



Book Of Program

4th International Seminar on Tourism (ISOT)

04-05 November 2020

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



Routledge
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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 Diyah 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. Rahmafritia, 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. Rahmafritia, 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	Khrisnamurti, 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

ISOT093

Differences in trust and risk-taking propensity for travelers from Indonesia

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ABSTRACT: Traveling is a fun but risky activity depending on the destination. The risks can be reduced by careful planning, especially in the pandemic period. The purpose of this study is to explore trust and risk-taking propensity of Indonesian tourists who travel to other cities or countries. Data collection was carried out by distributing questionnaires online and offline to tourists from Indonesia who did solo or in group traveling and obtained 159 tourists. The results show that there are no differences in trust between solo travelers and group travelers, but there are differences in risk-taking propensity. However, women have more trust than men, then men are more willing to take risks than women. The benefits of this output for tourism practitioners are to create appropriate marketing strategies when offering tourism programs for both groups.

Keywords: trust, risk-taking propensity, traveler

Differences in Trust and Risk-taking Propensity for Travelers from Indonesia

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1 INTRODUCTION

Tourism is a fun activity to do individually or in groups after getting tired of doing activities such as work or study. Data from the World Tourism Organization (2019) states that tourist destinations to various regions of the world are leisure, recreation and holiday (56%), visiting relatives or friends, medical treatment or religious activities (27%), the rest are business activities and others- other. The highest growth in arrivals came from Asia and the Pacific (7%) and Europe (5%) in France, Spain, USA, China, and Italy as the 5 highest destination countries. The various tourist destinations are the choice of travelers to do fun activities, because they have certain features or characteristics as points of interest (Buhlis, 2000). But after the Covid-19 pandemic, the number of tourists visiting at various destinations has decreased greatly due to the prohibition of arrival in various countries and tourist attractions to reduce the risk of spreading the virus. Developments in the second half of 2020 showed some change in the prohibition of visiting other countries without the right reasons, so this openness make tourists possible to travel again.

Trust is the hope or certainty an individual has. Associated with tourist destination, travelers will take into consideration on the basis of his confidence regarding the intended location. The trust factor is an important antecedent for travelers to travel to these destinations (Mohammed, 2016). Collaborative relationships established among different organizations

in tourism industry will reduce risk but at the same time also increase bargaining power in tourism (Wang & Fesenmaier, 2007). So, the level of traveler confidence increases and long-term relationships occur with travelers (Kim, Kim & Kim, 2009; Fyall, Callod & Edwards, 2003). The main components of trust include honesty, kindness, and competence, so trust has a major successful role in managing tourism destination marketing (Choi, Law, & Heo, 2016). Trust in certain goals influences specific components inherited in personal behavior, such as attitude (Kim, Kim & Kim, 2009; Sichtmann, 2007) and perceptions about risk (Teo & Liu, 2007; Kim, Kim, & Shin, 2009).

In addition to trust, travelers have considerations about the risks to be faced when choosing a tourist destination. Perceived risk is defined as an individual's perception of uncertainty and negative consequences due to carrying out certain activities (Reisinger and Mavondo, 2005), one of which is conducting tourism activities. Risks include organized crime, terrorist activities, economic crises, pandemic, natural disasters, diseases, and other extreme events that increase feelings of fear for travelers. These diverse risk perceptions are a major component of the decision-making process when evaluating goals (Sönmez & Graefe, 1998). The most common dimensions of risk perceived by travelers are financial, physical, socio-psychological, health and performance (Yang et al., 2017). This trust and risk create consideration for the travelers so that they are motivated to decide the best destination.

Swain (1995) introduces the definition of gender in tourism as a starting point for future research. Gender is conceptualized in identities related to men and women, and gender identity is constructed culturally and socially. This study aims to explore the differences expressed between solo travelers and group travelers as well as female and male travelers on the variable of trust and risk. Solo travelers and female travelers face a higher risk and need greater confidence than group travelers and male travelers when choosing travel destinations. This condition is interesting to be investigated further because of the advantages and disadvantages of traveling individually or in groups and based on gender. The benefits of research in the tourism industry for tourism businesses is to conduct reliable strategic planning to overcome the differences in tourism activities so that the forms of promotion and cooperation patterns can be made according to the needs of travelers and need a very large adjustment in the pandemic and after this pandemic.

