:20 - 16:30	ISOT045	Rural Tourism: The State-of-the-Art	A.H.G. Kusumah
18	16:30 - 16:40	ISOT046	Hand sign method in playing <i>angklung</i> as tourists' involvement on creative	N. Riana, K. Fajri

			tourism: A case study on <i>Saung Angklung Udjo</i>	
19	16:40 -16:50	ISOT065	Implications of Food Delivery Services for Recognition of Traditional Foods by Millennials in Bandung	A. Sudono

Breakout room 2: Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT015	The crucial attributes for culinary tourism destination based on tourists' perception	T. Abdullah, Gitasiswhara, R.S. Nugraha
2	13:10 - 13:20	ISOT016	Border tourism in Indonesia's outer islands: The case of Sebatik Island	S.R.P. Wulung, A.K. Yuliawati, M.S.D. Hadian
3	13:20 - 13:30	ISOT017	Visitor satisfaction: The mediating role of crowding perception on environmental characteristic and other visitors' behavior	N.A. Zidany, G.R. Nurazizah, F. Rahmafritia, M.H.Y. Johari
4	13:30 - 13:40	ISOT018	Culinary Tourism Planning and Development: A Case in Gebang Mekar Cirebon	E. Fitriyani, I.I. Pratiwi, A. Suwandi
5	13:40 - 13:50	ISOT019	Tour Guides' Multilingualism in the City of Bandung, Indonesia: What Does the Policy Say?	C.U. Abdullah, S.R.P. Wulung
6	13:50 - 14:00	ISOT020	Tourist preferences of activities in the tourist village	S. Marhanah, E. Sukriah
7	14:00 - 14:10	ISOT021	The influence of Bandung City image as a fashion city on tourist satisfaction	P. Supriatin, S. Marhanah, Rosita
8	14:10 - 14:20	ISOT022	The influence of destination image on revisit intention in Olele Marine Park	M.N. Della, N. Wildan, O. Sukirman
9	14:20 - 14:30	ISOT023	<i>Topeng Pedalangan</i> as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta	Kuswarsantyo
10	14:30 - 14:40	ISOT024	Millennial volunteer tourist motivation in West Java Province, Indonesia	D.D. Utami, I. Ramadhani, A.P. Ramdhani, N.T. Murtiani
11	14:40 - 14:50	ISOT025	Sacred tombs as attraction of tourism village	R. Fedrina, Khrisnamurti, R. Darmawan, U. Suhud
12	14:50 - 15:00	ISOT026	Chinese tourists' perception on Bali Tour Package	H. Utami, R. Darmawan, R. Wardhani, U. Suhud
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT027	Transformational Leadership, Perceived Organizational Support, and Workplace Spirituality on Employee Engagement of Restaurant Employees in Surabaya	D.C. Widjaja, R.S.T. Putri, D.E. Febrianto
14	15:40 - 15:50	ISOT028	Destination personality of Labuan Bajo, Indonesia: Local and foreign tourists' perspectives	C.G. Chandra, S. Thio
15	15:50 - 16:00	ISOT029	Development of tourist visitor management system in Tajur Kahuripan Traditional Tourism Village	A. Agoes, I.N. Agustiani
16	16:10 - 16:20	ISOT030	Projected destination image on Instagram amidst a pandemic: A visual content analysis of Indonesian National DMO	W.N. Wan Noordin, V. Sukmayadi, R.M. Wirakusuma

17	16:20 - 16:30	ISOT031	Analysing the factors affecting the purchasing decision over Malaysian Batik Products	U.H. Simin, N.H.A. Rahman
18	16:30 - 16:40	ISOT032	Indonesia Mythology as Touristic Attractiveness: The Story of the Queen of the Southern Sea of Java Island	M.V. Frolova, M.W. Rizkyanfi, N.S. Wulan
19	16:40 -16:50	ISOT033	The role of psychographic factors in predicting volunteer tourists' stage of readiness: A case of Australia	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama

