

## **Analysis of Visitor Behavior in Tourism Villages in Indonesia by the Orchestra Model of Experience**

Zalkha Soraya  
Muhammadiyah Makassar University

Sherry Adelia Natsir K  
Muhammadiyah Makassar University

Hera Octadiana  
James Cook University Australia

Zarith Nurzafirah Khairuddin  
Manipal International University

Muchriana Muchran  
Muhammadiyah Makassar University

Wa Ode Rayyani  
Muhammadiyah Makassar University

Ayu Andini  
Muhammadiyah Makassar University

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### **ABSTRACT**

Understanding visitor behavior in tourist villages is essential for effective destination management and the development of appropriate strategies to improve the overall tourist experience. To achieve this goal, it is necessary to implement a comprehensive model that can analyze and evaluate various aspects of the tourist experience. This research aims to analyze visitor behavior in tourist villages in Indonesia, especially in the South Sulawesi region, with a focus on implementing the orchestra model of experience (OME) to gain an understanding of the various factors that influence the tourist experience. Purposive sampling is used because the population is large. The sample consists of 122 domestic tourists. This research method uses a descriptive quantitative method with data obtained from a questionnaire. The data analysis in this research is multiple regression analysis. The research results show that affective and behavioral factors have a negative influence on the tourist experience, while cognitive, sensory and relationship factors have a positive influence on the tourist experience.

Keywords: Visitor behavior; Tourist experience; Tourist village; Orchestra model of experience.

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## **1. INTRODUCTION**

Tourism in villages has become an important sector for tourism's development in Indonesia. Tourist villages provide an authentic experience for visitors, introducing them to local cultures, the natural beauty and local community life. However, in order to provide a satisfying experience that meets the visitors' expectations, it is important to understand the behavior and preferences of visitors to tourist villages.

Visitors have a very important role in the success of service providers in the commercial tourism industry. In the tourism context, there are two main activities carried out by consumers, namely visiting tourist attractions and being actively involved in forming new experiences or tourism experiences (McLeay et al., 2019). This emphasizes the importance of experience, especially the experience of tourists, in measurements of the tourism services sector. This experience is the basis for measuring the success of tourism services at a location. As stated by Kim and Perdue (2013: 246), that experience is formed through the interaction of cognitive, affective and sensory choices (Rivera et al., 2019). Therefore, a memorable tourism experience occurs when visitors remember it positively (Kim et al., 2012)

Understanding visitor behavior in tourist villages is essential for effective destination management and the development of appropriate strategies to improve the overall tourist experience. To achieve this goal, it is necessary to implement a comprehensive model that can analyze and evaluate various aspects of the tourist experience. One of the models used is the orchestra model of experience (OME) developed by Pearce (2011). The OME has become a valuable framework in tourism research, as it provides a holistic approach to studying the complex dimensions of the tourist experience. Previous research has identified the advantages and limitations of the OME in the context of cultural tourism, and provides recommendations for further development in the use of this model in this field (Wong, 2018). This orchestral model can also be the basis for teaching experiential design, as revealed by the research results (Kartika et al., 2022).

South Sulawesi is one of the provinces in Indonesia and is rich in natural and cultural diversity. By having a variety of tourist attractions, ranging from beautiful beaches to unique traditional cultures, this region provides a variety of experiences for visitors. Using the OME, research can describe how visitors experience and interact with these various elements, in order to provide a rich and immersive tourism experience. South Sulawesi has great potential to be developed into an attractive tourist destination. By understanding visitor behavior through the OME, local governments and tourism village managers can identify opportunities to improve visitor experiences, develop infrastructure, and increase their tourism attractiveness.

South Sulawesi also has a unique natural environment and is rich in biodiversity. The OME analysis can help to understand the extent to which visitors care about environmental sustainability and the impact of tourism on conservation. Thus, the research results can become a basis for promoting sustainable and responsible tourism. Research into the behavior of visitors to tourist villages in South Sulawesi has regional relevance because it can provide insights that can be applied to other regions in Indonesia that have similar characteristics. This can help develop sustainable tourism throughout Indonesia.