2 LITERATURE REVIEW

2.1 *Trust*

Trust not only includes trust in the ability of partner organizations to complete tasks, but also confidence in the good intentions or positive intentions of partners and the perception that partners adhere to acceptable values (Vlaar, Van den Bosch & Volberda, 2007). Regarding tourism, trust is the result of personality and image in accordance with tourist destinations (Chen & Phou, 2013) or the results of the image itself (Loureiro & González, 2008). The basis of trust is divided into two domains namely affective or cognitive and behavior. The cognitive or affective domain is related to individual beliefs. The behavioral domain relates to individual behavioral tendencies to depend on others to act reliably, emotionally, and honestly (Rotenberg, et al., 2005).

Specifically, the components of virtue, honesty, and competence to create trust are attached to people's attitudes; these components also apply to organizations. On the other hand, being honest, kind, and competent in the local population will be the best intermediary at the tourist destination thereby increasing the level of traveler confidence. Local residents, as part of various public or private institutions at tourist sites, play a key role in the level of travelers' trust in these institutions (Sirdeshmukh et al., 2002). Gender based trust shows men have independent self-construction, women have independent interdependence. Women are more relation oriented while men are more collective oriented. Gender differences have an impact on the way a person is interdependent with others (Maddux & Brewer, 2005).

H1: Women have higher trust than men

2.2 *Risk*

Risk is a consumer's perception of overall negative actions based on the likelihood of evaluating negative results and the likelihood that these results will occur (Mowen & Minor, 1998). In tourism literature, personal risks include personal perceptions about pre-trip threats and actual experiences during travel (Tsaur, Tzeng, & Wang, 1997). Risk perception is very important for travel decision making because it is able to change the decision-making process and choice of goals (Sönmez and Graefe, 1998; Poon and Adams, 2000). Risks that can occur in tourist destinations are crime, terrorism, the spread of disease, and natural disasters (Kozak, Crotts, & Law, 2007). Fischhoff, De Bruin, Perrin and Downs (2004) found that travelers tend to travel to a destination that is highly predictable at the risk level of the location above or below the traveler's risk tolerance threshold. Hazardous incidents can change risk perceptions and reduce tourist arrivals (Chew and Jahari, 2014).

Furthermore, personal risks include social risks, health, financial, and physical (Hajibaba, et al., 2015). Some studies find different dimensions of perceived risk such as socio-psychological, physical, financial, and time do not affect tourist visiting intention (Sönmez and Graefe, 1998; Qi et al., 2009). While other studies find physical, financial, and social-psychological have negative effect on visit intention and revisit intention (Chew and Jahari, 2014). Regarding female travelers, researchers found female travelers would change travel plans if they had an increased risk perception (Kozak et al., 2007). Women also have a higher risk perception than men for certain purposes (Lepp and Gibson, 2003). Female travelers pay more attention to safety and security in accommodation, face security threats when walking in remote places (Khoo-Lattimore and Prayag, 2015; Khoo-Lattimore and Prayag, 2016).

H2: Men tend to dare to take higher risks than women.

2.3 *Traveler*

Travelers are also called tourists or those who travel for fun. If done individually it is called single travelers (Campbell, 2009) or solo travelers; while, traveling with a spouse, parents, children, friends or relatives, or in groups is called group travelers. Tourism activities are influenced by different pre-trip attractions (Jordan, 2016; Bianchi, 2016) so that these might result different behavioral patterns. Travel to certain destinations as a group of travelers and solo travelers will create a series of positive or negative experiences, as well as create an impression related to tourist destinations (Walls et al., 2011). A positive experience creates a good destination image so travelers will feel satisfied.

Chhabra (2004) conducted a comparative study between solo and non-solo travelers in Sacramento about travel destinations, type of accommodation, travel planning, length of stay, age, income, and gender. The results found solo travelers were younger than non-solo travelers and on average they stayed longer. Solo travelers spend less money during a visit, despite having almost the same income. Tomaszewski (2003) mentions solo female travelers (backpackers) become stronger spiritually as individuals, are tolerant of risk and more confident, more independent and freer during and after the trip. Single female travelers are more concerned with health and safety than solo male travelers (Chiang and Jogaratnam, 2006) and they believe that they are more vulnerable to risk (Gibson and Jordan, 1998). This study will develop demographic variables, namely age, education, status, and employment to further deepen the analysis of the traveler.

H3: Solo travelers are more likely to take risks than group travelers.

3 RESEARCH METHOD

This research is a comparative study, which is aimed to Indonesian people who like to travel abroad or other regions in the country. These tourism activities can be carried out individually or in groups, and carried out both by female and male. Primary data were collected using questionnaires distributed offline and online to travelers according to the sample criteria. The period of distributing questionnaires for three (3) months from March - May 2020. Questionnaires can only be collected from 159 respondents, due to pandemic constraints that sufficiently inhibit offline data dissemination and travel ban during pandemic period. After that, validity and reliability tests were performed before analyzing data using ANOVA in SPSS program. ANOVA is more appropriate to be used to confirm differences in trust and risk-taking propensity between groups. Table 1 shows the variables and data coding of the variables in this study, consisting of trust and risk also demographic data respondents.