Breakout room 3: Hospitality Management & Destination Management

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT072	Re-examining sensory experience on highland nature-based resort rooms	N.H.A. Rahman, R.M. Wirakusuma, E. Dasipah
2	13:10 - 13:20	ISOT073	Consumer's complaint behavior between Indonesian and Non-Indonesian in the hotel	Y. Machiko, Ivena, M. Kristanti, R. Jokom
3	13:20 - 13:30	ISOT074	Exploring factors influencing homestay operators to participate in the homestay program	S. Haminuddin, S.S. Md Sawari, S.A. Abas
4	13:30 - 13:40	ISOT075	Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia	M.M. Jamil, N.H.A. Rahman
5	13:40 - 13:50	ISOT076	Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest	Y. Rahayu, J. Zuhriatusobah
6	13:50 - 14:00	ISOT077	Environment, food, or employee: Identifying factors in authentic dining experience influencing customer satisfaction	T. Abdullah, N. Latifah, H.P.D. Setiyorini, R.S. Nugraha
7	14:00 - 14:10	ISOT079	The impact of dining experience towards revisit intention at Mujigae Resto, Bandung	R. Andari, Gitasiswhara, D.A.T. Putri
8	14:10 - 14:20	ISOT080	Legal and business sustainability of social enterprises restaurants	N.B. Le, T. Andrianto, R. Kwong
9	14:20 - 14:30	ISOT081	Restaurant selection of Thai Free Individual Traveler (FIT) by using Conjoint Analysis Approach	K. Pitchayadejanant, L. Dembinski, P. Seesavat, P. Yimsiri, A. Amonpon, R. Suprina
10	14:30 - 14:40	ISOT034	Turkish destination image and attitude toward Turkish television drama	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama
11	14:40 - 14:50	ISOT035	Why do countries allow dark tourism? A review study	S. Barua, E.D. Putra
12	14:50 - 15:00	ISOT036	Understanding the motivations and preference on ecotourism development: The case of Gunung Leuser National Park, Indonesia	Amrullah, A. Rachmatullah Nurbaeti, F. Asmaniati, S. P. Djati
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT037	Sequential exploratory mixed methods and scale development: Investigating transformational tourism readiness	J.K. Sabharwal, S. Goh, K. Thirumaran
14	15:40 - 15:50	ISOT038	Economic Benefits of Selected Resorts in Dasmariñas City, Cavite: Basis For A Proposed Economic Strategy	A.R.D. Movido, M.J.L. Tapawan, Q.A.E. Lucero, J.U. Tabuyo

15	15:50 - 16:00	ISOT039	Tourism development and the well-being of local people: Findings from Lembang, West Java, Indonesia	E. Sukriah
16	16:10 - 16:20	ISOT042	Can marine debris pollution cause the loss of tourism revenue in Indonesia? An empirical study	P. Hindayani, A. Khosihan, A.R. Pratama
17	16:20 - 16:30	ISOT047	Potential of domestic tourist loyalty in Indonesia: A spatial analysis	A.R. Pratama, A. Khosihan, P. Hindayani
18	16:30 - 16:40	ISOT040	The effect of individual and destination accessibility on willingness to visit: nature-based tourism destination	I. Wirajaya, F. Rahmafritria, G.R. Nurazizah, A. Jamin
19	16:40 - 16:50	ISOT041	Push and pull factors in visiting a remote nature-based destination	R. Ameliana, L. Somantri, F. Rahmafritria, F.A. Karim

Breakout room 4: Tourism and Education & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT048	The tourism academic traveler	A.H.G. Kusumah, Khrisnamurti, M. Kristanti
2	13:10 - 13:20	ISOT049	Competency development problems in tourism and hospitality students' internship in Indonesia	Rosita
3	13:20 - 13:30	ISOT050	Integrative Teaching Materials for Indonesian Speakers of Other Languages Based on Sundanese Gastronomy Text	M.W. Rizkianfi, Syihabuddin, F.N. Utorodewo, V.S. Damaianti, D. Turgarini
4	13:30 - 13:40	ISOT051	CIPP Model: Curriculum evaluation of the Indonesian gastronomy courses	W. Priantini, I. Abdulhak, D. Wahyudin, A.H.G. Kusumah
5	13:40 - 13:50	ISOT052	Situation analysis of tourism education in The City of Bandung	A. Suwandi, E. Fitriyani, N. Fajria, S.R.P. Wulung
6	13:50 - 14:00	ISOT053	Analysis of online learning in pandemic Covid-19 in tourism education	A. Suwandi, E. Fitriyani, A. Gumelar
7	14:00 - 14:10	ISOT054	Development of friendly character and working characters for Tourism Guide Practices of SMK's Student in Bali	R. Munawar, M. Rahmat
8	14:10 - 14:20	ISOT055	Edutourism: Learning to be the Indonesian Society	R.W.A. Rozak, A. Kosasih, M.D. Kembara, N. Budiyan, V.A. Hadian
9	14:20 - 14:30	ISOT056	Intercultural language learning: Literacy level determines the development of tourist numbers in Indonesia?	D. Hadian, V.S. Damaianti, Y. Mulyati, A. Sastromiharjo
10	14:30 - 14:40	ISOT057	CATC implementation to strengthen the industrial based tourism competency of vocational school	D. Sunarja, O.D. Maharani
11	14:40 - 14:50	ISOT058	An Exploratory Study on Singapore Polytechnic Hospitality and Tourism Students' Perception towards the use of Virtual Learning Environments (E-Learning)	J.M. Pang
12	14:50 - 15:00	ISOT059	The challenge in disruptive times in tourism education: Towards are designed curriculum for new normal from conventional to creative tourism	P.R.M. Tayko, Foedjiawati
	15:00 - 15:30	BREAK		