The aim of this research is to analyze visitor behavior in tourist villages in Indonesia, especially in South Sulawesi, with a focus on the application of the orchestra model of experience (OME) to gain an understanding of the various factors that influence the tourism experience, including destination attractiveness, accommodation, transportation,

tourist activities, interaction with local communities, and services provided by tourist villages in South Sulawesi.

By selecting tourism villages in South Sulawesi as research objects, researchers can gain a deeper understanding of how tourism experiences are formed, enjoyed and can be improved in this region. The results of this research can provide valuable guidance for the development of sustainable tourism and improve the quality of visitor experiences in Indonesia, especially in the wider South Sulawesi region.

## **2. LITERATURE REVIEW**

### **2.1. Tourism Village**

Village tourism is a form of tourism that focuses on the local community's participation and environmental preservation in rural areas. Tourist villages offer tourism products that are rich in cultural values and have strong traditional characteristics (Dewi et al., 2013). According to Inskeep (2013), rural tourism involves groups of tourists who live in traditional environments and interact with village life. The establishment of a tourist village has the main aim of increasing the role and contribution of the community in developing the tourism sector. The tourist village also seeks to collaborate and establish partnerships with relevant stakeholders to improve the quality of tourism's development in the region. Besides that, in tourist villages, residents maintain their original traditions and culture, while activities such as their farming systems, gardening methods and traditional food also contribute to the existence of the tourist village. Natural and maintained environmental factors are also important factors in tourist villages (Zakaria, 2014). Currently, Indonesia has 4,674 tourist villages, with 480 tourist villages in South Sulawesi (Source: Ministry of Tourism and Creative Economy, based on the number of tourist villages registered with ADWI 2023).

According to Ministry of Culture and Tourism regulations, a tourist village is a form of unity between its accommodation, attractions, facilities supporting tourism and infrastructure presented in a community life structure that is integrated with the prevailing traditions. In tourist villages, residents still adhere to their original traditions and culture. Several supporting activities, such as farming systems, gardening methods and traditional food also contribute to the coloring of the existence of the tourist village itself. Apart from these factors, environmental factors that are still pristine and well maintained are important factors that must be present in a tourist village (Zakaria, 2014).

According to Supriadi and Nanny (2016:108-109), there are several conditions for determining a tourism village. For a village to become a tourist village, it must meet the requirements, including the following:

- Good accessibility.
- It has interesting objects that can be developed as tourist attractions.
- The community and village officials accept and provide high levels of support for the tourist village and the tourists who come to their village.
- Security in the village is guaranteed.
- Adequate accommodation, telecommunications and labor are available.
- Cool or cold climate.
- Connected with other tourist attractions that are already known to the wider community.

To enrich the tourist attractions in a tourist area, various facilities and activities can be

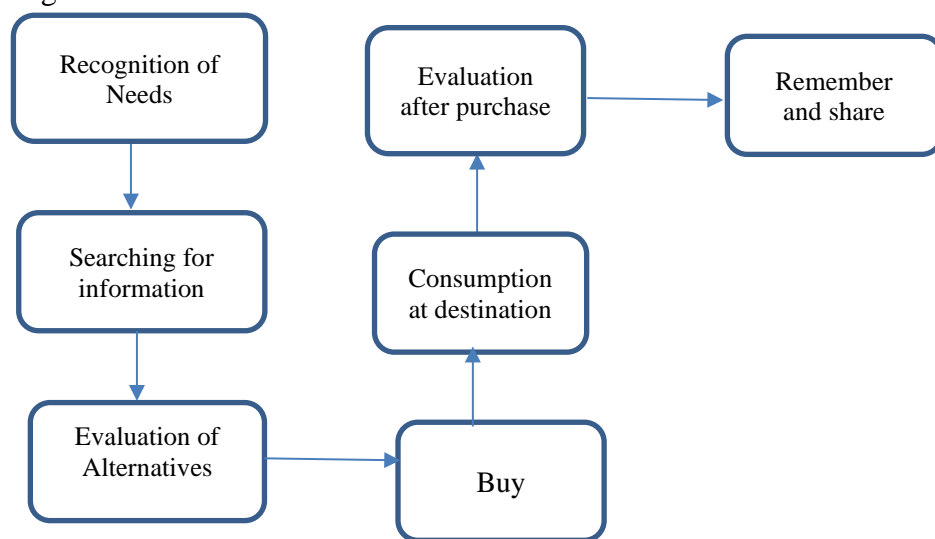
built, namely:

