Travel for Leisure or Social Media Content?
The Driving Forces Behind Indonesian Millennial Tourist's Trip

Raniri Munawar[1(✉)], H.D. Iputu Hardani[1], and Hertiari Idajati[1,2]

[1] Postgraduate School of Tourism Studies, Universitas Gadjah Mada, Yogyakarta, Indonesia
`ranirimunawar@mail.ugm.ac.id`
[2] Urban and Regional Planning Department, Institut Teknologi Sepuluh Nopember, Surabaya, Indonesia

Abstract. Change in tourist consumption behavior causing the growth trend of selfie tourism destinations has increased rapidly. This paper aims to analyze the factors influencing millennial tourists visiting selfie tourism destinations, which is still overlooked in the literature. Selfie tourism destination is an exceptional place that functions as photo spaces in indoor and outdoor rides, including natural views, hills, parks, open spaces, and modern tourist attractions, which offer unique, attractive, and instagramable landscapes. We examine six antecedents of visiting decisions, namely social media, leisure, exploration and self-discovery, prestige, destination uniqueness, and destination attractiveness, within the framework of the proposed model. The survey was conducted on millennial tourists who had visited or were currently visiting selfie tourism destinations in Indonesia. The questionnaires were distributed to 147 respondents, while data analysis used partial least square (PLS) to assess the path in the structural model. The results show that only four antecedents positively and significantly influence visiting decisions. At the same time, the other two antecedents do not have a positive and significant effect on this factor. The implication is that destination managers are expected to meet the expectations and needs of millennial tourists by providing a variety of unique and exciting tourist attractions.

Keywords: social media · travel motivation · selfie tourism destination · millennial

1 Introduction

Selfie activity while traveling has become a must for tourists. Advance in technology and information through mobile device utilization is no longer just a trend but have become a requirement. In today's digital era, the availability of a receptacle to share experiences on travel websites and social media causes tourists to travel not only to gain travel experiences but also to satisfy their desire to show off through uploads on their social media pages. A study conducted by Lo et al. [1] stated that 89% of Hong Kong people take pictures while traveling and 41% of them share their photos on social media. Sharing photos when traveling is inevitable and is even the primary objective, especially for millennial tourists to travel [2].

Millennial is a term for the generation born between 1980 to 2000. They are the first group to adopt the disruption of digital technology from an early age, which affects their daily lifestyle. Millennials use the internet to search for various kinds of information, entertainment needs, personal relationships, and even buying goods online. An online survey conducted by Future Foundation [3] of 1000–5000 respondents from 3 generations, namely baby boomers, generation x, and millennials, with a percentage of 20%, 25%, and 30%, respectively, stated that sharing photos on social media is essential. From the survey, it can be seen that the millennial generation is the one who most often shares things that they find interesting on social media pages.

In accommodating the millennial generation who are attached to social media, various selfie-based tourism destinations have emerged that offer exciting photo spots. Selfie tourism destination is now one of the most popular tourist attractions [4]. Selfie tourism destination is an exceptional place that functions as photo spaces in indoor and outdoor rides, including natural views, hills, parks, open spaces, and modern tourist attractions, which offer unique, attractive, and instagramable landscapes. This concept provides opportunities for local communities, entrepreneurs, and the government to transform their area into a selfie-based tourism destination that offers tremendous economic benefits. For example, the Lodge Maribaya in Bandung, in addition to paying for an entrance ticket, tourists are also required to pay for a ticket at every photo spot provided if they want to take a selfie. In addition, selfie spot Kalibiru Yogyakarta, the increasing tourist visits provide economical income for the surrounding community, ranging from parking services, entrance tickets, photo services, and selling food or souvenirs produced by the surrounding community [5].

The existence of selfie tourism destinations is allegedly able to become a driving force for millennial tourist trips. This proposition is not without reason, first, because selfie activity is very popular with millennials. Second, millennials like to share things they find interesting on social media. So that the development of this concept itself is basically to meet the selfie trend and the needs of the millennial generation to exist on social media. Based on this statement, it is assumed that millennials are encouraged to visit selfie tourism destinations because it has uniqueness, symbols, and values that are different from other destinations. This value is then consumed and shown on social media to get validation from the people around them. This behavior positively impacts the destination itself because tourists also voluntarily market their products to a broader market, which will directly encourage other tourists to visit. Another important thing is to know the basic reasons behind the visit of millennial tourists to selfie tourism destinations, whether for leisure purposes, social media content, or others, so that it will provide an in-depth understanding of the travel motives of millennial tourists from different perspectives.