Table 1. Research Variable

Variable	Description
Type of Traveler	1 = Solo; 0 = Group
Trust	Likert scale 1-5 (strongly disagree – strongly agree)
Risk Taking Propensity	Likert scale 1-5 (strongly disagree – strongly agree)
Gender	1 = Female; 0 = Male
Age	1 <= 17-25 years; 2 = 26-35 years; 3 = 36-45 years; 4 = >45 years
Education	1 = High school; 2 = Undergraduate; 3 = Postgraduate

Status	1 = Single; 2 = Married
Occupation	1 = Businessman; 2 = Governmental officer; 3 = Private company officer; 4 = Housewife, 5 = Others (Student, Accountant, Architect, Doctor, etc.)

4 RESULT AND DISCUSSION

4.1 Findings

Questionnaires were distributed online and offline as many as 159 respondents with the following descriptions in Table 2.

Table 2. Description of Respondent

Description	Traveler		Total
	Solo	Group	
Gender			
Male	42 (26.4%)	24 (15.1%)	66 (41.5%)
Female	41 (25.8%)	52 (32.7%)	93 (58.5%)
Age			
<17-25 years	58 (36.5%)	70 (44.0%)	128 (80.5%)
26-35 years	7 (4.4%)	2 (1.3%)	9 (5.7%)
36-45 years	10 (6.3%)	0 (0.0%)	10 (6.3%)
>45 years	8 (5.0%)	4 (2.5%)	12 (7.5%)
Education			
High school	9 (5.7%)	12 (7.5%)	21 (13.2%)
Undergraduate	61 (38.4%)	60 (37.7%)	121 (76.1%)
Postgraduate	13 (8.2%)	4 (2.5%)	17 (10.7%)
Status			
Single	62 (39.0%)	72 (45.3%)	134 (84.3%)
Married	21 (13.2%)	4 (2.5%)	25 (15.7%)
Occupation			
Businessman	13 (8.2%)	7 (4.4%)	20 (12.6%)
Government officer	3 (1.9%)	0 (0.0%)	3 (1.9%)
Private company officer	15 (9.4%)	8 (5.0%)	23 (14.5%)
Housewife	0 (0.0%)	1 (0.6%)	1 (0.6%)
Others	52 (32.7%)	60 (37.7%)	112 (70.4%)
Total	83 (52.2%)	76 (47.8%)	159 (100%)

Table 2 shows the respondents who were slightly more dominant on individual tours (solo travelers). Women prefer travel in groups. Respondents predominantly under the age of 17 to 25 years, single status choose to travel individually or in groups.

Most respondents have bachelor education and work as professionals (notary, architect, doctor), but there are also some who have not worked because of students. Then the validity and reliability tests are performed. Validity test results for risk and trust variables are attached in Table 3.

Table 3. Output Validity and Reliability Test

Code	Description	Pearson Correlation	
		Risk	Trust
Risk1	I like to go camping in the wilderness	0.675**	-
Risk2	I like to swim far away from the beach or un-guarded lake or ocean	0.672**	-
Risk3	I like to go on vacation to a third-world country without any planned accommodation.	0.536**	-
Risk4	I like to ski beyond my personal abilities	0.732**	-
Risk5	I like to play white water rafting.	0.749**	-
Risk6	I like to take a sky diving class every weekend.	0.705**	-
Risk7	I like to try Bungee jumping off a tall bridge.	0.697**	-
Trust1	In general, do you agree that everybody can be trusted?	-	0.746**
Trust2	Do you agree that most of the time there will be somebody who are willing to help?	-	0.680**
Trust3	Do you think that most people will try to take an advantage from you if they have some chance?	-	0.613**
Cronbach Alpha		0.807	0.584

Description: ** p-value < 0.05; Cronbach Alpha > 0.6

The test results show all indicators of risk and trust variables are valid because the value below is 0.05. Risk variable is said to be reliable because its Cronbach alpha is above 0.6, but trust variable is said to be quite reliable as its value is less than 0.6. In this study, trust variable is still used. The ANOVA test is then performed to prove the differences in risk and trust in different groups, namely tourism and gender activities.

<Insert Table 4>

The results of Levine test for risk variable is 0.024 < 0.05 and trust variable is 0.000 < 0.05; so, the two variables are declared not to be homogeneous. However, the difference test continues and displays the test results in Table 4 and Table 5 showing the type of tourism, namely solo tourism has a higher risk-taking propensity than group tours. The status of unmarried travelers has a higher risk-taking propen-

sity than married travelers. Interaction test of type of traveling and age as well as type of traveling and educational background shows joint effect on risk. Thus, it proves there are differences in the results of the interaction of the two variables on risk. Trust variable is influenced by age and the interaction between gender and age.