- Eco-lodges: Homestay renovations to meet tourist accommodation requirements.
- Eco-recreation: agricultural activities, local arts performances, fishing, village walks, etc.
- Eco-education: Educating tourists about environmental education and introducing flora and fauna in the village concerned,
- Eco-research: researching the flora and fauna in the village,
- Eco-energy: Solar or hydropower energy source for the eco-lodge.
- Eco-development: planting fruit trees (the fruit is used to feed birds or wild animals), medicinal plants, ornamental plants, etc. to increase the population and species.
- Eco-promotion: Promotion via social media or print or electronic media, by inviting journalists to cover village tourism activities.

Prasiasa, (2014) believes that the tourist village component consists of four components. These four components are the local community’s participation, the existence of a system of norms that exist in the village, local customs, and local cultures that are still original. Tourist villages must have tourism potential, and the arts and customs of the local area. The village area should be included in the scope of the tourism development area or at least on the tour package route that has been sold, the availability of management staff, trainers and artists who can support the sustainability of the tourist village, accessibility which can support the village tourism program and the village must ensure security, order and cleanliness (Putra, 2014).

### 2.2. Tourist Visitor Behavior

A tourist destination should be market oriented, and what is meant by market in this case are tourism destinations. Market orientation is basically an approach, in all marketing activities, that relies on the visitor's point of view, which seeks to align the needs, desires and expectations of visitors with the destination on offer, in order to achieve customer satisfaction and loyalty. According to Morrison (2010) in Morrison (2013), there are seven stages of tourism destination visitor behavior in the purchasing process, which is presented in Figure 1.



**Figure 1. Visitor Behavior Model for Tourism Destinations**

### **Recognition of Needs**

The travel purchasing process begins when people feel the need to undertake tourism activities. This need usually occurs due to stimuli from both internal and external factors. Morrison (2013) revealed three main types of stimuli that can trigger someone to feel the need for tourism activities. The stimuli are personal, interpersonal and commercial.

### **Searching for information**

Once a person becomes aware of their need to travel, they tend to start looking for information about tourist destinations. According to Morrison (2013), there are three main sources of information available to potential visitors, namely:

- Information dominated by destinations
- Interpersonal and third-party information
- Internal sources

### **Evaluate alternatives before purchasing**

After getting the information they need, potential visitors then evaluate the alternatives or choices from the information that enters their minds.

### **Buy**

Someone decides to come because of his/her determination or intention to book a trip, or come directly without any planning.

### **Consumption in tourist destination**

This stage is the consumption process and is carried out by visitors toward the tourist destination. During each moment of interaction, visitors have certain expectations that must be satisfied by the chosen tourist destination.

### **Evaluation after purchase**

After visiting the tourist destination, the visitors will usually evaluate what they experienced while at the destination. Satisfied visitors will tend to come back again and conversely, dissatisfied visitors usually do not want to come back.

### **Remember and share**

Based on the large number of photos posted on social media networks by tourists, it appears that many people like to remember and share their travel experiences at their chosen destinations.

## **2.3. Traveler Experience**

Experience is an element of consumer behavior that is connected to customers' emotions, imagination, and different perspectives (Kim and Brown, 2012). This experience has unique economic value, is sustainable, and can be remembered by consumers. Experience also involves the intention of repeating it and sharing information with others (Shafiee et al., 2016).