13	15:30 - 15:40	ISOT060	The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates	G. Ginanjar, M.W. Rizkyanfi
14	15:40 - 15:50	ISOT067	Digitalization activities in gastronomy tourism	D. Turgarini, I.I. Pratiwi, T.K. Priyambodo
15	15:50 - 16:00	ISOT068	Tape Kareueut Teh Bohay: Students' Gastronomic Tourism Capital Universitas Pendidikan Indonesia	Fachrudin, N.N. Afidah, F. Azis, S. Hamidah, M.W. Rizkyanfi
16	16:10 - 16:20	ISOT070	Exploring the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand	P. Nakpathom, K. Chinnapha, P. Lakanavisid, M.R. Putra, A. Wongla, A. Kowarattanakul, N. Pangket, P. Thanuthep, S.H. Rui
17	16:20 - 16:30	ISOT071	iDabao during Covid-19: Online-to-offline (O2O) food delivery service and the digitalization of hawker (street) food during a crisis	E. Tan
18	16:30 - 16:40	ISOT069	Gastronomy Tourism Development Model on a Tourist Village	C. Ningsih, D. Turgarini, I.I. Pratiwi, R. Fitrianty
19	16:40 - 16:50	ISOT088	Assessing Tourist Motivation on Tionghoa Halal Food	C. Ningsih, H. Taufiq A

Breakout room 5: Security and Crisis Management in Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT082	Covid-19 and Indonesian super-priority tourism destinations	S.R.P. Wulung, Y. Yuniawati, R. Andari
2	13:10 - 13:20	ISOT083	The influence of perceived risk and perceived value toward tourist satisfaction	B. Waluya, O. Ridwanudin, Z.S. Zahirah
3	13:20 - 13:30	ISOT084	Hospitality Industry Crisis: How to Survive and Recovery in The Pandemic of COVID-19	E. Fitriyani, D.P. Novalita, Labibatussolihah
4	13:30 - 13:40	ISOT085	From fantasy to reality: Attracting the premium tourists after COVID-19	A.R. Pratama, P. Hindayani, A. Khosihan
5	13:40 - 13:50	ISOT086	Travel decision-making amid the pandemic	G.R. Nurazizah, Darsiharjo
6	13:50 - 14:00	ISOT089	Revenge Tourism : Trend or Impact Post Pandemic Covid-19 ?	M.N.A. Abdullah
7	14:00 - 14:10	ISOT090	Spiritual tourism: Study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia	E. Firdaus, M. Rahmat
8	14:10 - 14:20	ISOT091	The new era of tourism: Draw up tourism industry after pandemic	S. Nurbayani, F.N. Asyahidda
9	14:20 - 14:30	ISOT092	Tourism and tourism crisis management in the COVID-19 pandemic time	E. Edison, T. Kartika
10	14:30 - 14:40	ISOT093	Differences in trust and risk-taking propensity for travelers from Indonesia	A. Njo, F. Andreani
11	14:40 - 14:50	ISOT094	The impact of travel constraints on travel intention	F. Andreani, A. Njo
12	14:50 - 15:00	ISOT095	The effect of COVID-19 outbreak to the destination choice and the intention to	M. Worrachananun, N. Srisuksai

