



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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Isti Septiani, S.Pd.
Arni Gantini, A.Md.

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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	Opening Ceremony The National Anthem - Indonesia Raya Welcoming Speech: 1. Dr. A.H. Galih Kusumah, M.M. (Chairman ISOT) 2. Dr. Agus Mulyana, M.Hum. (Dean Faculty of Social Sciences Eduation) 3. Prof. Dr. M. Solehuddin, M.Pd., M.A. (Rector of Universitas Pendidikan Indonesia) Master of Ceremony: Cep Ubad Abdullah, M.Pd. (mahasiswa)	Main Meeting room & Numan Sumantri Building room 103
4	09.30 – 11.00	Plenary Session Keynote Speakers: Prof. Bob McKercher The Hong Kong Polytechnic University, Hong Kong Prof. Iis Tussyadiah University of Surrey, United Kingdom Dr. Dewi Turgarini, M.M.Par. Universitas Pendidikan Indonesia, Indonesia Chair Session: HP Diyah Setiyorini, M.M.	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	Closing ceremony Chanting Prayer ISOT announcements	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	Fitri Rahmafitria, S.P., M.Si.
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. Dahliyana, 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. Rahmafritria, 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. Rizkyanfi, 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. Budiyantri, V.A. Hadian
9	14:20 - 14:30	ISOT056	Intercultural language learning: Literacy level determines the development of tourist numbers in Indonesia?	D. Hadianto, 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 Karangsong 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. Ulinuha, 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., Gitisishwara, 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, Gitisishwara
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

ISOT094

The impact of travel constraints on travel intention

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ABSTRACT: Rapid mass transportation has enabled people to travel from one place to another easily. However, tourists have some constraints that affect their intention to travel, like interpersonal constraints (interaction factors or the relationship between individual characteristics), intrapersonal constraints (individual psychological states and leisure preferences) and structural constraints (intervening factors between leisure preference and participation). The study is to find the impacts of the trilogy of constraints on travel intention. Factor regression analysis is used to analyze data of 159 respondents. The results of the study show interpersonal constraints have positive but insignificant impact on travel intention; while intrapersonal and structural constraints have negative and significant impacts on travel intention. Thus, it is very useful for tourism and travel industries to accommodate tour packages to minimize the constraints.

Keywords: interpersonal constraints, intrapersonal constraints, structural constraints, travel intention

The impact of travel constraints on travel intention

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ABSTRACT: Rapid mass transportation has enabled people to travel from one place to another easily. However, tourists have some constraints that affect their intention to travel, like interpersonal constraints (interaction factors or the relationship between individual' characteristics), intrapersonal constraints (individual psychological states and leisure preferences) and structural constraints (intervening factors between leisure preference and participation). The study is to find the impacts of the trilogy of constraints on travel intention. Factor regression analysis is used to analyze data of 159 respondents. The results of the study show interpersonal constraints have positive but insignificant impact on travel intention; while intrapersonal and structural constraints have negative and significant impacts on travel intention. Thus, it is very useful for tourism and travel industries to accommodate tour packages to minimize the constraints.

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1 INTRODUCTION

Rapid mass transportation has enabled people to travel from one place to another easily. A lot of people travel from one destination to others. Based on governmental data (Statistik Wisatawan Nusantara 2018, 2019), 43.3% out of 100% domestic tourists travel for visiting families/ relatives or friends and 42.9 % for leisure; and the rest are for pilgrimage (4.6%), shopping (2.4%), healthcare (1.8%), business (1.5%), training (0.7%), Meetings Incentives Conferences Exhibitions/ MICE (0.5%), sports (0.3%) and others (2%). By the end of 2019, domestic tourist movements reached 275 million trips, lower than the number of domestic tourist trips in 2018 which had reached 303.4 million trips. This is due to airline prices that were still high enough (Zuhriyah, 2019). In addition, the number of foreign tourists coming to Indonesia in January 2020 increased by 5.85 percent compared to the number of visits in January 2019. However, when compared to December 2019, the number of foreign tourist visits in January 2020 has decreased by 7.62 percent ("Jumlah kunjungan wisman ke Indonesia Januari 2020 mencapai 1.27 juta kunjungan", 2020).

Travelling has become one of the entertaining activities to do. By travelling, tourists learn a lot of from the new surroundings, like culture and nature in the proposed destination. Apart from that, tourists can also enjoy themselves, relax and move out from their day-to-day activities. However, tourists have

different constraints that may affect their intention to travel.

Constraints refers to conditions that may hinder tourists to participate in leisure activities. These include lack of time and information, financial conditions, transportation, and others.