The travel experience can also be explained as a very complex interaction process involving psychological, sociological and cognitive aspects, which produces a continuous flow of thoughts and feelings in the minds of tourists as they consume services at the destination (Kang & Gretzel, 2012).

In general, the travel experience can be interpreted as the total or accumulated result of knowledge and experience obtained through travel activities. Measuring this experience can include several aspects, such as how often a person travels, the diversity of the tourism destinations they visit, their ability to understand the social and physical environments in those destinations, and also their ability to adapt to situations that occur during a trip (Damanik, 2013: 156).

#### **2.4. Orchestra Model Experience**

The orchestra of experience model is an integrative model that includes sensory, affective, cognitive, behavioral and interaction components that form experience. This model can be used as a basis for the design of a tourism experience. Research by Pearce and Zare (2017) showed that the orchestration model incorporates ideas for increasing power through integration and coordination, rather than as a concept standing alone as an independent understanding of the experience. The application of this integrated taxonomy shows promising potential. Therefore, it can be concluded that individual experiences are not only influenced by the destination and physical environment, but also by the individual's ability to utilize and understand that environment. In other words, providing the same facilities at a destination can provide a different experience for each individual. However, what is most important in developing this concept is not looking for experiences that are common to everyone, but how each component of the experience is embedded in the mind of each traveler. The components that form the experience in this orchestral model are built conceptually (Titing Kartika, 2021). This is in line with previous research by Kamenidou, (2022). This research explores the memorable experiences of tourists who visited a monastery. This helps understand the factors that contribute to a positive and memorable experience for tourists, such as exploring tourists' individual experiences with Yogyakarta City brands.

The tourist experience can be likened to music produced by an orchestra, with various components contributing (Pearce & Mohammadi, 2021). It has further been explained that, in the context of the tourist experience, there are five components that contribute, namely (i) sensory input; (ii) affective reactions; (iii) cognitive abilities to respond to and understand the environment; (iv) the actions taken by tourists; and (v) the relevant relationships that define the context of participation, as seen in the figure below.

The orchestra model of experience method refers to the concept that human experience can be compared to an orchestra consisting of various musical elements playing together. In this case, these musical elements represent various factors that influence human experience, such as emotions, the physical environment, social interactions, and cultural values. This method aims to describe how these elements collaborate to shape individual experiences. The orchestra model of experience method is a research approach that is based on the idea that human experience is very complex and influenced by various internal and external factors. This method aims to create a deeper and more comprehensive understanding of individual experiences in various situations.

The orchestral experience model has been used to investigate both positive and negative remembered experiences. Pearce and Wu (2016) used the model as a holistic, pragmatic approach to evaluating tourist experiences. This model is seen as offering an integrated assessment process consisting of sensory, affective, cognitive, behavioral and relational factors. Analogical reasoning for the orchestral experience model can be detailed with the following points of comparison. The tourist experience is like music produced by an orchestra with various contributing components. In the world of tourist experiences, the five contributing components are (i) sensory input; (ii) affective reactions; (iii) cognitive ability to react and understand the setting; (iv) the actions taken; and (v), the relevant relationships that determine the participant's context. The component parts of these elements are sometimes stronger than others, as when sound rather than sight dominates the sensory subpart of the rock concert experience. For analytical purposes, individual components may be in focus but, for an individual, at any time, the integration of the components is paramount. However, the totality of the concert experience will also include affective, behavioral, cognitive and relational contributions (Pearce and Mohammadi, 2021).

