

Reformulating A Market-Driven Strategy of Community-Based Tourism Destinations Post-Covid-19 pandemic: Evidence From Indonesia

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ABSTRACT: The COVID-19 pandemic has exposed tourism villages to various challenges. Tourism villages as a form of rural tourism which are managed by local people face more serious problems due to their lack of expertise. This study aims to apply customer-driven strategies in formulating strategies to market tourism villages. Employing marketing concepts of service quality, satisfaction, and revisit intention, this research investigates the mediating role of satisfaction in the relationship between service quality and revisit intention. Tourist perceptions are further analyzed based on their demographic and psychographic characteristics to provide insights into the formulation of segmentation strategies. This research collects data from 203 people who have visited tourism villages. Data were collected offline and online using Google Forms. Results of Regression Analysis with Mediation and Bonferonni's Multiple Comparison indicated that Reliability, Empathy, and Tangibles have a positive effect on satisfaction. Further, satisfaction fully mediates the effect of Reliability and Empathy on revisit intention. Meanwhile, satisfaction partially mediates the effect of Responsiveness and Tangibles on revisit intention.

Keywords: COVID-19, demographics, psychographics, service quality, satisfaction, tourism village



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INTRODUCTION

This research was conducted when the Covid-19 pandemic affected the tourism sector at its worst. The conditions and mobility restrictions imposed in most countries to limit the spread of viruses had caused disastrous effects on the tourism industry ([Abbas et al., 2021](#); [Foo et al., 2021](#); [Robinson & Kengatharan, 2020](#); [Sajjad & Rasel, 2020](#); [Segal, 2020](#); [Stone et al., 2021](#)). Of various tourist destinations in Indonesia, one of the most affected ones was the tourism village ([Sun et al., 2021](#)). Tourism villages in Indonesia were developed as community-based tourism destinations. The local community served as the owner, organizer, and receiver of the benefits of the tourist attractions developed in their area. Tourism villages represent the ability of rural villages to harness the power of tourism to provide opportunity and safeguard their

communities, local traditions, and heritage and at the same time as a means for a better future in rural areas ([UNWTO, 2020](#)).

Due to the importance of tourism villages as a positive movement for rural development and community wellbeing, this research is dedicated to tourism villages as the subject matter. Despite their strategic importance, a dearth of research has been dedicated to tourism villages. Moreover, studies on rural tourism are deemed important in emerging economies ([Dernoi, 1991](#); [Gannon, 1994](#); [Okech et al., 2012](#); [Stone et al., 2021](#)). Pre-Covid-19 pandemic, tourism villages offering homestay experiences and localized everyday experiences at villages were one of the favorite tourist destinations in Indonesia ([Shofa, 2021](#)). Groups of tourists of students and recreational tourists visit tourism villages to learn and experience local traditions. However, tourism villages that attracted a lot of tourists have grown as mass tourist destinations.

During and post-pandemic COVID-19, trends in tourist preferences show that tourists will visit destinations in smaller groups ([Hidayat et al., 2021](#)). Besides, during the Covid-19 pandemic, tourism villages should avoid big groups of tourists to prevent clusters of COVID-19 infections. The COVID-19 crisis has opened a window to a new relationship between tourism and sustainable development ([Jonas & Comfort, 2020](#); [Sobaih et al., 2021](#)). In this case, the pandemic leads tourism villages to transform into quality tourism destinations which should not rely on the number of visits as a goal, but on the quality of tourists.

A search on quality tourism in the tourism and marketing management literature shows an important aspect of quality tourism from the point of view of consumers ([Blazeska et al., 2015](#)). Therefore, it is necessary to research the realization of quality tourism experience in tourism villages from the consumer aspect (demand-side). Understanding the demand side will provide comprehensive benefits for the development of quality tourism in terms of (1) Formulation of well-targeted marketing strategies, (2) Development of tourism products by the preferences of the target market, (3) Policy development (by the Government or by the Destination Management Organization) in determining the direction of quality tourism development.

This research is conducted to apply customer-driven strategies in developing quality tourism products and experiences. Segmentation is one of the most fundamental strategies in marketing. Therefore, we examine tourists' perceptions based on their demographic and psychographic characteristics. The task of marketers is to identify the number and nature of appropriate market segments and decide which groups to target ([Amos et al., 2014](#); [Cruz-Milán, 2017](#); [Kotler & Keller, 2016](#); [Masiero & Qiu, 2018](#); [Radojevic et al., 2018](#)).

We also apply the customer-based quality model of SERVQUAL which provides criteria for measuring service quality on the dimensions of Reliability, Assurance, Tangibles, Empathy, and Responsiveness ([Parasuraman et al., 1991](#)). We believe that this research would benefit the development of tourism villages to offer quality products and experiences based on customer perspectives. Such importance of consumer perspectives in the development of quality tourism products and experience leads to the formulation of research questions as follows.

1. What are the demographic and psychographic profiles of tourists visiting tourism villages?
2. Is there a relationship between the demographic profile and the psychographic profile?
3. Are there differences/relationships between tourists' perceptions of the quality of their travel experience based on the demographic and psychographic characteristics of tourists?
4. Does the perception of tourists on the quality of the travel experience affect Tourist Satisfaction?
5. Does Tourist Satisfaction Affect Revisit Intention?
6. Does Tourist Satisfaction mediate the influence of tourists' perceptions on the quality of the travel experience on revisit intentions?