Currently, Indonesia's trend of selfie tourism destinations has increased rapidly [6]. This increasing trend can be an opportunity as well as a threat, depending on the ability of the destination manager to create a positioning. Therefore, it is necessary to understand the needs and desires of tourists to improve marketing strategies. In this case, travel motivation is one of the crucial factors to be analyzed. Travel motivation is the driving force behind tourist behavior and focuses on the factors that cause tourists to decide to travel [7]. People travel because they are driven by internal factors, such as the desire

to get out of daily activities, relaxation, adventure, prestige, rest, social interaction, etc. In addition, interest in a destination is also one of the external incentives for tourists to choose a destination. Vengesayi et al. [8] stated that the more unique and attractive a tourist attraction is, the more tourists want to visit.

Based on previous studies, many researchers examine several factors that cause tourists to visit destinations, including destination image [9], service quality [10], tourist satisfaction [11], and promotion [12]. However, few studies have integrated the role of social media and travel motivation of millennial tourists on the decision to visit selfie tourism destinations [13]. Therefore, this model is vital to study.

2   Objectives

This paper aims to find the factors influencing millennial tourists visiting selfie tourism destinations by integrating the social media model framework and travel motivation. Furthermore, the results of this study can provide an overview for relevant stakeholders to formulate strategies for improving the decision to visit millennial tourists to selfie tourism destinations in the future. In addition, literature that examines selfie tourism destinations is still relatively rare because the selfie tourism destination itself is still classified as a new concept [14].

3   Theoretical Review

3.1   Selfie Tourism

Tourism is currently entering a condition called the selfie era. Tourists are more proud to show a selfie at a destination rather than derive the benefits of the trip itself [15]. According to Trinanda et al. [16], selfie tourism is a response to changes in tourist behavior with the advancement of the internet and social media. Furthermore, selfie is one of the motivations of tourists in traveling that can shape the experiences gained by tourists [17].

Selfie tourism comes from tourism marketing theory and is an antecedent of tourist behavior [16]. Although selfie tourism is still scant in the literature, previous studies have described selfie tourism as a concept. Weiler et al. [18] stated that selfie has become essential to contemporary travel. Based on this, destinations need to provide selfie facilities to fulfill the wishes of tourists while traveling.

3.2   Social Media, Millennials, and Visiting Decisions

Social media is the primary medium for millennials to share travel experiences. Han & Chen [19] stated that millennials are very attached to social media. Based on a report YPulse [20], millennials use social media for various things, including entertainment, social interaction, a source of inspiration, finding new products or brands, shopping, selling products or services, looking for information, and others. When it comes to planning a trip, Instagram and Facebook are two top-rated social media sites, both of

which serve as sources of inspiration for choosing a destination and allow them to get to know each other more closely [21].

Plume & Slade [22] identified that the use of social media in traveling is for several reasons, including reducing uncertainty, source of inspiration, and fear of missing out (FOMO). Reducing uncertainty means obtaining precise and accurate information about a destination from social media content. Source of inspiration is the need to get recognition from other people or groups and increase self-esteem by displaying their travel photos [21]. Furthermore, the emergence of social media causes a phenomenon of social anxiety in one's life, which is referred to as fear of missing out (FOMO), which is defined as excessive worry that a person may experience regarding the feeling of not wanting to miss out on new information or trends.

Furthermore, Klein & Sharma [23] reported that 38% of millennial tourists trust social media as an essential factor in determining the decision-making process. Again, according to Gotardi et al. [24], millennial tourists search for destinations and plan their trips spontaneously on social media. Therefore, we conclude that social media positively affects visiting decisions.

H1: Social media has a direct effect on visiting decisions.

3.3 Travel Motivation

The study of travel motivation comes from sociology and has been studied in-depth in the literature on tourist behavior [7]. Travel motivation is based on the human need to seek entertainment or a different experience and get out of the saturation caused by daily routines [25]. Some tourism literature has shown a strong relationship between travel motivation and visiting decisions [26, 27], so stakeholders should plan tourism development based on the factors that can drive tourists to their destinations. Furthermore, Sotiriadis [28] stated that the typology of push and pull motivation factors is the right approach to study travel motivation.

3.4 Push Motivation Factor and Visiting Decision

This paper examines three dimensions of the push motivation factor: leisure, exploration and self-discovery, and prestige. In their study, Chavez et al. [29] stated that the push motivation factor variable positively affected visiting decisions. Munawar & Munawar [30] added that tourist motivation positively affects destination satisfaction, which will also affect the decision to visit. In addition, Aldao & Mihalic [21] conducted a study on travel motivation to visit Longyearbyen in the High Arctic. The study results show that several elements of push motivational factors such as escape from the mundane, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction motivate tourists to visit. Therefore, we conclude that push motivational factors consisting of leisure, exploration and self-discovery, and prestige positively influence visiting decisions.