**Table 1. OME Description**

OME components	Description
Affective	Relating to the emotions and feelings that arise during the tourist experience
Cognitive	Includes tourists' understanding, knowledge and perceptions of destinations and the local culture
Sensory	Sensory involves the senses of observation, hearing, smell, touch and taste
Behavior	Includes actions and interactions undertaken by tourists during their visit
Connection	Relating to tourist interactions with local communities and tourist village communities

**2.5 Research Model**

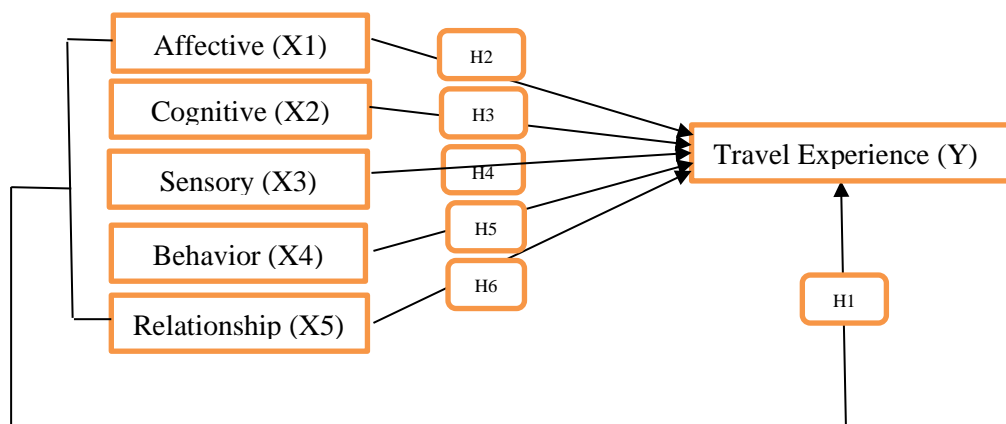


Figure 3. Research Conceptual Framework  
Source: Theoretical Review, 2023

## **Hypothesis**

H1: It is suspected that affective, cognitive, sensory, behavioral and relationship variables jointly influence the tourism experience.

H2: It is suspected that affective variables influence tourism experiences.

H3: It is suspected that cognitive variables influence tourism experiences.

H4: It is suspected that sensory variables influence tourism experiences.

H5: It is suspected that behavioral variables influence tourism experiences.

H6: It is suspected that the relationship variable influences the tourism experience.

## **3. METHODOLOGY**

### **3.1 Research design**

The method in this research was the quantitative descriptive analysis method. This research used data analysis that was adapted to the research pattern and variables studied. This research analyzed the orchestra model of experience by Pearce (2011). This was used as an integration model in the formation of experience, where the application of the orchestra model of experience (OME) aimed to gain an understanding of various affective, cognitive, sensory, behavioral and relationship factors that influence the tourist experience.

### **3.2 Population and Sample**

The target population in this research was domestic tourists visiting tourist villages in South Sulawesi. The minimum size of the sample to be used was determined with a non-probability sampling technique, because the number of members of the population was unknown, and purposive sampling was used for the sample's determination technique. The sample in this study was 122 people.

### **3.3 Data Acquisition Techniques**

The data acquisition technique used was an online questionnaire using the online media Google Form, as well as documenting the required data.

### **3.4 Data analysis technique**

The analysis technique used in this research was multiple regression analysis to gain an understanding of the various factors that influence tourist experiences, with a focus on the application of the orchestra model of experience (OME). In the process of the multiple regression analysis, data quality testing was also carried out, consisting of validity and reliability tests. Then the classical assumption test was employed, consisting of a multicollinearity test, normality test and heteroscedasticity test. Hypothesis testing consisted of the F test and t test.

## **4. RESULTS AND DISCUSSION**

### **4.1 Validity and Reliability Test Results**



**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Information
Affective <sub>1</sub>	0.885	Reliable
Cognitive <sub>2</sub>	0.871	Reliable
Sensory <sub>3</sub>	0.961	Reliable
BehaviorX <sub>4</sub>	0.939	Reliable
X Relationship <sub>5</sub>	0.891	Reliable
Y Travel Experience	0.939	Reliable

Based on the research results in Table 1, it can be seen that all the variable measuring items from the questionnaire used were reliable, because the data showed that the Cronbach's alpha of each variable was X1 (0.885), X2 (0.871), X3 (0.961), X4 (0.939), X5 (0.891), and Y (0.939), all have values above 0.6.