Quality Tourism in Tourism-related Literature

The quality of tourism concept in the tourism literature can be related to the concept of competitiveness. The competitiveness of a destination is important because of the globalization of tourism. Under these conditions, to be successful in the market, the destination must be distinguished from the rest ([Mazanec et al., 2007](#)). The quality of tourist destinations is based on the total product offered to the market ([Formica & Uysal, 2006](#)). Therefore, the quality of products and services offered by destinations and integrated quality management are discussed in the tourism literature. Management has a key role in enhancing the position of tourism destination competitiveness.

There are many definitions of competitiveness in tourism. A comprehensive interpretation of competition is proposed by ([Ritchie & Crouch, 2003](#)) state that “what makes a tourism destination truly competitive is its ability to increase tourism spending, to further attract visitors while providing them with a satisfying, memorable experience and to do so in a profitable way, while improving the well-being of the destination’s residents and preserving the destination's natural capital for future generations. There are several aspects contained in the definition, namely “a satisfying and memorable experience” which is the antecedent of increasing the number of visitors and their spending. There is also an important aspect of competitiveness, that is, to improve the welfare of the destination population and preserve the natural capital of the destination for future generations.

Therefore, ensuring sustainability is an attempt to turn a destination's comparative advantage into a competitive market position ([Hassan, 2000](#)). Destination development means adding value to its potential in a way that is in line with market demand. Tourism trends that affect market demand include tourists' concern for sustainability. Following the definition of competitiveness, the quality of a destination only occurs if the quality of the environment and society can be maintained ([Hassan, 2000](#); [Ritchie & Crouch, 2003](#)). Unique and distinctive tourism products and services must be protected to maintain the competitiveness of the destination. Therefore, the application of the principle of sustainability in tourism destinations is very logical.

Quality Tourism in Marketing-Related Literature

Referring to the definition of the American Society for Quality, quality is the totality of features and characteristics of a product or service that result in its ability to meet stated or implied needs, which this definition is customer-driven ([Kotler & Keller, 2016](#)). A quality product or service can provide quality, that is, it meets or exceeds customer expectations. This definition shows that quality is always seen from the customer's point of view. Therefore, quality tourism is tourism that can meet or exceed tourist expectations.

Quality in the marketing literature is defined as conformance quality and performance quality. Conformity means that the product/service delivers the promised quality. Performance quality is the degree to which a product outperforms its competitors on certain key aspects/characteristics ([Kotler & Keller, 2016](#)). Tourism products and services are then considered quality products/services compared to their competitors' products and services.

Regarding more service-oriented tourism products, the marketing literature shows the limitations of the literature on service quality. The SERVQUAL model developed by ([Parasuraman et al., 1991](#)) has been widely adopted in marketing, tourism, and hospitality. SERVQUAL was developed based on the expectations of the performance disconfirmation paradigm. In this model, service quality is measured as the gap between expectations and performance. SERVQUAL provides criteria for measuring service quality on the dimensions of Reliability, Assurance, Tangible, Empathy, and Responsiveness ([Parasuraman et al., 1991](#)).

SERVQUAL has been used significantly in the tourism and hospitality industry ([Jennings et al., 2009](#)). SERVQUAL also evolves with adaptations and variations according to context. ([Graham Saunders, 2008](#)) developed PAKSERV to adapt the model to Asian culture. The model was developed based on cultural dimensions ([Hofstede, 1984](#)). SERVQUAL's adaptation to the tourism and hospitality sector suggests that the quality of basic functional services as proposed in SERVQUAL should be adapted to reflect and measure quality in tourism.

Quality tourism experience can refer to the concept of experience in the marketing literature. Pine and Gilmore (1999, p.11) argue that experiences are created when companies intentionally use services like platforms and goods as props and to engage individual customers in a way that creates memorable events. Experience is also defined by Hirshman and Holbrook (1982) and Holbrook and Hirschman (1982) as a total emotional state, which consists of "fantasy, feelings, and excitement".

Therefore, a quality tourism experience is a high-value experience quality as perceived by the customers themselves. It is based on the concept of market segmentation and targeting. Market segmentation is the process of grouping customers into groups based on certain characteristics ([Dolnicar, 2020](#); [Kotler & Keller, 2016](#); [Sarigöllü & Huang, 2005](#)). Tourist characteristics can be described through demographic, psychographic, geographic, and behavioral profiles ([Carmichael & Smith, 2004](#); [Dutta et al., 2017](#); [Hsieh et al., 1992](#)). Targeting is the selection of one or more customer groups to focus on for the organization to direct all resources.

Because the value of the experience is the experience felt by the customer, targeting becomes a very important decision. The marketing mix which includes the product, price, place, and promotion is all designed based on the target market segment. Therefore, skills in selecting target market segments are very important in creating a high-value tourism experience.

Market segmentation

Segmentation is the process of dividing a market into groups that have relatively similar characteristics or identifying and profiling groups of buyers who have needs and wants in a diverse mix of products and services, by examining demographic, psychographic, and behavioral differences among buyers. In segmentation, the task of marketers is to identify the number and nature of appropriate market segments and decide which groups to target ([Bowen & Chen, 2001](#); [Kotler & Keller, 2016](#)). Marketing strategies that can be made include the development of tourist places and activities, accommodation, access to tourist destinations, tourism support facilities, and also effective and efficient tourism marketing communications.