			visit the destination among Thai tourists	
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT096	The impacts of COVID-19 at Karangsang Mangrove Centre	D.J. Prihadi, Z. Guanghai, Khrisnamurti, H. Nuraeni
14	15:40 - 15:50	ISOT097	Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions	A.M. Fawzi, A.T. Nugraha, A.G. Subakti
15	15:50 - 16:00	ISOT098	Covid-19, Technology and Tourism: the future of virtual tour?	T. Andrianto, A.H.G. Kusumah, N.A. Md Rashid, A.G. Buja, M.A. Arshad
16	16:10 - 16:20	ISOT099	Virtual tour as one of education tourism solutions in COVID-19 pandemic	R. Khaerani
17	16:20 - 16:30	ISOT100	Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak	P. Hindayani, A.R. Pratama, A. Khosihan, Z. Anna
18	16:30 - 16:40	ISOT087	Tourism Industry Standard Operating Procedure Adaptation Preparing Covid-19 New Normal in Indonesia	I.I. Pratiwi, A. Mahmudatussa'adah

Breakout room 6: Tourism Marketing & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT101	The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia	R. Khaerani, T. Kartika, B. Basri
2	13:10 - 13:20	ISOT102	Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destination in COVID-19 pandemic	A. Khosihan, P. Hindayani, A.R. Pratama
3	13:20 - 13:30	ISOT103	Visual Ethnography: Tourists' Perception of Bandung's Destination Image	O. Ridwanudin, Y. Yuniawati, V. Gaffar
4	13:30 - 13:40	ISOT104	What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes	T. Abdullah, N.E. Novianti, R. Andari, R.S. Nugraha
5	13:40 - 13:50	ISOT105	Women's mountaineering tourism on Instagram: the paradox between gender equality, identity, and objectification	A. Mecca
6	13:50 - 14:00	ISOT106	Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students	T. A. Patria, H. Ulinnuha, Y. Maulana, J. Denver, J. Tanika
7	14:00 - 14:10	ISOT107	Nation brand culture tourism to improve the Nation image	Wilodati, S. Komariah, N.F. Utami
8	14:10 - 14:20	ISOT108	The role of social media in Generation Z travel decision-making process	Khriamurti, R. Fedrina, U. Suhud, D.J. Prihadi
9	14:20 - 14:30	ISOT109	The influence of halal tourism destination attributes on tourist satisfaction in Bandung	N. Wildan, M.N. Della, O. Sukirman
10	14:30 - 14:40	ISOT110	mGuiding (Mobile Guiding) - Using a Mobile GIS app for Guiding Geopark Ciletuh Palabuhanratu, Indonesia	R. Arrasyid, Darsiharjo, M. Ruhimat, D.S. Logayah, R. Ridwana, H.R.M. Isya

11	14:40 - 14:50	ISOT111	Virtual tour: Tourism opportunities in the new normal era	Labibatussolihah, D.P. Novalita, N. Fathiraini, E. Fitriyani
12	14:50 - 15:00	ISOT112	The Effect of Internet Marketing and Electronic Word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung	D. Valentina, D. Turgarini, I.I. Pratiwi
	15:00 - 15:30		Break	
13	15:30 - 15:40	ISOT061	Canna fettucine: Commodifying culinary Italian Indonesian	S.S. Wachyuni, K. Wiweka, R.M. Wirakusuma
14	15:40 - 15:50	ISOT062	The Salapan Cinyusu (Nona Helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city	D. Turgarini
15	15:50 - 16:00	ISOT063	The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta	Rr.M. Vania T., Gitasiswhara, Y. Yuniawati
16	16:10 - 16:20	ISOT064	Culinary experience toward behavioral intention (Survey of consumer fusion food on street food in Bandung City)	M.R. Perdana, L.A. Wibowo, Gitasiswhara
17	16:20 - 16:30	ISOT066	Gastronomy tourism as a media to strengthen national identity	R. Fitria, A. Supriatna, K.A. Hakam, S. Nurbayani, Warlim
18	16:30 - 16:40	ISOT078	The effect of perceived authenticity on revisit intention in Sundanese Restaurant	Y. Yuniawati, T. Abdullah, A.S. Sonjaya

ISOT028

Destination personality of Labuan Bajo, Indonesia: local and foreign tourists' perspectives

