



Analysis of Tourist Motivation Factors in Choosing Adventure-Based Rafting Destinations in Sumedang

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Abstract

Adventure-based tourism is growing rapidly as the preferences of tourists who are not only looking for entertainment, but also unique, challenging, and close to nature experiences. One form of adventure tourism that is in demand is rafting because it offers different sensations, challenges, and natural experiences. Sumedang Regency has great potential for the development of rafting tourism through supportive river conditions and beautiful natural panoramas. However, this potential has not been utilized optimally. This study aims to analyze the factors that influence tourists' decisions in choosing adventure-based rafting destinations in Sumedang Regency. The research uses a qualitative descriptive approach to gain an in-depth understanding of travelers' experiences, perceptions, and decision-making processes. Data was collected through in-depth interviews, observations, and documentation involving tourists, rafting managers, and tour guides with purposive sampling techniques. Data analysis was carried out using thematic coding and source triangulation to ensure the validity of the data. The results of the study show that tourists' decisions are influenced by two main dimensions, namely attraction and satisfaction. The attractiveness dimension includes accessibility, adventure experience, and digital promotion, while the satisfaction dimension includes amenities, price, quality of service, and security. The security factor is an important aspect in building tourist trust. In addition, digital marketing strategies and collaboration between tourism managers and local governments play an important role in increasing the competitiveness of destinations and tourist visits.

How to Cite

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INTRODUCTION

Tourism is a strategic sector that has a significant impact on local economic growth, workforce expansion, and increased social cohesion (Scott, 2025). The current state of the tourism industry shows a shift in tourist consumption from the concept of mass tourism to experiential tourism. Today's travelers are not only looking for entertainment but also engaging in unique, authentic, and challenging experiences that provide emotional and personal satisfaction. This shift has encouraged the development of several types of special interest tourism, including adventure tourism, which includes leisure activities, physical activity, sports, and proximity to nature (Zhafarini et al., 2025).

One type of adventure tourism that is quite popular is rafting. This activity offers challenges, adrenaline, teamwork, and the opportunity to see the natural beauty of the river and its surroundings (Wahyudi, 2023). Rafting is not only popular with thrill-seeking tourists, but also among those who want to experience something new and extraordinary. From the perspective of tourist behavior, the choice of a person's rafting destination is influenced by several factors, both internal and external. These factors include internal motivation, perception, interests, lifestyle, and recreational needs, while external factors include accessibility, affordability, safety, promotion, destination image, and quality of service (Yandi et al., 2023). External factors include accessibility, affordability, security, promotion, destination image, and service quality.

Sumedang Regency has significant potential for the development of rafting tourism, supported by diverse river flows, pristine natural landscapes, and pristine rural environments. This potential positions Sumedang as an alternative adventure tourism destination in West Java. However, this potential has not been fully realized. Some challenges remain, including inadequate promotional efforts, travelers' perceptions of safety risks, limited support facilities, and lack of integration in management among stakeholders (Scott, 2025). This condition results in suboptimal tourist visits and a decrease in the competitiveness of destinations.

Previous research has shown that adventure motivation, risk perception, quality of service, safety, and destination attractiveness significantly influence travelers' decisions in choosing adventure tourism. However, most research has focused on popular destinations and has not specifically examined rafting in

developing areas such as Sumedang, which has unique local characteristics (Kalam & Azhim, 2021). Therefore, this study is very important to analyze the factors that influence tourists' decisions in choosing adventure-based rafting tourism destinations in Sumedang.

This updated study focuses on a specific examination of the factors influencing tourists' choice for adventure-based rafting destinations in Sumedang, a topic that was relatively underexplored in previous research. While most previous research has focused on mainstream tourist destinations or established adventure areas, this study positions Sumedang as a developing area with unique characteristics. Furthermore, the study integrates internal factors related to tourists, such as motivation, need for challenges, risk perception, and recreational preferences, with external factors including accessibility, facilities, price, promotion, safety, quality of service, and natural attractions of the destination. This approach offers a more comprehensive understanding of the traveler's decision-making process.