### Validity test

Determining the calculated r value with  $N = 122 - 6$  at 5% significance in the distribution of r table statistical values, the r table value was found to be 0.1809 (Table 2). Then we looked at the significance value (Sig):

- If the significance value  $< 0.05 =$  valid
- If the significance value is  $> 0.05 =$  invalid

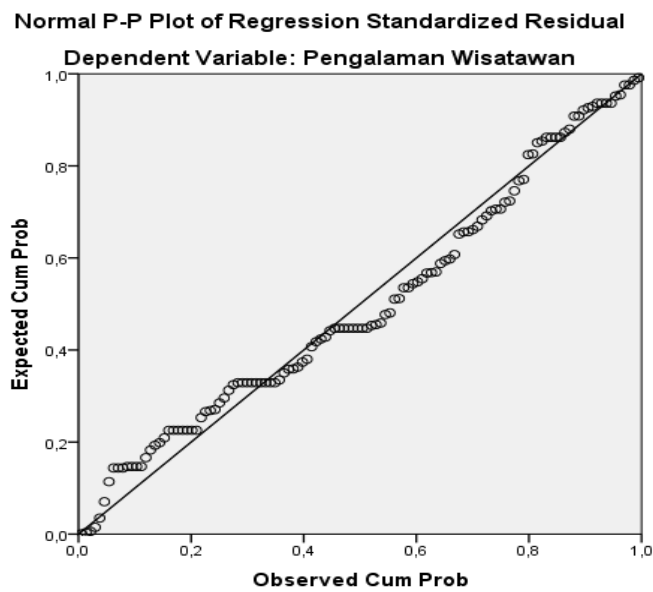
**Table 3. Validity Test**

Variable	Items	Pearson Correlation (r)	Significance (Sig.)	Information
Affective <sub>1</sub>	X1.1	0.743	0.000	Valid
	X2.2	0.714	0.000	Valid
	X3.3	0.751	0.000	Valid
	X4.4	0.738	0.000	Valid
	X5.5	0.714	0.000	Valid
Cognitive <sub>2</sub>	X2.1	0.800	0.000	Valid
	X2.2	0.847	0.000	Valid
	X2.3	0.877	0.000	Valid
	X2.4	0.850	0.000	Valid
	X2.5	0.508	0.000	Valid
Sensory <sub>3</sub>	X3.1	0.906	0.000	Valid
	X3.2	0.892	0.000	Valid
	X3.3	0.935	0.000	Valid
	X3.4	0.926	0.000	Valid
	X3.5	0.929	0.000	Valid
	X3.6	0.904	0.000	Valid
Behavior X <sub>4</sub>	X4.1	0.573	0.000	Valid
	X4.2	0.885	0.000	Valid
	X4.3	0.895	0.000	Valid
	X4.4	0.827	0.000	Valid
	X4.5	0.872	0.000	Valid
	X4.6	0.923	0.000	Valid
	X4.7	0.882	0.000	Valid
X5 Relationship	X5.1	0.843	0.000	Valid
	X5.2	0.864	0.000	Valid
	X5.3	0.856	0.000	Valid

	X5.4	0.806	0.000	Valid
	X5.5	0.806	0.000	Valid
Y travel experience	Y1.1	0.896	0.000	Valid
	Y1.2	0.827	0.000	Valid
	Y1.3	0.896	0.000	Valid
	Y1.4	0.881	0.000	Valid
	Y1.5	0.886	0.000	Valid

It can be concluded that the Affective X1, Cognitive X2, Sensory X3, and Behavioral X4 relationships are valid.

**Normality test**



**Figure 4. Normality Test**

Based on Figure 4, it can be explained that if the points follow the diagonal line and the image above can be said to be normal.