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ABSTRACT: The purpose of this study is to identify the personality of Labuan Bajo and then compare the personality perceptions between local and foreign visitors. Labuan Bajo is one of the priority destinations designated by Indonesian Government located in East Nusa Tenggara. This paper adopted the brand personality construct from Aaker (1997) which has five basic dimensions, namely sincerity, excitement, competence, sophistication, and ruggedness. A total of 200 valid responses were obtained in this study and then analyzed using descriptive statistic. Independent t-test was also employed to unravel significant differences in local and foreign perceptions about the destination. The findings revealed that both local and foreign respondents perceived Labuan Bajo as ruggedness, sincerity, and excitement. Local visitors more portrayed the destination with ruggedness personality, while foreign visitors were on sincerity. The dimension personality of competence was perceived to be the least by the two cohorts. Among the five dimensions of destination personality, the two groups were significantly different particularly in their perception of sincerity, excitement, and sophistication. The results of the study may assist destination providers building appropriate branding and positioning strategies for Labuan Bajo.

Keywords: destination personality, local tourists, foreign tourists, Labuan Bajo.



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Sienny Thio

Has participated as :

Presenter of

**“Destination personality of Labuan Bajo, Indonesia:
Local and foreign tourists’ perspectives”**

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1 INTRODUCTION

Tourism is one of the growing industries in Indonesia in recent years and has become the country's source of foreign-currency income. Indonesia has an extraordinary natural resource; thus, the government has been confident to set a target to attract 20 million tourists by 2019 from almost 14 million in 2017 (Ollivaud & Haxton 2019). Indonesian government has prioritized four destinations to be "New Bali," and one of them is Labuan Bajo. Labuan Bajo is the capital city of West Manggarai Regency with a strategic geographical position in the west of Flores Island, East Nusa Tenggara Province. The city of Labuan Bajo itself is surrounded by small islands with sea waters and coastal views, which is very popular by tourists. One of the advantages of Labuan Bajo is the existence of the Komodo National Park, which was inaugurated as a finalist of the Seven New Natural Wonders by UNESCO in 1986. This is because the largest Komodo in the world is only found in the Komodo National Park, surrounded by remarkable natural beauty (Remmer 2017).

As one of the prioritized destinations in Indonesia, government should put some attempts to attract more visitors by strengthening its destination branding to create a positive image of Labuan Bajo. Brands can be considered as a reflection of the quality and popularity of a product or service so that destination branding reflects the quality and popularity of a tourist destination (Bilim & Bilim 2014). Dickinger & Lalicic (2015) stated that destination personality is a form of branding strategy, which is a concept originated from the development of the brand personality theory proposed by Aaker (1997), which is a set of human characteristics associated with a brand. According to Aaker (1997), brand personality can be described into five main characters, namely, sincerity,

excitement, competence, sophistication, and ruggedness. The assessment of the destination personality is strongly influenced by the character of individuals (Lee et al. 2015). Individual perceptions in assessing the destination personality are mainly affected by how the local government develops the concept of personality of a tourist site.

Pong and Noor (2015) define destination personality as a set of human characteristics associated with a destination. Destination personality is also defined as a series of characters chosen to communicate with tourists about destinations (Suleman et al. 2016). Destinations can be linked to human nature and personality and are considered as independent factors for tourists (Huong & Huy 2014). Aaker (1997) suggests that personality traits can be directly linked to destinations through several factors, such as infrastructure, hotels, hotel and restaurant staff, and residents. Destination personalities can be built indirectly through marketing programs such as communication strategies, pricing strategies, and infrastructure development. Destination personality is a metaphor that is appropriate to understand perceptions of someone who will visit a tourist destination and to uniquely manage the identity of the destination. In addition, identifying perception of destination personality may emotionally connect tourists to the destination (Kim & Stepchenkova 2017).

Destination personality is a character that is assessed subjectively by an individual or a group that has a similar background. Styliadis et al. (2014) in their study added that in the assessment of destination personality, attributes and images of a tourist destination may differ according to domestic and foreign tourists. Ayyildiz and Turna (2013) with a similar study also showed that there were differences in the assessment of the attributes and images of tourist destinations from tourists from different countries. Lee et al. (2015) also examined the destination personalities of various tourist destinations in various countries. The results showed that even though the tourist destinations studied were similar (natural attractions and city views), the results can be different. Of the three selected countries (China, the United States, and France), all have different personality characteristics. Dickinger and Lalicic (2015) in their study also examined the destination personality of tourist destinations in Vienna, Austria. The results of the study found that the most prominent character of the destination personality in Vienna, Austria, is the dimension of sincerity.