Demographic segmentation divides the market into groups based on variables of age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class ([Kotler & Keller, 2016](#)). The basis of demographic grouping is the basis for market grouping the most popular and the easiest to measure because consumer needs and tastes are strongly influenced by demographic characteristics ([Dewi, 2011](#)).

Meanwhile, psychographic segmentation divides the market into groups based on psychological/personality traits, lifestyles, or values ([Kotler & Keller, 2016](#)). Segmentation based on psychographic characteristics produces groups of tourists who have different 'styles, ways, and tastes' of traveling ([Dewi, 2011](#)). Research on psychographic characteristics in tourism was conducted using Psychographic Model ([Plog, 1991](#)). There are 5 (five) personality types, namely, psychocentric, near psychocentric, mid-centric, near allocentric, and allocentric ([Plog, 1991](#)). Tourists who have psychocentric characteristics are tourists who are very dependent, closed, and less mobile. Psychocentric tourists tend to prefer places that are already well known, are more cautious and less explorative, tend to like trips that are carried out in groups or with family, prefer accommodation facilities with standard or complete facilities, engage in activities that are mostly done such as recreation, seeing natural scenery, and taking pictures, and travel to release boredom, spend free time, and have fun.

Tourists who have Allocentric characteristics are tourists who have an active, innovative personalities, and have high mobility. Allocentric tourists tend to be more self-confident, more exploratory, have high curiosity, and have an adventurous spirit, visit tourist destinations that are new, natural, and not visited by many people, prefer individual trips, use simple accommodation facilities, and travel to gain new experiences.

Tourist Satisfaction and Intention to Revisit

Tourist satisfaction is generated as a person's feelings of pleasure or disappointment that arise after comparing the expected travel experience with the actual travel experience ([Kotler & Keller, 2016](#)). Tourist satisfaction occurs when tourists' expectations match the travel experience

they get or even exceed them. On the other hand, tourists are not satisfied if the tourist experience they get is lower than expectations.

Customers who are satisfied with the product or service that has been purchased will make a repeat purchase ([Blazeska et al., 2015](#); [Bowen & Chen, 2001](#)). A satisfying travel experience will produce a positive impression and intention to visit again. Interest in revisiting can be identified through the following indicators: (1) Transactional interest, namely the tendency of tourists to visit, (2) Referential interest, namely the tendency of tourists to recommend destinations to others, (3) Preferential interest, which is an interest that describes the behavior of tourists to choose a destination as the main choice, and (4) Exploratory interest which describes the behavior of tourists to always seek information about the destinations they are interested in and seek information to support the positive characteristics of the destination ([Kotler & Keller, 2016](#)).

Hypothesis Formulation

Tourists are not a homogeneous group, but consist of groups or segments with certain characteristics. One of the characteristics that can distinguish the tourist segment is demographic and psychographic characteristics ([Carmichael & Smith, 2004](#); [Dutta et al., 2017](#); [Hsieh et al., 1992](#)). Demographic characteristics can be identified using gender, age, educational background, and occupation, while psychographic characteristics are identified using venturesomeness. Based on these arguments, H1 is formulated as follows.

H₁: There is a variation of tourists in demographic and psychographic characteristics in terms of visiting tourism villages

The characteristics of tourists in terms of venturesomeness make psychocentric and allocentric tourists behave in certain ways. Travelers who tend to be psychocentric prefer things that are familiar to many people, like comfort, and 'established' destinations. Meanwhile, tourists who tend to be allocentric tend to have high mobility and prefer new things that are challenging and natural. Such a trend can be formed because of the demographic characteristics of these tourists. Gender, age, work background, and educational background can form the preferences of such tourist destinations and activities ([Kamboj & Sharma, 2016](#)). Therefore, the demographic characteristics of a tourist will be closely related to his venturesomeness. Based on these arguments, H2 is formulated as follows.

H₂: There is a relationship between the demographic characteristics of tourists and the psychographic characteristics of tourists visiting tourism villages.

Because tourists in certain segments have different preferences, tourists' perceptions of a quality tourist experience may vary based on their demographic and psychographic characteristics ([Carmichael & Smith, 2004](#); [Dutta et al., 2017](#); [Hsieh et al., 1992](#); [Kamboj & Sharma, 2016](#)). Therefore, this study proposes H3 as follows.

H₃: There are differences in tourists' perceptions of quality tourism experiences (reliability, assurance, tangibles, empathy, and responsiveness) based on demographic and psychographic groups.

Tourists who get a quality tourism experience will feel happy with the products and services provided by tourism products and service providers. Tourists will feel satisfied if the tourist

experience matches or exceeds their expectations ([Bowen & Chen, 2001](#); [Kotler & Keller, 2016](#); [Olsen, 2002](#)). Based on this argument, H4 (a-e) is formulated as follows.