**Regression Analysis**

Based on Table 3, it can be seen that the Affective Variable Tolerance (X1) value is  $0.272 > 0.1$ ; Cognitive (X2) is  $0.232 > 0.1$ ; Sensory (X3) is  $0.519 > 0.1$ ; Behavioral (X4) is  $0.257 > 0.1$ ; and Relationship (X5) is  $0.363 > 0.1$ ; therefore, it can be concluded that there is no multicollinearity issue for the Affective X1, Cognitive X2, Indrawi X3, Behavior X4, and Relationship X5 variables.

A multicollinearity test is used to test the existence of a perfect (or near perfect) linear relationship between several or all of the independent variables. The basis for making decisions on this multicollinearity test is based on data or tolerance values and VIF value data, where a tolerance value  $> 0.10$  does not imply multicollinearity is present, if the tolerance value is  $< 0.10$ , then multicollinearity is present, and if the VIF value is  $< 10.00$  multicollinearity does not occur, if the VIF is  $> 10.00$  then multicollinearity occurs. This can be seen from the results in Table 4.

**Table 4. Regression Results**

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	4.428	1.240		3.570	0.001		
Affective	-0.319	0.075	-0.407	-4.248	0.000	0.272	3.674
Cognitive	0.273	0.097	0.293	2.823	0.006	0.232	4.303
Sensory	0.241	0.052	0.324	4.664	0.000	0.519	1.928
Behavior	-0.180	0.064	-0.280	-2.841	0.005	0.257	3.893
Connection	0.852	0.082	0.866	10.439	0.000	0.363	2.754

Dependent Variable: Tourist Experience

The results of the regression analysis are reported in Table 4, which are explained as follows

- A constant value of 4.428 means that Affective (X1) shows partial cognitive significance for influence.
- The affective effect of (X1) on the Tourist Experience (Y) is  $0.000 < 0.05$  and the calculated T value is  $-4.248 < 0.2787$ , so it can be concluded that X1 has a negative and significant effect on Tourist Experience (Y).
- It is known that the significance value for the partial influence of Cognitive (X2) on (Y) is  $0.006 < 0.05$  and the calculated T value is  $2.823 > 0.2787$ , so it can be concluded that X2 has a positive and significant effect on Tourist Experience (Y).
- It is known that the significance value for the partial influence of Sensory (X3) on the Tourist Experience (Y) is  $0.000 < 0.05$  and the calculated T value is  $4.664 > 0.2787$  so it can be concluded that X3 has a positive and significant effect on the Tourist Experience (Y).
- It is known that the significance value for the (partial) influence of Behavior (X4) on the Tourist Experience (Y) is  $0.005 < 0.05$  and the calculated T value is  $-2.841 < 0.2787$ , so it can be concluded that X3 has a negative and significant effect on Tourist Experience (Y)
- It is known that the significance value for the partial influence of the relationship between
- It is known that the significance value for the partial effect of Relationship X5 on Tourist Experience (Y) is 0.000, which is less than 0.05, and the t-value of 10.439 is greater than 0.2787; so it can be concluded that X5 has a positive and significant effect on Tourist Experience (Y).

**Coefficient of Determination**

**Table 6. Analysis of Determination Coefficient**

Model Summary				
R	R Square	Adjusted R Square	Std. Error of the Estimate	
0.843	0.710	0.698	2.20680	

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Predictors: (Constant), X5, X1, X3, X4, X2

Dependent Variable: Y

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Based on the output above, it is known that the R square value is 0.323. This means that the influence of the variables Affective (X1) on cognition is 71.00%, with the remainder influenced by other variables not included in this study.

## 5. CONCLUSION

From the results of the research and the discussion above, it can be concluded that affective, cognitive, sensory, behavioral and relationship factors influence the tourism experience, where affective and behavioral factors have a negative influence, while cognitive, sensory and relationship factors have a positive influence on the experience of tourists visiting tourist villages in South Sulawesi.

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