Crawford and Godbey (1987) proposed a trilogy of travel constraints, namely interpersonal constraints, intrapersonal constraints and structural constraints. First, interpersonal constraints have something to do with interpersonal interaction or the relationship between individual' characteristics, for example spouse companionship that may affect joint preference for specific leisure activities. Second, intrapersonal constraints involve individual psychological states and leisure preferences, for example stress, anxiety, religiosity and the like. Third, structural constraints refer to intervening factors between leisure preference and participation, for example family life-cycled stage, financial resources, season, climate, availability of opportunity, and others.

Many studies have been taken using the trilogy model to study tourist travelling behavior in different parts of the world. However, there is a little study about travel constraints in relations with travel intention of Indonesian tourists to proposed destinations. So in this study the writers would like to find out the impacts of the three dimensions of travel constraints on travel intention of Indonesian tourists. This study could help managers to accommodate tourists' packages and necessities

when tourists are travelling either by themselves or with others.

2 LITERATURE REVIEW

2.1 *Travel constraints*

Constraints are some conditions that may hinder one's freedom, desires and participation. So, travel constraints include factors or barriers that affect individuals or tourist to participate in leisure activities, either locally or internationally. The trilogy of travel constraints, originally conceptualized by Crawford and Godbey (1987) and further developed by Crawford, Jackson, & Godbey (1991), have made significant contributions to further studies.

The model involves three dimensions of constraints: interpersonal, intrapersonal, and structural constraints (Crawford & Godbey, 1987; 1991). Interpersonal constraints occur when individuals have no one to travel with. Thus, it may prevent them to participate in leisure activities as there is no friend, spouse/ mate, or family members to take part with. Intrapersonal constraints refers to individual psychological states or conditions that affect them to participate in the activities of interest. Individuals experience this constraints due to lack of interest, stress, anxiety, depression and religiosity. This kind of constraints are not relatively stable and may change across life stages depending on individual maturity. Structural constraints represent as the intervening factors between leisure preferences and participation. These include lack of time, money, opportunity, climate, information and access (Walker & Virden, 2005; Nyaupane & Andereck, 2007).

The indicators of interpersonal constraints in this study includes no one to travel with, family and friends not interested, not fun to travel alone. Intrapersonal constraints consists of indicators like: traveling is risky, not interested at activities in the intended destination and not interested to travel in the intended destination. Then, for the indicators of structural constraints are no money to travel, no time to travel, no sufficient information to travel, unfavourable weather in the intended destination and insufficient transportation in the intended destination.

2.2 *Travel intention*

Behavioral intention reflects individual planned future behaviors. It includes individual positive statements, product or service purchase and even recommendations about product or service being purchased to others. One of these intentions, in leisure and tourism, is the intention to travel or visit a destination (Nunkoo & Ramkissoon, 2010). Travel intention is a perceived likelihood of tourists to visit a particular destination in a specific period of time (Ahn, Ekinici, & Li, 2013)

Jang, Bai, and Hu's (2009) study toward senior travellers in Taiwan suggested that travel intention

represents a mental process that leads to travel motivation and transformed into behavior. The behavior to travel is also affected by tourists' attitudes and preferences; and these include travel options like destinations, travel modes and patterns, frequency, companions, duration, and budget (Beerli & Martin, 2004).

In addition, Wu (2015) stated that individual behavior to travel is also affected by rational as well as effective product evaluation. Rational evaluation involves the needs which can be fulfilled by the features or environments in the destination; whilst, effective evaluation represents emotions which develop feelings about the destination (Prayag & Ryan, 2012). The indicators of travel intention in this study involves being aware of the intended destination, interested in visiting the intended destination and wanting to visit the intended *destination*.

2.3 *The relationship between travel constraints and travel intention*

The trilogy of travel constraints has been adopted by many studies in tourism and leisure. A study towards under-graduate students to join cruise tourism indicates that travel constraints are taken as one of variables that may influence individual or tourist decision in join cruises. The results of the study show that travel constraints have negatively influenced tourists travel intention (Hung & Petrick, 2012)

Age, income and life stage have significant effect on travel intention (Kattiyapornpong & Miller, 2009). Some demographic attributes within structural constraints, like place attributes, lack of time, and lack of money have emerged that prevent tourists to travel. That is why some strategies are needed to overcome the constraints (Nyaupane & Andereck, 2007).

Another research finding shows that four determinants shaping the Portuguese south-eastern residents' traveling decisions are travel companion (interpersonal constraints), motivations (intrapersonal constraints), time and money (structural constraints). Travel companion is the strong determinant for travel decision as individuals dislike traveling alone and decide to join a trip only if they have someone to participate with (Silva & Correia, 2008).