H2: Leisure has a direct effect on visiting decisions.
H3: Exploration and self-discovery directly affect visiting decisions.
H4: Prestige has a direct effect on visiting decisions.

3.5 Pull Motivation Factor and Visiting Decision

This paper examines two dimensions of the pull motivation factor, namely destination uniqueness and destination attractiveness. Uniqueness is something that must be in a destination to attract tourists. The more unique the tourism products offered the more tourists who visit. Tourism destinations must have a unique selling point to compete with other destinations so that tourists have a reason to visit that destination. Furthermore, Vengesayi et al. [8] stated that a destination is considered attractive if it meets the needs of tourists. Attractiveness is needed to encourage tourists to visit a destination. The four dimensions of destination attractiveness (facilities, scenery, local community, and accessibility) can stimulate tourists to visit a destination [31]. Therefore, we conclude that pull motivation factors of destination uniqueness and destination attractiveness positively affect visiting decisions.

H5: Destination uniqueness has a direct effect on visiting decisions.
H6: Destination attractiveness has a direct effect on visiting decisions.

4 Methods

Survey research was used in this study by examining six antecedents of visiting decisions, namely social media, leisure, exploration and self-discovery, prestige, destination uniqueness, and destination attractiveness. Data was collected through a 3-week survey in January 2022. The survey was conducted on millennial tourists who had visited or were currently visiting selfie tourism destinations in Indonesia. Two survey techniques were used. First, respondents who live in the city of Bandung were approached personally by distributing questionnaires in several selfie tourism destinations. Second, to reach a broader range of respondents outside the city of Bandung, an online survey was conducted via Google Forms. Respondents were asked to indicate their demographic characteristics and their responses to the decision to visit selfie tourism destinations on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure the scale adopted from Vengesayi et al. [8], Aldao & Mihalic [21], Jang & Liping [32]. The research sample size refers to Ghozali, who stated that the number of samples could be measured based on the number of parameters multiplied by 5 to 10 [33]. This study uses 21 parameters, so the sample required is 21 x 7 = 147 millennial tourists.

Data were analyzed using partial least squares (PLS). PLS was used because of its ability to assess path coefficients in structural models [34]. In addition, this method does not require extensive or normally distributed samples [35]. Before the models and hypotheses were tested, confirmatory factor analysis was conducted to assess the validity and reliability of the constructs, namely by testing Cronbach's alpha and loading factors. The loading factor was carried out to ensure that each item was arranged according to its variables. In addition, to measure the consistency of each item, the construct reliability and average variance extract (AVE) were also tested.

5   Findings

5.1   Characteristics of Respondents

Based on the questionnaire results, the researcher obtained information about the characteristics of the respondents consisting of gender, age, occupation, and a number of visits. In terms of gender, there are more women respondents (59.2%) than men (40.8%). Respondents were dominated by the youth group of 22–26 years (73.5%), followed by the respondent group of 27–32 years (16.3%), and the smallest group was the respondent group of 33–38 years (10.2%). Meanwhile, the majority of the respondents' occupations were students (44.9%), followed by employees (21.1%), and the fewest were entrepreneurs and others (17%). This result indicates that selfie tourism destinations in Indonesia are mostly visited by millennial tourists from the category of teenagers and students. Most of the respondents are first-timers (55.8%), while the rest (44.2%) are repeaters. Repeaters in this context are those who have visited several selfie tourism destinations and are not limited to the same selfie tourism destination.

5.2   Descriptive Analysis of Research Variables

Descriptive analysis was obtained based on the assessment given by the respondent to the question items arranged in the questionnaire. Of all the variables, leisure got the highest score (mean 4.23), followed by destination attractiveness (mean 3.84) and social media (mean 3.79). Overall, leisure received the highest rating score among other variables, and it shows that leisure need is the primary motive for millennials visiting selfie tourism destinations. Leisure itself is related to the desire of tourists to seek relaxation, entertainment, or enjoy the pleasant experiences offered by selfie tourism destinations.

This finding also reveals that exploration and self-discovery have the lowest assessment scores. This indicates that millennials visit selfie tourism destinations not to seek adventure, increase intellectual knowledge or explore other lives and cultures. This fact is entirely rational because to get the three things mentioned above, millennials will look for other destinations outside of selfie tourism destinations, such as village or nature tourism. A complete descriptive analysis of variables can be seen in Table 1.