Even though several studies have been conducted to identify destination personality of several tourist destinations, such as Istanbul (Unurlu & Küçükkancabas 2013), Vienna (Dickinger & Lalicic 2015), China, the United States, France (Lee et al. 2015), Bunaken National Park and Wakatobi (Suleman et al. 2016), most studies focused on destinations in big and popular cities. Thus, this study attempted to identify destination personality of Labuan Bajo as one of the prioritized destinations selected by the Indonesia government. Local and foreign tourists' perspectives are also examined as highlighted by Styliadis et al. (2014) and Ayyildiz and Turna (2013), that domestic and foreign visitors might have different views on how they perceive personality of a destination. The result of this study may provide the local government as well as destination marketers a better understanding how tourists portray Labuan Bajo and then provide marketing strategies to attract more local and foreign tourists to visit Labuan Bajo. As stated by Sahin and Baloglu (2011), the identifying personality of a destination from the perception of visitors will help destination providers capture personality traits to be highlighted into their marketing efforts to enhance tourists' experience and increase their satisfaction.

2 METHOD

This study adopted brand personality construct from Aaker (1997) with five main dimensions, namely, sincerity, excitement, competence, sophistication, and ruggedness to identify destination personality of Labuan Bajo using 42 indicators on a five-Likert scale. Respondents were asked to indicate the extent to which each item within the five dimensions of destination personality is perceived to be suitable for Labuan Bajo ranging from 1 (totally disagree) to 5 (totally agree). As all items in the questionnaires were adopted from Aaker (1997) and then translated into Indonesia, a pilot test was conducted with a small group of 30 to evaluate the reliability and internal consistency of destination personality attributes. Cronbach alpha value is generally accepted with a scale

above 0.7 (DeVellis 2003). The results revealed that the alpha coefficients for all personality traits were ranging from 0.723 to 0.787 above the minimum value of 0.7. Therefore, all the dimensions of destination personality developed by Aaker (1997) were applicable to the Indonesia context as the results revealed a satisfactory level of internal consistency.

Quantitative study with descriptive and comparative approach were employed in this study using non-probability sampling design with convenience method. Domestic and foreign visitors who were visiting Labuan Bajo were chosen for sampling purposes. A total of 200 self-administered questionnaires were collected in November 2019 at SkyBajo Hotel in Labuan Bajo with 100 questionnaires for each domestic and foreign visitor. Mean and standard deviation were utilized to portray the data dispersion and to identify central tendency of each personality perceived by the two cohorts. The result of descriptive statistics from this study can be used to identify the main personality of Labuan Bajo perceived by local and foreign travelers. Moreover, statistical comparison was also employed in this study using independent sample t-test for continuous variables to examine whether there are any significant mean differences of personality perceived by local and international tourists who were visiting Labuan Bajo.

3 RESULTS AND DISCUSSION

3.1 *Profile of the respondents*

The profile of the respondents can be seen in Table 1. The gender of the respondents was 41% male and 59% female for domestic respondents and for foreign respondents were 47% male and 53% female. The majority of both respondents were 28 to 37 years old (55% for locals and 51% for foreigners), followed by the age range of 17–27 years old (36% for locals and 32% for foreigners). Most of the local respondents were students (54%) and private employees/entrepreneurs (63%) for foreign respondents with the educational level of undergraduate degree (46% for locals and 45% for foreigners). Some of the domestic respondents were from Jakarta (40%), and the international respondents mostly were from Europe (65%), who came to Labuan Bajo often with their friends/colleagues. More than half of the two group of respondents were first-time visitors, which accounted for 56% and 88% for locals and foreigner, respectively.