Moreover, Khan, Chelliah, and Ahmed's study (2019) to Malaysian university students intending to visit India indicates that among three dimensions of travel constraints, interpersonal and intrapersonal constraints have influenced travel intention negatively and significantly; whilst, structural constraints have negative and insignificant impact on travel intention. The findings suggest that tourists having high interpersonal and intrapersonal constraints demonstrated low intention to visit India. While, the insignificant impact of structural constraints on travel intention can be explained by the respondents' profile in this research who are mostly young and educated. So, it's easy for these young respondents to find a lot of information of the proposed destina-

tions, especially climate, travel modes, and places to visit via internet. These were partly similar to the results of previous study (Hung & Petrick, 2012) in which vital information about places to visit, climate, modes of transportation, and the like is not a problem for young travellers as this kind of information can be easily searched in the internet.

Based on the previous findings, the writers propose further hypotheses:

- H1 : There is a negative impact of interpersonal constraints (InterC) on travel intention (TI).
- H2 : There is a negative impact of intrapersonal constraints (IntraC) on travel intention (TI).
- H3 : There is a negative impact of structural constraints (SC) on travel intention (TI).

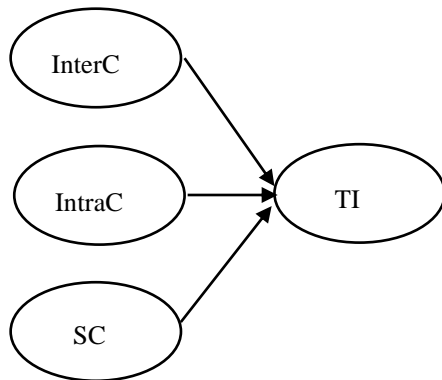


Figure 1. Research Model

3 RESEARCH METHOD

Online questionnaires were distributed via google forms from March, 12 to April 25, 2020. A five-point Likert scales were used in the questionnaire ranging from 1) strongly disagree, 2) disagree, 3) neutral, 4) agree, and 5) strongly agree. The first part of the questionnaire consists of respondents' demographic data, such as age, gender, education, occupation, and the like. The second part includes 14 items related to travel constraints and intention. The criteria of the respondents are those who have ever travelled at least once within the last one year since March 2020, either by themselves or with others.

The google forms were spread via WhatsApp and LINE groups; but only 159 respondents returned their responses. Due to pandemic Covid-19, it was very difficult to get more respondents as many people didn't do any activities outdoor. Then, data were processed with using descriptive, classic assumption test and regression analysis.

All 14 items in the questionnaires are valid as their correlation significances are 0.00 (less than 0.05). In addition, the values of Cronbach Alpha for interpersonal constraints is 0.319 (low), intrapersonal constraints is 0.560 (moderate), structural constraints is 0.716 (sufficient), and travel intention is 0.906 (perfect). These data have also fulfilled classic assumption tests like normality, heteroscedasticity and multicollinearity tests.

4 FINDINGS AND DISCUSSIONS

4.1 Findings

Most of 83 respondents (52.2%) have ever traveled alone and the rest 76 respondents (47.8 %) have traveled with others. As much as 85.5% respondents have traveled solo once up to twice within the last year; and 47.8 % respondents mostly have traveled with others, especially with their families (63.5%), friends (31.4%). They mostly traveled by plane (81.1%) and car (13.2%). The places they visited were Java, Bali, and Asian countries (Singapore, Malaysia, Hongkong, Japan, Thailand, Korean, China, Taiwan), USA, Europe and Australia. Their purposes to travel are to enjoy nature and culinary as well as for fun and leisure, like going to theme parks and shopping.

Furthermore, the mean values of travel constraints can be seen in the following table.

Table 1 The results of mean values

	Mean	St Dev
<i>Interpersonal constraints</i>		
No one to travel with	1.89	1.059
Family and friends not interested	1.88	1.052
Not fun to travel alone	3.33	1.395
Average mean	2.37	
<i>Intrapersonal constraints</i>		
traveling is risky	3.48	1.321
not interested at activities in the intended destination	2.02	0.971
not interested to travel in the intended destination	1.87	0.994
Average mean	2.46	
<i>Structural constraints</i>		
no money to travel	2.46	1.184
no time to travel	2.78	1.154
no sufficient information to travel	2.28	1.171
unfavourable weather in the intended destination	2.47	1.030
insufficient transportation in the intended destination	2.18	0.986
Average mean	2.43	
<i>Travel intention</i>		
aware of the intended destination	4.28	0.888
interested at visiting the intended destination	4.35	0.886
wanting to visit the intended destination	4.38	0.832
Average mean	4.34	