Table 1. Descriptive Analysis of Research Variables

Variabel	N	Minimum	Maximum	Mean
Social Media	147	1.00	5.00	3.79
Leisure	147	1.00	5.00	4.23
Exploration and Self-Discovery	147	1.00	5.00	3.26
Prestige	147	1.00	5.00	3.67
Destination Uniqueness	147	1.00	5.00	3.66
Destination Attractiveness	147	1.00	5.00	3.84

Source: Data Processing, 2022

5.3 Measurement Model

This paper examines the reliability and constructs validity by assessing outer loading, Cronbach's alpha, average variance extract (AVE), and composite reliability (CR). The results, see Table 2, show that the discriminant validity has met the requirements because all loading factor indicators are above 0.6, the composite reliability value is more than

Table 2. Confirmatory Factor Analysis of Dimension and Items

Construct/Item	Loading*	CR	AVE
Social Media (SM)		0.885	0.721
SM1	0.907		
SM2	0.779		
SM3	0.857		
Leisure (L)		0.867	0.687
L1	0.856		
L2	0.740		
L3	0.883		
Exploration and Self-Discovery (ESD)		0.846	0.648
ESD1	0.879		
ESD2	0.771		
ESD3	0.760		
Prestige (P)		0.843	0.643
P1	0.835		
P2	0.788		
P3	0.781		
Destination Uniquness (DU)		0.890	0.730
DU1	0.866		
DU2	0.870		
DU3	0.827		
Destination Attractiveness (DA)		0.851	0.656
DA1	0.804		
DA2	0.806		
DA3	0.820		
Visit Decision (VD)		0.911	0.774
VD1	0.890		
VD2	0.899		
VD3	0.850		

* All significant at p < .01.

0.7, and the AVE value is higher than 0.5. Then, the Heterotrait-Monotrait Ratio (HTMT) test was carried out to measure the discriminant validity of the construct, according to the method proposed by Henseler et al. [34]. The discriminant validity condition is eligible based on this method because all HTMT values are lower than 0.9. Furthermore, the reliability requirements have also been fulfilled because all Cronbach's Alpha values are more than a definite value of 0.7.

5.4 Structural Model

The PLS algorithm and bootstrap testing were applied using 1000 iterations to assess the significance of indicators and path coefficients. The result is that the goodness of fit (GOF) model has a value of 0.549, indicating that the fit model is accepted. The R^2 value, see Table 3, shows that 54.9% of the variance in visiting decisions can be explained by social media, leisure, exploration and self-discovery, prestige, destination uniqueness, and destination attractiveness. The percentage value shows that the influence of exogenous variables on the decision to visit selfie tourism destinations is moderate. Besides R^2, Q^2 is another essential indicator to assess the goodness of fit of the proposed model. Q^2 of social media, leisure, exploration and self-discovery, prestige, destination uniqueness, and destination attractiveness is positive at 0.408, which indicates that the predictions made by the proposed model are correct [31]. Thus, the results of this data analysis are relatively strong.

5.5 Hypotheses Testing

As reported in the literature, this study hypothesizes that social media, leisure, exploration and self-discovery, prestige, destination uniqueness, and destination attractiveness

Table 3. R-Square

Variable	R-Square	Adjusted R-Square
Visit Decision	0.549	0.529

Source: Data Processing, 2022

Table 4. Hypotheses Testing Results

Hypothesis	β	Std. Deviation	t-Value	Result
H1	0.218	0.072	3.042**	Accepted
H2	0.298	0.075	3.968**	Accepted
H3	-0.134	0.079	1.702	Not Accepted
H4	0.180	0.123	1.467	Not Accepted
H5	0.233	0.101	2.303**	Accepted
H6	0.143	0.067	2.120**	Accepted

Source: Data Processing, 2022

positively affect visiting decisions. However, based on the results of the study, see Table 4, there are only four variables that have been shown to have a positive and significant effect on the decision to visit, while the other two variables have no positive and significant impact on the decision to visit.

6 Discussion

The findings of this study explain that destination attractiveness (β 0.143) has the most negligible effect on visiting decisions. This result differs from previous studies that stated destination attractiveness is fundamental and is a driving factor for tourists choosing destinations [8]. Nevertheless, destination attractiveness is something that should be considered in the management of selfie tourism destinations in the future because it has been proven to have a positive and significant effect on visiting decisions. This indicates that the higher the level of destination attractiveness, the higher the decision to visit millennial tourists to selfie tourism destinations. This result is supported by Raimkulov et al. [36], which stated that destination attractiveness is the ability of a destination to provide good products and services to attract people to visit the destination. Zhang et al. [37] added that attractiveness refers to a destination with attractive, colorful, and diverse characteristics. So that might encourage millennial tourists to visit.