H_{4a}: Reliability positively influences tourist satisfaction in visiting tourism villages

H_{4b}: Assurance positively influences tourist satisfaction in visiting tourism villages

H_{4c}: Tangibles positively influence tourist satisfaction in visiting tourism villages

H_{4d}: Empathy positively influences tourist satisfaction in visiting tourism villages

H_{4e}: Responsiveness positively influences tourist satisfaction in visiting tourism villages

Tourists who are satisfied with products and services will make repeat visits to tourism villages ([Olsen, 2002](#)). Because tourist satisfaction is a function of expectations compared to reality, the quality of products and services in the dimensions of reliability, assurance, tangibles, empathy, and responsiveness will result in an intention to revisit only if tourists are satisfied with the quality of these products and services. Based on these arguments, H5 and H6 are formulated below.

H₅: Tourist satisfaction has a positive effect on the intention to revisit tourism villages

H₆: Tourist perceptions of quality experiences (reliability, assurance, tangibles, empathy, and responsiveness) have a positive effect on revisit intentions mediated by tourist satisfaction

For hypotheses 4-6 which hypothesize causal relationships, the research model can be described as follows:

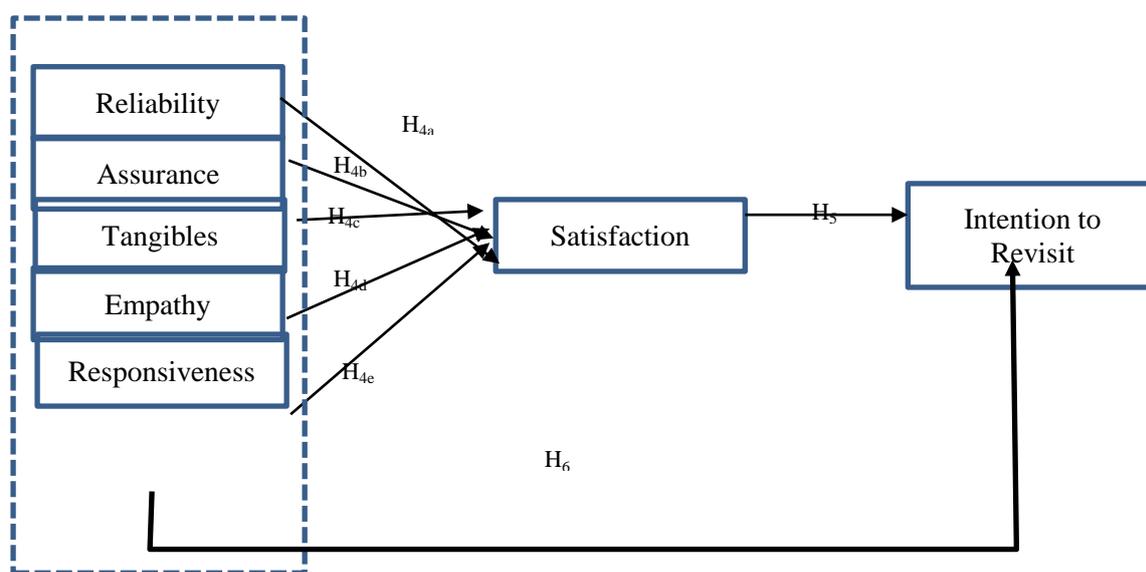


Figure 1: Conceptual Model

METHOD

The type of research is quantitative research, which examines the causal relationship between variables and differences between segments in the perception of a quality tourism experience. This research is also a cross-sectional study because it examines phenomena in a certain period. The research was conducted in three tourism villages, namely Pentingsari Tourism Village, Nglinggo Tourism Village, and Bleberan Tourism Village. The tourism villages were all located in

Yogyakarta Special Province, which was one of the most popular tourist destinations in Indonesia. The research subjects were tourists who had visited the three tourism villages.

In this study, some variables are measured on a nominal/categorical scale, and variables are measured on an ordinal scale. The demographic characteristics that will be studied include gender, age, occupation, and educational background. The Psychographic Characteristics (Plog's venturesomeness) include measures of psychocentric – allocentric characteristics which stretch in the continuum of 'tend to like tourist destinations that are already popular/ new tourist destinations and have never or rarely visited', 'prefers a comfortable tourist destination/ challenging tourist destinations', 'accommodation facilities with standard or complete facilities/ with natural or simple facilities', and 'prefers to travel in groups or with family/ individual trips'.

Tourist perceptions of the quality of the travel experience are measured through 5 (five) service quality dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness ([Parasuraman et al., 1991](#)) and use 21 items which are measurements of the RATER dimensions. The intention to revisit was measured through transactional interest, preferential interest, referential interest, and exploratory interest in the tourism village.

The population in this study were tourists who had visited one of the tourism villages. The sampling technique employed was non-probability sampling. To ensure that the tourists who are members of the sample are tourists who have a clear experience of their visit, the sample members were determined through purposive sampling. The criteria were tourists who had visited one of these tourism villages no later than the 2nd semester in 2019. The number of samples for the tourism villages was 203 people. Data collection was conducted offline and online. Data analysis techniques used in this study included descriptive analysis, Post-hoc Bonferonni's multiple comparison tests, and regression analysis with mediation

RESULTS AND DISCUSSION

The data collected from the online survey resulted in a respondent profile as presented in Table 1 below. The profile of 203 respondents in terms of age shows that in terms of age, the majority of respondents (70%) are in the range of 20-30 years, followed by respondents aged <20 years (14.8%). The profile of respondents like this may be due to the way the data is collected online so that the majority of respondents who are netted are young. Meanwhile, the characteristics of respondents from the aspect of educational background are in line with the age profile, so the largest percentage (70%) are respondents with a high school education background. A total of 21.7% of the total respondents have an educational background higher than in high school.