3.2 *Destination personality of Labuan Bajo*

Table 2 shows the findings of means and standard deviation of destination personality perceived by both local and foreign visitors. Among five dimensions of personality, ruggedness (overall Mean = 3.93) was perceived the most by domestic respondents to describe Labuan Bajo, followed by sincerity (3.75), excitement (3.75), sophistication (2.72), and competence (1.88), meaning that Indonesian tourists consider Labuan Bajo as a tough and masculine personality with attractive and genuine natural sceneries. Meanwhile, foreign tourists portray Labuan Bajo more on its sincerity (overall Mean=4.03), followed by ruggedness (4.01), excitement (3.97), sophistication (2.55), and competence (1.80). Sincerity personality was acknowledged the most by foreigners to best describe Labuan Bajo with the perception that the destination was more family-oriented with its real and original natural landscape. Even though the two cohorts had slightly different tendencies in describing Labuan Bajo, overall, they portrayed the destination similarly with the three highest personality of Labuan Bajo as ruggedness, sincerity, and excitement. In other words, Labuan Bajo can be personalized as a person who has strong and attractive outdoorsy activities with beautiful natural landscape. It is unsurprising because the biggest attraction of Labuan Bajo is Komodo National Park, which was declared as a world heritage site by UNESCO in 1991 (UNESCO 2011). In addition, unique breathtaking sceneries are also found in Labuan Bajo, such as amazing 360-degree incredible views from Padar Island, which is the top place to see Labuan Bajo, with four small islands, trekking on Komodo and Rinca Islands, which are

Table 1. Profile of the respondents.

Variable	Locals (n = 100)		Foreigners (n = 100)	
	n	%	n	%
Age range				
17–27 years	36	36	32	32
28–37 years	55	55	51	51
38–48 years	7	7	11	11
49–58 years	2	2	6	6
Gender				
Male	41	41	47	47
Female	59	59	53	53
Occupation				
Students	54	54	19	19
Entrepreneurs	44	44	31	31
Employees	21	21	32	32
Professional (teachers, doctors, lawyers, etc.)	2	2	18	18
Others	2	2	0	0
Educational Level				
Junior/Senior high school	38	38	22	22
Diploma degree	15	15	18	18
Bachelor's degree	46	46	45	45
Post-doctoral degree	2	2	15	15
Origin				
East Java	20	20		
Central Java	9	9		
West Java	7	7		
Jakarta	40	40		
Outside Java	24	24		
Asia			15	15
Europe			65	65
America			2	2
Australia			18	18

home to the world's largest lizard, and pink beach as one of the seven pink beaches in the world (trip101, 2020).

Personality dimension of competence was ranked the lowest among the five dimensions by both locals and foreigners. This might be due to lack of awareness of the local community in disposing of waste, which has been one of the problems encountered by Labuan Bajo until now (Agmasari 2018). Labuan Bajo also has several issues such as lack of a clean water supply, inadequate facilities and services, and waste problems, which is unsurprising to be perceived negative by visitors. These problems must be acknowledged by the stakeholders of Labuan Bajo including local government and proper solutions and actions must be taken seriously to promote Labuan Bajo as one of the prioritized destinations.

The Independent sample t-test was deployed to compare the mean score and to identify whether there is a significant difference with the two groups of tourists (locals versus foreigners) regarding their perception about the personality of Labuan Bajo. As appeared in Table 3, it is interesting to find out that all the mean scores of foreign travelers were higher than domestic travelers, suggesting that foreign travelers perceived that Labuan Bajo has stronger personality compared to domestic travelers. From the results, there were significant differences between the two groups in the dimension personality of sincerity, excitement, and sophistication. But there were no significant differences in their perception about ruggedness and competence personality. Meaning that the two cohorts acknowledge that Labuan Bajo offers rugged and masculine activities such as trekking through the

Table 2. Mean and standard deviation of destination personality of domestic and foreign tourists.