As previously studied by many researchers, social media influences the decision to visit tourists. This study also confirms that social media (β 0.218) positively and significantly affects millennial tourists' visiting decisions to selfie tourism destinations. This result aligns with the opinion of Wong et al. [38] that social media is a source of inspiration that can encourage tourists to visit selected tourist destinations. Social media is a place for transactions of information, opinions, experiences, and preferences between tourists about a destination that effectively influences a person's visiting decision. In this case, potential tourists get information from other tourists about a destination, both services, products, and attractions, thus enabling them to get to know more about the destination to be visited. Furthermore, Mariani et al. [39] stated that social media increases tourists' confidence in visiting new destinations.

The study results confirm that destination uniqueness (β 0.233) significantly influences millennial tourists' visit decision to selfie tourism destinations. Agree with previous studies, [40, 41] which stated that the uniqueness of a destination can increase tourist visits. Currently, many tourist destinations are competing to create a uniqueness that distinguishes them from other destinations to make differentiation and capture greater tourist attention. Selfie tourism destinations have utilized this opportunity by making their tourist attractions more attractive, such as creating colorful photo spots with floral accessory frames, building beautiful wooden bridges, building huts or gazebos as seats, and building platforms in the form of birds' nests or a heart symbol. Even a flying fox and a unique hanging bicycle have been developed. The uniqueness of selfie tourism destinations has attracted the attention of millennials by representing their characteristics and lifestyle so that they feel there is a match between their characteristics and preferences.

An essential finding of this study is that leisure (β 0.298) has the most significant influence on millennial tourists' visit decision to selfie tourism destinations. This result

is consistent with previous studies, stating that leisure is a vital motivation that guides people to plan their trips [42]. Leisure is related to the millennial desire to seek diversion and entertainment, the desire to rest or relax, and get a pleasant experience from the destinations visited. This result proves that leisure has a fundamental role in driving millennial trips, as stated by Goeldner & Ritchie [43] that tourists are motivated to travel to get out of their daily activities and rest physically and mentally. Furthermore, Aldao & Mihalic [21] said that tourists travel to relax their bodies and minds and have the opportunity to feel calm in the natural surroundings.

From the findings of this study, it is surprising that exploration and self-discovery and prestige do not significantly influence the decision to visit millennial tourists to selfie tourism destinations. Exploration and self-discovery (β -0.134) has a negative effect on visiting decisions and is not significant, with a statistical t-Value of 1.70 (smaller than t-table 1.97). At the same time, prestige (β 0.180) is positive but insignificant, with a statistical t-Value of 1.46 (smaller than t-table 1.97). This finding is different from previous studies, which stated that tourists visit destinations intending to experience exploration and self-discovery, such as increasing knowledge and getting to know other lives and cultures [44]. Aldao & Mihalic [21] added that traveling to unique and unknown destinations can boost their prestige and encourage people to explore the destinations. This finding indicates that high or low levels of exploration and self-discovery and prestige will not increase the decision to visit millennial tourists to selfie tourism destinations. The reasons that may arise are because, firstly, selfie tourism destination is not a place for adventures or getting to know other cultures and lives; otherwise, tourists will prefer to choose other destinations to get these benefits. Second, tourists who are driven by the desire for leisure want to really enjoy the destination and are not interested in other things such as exploration and self-discovery and prestige that are not relevant to interaction. Another explanation may be that exploration and self-discovery and prestige do not represent the needs and desires of millennial tourists in deciding to visit selfie tourism destinations.

This study has generally revealed the factors that cause millennial tourists to visit selfie tourism destinations. The question of "travel for leisure or social media content" has also been answered in this study. Based on the study results, leisure received the highest rating from the effects of descriptive analysis. In addition, leisure also has the most considerable influence on the decision to visit millennial tourists to selfie tourism destinations. This further strengthens the role of leisure as the dominant factor for millennial tourists in deciding on travel and is also the primary motive for millennial tourists visiting selfie tourism destinations. Although social media contributes to the decision to visit, it is not the main travel motive for millennial tourists. For example, millennial tourists visit selfie tourism destinations to enjoy the beauty and seek fun experiences; simultaneously, they feel the destination is unique and exciting, so they document it on social media to save memories after visiting the destination.

7   Conclusion

This study aims to determine the factors influencing millennial tourists visiting selfie tourism destinations in Indonesia. The study findings show that only four antecedents of

visiting decisions have a positive and significant effect: leisure, destination uniqueness, social media, and destination attractiveness. Meanwhile, exploration and self-discovery and prestige do not significantly affect the decision to visit. Overall, leisure is the leading travel motive for millennial tourists and the most significant influence on the decision to visit selfie tourism destinations.