Another aspect of this update lies in the perspective of integrating destination governance through the role of tourism managers and local governments in supporting the development of rafting tourism. The study assesses that tourism decisions are influenced not only by destination attributes but also by management quality, safety standards, integrated promotions, and local policy support. This is in line with research that emphasizes that destination governance that involves collaboration between managers, governments, and other stakeholders is essential to creating sustainable and competitive tourism (Wibowo et al., 2022). In addition, the quality of services, promotions, and destination attributes have been proven to have a significant influence on travelers' satisfaction and decisions in choosing a destination (Aksa, 2025). The research findings aim to produce a model of rafting tourism development strategies based on local conditions in Sumedang, with a focus on improving tourist experience, environmental sustainability, and community empowerment, so as to make a theoretical and practical contribution to regional tourism development.

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quality, safety standards, integrated promotions, and local policy support. This is in line with research showing that effective destination governance, including collaboration between governments and managers, plays an important role in improving competitiveness and tourism (Pradnyana & Lasmi, 2025). In addition, factors such as service quality, safety, and integrated promotions have also been shown to influence travelers' satisfaction and decisions in choosing destinations. The research findings aim to produce a strategic model for the development of rafting tourism based on local conditions in Sumedang, with a focus on improving tourist experience, environmental sustainability, and community empowerment, so as to make a theoretical and practical contribution to the development of regional tourism.

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METHOD

This research uses a qualitative approach with a descriptive design. A qualitative approach was chosen to gain an in-depth understanding of tourists' experiences, perceptions, and considerations when choosing an adventure-based rafting destination in Sumedang Regency. Through this approach, researchers can explore the meanings behind travelers' decisions that cannot be quantitatively explained. This approach is relevant because it effectively reveals the experiences, perceptions, and motivations of tourists in specific contexts, similar to its application in the study of rafting tourism that emphasizes in-depth understanding through interviews and observations (Hope & Beach, n.d.).

The subjects of this study consist of tourists who have participated in rafting activities, along with supporting informants such as managers and tour guides. Informants were selected using purposive sampling, a technique commonly used

in qualitative research to collect relevant and in-depth data. This approach is also used in the study of rafting tourism potential, involving tourists and operators as the main data source. (Hope & Ecos, 2024).

The data used in this study is qualitative, consisting of narratives obtained from interviews, observations, and documentation. This data allows researchers to understand the phenomenon holistically, especially regarding the motivation of tourists to choose rafting activities (Ginting, 2025). Previous studies have shown that tourists' motivation for rafting can be analyzed through an interview approach, generating data in both percentage and thematic category formats.

The data collection techniques used include in-depth interviews, observations, and documentation. Interviews are used to explore the traveler's experience, observations are made to assess field conditions, and documentation serves as supporting data (Pradnyana & Lasmi, 2025). This combination of techniques is commonly applied in tourism research, especially in studies that focus on rafting marketing strategies, which rely on observations and interviews as the primary data sources. To ensure the validity of the data, this study used triangulation of sources and methods, which involves comparing data from multiple informants and using different data collection techniques. This approach has been proven to be effective in rafting research in ensuring the accuracy and reliability of the data obtained.

RESULTS AND DISCUSSION

The results of this study were obtained through the analysis of in-depth interview data with tourists, managers, and rafting guides in Sumedang Regency, which were then processed using thematic coding techniques. The process results in an analysis of factors that influence tourists' decisions in choosing adventure-based rafting destinations in Sumedang. The distribution of the results of the analysis is presented in.

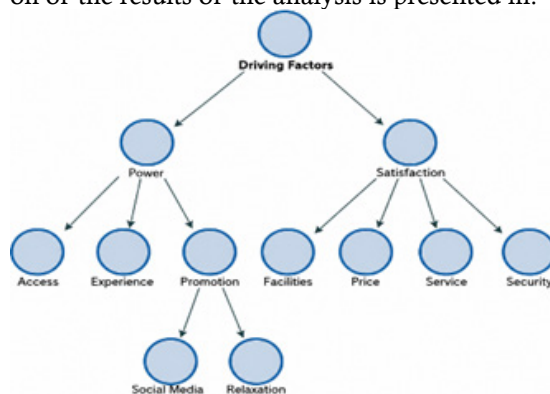


Figure 1. Tourists

Based on the analysis, it seems that the main driving factors for tourists to choose adventure-based rafting destinations in Sumedang are divided into two major dimensions: attraction and satisfaction. These two dimensions are interrelated and comprehensively shape travelers' decisions.