From the aspect of spending when visiting tourist villages, the majority of respondents (61.6%) spent <US\$3.5 and between US\$ 3.5 – US\$ 7. Only 12.8% of respondents are high spenders, who spend more than US\$ 20. This profile may be closely related to the age profile and educational background of the respondent as shown in the previous table. The respondent's profile based on the duration of the visit when visiting the tourist village shows a relatively short visit time. As much as 60.6% visited only less than 6 hours when traveling to tourist villages. Only a small number of respondents (7.4%) stay (>1 day) in a tourist village. This data shows that tourist villages can 'hold' visitors for a relatively short period.

Table 1. Respondents' Profile

Age		
1 legory	Frequency	Percentage
<20	30	14,8%
20-30	142	70,0%
31-40	21	10,3%
41-50	8	3,9%
>50	2	1,0%
Educational Background		
Elementary school	2	1,0%
Junior high school	15	7,4%
Senior high school	142	70,0%
Diploma	12	5,9%
Bachelor	27	13,3%
Master's-Doctoral	5	2,5%
Money spent at the destination/ visit/ person		
< US\$ 3.5	68	33,5%
US\$ 3,51 – US\$ 7	57	28,1%
US\$ 7,1 – US\$ 14	24	11,8%
US\$ 14,1 – US\$ 20	28	13,8%
>US\$ 20	26	12,8%
Time spent at the destination/ visit		
<6 hours	123	60,6%
6 hours - 1 day	65	32,0%
> 1 day	15	7,4%

Table 2 shows the mean score (3.38) for the venturesomeness variable. This average score indicates a venturesomeness score that is midway between psychocentric and allocentric. This shows that tourists who visit tourist villages do not show strong enough characteristics between being psychocentric or allocentric. The highest average score is owned by Item no. 1, where respondents tend to prefer new tourist destinations or have never/rarely visited.

Table 2. Mean Values of Venturesomess

No	Description	Mean Values
1.	Prefer tourist destinations that are already popular or have been visited / Prefers tourist destinations that are new and have never or rarely been visited	3,92
2.	Prefer tourist destinations that are comfortable/ Prefer tourist destinations that are challenging	3,11

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3.	Prefer accommodation facilities with standard or complete facilities / Prefer accommodation facilities with natural or simple facilities	3,29
4.	Prefer to travel as a group or with family/ Prefer to travel individually	3,20
	Variable's mean value	3,38

Descriptive analysis for the service quality evaluation of tourists on the five dimensions of service quality is presented in Table 3. Rating of tourists on Reliability shows an average score of 3.82. The highest score is given to the 2nd item. Tourists also give a good assessment of the Responsiveness variable, with an average score of 3.82. The highest score is given to item 3, where the tourism village manager is considered to be always willing to help tourists.

Table 3. Service Quality's Mean Values and Standard Deviation

Reliability			
No.	Item	Average	Standard Deviation
1.	Providing service as promised	3.88	0.89
2.	Dependability in handling customers' service problems	3.97	0.93
3.	Performing services right the first time	3.76	0.85
4.	Providing services at the promised time	3.81	1.05
5.	Maintaining error-free records	3.67	0.94
6.	Employees who have the knowledge to answer customer questions	3.85	0.98
	Variable's average score	3.82	
Responsiveness			
	Keeping customers informed as to when services will be performed		
1.	performed	3.75	0.92
2.	Prompt service to customers	3.80	0.97
3.	Willingness to help customers	3.87	1.00
4.	Readiness to respond to customers' requests	3.86	0.98
	Variable's average score	3.82	
Assurance			
1.	Employees who instill confidence in customers	3.85	0.93
2.	Making customers feel safe in their transactions	4.04	1.00
3.	Employees who are consistently courteous	4.06	1.07
	Variable's average score	3.99	
Empathy			
1.	Giving customers individual attention	3.76	0.90
2.	Employees who deal with customers in a caring fashion	3.86	0.91
3.	Having the customer's best interests at heart	3.91	0.95
4.	Employees who understand the needs of their customers	3.76	0.87

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5. Convenient business hours	3.91	0.88
Variable's average score	3.84	
Tangibles		
1. Modern equipment	3.89	0.92
2. Visually appealing facilities	4.04	0.99
3. Employees who have a neat, professional appearance	3.87	0.96
4. Visually appealing materials associated with the service	4.00	0.97
Variable's average score	3.95	

Travelers give a relatively higher rating (compared to other elements) for the Assurance dimension, with an average value of 3.99. The highest score was achieved by item 3, where tourists judged that the tourism village manager was always polite. The assessment of the empathy variable shows that tourists give a good assessment, with an average score of 3.84. The item that gets the highest score is the 3rd item, where tourists judge that the tourism village manager places the interests of tourists sincerely. Respondents give high ratings for the Tangibles aspect. The highest score is obtained by item no. 2, namely visually appealing facilities.

In the aspect of satisfaction, respondents gave a high score. However, this average score is relatively lower than other variables. In addition, it is necessary to pay attention to the tourist village manager that the assessment of item no. 2 indicates that perhaps tourists have complaints about the tourist villages they visit. Results also show that tourists have a high Revisit Interest, with an average score of 3.79. Respondents were also willing to recommend tourist villages to friends and relatives and follow information about tourist villages. However, the assessment of item no. 4 which is the lowest compared to other items shows that tourist villages must always try to increase competitiveness compared to other destinations.