The study shows selfie tourism destinations contribute to the driving factor of Indonesian millennial tourists' trips. To the author's knowledge, this study has never been discussed before, thus opening up opportunities for a broader investigation. Furthermore, this finding also shows that destination uniqueness greatly influences millennial tourists' visit decision to selfie tourism destinations. Therefore, this study suggests selfie tourism destination managers increase unique selfie attractions by combining the latest and out-of-the-box concepts, even if needed, concept innovation to be carried out at least once a year to provide destination refreshment. In addition, cooperation with social media influencers also needs to be considered to attract more millennial tourists' attention, assuming the role of social media also contributes to visiting decisions.

The limitation of this study is that the data collected is only from a small sample and a few selfie tourism destinations, so it cannot be generalized. Therefore, it is suggested that further researchers take more samples and more destinations to increase the generalizability of the findings. Comparison with other types of tourists is also recommended to gain better insight into the motivation of tourists in general to visit selfie tourism destinations. In addition, other variables such as destination image, electronic word of mouth, destination trust can be added to provide more comprehensive knowledge about the decision to visit millennial tourists to this selfie tourism destination.

Competing Interest Statement. No potential conflict of interest was reported by the authors.

References

1. I. S. Lo, B. McKercher, A. Lo, C. Cheung, and R. Law, "Tourism and online photography," *Tour. Manag.*, vol. 32, no. 4, pp. 725–731, 2011, doi: https://doi.org/10.1016/j.tourman.2010.06.001.
2. J. Park, "The Impact of Different Types of Media on Tourists' Behavioral Intentions," Florida International University, 2015. doi: https://doi.org/10.25148/etd.FI15032194.
3. Future Foundation & Expedia, "Millennial Traveller Report," *Futur. Found.*, p. 41, 2016, [Online]. Available: https://www.foresightfactory.co/wp-content/uploads/2016/11/Expedia-Millennial-Traveller-Report-Final.pdf
4. Disbudpar Bandung, "Tempat wisata selfie menjadi salah satu destinasi yang kini diminati oleh masyarakat," *Dinas Kebudayaan dan Pariwisata Kota Bandung*, 2021. https://www.bandung.go.id/features/detail/17/tempat-wisata-selfie-menjadi-salah-satu-destinasi-yang-kini-diminati-o (accessed Feb. 11, 2022).
5. C. Fibriyanto, "Kalibiru, Ikon Wisata Selfie di Jogja," *NativeIndonesia*, 2021. https://www.nativeindonesia.com/kalibiru-jogja/ (accessed Feb. 11, 2022).
6. Tempo.co, "Puaskan Hasrat Foto Selfie di Puluhan Titik Wisata di Bandung Ini," 2019. https://travel.tempo.co/read/1209449/puaskan-hasrat-foto-selfie-di-puluhan-titik-wisata-di-bandung-ini/full&view=ok (accessed Feb. 12, 2022).
7. A. Farmaki, "An exploration of tourist motivation in rural settings: The case of Troodos, Cyprus," *Tour. Manag. Perspect.*, vol. 2–3, pp. 72–78, 2012, doi: https://doi.org/10.1016/j.tmp.2012.03.007.

8. S. Vengesayi, F. T. Mavondo, and Y. Reisinger, "Tourism destination attractiveness: Attractions, facilities, and people as predictors," *Tour. Anal.*, vol. 14, no. 5, pp. 621–636, 2009, doi: https://doi.org/10.3727/108354209X12597959359211.

9. S. Kanwel, Z. Lingqiang, M. Asif, J. Hwang, H. Abid, and A. Jameel, "The Influence of Destination Image on Tourist Loyalty and Intention to Visit: Testing a Multiple Mediation Approach," *Sustainability*, vol. 11, p. 6401, Nov. 2019, doi: https://doi.org/10.3390/su1122 6401.

10. C. Tosun, B. B. Dedeoglu, and A. Fyall, "Destination service quality, affective image and revisit intention: The moderating role of past experience," *J. Destin. Mark. Manag.*, vol. 4, no. 4, pp. 222–234, 2015, doi: https://doi.org/10.1016/j.jdmm.2015.08.002.

11. J. Alegre and M. Cladera, "Analysing the effect of satisfaction and previous visits on tourist intentions to return," *Eur. J. Mark.*, vol. 43, pp. 670–685, May 2009, doi: https://doi.org/10.1108/03090560910946990.