In the dimension of attractions, there are several important elements that affect the initial interest of tourists, namely access, experience, and promotion. Access is one of the important factors, which they say "It's very easy because the curb also turns down a little bit so it's direct so you don't have to walk much or far." Because the ease of access will determine whether tourists consider a destination or not. Good road infrastructure, proximity to the city, and availability of transportation are very supportive aspects. This is in line with research that states that accessibility has a positive effect on the satisfaction and interest of tourists in visiting tourist destinations because the ease of access can increase the comfort of tourists' travel (Siburian & Nasution, 2023). In addition, the experiences offered, both in the form of rafting challenges, natural beauty, and adventure thrills are the main attractions that distinguish this destination from other tours. They said "not only do we participate in rafting, but we can try swimming in the current, and can also feel like we were dropped from a boat." Rafting tourism in Sumedang is not only rafting, rowing, and seeing nature, but they can also experience things that are not found in other rafting tours. Unique and memorable tourist experiences are known to be able to increase tourist satisfaction and encourage tourists to return to visit these tourist destinations.

In the dimension of attraction, there are several important elements that affect the initial interest of tourists, namely access, experience, and promotion. Access is one of the important factors, which they say "It's very easy because the side of the road also turns slightly downwards directly until there are many or far to walk", because the ease of getting to the location will determine whether tourists consider the destination or not. Good road infrastructure, close distance to the city, and availability of transportation are very supportive aspects. This is in line with research that states that accessibility and tourist attractions have a significant influence on tourists' interest in visiting. (Safari, 2025). In addition, the experiences offered in the form of rafting challenges, natural beauty, and adventure sensations are the main attractions that distinguish this destination from other tourism. They said "we don't only

follow rafting but we can try to swim the current, and we can also feel it falling from the boat". Rafting tourism in Sumedang not only does rafting, rowing, and seeing nature, but tourists can also experience unique experiences not found in other rafting tours. A memorable tourist experience is known to increase the satisfaction and desire of tourists to return to visit (Muhammad et al., 2025). On the other hand, promotion through social media and word-of-mouth recommendations are also important factors in attracting tourists' attention to rafting tourism destinations (Tizani & Julianto, 2025).

Meanwhile, promotions play an important role in shaping the initial perception of tourists, and according to them, "Promotion on social media is very influential because sometimes we can be tempted by what we see just by watching a video or photo." The tourists interviewed by the researchers generally knew about rafting destinations through social media and recommendations from their friends. Therefore, promotion through social media has proven to be effective in reaching various tourists because it is able to visually display the attractiveness of the destination and attract the attention of potential visitors. This is supported by research that states that social media has a positive effect on tourists' interest in visiting because information disseminated through Instagram, Facebook, and other digital platforms is able to form tourists' interest and curiosity about a tourist destination. In addition, word-of-mouth communication also strengthens the trust of tourists through recommendations from the closest people who are considered more trustworthy. Another study explained that electronic word of mouth and digital promotion have a significant influence on tourists' decision to visit tourist destinations (Ginting, 2025).

On the other hand, the satisfaction dimension reflects the experience that tourists feel after visiting a destination. Factors that make up satisfaction include facilities, price, service, and safety. Facilities provided to tourists include private rafting equipment such as life jackets and helmets. There is also rafting equipment and equipment provided by the rescue team. Having good equipment improves the comfort of tourists, and they say, "I usually pay attention to the condition of the equipment. If the boat is still in good condition and the life jacket fits, it makes me more confident to join." This is in line with Tourism research which states that facilities and completeness of safety facilities affect the level of comfort and satisfaction of tourists in rafting tourism activities. They also said, "I feel the price is worth the

facilities provided." Therefore, prices that are in accordance with the quality of the experience are also an important consideration in encouraging tourists to choose rafting destinations in Sumedang. Price perception that is in accordance with the quality of service can increase the positive value of tourists towards the tourist destinations visited.

In addition, the service from the management, including the friendliness, professionalism of the guides, and responsiveness, contributes significantly to satisfaction. Tourists are satisfied with what they get. They learn how to save themselves in case something unexpected happens, and during the trip they get food and drink during breaks. "Not all rafting destinations get food and young coconuts during the trip," they said. Research shows that the quality of service and competence of rafting tour guides have a positive effect on satisfaction tourists because they are able to create a sense of comfort and a more enjoyable tourist experience (Mulyana, 2024).