<Insert Table 5>

4.2 Discussions

Women have more trust also than men, especially those who are at the age of 26-35 and above 45 years. The type of traveling shows no difference in trust. However, the roles of gender and age affect trust, so older women have different beliefs compared to young men. Women tend to depend on others to act reliably, emotionally, and honestly as stated in the research of Rotenberg, et al. (2005). A sense of trust in women increases if supported by honesty, kindness, and competence in the local population of tourist destinations according to the findings of the local people's behavior in the study of Sirdeshmukh et al. (2002).

Research on Indonesian travelers shows that both men and women tend to travel solo at a young age (<17-25 years), especially singles with professional or student background. While those who choose to travel in groups are young women. This condition is also supported in the results of risk and trust tests. Travelers who are young and single are more willing to take risks do solo traveling; while women who consider safety and health tend to travel in groups. Chhabra (2004) proves that solo travelers are younger. Chiang and Jogaratnam (2006) found that single female travelers were more concerned with health and safety than male solo travelers and women were more vulnerable to risk (Gibson and Jordan, 1998).

5. CONCLUSION AND RECOMMENDATIONS

Regarding to trust, women have more trust than men, because women have greater dependence on others. Men are more willing to take risks than women, so are solo travelers who are willing to take more risk than group travelers. Risk is inherent to young and single travelers, while trust needs to be built from both parties, namely travelers and those involved in tourism activities in tourist destinations.

Research on tourism in such a pandemic condition is very interesting to be further investigated, because traveling in groups increases health risks; while traveling individually increases safety

risks. Financial planning is also needed to realize these tourism activities, because currently tourism funds are increasing quite sharply due to health procedures that must be met. Therefore, to improve the tourism sector, the role of the government and the organizers of tourism activities need to work together to increase travelers' trust by reducing the negative sides that can occur in tourist areas such as pickpocketing, robberies, kidnappings as well as increasing public facilities that are healthily appropriate. Area tourism that is safe, comfortable and meets health procedures after a pandemic will increase tourist visits.

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Table 4. Differences in Risk and Trust in Type of Travelers and Gender

Variable	Risk			Trust		
	Type III Sum of Squares	F	Sig.	Type III Sum of Squares	F	Sig.
Corrected Model	50.828	1.679	.016	3.286	.976	.523
Intercept	143.224	203.401	.000	83.046	1060.437	0.000
Travel	4.631	6.576**	.012	.133	1.704	.194
Gender	.443	.629	.429	.000	.003	.955
Age	1.116	.528	.664	.572	2.435*	.068
Education	.982	.697	.500	.331	2.112	.126
Status	5.135	7.293**	.008	.010	.123	.726
Occupation	1.872	.665	.618	.350	1.118	.351
Travel*Gender	.030	.042	.837	.114	1.455	.230
Travel*Age	4.163	5.912**	.017	.067	.861	.355
Travel*Education	6.592	9.362**	.003	.023	.295	.588
Travel*Occupation	1.131	.803	.450	.118	.755	.472
Gender* Age	.000	.000	1.000	.250	3.192**	.007

Description: ** p-value < 0.05; *p-value < 0.1

Table 5. Differences Mean Value in Risk and Trust

Variable		Risk			Trust		
		Mean	Mean Difference (I-J)	Std. Error	Mean	Mean Difference (I-J)	Std. Error
Risk							
Type of traveler	Solo	2.363			1.570		
	Group	2.021	0.342	.214	1.495	0.075	.071
Gender	Male	2.414			1.535		
	Female	2.095	.319	.213	1.557	-.022	.071
Age	<17-25 years	2.447			1.500		
	26-35 years	2.068	.379	.328	1.652	-.152	.109
	36-45 years	2.096	.351	.301	1.408	.093	.100
	>45 years	2.151	.296	.291	1.697	-.197	.097
Education	High school	2.436			1.660		
	Undergraduate	2.292	.143		1.516	.143	.089
	Postgraduate	2.143	.293	.2309	1.552	.107	.103
Status	Single	2.421	.349	.216	1.510	-.075	.072

	Married	2.072			1.585		
Occupation	Businessman	2.355			1.555		
	Government off.	2.857	-.502	.533	1.333	.222	.178
	Private comp. off.	2.203	.153	.295	1.548	.007	.098
	Housewife	1.000	1.355	.868	2.000	-.445	.290
	Others	2.191	.164	.273	1.549	.006	.091