Dimension	Locals		Foreigners		Cronbach's Alpha
	Mean	StDev	Mean	StDev	
Ruggedness	3.93	0.44	4.01	0.40	0.787
Tough	4.28	0.72	4.24	0.71	
Rugged	4.22	0.67	4.36	0.71	
Outdoorsy	4.20	0.68	4.35	0.73	
Masculine	4.11	0.63	4.44	0.74	
Western	2.84	0.37	2.68	0.73	0.723
Sincerity	3.75	0.36	4.03	0.28	
Honest	4.28	0.72	4.24	0.71	
Down-to-earth	4.23	0.69	4.32	0.72	
Sincere	4.22	0.67	4.36	0.71	
Small-town	4.18	0.75	4.19	0.76	
Cheerful	4.13	0.72	4.27	0.77	
Family-oriented	4.11	0.63	4.44	0.74	
Real	4.07	0.67	4.36	0.78	
Original	4.05	0.79	4.32	0.82	
Friendly	3.86	0.77	4.00	0.87	
Wholesome	3.72	0.78	3.84	0.88	
Sentimental	2.14	0.77	2.00	0.87	
Excitement	3.75	0.36	3.97	0.43	0.730
Exciting	4.22	0.67	4.36	0.71	
Daring	3.91	0.66	4.28	0.86	
Young	3.83	0.75	4.03	0.89	
Unique	3.82	0.78	3.95	0.88	
Up-to-date	3.82	0.78	3.95	0.88	
Imaginative	3.79	0.65	4.19	0.91	
Spirited	3.75	0.77	3.90	0.89	
Independent	3.72	0.78	3.84	0.88	
Cool	3.68	0.72	3.91	0.92	
Trendy	3.48	0.59	3.81	0.96	
Contemporary	3.22	0.56	3.44	1.12	
Sophistication	2.72	0.40	2.55	0.52	0.752
Charming	3.87	0.67	4.23	0.88	
Good looking	3.70	0.74	3.89	0.90	
Glamorous	2.47	0.66	1.94	1.31	
Upper class	2.35	0.52	1.70	1.03	
Feminine	2.09	0.66	1.72	0.86	
Smooth	1.81	0.76	1.82	0.75	
Competence	1.88	0.40	1.80	0.51	0.729
Intelligent	2.30	0.46	1.60	0.92	
Leader	2.23	0.42	1.46	0.84	
Confident	2.22	0.59	1.71	0.91	
Secure	1.81	0.76	1.82	0.75	
Successful	1.81	0.91	2.21	0.65	
Reliable	1.68	0.72	1.77	0.69	
Technical	1.64	0.71	1.78	0.67	
Corporate	1.64	0.78	1.93	0.67	
Hard working	1.56	0.74	1.89	0.63	

forests of Komodo, swimming with mantas, and snorkeling at the pink beach. Additionally, both local and foreign visitors agreed that Labuan Bajo has a low-level competence as perceived by the tourist. As stated by Remmer (2017) that infrastructure in Labuan Bajo is considered poor with the

Table 3. Independent sample t-test results of destination personality.

Dimension	Tourists	Mean	t-value	Sig. (2-tailed)
Ruggedness	Locals	3.93	-1.395	0.164
	Foreigners	4.01		
Sincerity	Locals	3.75	-2.658	0.008*
	Foreigners	4.03		
Excitement	Locals	3.75	-3.905	0.000**
	Foreigners	3.97		
Sophistication	Locals	2.72	2.484	0.014**
	Foreigners	2.55		
Competence	Locals	1.88	1.251	0.212
	Foreigners	1.80		

**represents significant levels <0.01

common problem of power shortages. The water pipes installed by the local government do not function well, and compared to other urban areas in Flores, the roads in Labuan Bajo are not in good conditions. Waste problems also contribute to a negative perception of the destination. These issues should be put into account

4 CONCLUSION

The findings of this study may provide useful insights for destination marketers to have better understanding about Labuan Bajo's personality from the views of domestic and foreign travelers. Among the five dimensions of destination personality, ruggedness, sincerity, and excitement had the highest score in representing Labuan Bajo. Local visitors were more likely to perceive Labuan Bajo with ruggedness personality, while foreign visitors were higher on sincerity. The personality dimension of competence was perceived to be the lowest by the two group visitors. Thus, the local government needs to put more emphasis on the improvement of infrastructure such as roads and transportation in order to improve tourists' experiences during their stay in Labuan Bajo.

From the study, it can be concluded that domestic and foreign tourists have difference perceptions on how they portray the personality of Labuan Bajo. Both cohorts perceived Labuan Bajo significantly with difference in the dimension of sincerity, excitement, and sophistication. Destination personality is crucial to build positive image of a destination. Thus, destination marketers and providers need to put more attempts on how they promote and build positioning strategies for both groups in order to attract more tourists to visit to Labuan Bajo. For local tourists, it might be interesting to offer some activities which are challenging and fun with more outdoorsy attractions, as for foreign visitors are more family-friendly and attractive natural attractions. This paper only discusses the destination personality of Labuan Bajo using a quantitative approach; therefore, qualitative method needs to be considered to explore deeper why and how visitors perceive the personality of Labuan Bajo. Other destinations prioritized by the Indonesian government such as Borobudur, Mandalika, and Toba Lake may be worth to be investigated in order to assist tourism agencies to create a better positive destination image.

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