The most important thing in adventure-based tourism is safety, as rafting activities carry a certain level of risk. Safety assurance, clear operational standards, and the availability of safety equipment are key factors in building tourist trust. Even the management at the rafting destination in Sumedang has a rescue team that always monitors tourists until the end of the trip. From the beginning, they were introduced to what rafting is, what to do in case of an accident, how to save oneself, all explained to tourists as a condition in case something untoward happens. So they said "it was also explained and introduced to the rescue team, even the rescue team's efforts to go down to the river so that we all tourists are safe." From what tourists say, rafting tourism in Sumedang pays great attention to the safety of tourists. This is supported by research that states that the implementation of safety standards, safety procedures, and the readiness of rescue teams are important factors in increasing the sense of safety and satisfaction of tourists on rafting tourism (Kholik, 2017)

Overall, these results show that travelers' decisions are not only influenced by pre-visit factors (attraction) but also by experiences during and after visits (satisfaction). This means that the manager of rafting destinations in Sumedang needs to optimize promotion and accessibility strategies while maintaining the quality and safety of services to create an unforgettable tourist experience. In addition, a positive tourist experience will form a deep impression on tourists so that it can increase loyalty and the image of tourist

destinations in the eyes of visitors. The combination of strong appeal and high satisfaction rate will increase the likelihood of repeat visits and recommendations to other travelers. This is in line with research that states that tourist attraction and tourist satisfaction have a positive effect on tourists' intention to revisit (Septiyani & Andari, 2025).

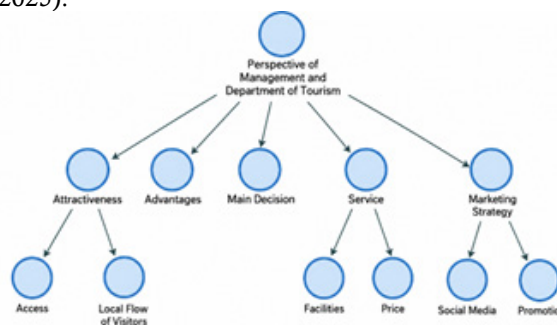


Figure 2. Managers and Disparbudpora

The researchers visited and interviewed stakeholders, in particular tourism managers and the Tourism and Culture Office, to gain deeper insights into developments aimed at increasing the satisfaction of tourists who raft in Sumedang. Based on findings from interviews with tourism managers and the Department of Tourism and Culture, five key factors were identified: appeal, profits, key decisions, quality of service, and marketing strategies.

The researchers visited and interviewed stakeholders, in particular tourism managers and the Tourism and Culture Office, to gain deeper insights into developments aimed at increasing the satisfaction of tourists who raft in Sumedang. Based on findings from interviews with tourism managers and the Department of Tourism and Culture, five key factors were identified: appeal, profits, key decisions, quality of service, and marketing strategies. These five factors are interrelated in forming a positive tourist experience and increasing tourists' interest in making return visits. In addition, the quality of service and a good marketing strategy can strengthen the image of tourist destinations so that they can increase tourist satisfaction and loyalty. These findings are supported by previous research that states that the quality of services, promotions, and marketing strategies have a significant influence on tourist satisfaction and loyalty (Sa et al., 2024).

The attraction factor is the dominant factor because tourists tend to choose destinations with unique natural features and challenging experiences. In the context of rafting in Sumedang, this attraction is improved with easier access and the

presence of rapids that are suitable for adventure tourism. Recent research shows that the components of tourist attraction such as attraction and accessibility have a positive influence on tourist interest in visiting, especially in adventure and natural tourism destinations. Ease of access, quality of natural attractions, and experiences offered are important factors in increasing tourists' decision to visit (Sugiarto, 2024). This shows that the combination of natural beauty and river character is the main attraction for tourists.

The profit factor has to do with the added value of the destination compared to other locations. They said that "The advantage of rafting tourism in Sumedang is that we have 2 rivers that are commonly used for rafting, there is the Cipeles River, and there is the Parakan Kandang River. From one of these rivers we have a river that will never recede during the dry season, sometimes follow rafting tours depending on the season and water discharge, in the Parakan Kandang River the water discharge can be adjusted because the water flow from the Jatigede Dam and road access is very easy. The river in Cipeles is very close to the road which is an additional point for tourists who do not need to be tired to take part in rafting. And we also collaborate with local communities such as food and young coconuts that are obtained during breaks in the middle of the trip are produced by the community." This condition shows the competitive advantage of destinations through easy access, sustainability of water discharge, and the involvement of local communities in supporting tourism activities. Recent research also explains that the development of community-based tourism is able to increase the sustainability of destinations, strengthen the local economy, and provide a more authentic tourism experience for visitors (Hanaf, 2024). The manager assesses that Sumedang has the potential for rafting tourism supported by a beautiful natural atmosphere, security, and integrated tour package opportunities. Meanwhile, the Tourism, Culture, Youth and Sports Office plays a role in providing policy support, guidance, and regional promotion so that these advantages are better known by the wider community.