Table 4 shows the mean score (3.38) for the venturesomeness variable. This average score indicates a venturesomeness score that is midway between psychocentric and allocentric. This shows that tourists who visit tourism villages do not show strong enough characteristics between being psychocentric or allocentric. Rating of tourists on Reliability shows an average score of 3.82. Tourists also give a good assessment of the Responsiveness variable, with an average score of 3.82. Tourists give a relatively higher rating (compared to other elements) for the Assurance dimension, with an average value of 3.99. The assessment of the empathy variable shows that tourists give a good assessment, with an average score of 3.84. Respondents also give high ratings for the Tangibles aspect. In the aspect of satisfaction, respondents gave a high score. However, this average score is relatively lower than other variables. Results also show that tourists have a high Revisit Interest, with an average score of 3.79.

Table 4. Mean Values and Mean Differences of Dimensions of Service Quality, Satisfaction, and Revisit Interest

		N	Mean	Mean Difference Analysis		
				Groups contrasted	Mean Difference	Significance
Reliability	Psychocentric (1)	86	3.36	1 vs 2	-0.153	.116
	Allocentric (2)	117	3.89			
	Total	203	3.24			
Responsiveness	Psychocentric	86	3.50	1 vs 2	-0.122	.308
	Allocentric	117	3.87			
	Total	203	3.82			
Assurance	Psychocentric	86	3.99	1 vs 2	0.012	.923
	Allocentric	117	3.98			
	Total	203	3.98			
Empathy	Psychocentric	86	3.72	1 vs 2	-0.21	.050
	Allocentric	117	3.93			
	Total	203	3.84			
Tangibles	Psychocentric	86	3.86	1 vs 2	-0.15	.180
	Allocentric	117	4.01			
	Total	203	3.95			
Satisfaction	Psychocentric	86	3.57	1 vs 2	-0.28	.008
	Allocentric	117	3.85			
	Total	203	3.73			
Revisit Interest	Psychocentric	86	3.70	1 vs 2	-0.16	.152
	Allocentric	117	3.86			
	Total	203	3.79			

To examine the differences in respondents' assessments of the dimensions of service quality, satisfaction, and revisit interest, results showed that for almost all variables (except Assurance) allocentric tourists gave higher ratings than psychocentric tourists. Psychographically, tourists who prefer new destinations, have less preference for establishments, and like to explore (allocentric) are the target market segment that prefers tourism villages. In the mean difference tests, allocentric and psychocentric tourists showed significant differences in scores for the empathy and satisfaction variables.

Table 5. Venturesomeness by Age, Gender, and Occupation

Description	Mean Values	Contrasted Groups	Mean Difference	Significance
AGE GROUP				
Group 1 (<20 y.o.)	3.22	1 vs 2	-.04214	1,000
		1 vs 3	-.84286	,055
		1 vs 4	-.81458	,537
		1 vs 5	-1.15833	1,000
Group 2 (20-30 tahun)	3.26	2 vs 3	-.80072	.014
		2 vs 4	-.77245	.452
		2 vs 5	-1.11620	1,000
Group 3 (31-40 tahun)	4.06	3 vs 4	.02827	1,000
		3 vs 5	-.31548	1,000
Group 4 (41-50 y.o.)	4.03	4 vs 5	-.34375	1,000
Group 5 (>50 y.o.)	4.38			
GENDER				
Group 1 (Female)	3.49	1 vs 2	0,2854	,068
Group 2 (Male)	3.20			
OCCUPATION				
Government Employees	3.51	1 vs 2	-,43458	1,000
		1 vs 3	,41250	,177
		1 vs 4	,00987	1,000
		1 vs 5	,50987	1,000
		1 vs 6	-,49013	1,000
Miscellaneous	3.94	2 vs 3	,84708	,334
		2 vs 4	,44444	1,000
		2 vs 5	,94444	1,000
		2 vs 6	-,05556	1,000
Students	3.10	3 vs 4	-,40263	1,000
		3 vs 5	,09737	1,000
		3 vs 6	-,90263*	,012
Private sector employees	3.50	4 vs 5	,50000	1,000
		4 vs 6	-,50000	1,000
Housewives	3.00	5 vs 6	-1,00000	1,000
Professionals	4.00			

Based on the age of tourists, the highest venturesomeness score was shown by the age group > 50 y.o., followed by the 41-50 year age group and the 31-40 year age group. This finding may be quite counter-intuitive because young tourists prefer destinations that are popular, well-established, and convenient. Table 5 also depicts that the venturesomeness score of female tourists (3.49) is higher than that of male tourists (3.20). This means that female tourists tend to

be more allocentric than male tourists. The difference in mean scores between these two groups was statistically marginally significant ($p \leq 0.10$). These results confirm Hypotheses 1 and 2.

Based on the occupational background, the highest venturesomeness scores belong to the miscellaneous occupation group (farmers, freelancers, etc.). Students, surprisingly, have a low venturesomeness score (3.097) compared to other occupational groups. This shows that young people and groups of students like popular destinations, comfortable facilities, and traveling in groups. Again, the results support Hypotheses 1 and 2.