12. S. M. Hennessey, D. Yun, and R. MacDonald, "Influencing the intentions to visit a destination: The case of potential first-time and repeat visitors," *Travel Tour. Res. Assoc. Adv. Tour. Res. Glob.*, pp. 1–11, 2016, [Online]. Available: https://scholarworks.umass.edu/ttra/2009/Presen ted_Papers/26/

13. R. B. Bire and Y. E. Nugraha, "A value chain perspective of the new normal travel behaviour: A case study of Indonesian millennials," *Tour. Hosp. Res.*, vol. 0, no. 0, p. 146735842110656, 2022, doi: https://doi.org/10.1177/14673584211065615

14. M. H. Prasetyo, "Selfie Tourism Concept To Improve City Branding," *Int. J. Adv. Res. Technol. Innov. Vol 1 No 2 Sep 2019*, vol. 1, no. 2, pp. 8–17, Sep. 2019, [Online]. Available: https://myjms.mohe.gov.my/index.php/ijarti/article/view/6821

15. M. Mostafanezhad and R. Norum, "Tourism in the post-selfie era," *Ann. Tour. Res.*, vol. 70, no. October 2017, pp. 131–132, 2018, doi: https://doi.org/10.1016/j.annals.2017.11.008.

16. O. Trinanda, A. Y. Sari, E. Cerya, and T. R. Riski, "Predicting place attachment through selfie tourism, memorable tourism experience and hedonic well-being," *Int. J. Tour. Cities*, vol. 8, no. 2, pp. 412–423, 2022, doi: https://doi.org/10.1108/IJTC-09-2020-0188.

17. K. H. Mkwizu and H. G. Mtae, "Selfie and Marketing of Domestic Tourism," *Int. J. Res. Methodol. Soc. Sci.*, vol. 3, no. January, pp. 77–87, 2018, doi: https://doi.org/10.5281/zen odo.2545024.

18. B. Weiler, A. M. Gstaettner, and P. Scherrer, "Selfies to die for: A review of research on self-photography associated with injury/death in tourism and recreation," *Tour. Manag. Perspect.*, vol. 37, no. November 2020, p. 100778, 2021, doi: https://doi.org/10.1016/j.tmp.2020.100778.

19. J. Han and H. Chen, "Millennial social media users' intention to travel: the moderating role of social media influencer following behavior," *Int. Hosp. Rev.*, vol. ahead-of-p, no. ahead-of-print, 2021, doi: https://doi.org/10.1108/ihr-11-2020-0069.

20. YPulse, "Gen Z & Millennials Use Social Media Differently—Here's 3 Charts That Show How," *YPulse Survey Data Among 1000 13–39 year olds respondents*, 2021. https://www.ypulse.com/article/2021/02/22/gen-z-millennials-use-social-media-differ ently-heres-x-charts-that-show-how/ (accessed Feb. 15, 2022).

21. C. Aldao and T. A. Mihalic, "New frontiers in travel motivation and social media: The case of Longyearbyen, the High Arctic," *Sustain.*, vol. 12, no. 15, pp. 1–19, 2020, doi: https://doi.org/10.3390/SU12155905.

22. C. J. Plume and E. L. Slade, "Sharing of Sponsored Advertisements on Social Media: A Uses and Gratifications Perspective," *Inf. Syst. Front.*, vol. 20, no. 3, pp. 471–483, 2018, doi: https://doi.org/10.1007/s10796-017-9821-8.

23. A. Klein and V. Sharma, "German Millennials' Decision-making Styles and Their Intention to Participate in Online Group Buying," *J. Internet Commer.*, vol. 17, pp. 383–417, Jan. 2018, doi: https://doi.org/10.1080/15332861.2018.1463804.

24. L. Gotardi, Y. Senn, E. Cholakova, A. Liebrich, and T. Wozniak, "How do Millennial Travellers use their Mobile Devices in a City Destination ? – Empirical Evidence from Switzerland," *e-Review Tour. Res.*, vol. ENTER 2015, no. July, pp. 1–5, 2015.

25. J. Gnoth, "Tourism Motivation and Expectation Formation," *Ann. Tour. Res.*, vol. 24, no. 2, pp. 283–304, 1997, doi: https://doi.org/10.1016/S0160-7383(97)80002-3.

26. M. Khan, S. Chelliah, M. Haron, and S. Ahmed, "Role of Travel Motivations, Perceived Risks and Travel Constraints on Destination Image and Visit Intention in Medical Tourism: Theoretical model," *Sultan Qaboos Univ. Med. J.*, vol. 17, pp. e11-17, Mar. 2017, doi: https://doi.org/10.18295/squmj.2016.17.01.003.

27. M. Saayman, "Travel Motivations of Tourists Visiting Kruger National Park," *Koedoe*, vol. 50, no. 1, pp. 154–159, 2006.