The main decision factor describes the last reason travelers make their choice. In terms of promotion, tourists are often hesitant to participate in rafting because of the perception of fear, expensive, or less fun. However, effective promotion can reduce these doubts by providing information, education, and an attractive picture of travel experiences that encourage tourists' decision to visit. Thus, promotion is an important

medium in increasing the interest of tourists to participate in rafting in Sumedang. This is in line with research that states that promotions have a significant influence on tourists' decision to visit because they are able to build positive perceptions and increase potential visitors' confidence in tourist destinations (Nuraldian, 2022).

Service is also an important factor in determining travelers' satisfaction and decisions. Based on the results above, the service is supported by adequate facilities and prices that are in accordance with the quality of the services provided. Tourists tend to choose destinations that provide complete facilities, such as safety equipment, changing rooms, consumption, and professional service during the activity. In addition, the compatibility between price and service quality is the main consideration for tourists in assessing their travel experience. Tour managers need to ensure a high standard of service so that tourists feel satisfied and get an experience that is comparable to the cost incurred. Thus, the quality of services, facilities, and prices have a close relationship in increasing the satisfaction and decision to visit rafting tourists in Sumedang. This is supported by the latest research that states that the quality of service, facilities, and prices have a positive and significant effect on the satisfaction and decision of tourists to visit (Pond & Pandanaran, 2024).

In addition, marketing strategy is a key factor in attracting visitors. The main indicators are social media and digital promotion. Content in the form of photos, videos, and tourist testimonials is able to build potential tourists' interest in rafting activities. In the digital era, social media is an effective means of promotion because it can reach the wider community quickly and interactively. Attractive digital promotions can shape a positive perception of tourists and increase interest and decisions to visit adventure tourist destinations. Therefore, the Tourism, Culture, Youth, and Sports Office (Disparbudpora) and tourism managers need to collaborate in conducting digital promotion campaigns, publishing creative content, and organizing tourism events to increase the exposure of rafting destinations in Sumedang. Overall, the findings of this study confirm that the success of adventure-based rafting destinations is influenced by a combination of natural attractions, quality of service, tourist experience, and effective digital marketing strategies. This is supported by several recent studies that state that social media, electronic word of mouth (E-WOM), and digital marketing have a positive effect on tourists' interest and decision to visit (Bogdadi et al., 2024).

As a result, collaboration between tourism managers and the Tourism, Culture, Youth, and Sports Office is very important in increasing the competitiveness of destinations and encouraging an increase in tourist visits. This cooperation can be carried out through the development of integrated promotions, improving service quality, managing tourist facilities, and organizing various tourism activities that are able to attract visitors. Synergy between the government, the community, business actors, the media, and academics also plays an important role in strengthening the image of tourist destinations and creating sustainable tourism management. Overall, the success of adventure-based rafting destinations in Sumedang is influenced by a combination of natural attractions, quality of services, marketing strategies, and effective collaboration of tourism stakeholders. Therefore, sustainable cooperation between managers and local governments is the main factor in increasing the competitiveness of destinations and the number of tourist visits. This statement is supported by the latest research that explains that the development of tourist destinations requires collaborative governance and stakeholder synergy to improve the quality of destinations, promotion, and sustainability of tourism (Pramaswari, 2025).

CONCLUSION

This research shows that rafting tourism in Sumedang Regency has significant potential as a nature-based adventure destination that is able to attract tourists through unique and challenging experiences. However, obstacles remain related to promotion, risk perception, and limited facilities. According to the thematic analysis, travelers' decisions are influenced by two main dimensions: attractiveness (accessibility, experience, and digital promotions) and satisfaction (facilities, price, service, and especially safety). These findings are further supported by insights from managers and the Tourism and Culture Office, which identify factors such as attractiveness, destination excellence, tourism decision-making, service quality, and marketing strategies, with the main strengths being natural conditions and community-based tourism potential. Overall, the development of rafting in Sumedang depends on the synergy between increasing the attractiveness and quality of the experience. Therefore, collaboration between the government and local governments is essential to optimize promotion, facilities, safety, and marketing strategies to increase competitiveness and tourism.

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