Regression Analysis: Effect of Tourism Quality Dimensions on Tourist Satisfaction

Results of regression analysis on the influence of the dimensions of the quality on tourist satisfaction (see Table 6) show that the dimensions of Reliability, Empathy, and Tangibles have a positive effect on satisfaction. However, Responsiveness and Assurance do not affect Satisfaction Therefore, Hypotheses 4b, 4c, and 4d are supported. Meanwhile. Hypotheses 4a and 4e are not supported.

Table 6. Influence of Reliability, Responsiveness, Empathy, Tangibles, and Assurance on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,382	,189		2,022	,045
Reliability (X ₁)	,171	,076	,153	2,255	,025
Responsiveness (X ₂)	,090	,087	,099	1,036	,301
Empathy (X ₃)	,261	,105	,258	2,496	,013
Tangibles (X ₄)	,386	,079	,413	4,915	,000
Assurance (X ₅)	-,044	,066	-,051	-,673	,502

The regression equation in the analysis of the Influence of the Dimensions of Service Quality on Tourist Satisfaction is as follows.

$$Y = 0,382 + 0,171 X_1^{*)} + 0,090 X_2 + 0,261 X_3^{*)} + 0,386 X_4^{**)} - 0,044X_5$$

(Note: **) = significant effect at $p \leq 0.01$; *) = significant effect at $p \leq 0.05$).

The biggest influence on satisfaction was shown by the Tangibles variable (B = 0.386). This means that tourists are very concerned about the physical conditions in the tourism village. The second biggest influence was the Empathy dimension (B = 0.261).

Regression Analysis with a Mediating Variable

As stated by Baron and Kenny (1986), there are stages in conducting mediation analysis. The stages involve the following conditions.

Stage 1: Independent variables are regressed on the dependent variable. The effect of the independent variable on the dependent variable must be significant.

Stage 2: The mediating variable is regressed on the dependent variable. The effect of the mediating variable on the dependent variable must be significant.

Stage 3: Independent variables and mediating variables are regressed on the dependent variable. The analysis of the mediating role in the influence of the independent variable on the dependent variable is carried out by comparing the coefficient of the independent variable (the magnitude of the effect) in the regression equation stage 1 and stage 3. If the influence of the independent variable in the stage 1 equation is not significant, then the mediation role is said to be a full mediator. If the influence of the independent variable in equation stage 3 is still significant but there is a reduction in the magnitude of the effect (smaller coefficient), then the role of the mediator is said to be a partial mediator.

Table 7
Stage 1 and Stage 2 Regression Analyses: The Influence of Reliability, Responsiveness, Assurance, Empathy, and Tangibles on Revisit Intention Mediated by Satisfaction

	Stage 1			Stage 3		
	B	T	Sig	B	t	Sig.
(Constant)	.472	2.45	.015	.343	1.86	.065
Reliability (X ₁)	.175	2.26	.025	.104	1.58	.116
Responsiveness (X ₂)	.222	2.51	.013	.210	2.28	.024
Assurance (X ₃)	-.080	-1.19	.236	.163	1.61	.108
Empathy (X ₄)	.254	2.38	.018	.168	1.97	.050
Tangibles (X ₅)	.289	3.60	.000	-.074	-1.02	.309
Satisfaction (M)	N/A	N/A	N/A	.336	4.914	.000

Based on these stages, the regression equation is as follows:

This Stage 1's regression equation is:

$$Y = 0.472 + 0.175 X_1^{*)} + 0.222 X_2^{*)} - 0.08X_3 + 0.254 X_4^{*)} + 0.289X_5^{**)}$$

(Note: **) = significant effect at $p \leq 0.01$; *) = significant effect at $p \leq 0.05$).

Based on the results of the regression analysis (see Table 7), the effects of Reliability, Responsiveness, Empathy, and Tangibles on revisit intention are positive and significant. Meanwhile, Assurance does not affect Revisit Intention.

Regression Analysis Stage 2 as a prerequisite as proposed by Baron and Kenny (1986) is regressing the Mediating Variable on the Dependent Variable. The results of the regression analysis are shown in Table 2, where satisfaction has a positive and significant effect on repurchase intention.

The Stage 2's regression equation is as follows:

$$Y = 0.90 + 0.773 M^{*)}$$

(Note: *) = significant effect at $p \leq 0.05$).

The Stage 3's regression equation is as follows:

$$Y = 0.343 + 0.104 X_1 + 0.210 X_2^{*)} + 0.163 X_3 + 0.168X_4^{*)} - 0.074X_5 + 0.3365M^{*)}$$

(Note: *) = significant effect at $p \leq 0.05$).

Table 6 shows the results of Stage 1 and Stage 3 regression analyses. The effects of the independent variables on the dependent variable show changes, where the influence of Reliability

and Empathy on revisit intention is not significant. This means that satisfaction fully mediates the effect of Reliability and Empathy on revisit intention. Meanwhile, the magnitude of the influence of Responsiveness and Tangibles on the Intention to Revisit is reduced (although it is still significant). This means that satisfaction partially mediates the effect of Responsiveness and Tangibles on revisit intention (hypothesis 5 is partially supported).