28. M. D. Sotiriadis, "Sharing tourism experiences in social media," *Int. J. Contemp. Hosp. Manag.*, vol. 29, no. 1, pp. 179–225, Jan. 2017, doi: https://doi.org/10.1108/IJCHM-05-2016-0300.

29. L. Chavez, C. Ruiz, R. Curras, and B. Hernandez, "The role of travel motivations and social media use in consumer interactive behaviour: A uses and gratifications perspective," *Sustain.*, vol. 12, no. 21, pp. 1–22, 2020, doi: https://doi.org/10.3390/su12218789.

30. F. Munawar and R. Munawar, "Achieving Tourist Loyalty in Cultural Heritage Destination : The Role of Atmospheric Tourism, Tourist Motivation, and Destination Satisfaction," *Cent. Asia Caucasus*, vol. 23, no. 1, pp. 1187–1198, 2022.

31. S. Formica, "Measuring destination attractiveness: A proposed framework," *J. Am. Acad. Bus.*, vol. 1, pp. 350–355, Jan. 2002.

32. S. C. S. Jang and C. Liping, "Travel motivations and destination choice: A study of British outbound market," *J. Travel Tour. Mark.*, vol. 13, no. 3, pp. 111–133, 2002, doi: https://doi.org/10.1080/10548400209511570.

33. I. Ghozali, *Aplikasi Analisis Multivariate dengan program SPSS: Badan Penerbit Universitas Diponegoro.* 2006.

34. J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *J. Acad. Mark. Sci.*, vol. 43, no. 1, pp. 115–135, 2015, doi: https://doi.org/10.1007/s11747-014-0403-8.

35. W. W. Chin, R. A. Peterson, and S. P. Brown, "Structural Equation Modeling in Marketing: Some Practical Reminders," *J. Mark. Theory Pract.*, vol. 16, no. 4, pp. 287–298, Sep. 2008, doi: https://doi.org/10.2753/MTP1069-6679160402.

36. M. Raimkulov, H. Juraturgunov, and Y. J. Ahn, "Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan," *Sustain.*, vol. 13, no. 4, pp. 1–14, 2021, doi: https://doi.org/10.3390/su13042252.

37. X. Zhang, X. Wu, and X. Yan, "The Motivation of Tourism Photography Online Sharing," *4th Int. Conf. Humanit. Soc. Sci. Res. (ICHSSR 2018). Adv. Soc. Sci. Educ. Humanit. Res.*, vol. 213, no. Ichssr, pp. 352–356, 2018, doi: https://doi.org/10.2991/ichssr-18.2018.68.

38. J. W. C. Wong, I. K. W. Lai, and Z. Tao, "Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions," *Curr. Issues Tour.*, vol. 23, no. 14, pp. 1773–1787, Jul. 2020, doi: https://doi.org/10.1080/13683500.2019.1649372.

39. M. Mariani, M. Styvén, and J. Ayeh, "Using Facebook for travel decision-making: an international study of antecedents," *Int. J. Contemp. Hosp. Manag.*, vol. 31, Jan. 2019, doi: https://doi.org/10.1108/IJCHM-02-2018-0158.

40. G. Ariya, B. Wishitemi, and N. Sitati, "Tourism Destination Attractiveness as Perceived by Tourists Visiting Lake Nakuru National Park, Kenya," *Int. J. Res. Tour. Hosp.*, vol. 3, no. 4, pp. 1–13, 2017, doi: https://doi.org/10.20431/2455-0043.0304001.

41. F. Munawar, R. Munawar, and D. Tarmidi, "The Impact of Perceived Coolness, Destination Uniqueness and Tourist Experience on Revisit Intention: A Geographical Study on Cultural Tourism in Indonesia," *Rev. Int. Geogr. Educ. Online*, vol. 11, no. 1, pp. 400–411, 2021, doi: https://doi.org/10.33403/rigeo.800577.
42. C. Seabra, C. Silva, J. Luís Abrantes, M. Vicente, and R. Herstein, "The influence of motivations in tourists' involvement," *Anatolia*, vol. 27, no. 1, pp. 4–15, 2016, doi: https://doi.org/10.1080/13032917.2015.1083204.
43. C. R. Goeldner and J. R. B. Ritchie, *Tourism: Principles, Practices and Philosophies*, 9th Ed. New York: Wiley, 2003. [Online]. Available: https://www.entornoturistico.com/wp-content/uploads/2018/04/Tourism-Principles-Practices-Philosophies.pdf
44. W. Nuryanti, *The Role of Heritage Tourism in Community Planning and Development*. Yogyakarta: UGM Press, 2009