The average mean of interpersonal constraints is 2.37. It shows that the respondents do not think that having no one to travel with, having no family or friends interested in traveling, and traveling alone become their constraints. The respondents still want to travel, no matter by themselves or with others. The average mean of intrapersonal constraints is 2.46. This also indicates that the respondents do not feel that this becomes their barriers to travel. Even though traveling is risky, but they are still interested in the activities as well as visiting the intended des-

tinuation. Moreover, the average mean of structural constraints is 2.43. This represents that respondents do not agree that money, time, sufficient information about climate and transportation in the intended destination become their hindrance. Nowadays people can find any information via internet easily. The average mean of travel intention is 4.34. This shows that respondents are aware, interested and willing to visit the intended destination.

In addition, the value of R is 0.467 showing that the relation among independent variables (interpersonal, intrapersonal, and structural constraints) with dependent variable (travel intention) is good enough. The value of adjusted R square is 0.203 meaning that the three independent variables has influenced travel intention as much as 20.3 %, whereas the rest is influenced by other variables that are not examined in this study.

The regression model is also considered fit as its significance value is 0.000 and F count is higher than F table ($14.830 > 2.610$). The results of regression analysis can be seen in the following table:

Table 2. The results of regression analysis

Model	Unstandarized Coefficient	t	Sig.
Constant	-4.118	0.000	1.000
Interpersonal constraints	0.121	1.474	0.143
Intrapersonal constraints	-0.372	-4.560	0.000
Structural constraints	-0.217	-2.495	0.014

So, the multiple regression equation is as follows:
 $TI = -4.118 + 0.121InterC - 0.372IntraC - 0.217SC$

This equation indicates that the higher constraints the respondents encounter, the less intention they have to visit the intended destination or vice versa.

4.2 Discussions

The results in table 2 show that interpersonal constraints have positive impact (coefficient 0.121) on travel intention insignificantly (sig. $0.143 > 0.05$). Thus, the first hypothesis is not supported. The result is not in line with the previous studies. This is due to the fact that most respondents in this study are solo travelers (52.2%), so they do not worry too much if they have no one or friends to travel with. Or even when their families are not interested to travel. They use to travel alone and still have fun. The mean value of interpersonal constraints also indicates that these are not their barriers to travel. With or without anyone or friends and families. the respondents still want to travel and still enjoy themselves.

Furthermore, intrapersonal constraints have negative impact (coefficient -0.372) on travel intention significantly (sig. 0.000). Therefore, the second hypothesis is supported. The respondents realized that traveling is risky. So, the less interests the respondents have in participating in the activities in the intended destination, the higher possibilities they are reluctant to travel. This result provided further sup-

port of earlier studies by Silva and Correia (2008) and Khan, et al. (2019) showing that tourists who have high intrapersonal constraints have low intention to visit some destinations.

In addition to this, structural constraints have negativ impact (coefficient -0.217) on travel intention significantly (sig. 0.014). So, the third hypothesis is supported. The respondents who have enough time, money, sufficient information as well as favourable climate and transportation in destinations will have higher intention to travel rather than those who haven't had such information. The higher structural constraints the tourists have, the lower intention they want to travel. This result is also in line with previous studies by Nyaupane and Andereck (2007) as well as Hung and Petrick (2012) demonstrating that the less structural constraints the tourists have, the more intention they have to travel.

Among those three constraints, structural constraints have biggest impact on travel intention. Traveling involves well planned actions especially those related with financial support and quality time. Tourist having enough financial support is not enough, if they do not want to spare some time to enjoy themselves. Even, when they have already had both money and time, it's not enough. They should have sufficient information, weather or climate as well as transportation in the intended destination in order to have fun.

5 CONCLUSION AND RECOMMENDATIONS

Among three hypotheses in this study, only two (the second and third hypotheses) are supported; whilst, the first hypothesis is not supported. Thus, it may provide some feedbacks for tour operators to provide complete and detailed information and pictures in their marketing tools regarding the weather or climate and activities the tourists can participate in. So, they can prepare what clothes to wear to do suitable activities in the intended destination. Besides that, it is also important to provide complete modes of transportation in the destination. By doing so, the tourists can have complete picture to anticipate any emergencies that might appear. For those traveling in groups, it would be advisable to have some pre-departure briefing with all participants to enable them to have questions and answers with tour operators. This also enhances all participant to get to know each other well.

The limitation of this study relies on the values of Cronbach Alpha for interpersonal and intrapersonal constraints which are low to moderate, it is suggested to have more samples for further research. Apart from that some other variables (like travel motivation, financial literacy and perceived risk) can be employed.

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