This study resulted in the finding that the analysis of the market of tourists visiting tourism villages needs to be distinguished based on demographic and psychographic characteristics. As is the case for products/services in general, tourist destinations must map tourists to be able to describe different groups of tourists. In this study, the demographic and psychographic characteristics of the tourist market (venturesomeness) become an alternative segmentation basis that can be used by tourism village managers. Tourism has not yet fully embraced expertise in marketing, lacking behind the sophisticated marketing strategies already developed by other sectors. The current research shows the importance of applying marketing principles in tourism management, especially for community-based tourism destinations. Formulation of marketing strategy is particularly important as tourism villages have to revitalize themselves post-Covid-19 pandemic. Re-orientation of strategies is necessary since tourists' behavior has also changed due to the prolonged pandemic.

The results of this study indicate a relationship between the demographic and psychographic characteristics of tourists. Therefore, the interaction between these two bases of segmentation is a market segmentation that needs to be done carefully by taking into account that the interaction between demographic and psychographic characteristics can lead to the identification of more specific market segments.

More specifically, this research also shows that certain types of destinations or tourist attractions will be more able to attract tourists with venturesomeness characteristics. Especially for tourism villages which are destinations based on the daily lives of people in a village, the venturesomeness characteristics of tourists will become the basis for formulating more relevant strategies. This study shows that the assessment of tourism villages is very dependent on the type of segment being targeted. Tourists who tend to be more allocentric give higher ratings to tourism villages.

The use of the SERVQUAL framework in research on tourism villages also provides interesting insights. Tourism village management needs to pay attention that the elements of the quality of tourism services that affect tourist satisfaction and make tourists interested in revisiting the tourism village.

MANAGERIAL IMPLICATIONS IN THE CONTEXT OF SOUTHEAST ASIAN CONTEXT

This research provided Indonesia's evidence on community-based tourism destinations in the form of tourism villages. Community-based tourism models are inclusive or social business models in tourism development. UNWTO's recognition of rural tourism shows that rural

tourism is one of the most effective agents in economic recovery post-COVID-19 pandemic in many Southeast Asian countries.

Tourism is one of the most important industries in Southeast Asian countries. Tourism generates economic growth and contributes significantly to foreign exchange receipts. In 2019, the travel and tourism industry contributed over 393 billion U.S. dollars to the GDP in Southeast Asia (<https://www.statista.com>). During the Covid-19 pandemic, tourism contribution decreased significantly to only 180 billion (2020) and 143.25 U.S. dollars (2021). However, the tourism industry can cause negative impacts on natural and cultural resources and local community well-being. Therefore, Southeast Asian countries should give attention to the development of community-based tourism to ensure that tourism will benefit local people. Moreover, the community-based tourism principles convey the importance of the active role of local people, not just as the receivers of the economic benefit but also as the planners and managers of tourism activities in their areas. Although tourism villages capture only niche markets in Southeast Asian countries' tourism landscape, they certainly represent values in making tourism a practical business tool for developing rural areas and local communities, economically, culturally, and environmentally.

Tourism-related businesses in Southeast Asian countries should regard tourism villages as potential partners. Tourism villages provide an authentic local experience that can attract tourists, both domestic and international. A visit to the rural areas to experience local culture would become a part of unique travel packages to offer to tourists. More than just economic benefits, South Asian businesses should comprehend the concepts of sustainable tourism and quality tourism experience in developing rural tourism. Southeast Asian businesses should also contribute to the development of rural tourism to demonstrate corporate social responsibility.

THEORETICAL IMPLICATIONS

This research shows the importance of embracing principles and practices from other disciplines in tourism development. This is particularly relevant amid the Covid-19 pandemic and in the recovery stages of community-based tourism destinations. Rural tourism should be developed by employing expertise from other disciplines, including marketing. Tourism villages are targeted to certain market segments that are interested in community-based tourist attractions. Therefore, systematic segmentation strategies employ other relevant segmentation variables. The present research has demonstrated that both demographic and psychographic segmentation variables have to be taken into account in analyzing tourists' profiles visiting tourism villages. However, other than those variables, further research should include benefit segmentation to accommodate special-interest tourists who have unique motivations and benefit sought when visiting tourism villages.

Theoretically, the findings of this research could lead to a review and re-contextualization of Plogg's venturesomeness concept that has been widely applied in tourism studies. The interaction between demographic and psychographic characteristics of tourists' profiles showed that tourist behavior should be explained using multi-variables. Therefore, venturesomeness can be extended to represent such interactions between tourists' characteristics. While this study has

limitations on studying only demographic and psychographic characteristics, future research should include the behavioral characteristics of tourists. First-timer versus repeater tourists will have a different attitude towards tourist destinations, which will interact with their demographic and psychographic profiles.

CONCLUSIONS

This study resulted in the following conclusions that there is a relationship between the demographic profile and the psychographic profile of tourists visiting tourism villages. There are also differences in tourist perceptions of the quality of the travel experience (reliability, assurance, tangibles, empathy, and responsiveness) based on the demographic and psychographic characteristics of tourists.

Overall, the quality of the travel experience in the dimensions of reliability, assurance, tangibles, empathy, and responsiveness has a positive effect on Tourist Satisfaction. Further, Tourist Satisfaction has a positive effect on the Intention to Revisit. The study shows the importance of tourists who are satisfied with tourism products and services since Tourist Satisfaction fully mediates the effect of Reliability and Empathy on revisit intention and partially mediates the effect of Tangibles and Responsiveness on Revisit Intention.

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