



Tourist Motivation for Visiting Tourist Attractions after COVID-19 Pandemic (Study in the Tourist Attractions of Kupang Regency)

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Abstract—The research analyzed the motivation of tourists in visiting five tourist attractions managed by the Kupang District government after the COVID-19 pandemic, namely Baumata Pool, Tablolong Beach, Fatuleu Mountain, Oenesu Waterfall, and Manikin Beach. By knowing how the motivation of the tourists will be input for the Kupang Regency Government to be able to improve the quality of service and management of managed tourist attractions in order to increase tourist satisfaction. The type of research used is survey research using quantitative research methods by collecting primary data and secondary data through observation, interviews, questionnaires, documentation and literature studies. In determining the number of research samples, the researcher used the Slovin formula with an error tolerance of 10%, and got the number of tourists who became the sample as many as: (1) 99 respondents for Baumata Pool, (2) 99 respondents for Tablolong Beach, (3) 97 respondents for Mount Fatuleu, (4) 93 respondents for Oenesu Waterfall, and (5) 98 respondents for Manikin Beach. The results of this study indicate that on average tourists have very high motivation for physical or physiological motivation, social or interpersonal motivation and fantasy motivation, and low motivation for cultural motivation to visit the tourist attractions managed by the Kupang District government post COVID-19 pandemic.

Keywords—*Motivation, Baumata Pool, Tablolong Beach, Fatuleu Mountain, Oenesu Waterfall, Manikin Beach.*

I. INTRODUCTION

Tourism is a catalyst for driving economic development which is quite prospective in various countries. It is called an economic catalyst because if this sector is developed properly it can contribute to an increase in national income and potential regional income [1]. With the development of the tourism sector, it will be able to increase the opening of wider job opportunities such as in the fields of hospitality, restaurants, trade, transportation services and other business activities. This will certainly have an impact on increasing the income and welfare of the people around the tourist area which can increase economic growth, which will also increase the increase in regional and state income [2].

The COVID-19 outbreak for the first time was officially announced to enter Indonesia on March 2, 2020. The current state of the COVID-19 pandemic had a serious impact on the

health, economy, and social structure in Indonesia [3]. One of the most productive sectors due to the COVID-19 pandemic is the tourism sector. This is because one of the important elements of the development of the tourism sector is the presence of tourists or visitors who come to visit tourist attractions in Indonesia. The arrival of tourists can revive economic activity in the tourist areas they visit. City and network restrictions on the spread of the COVID-19 virus have made the number of domestic and foreign tourists decrease drastically [4].

Kupang Regency is one of the regencies in East Nusa Tenggara Province which has quite a lot of tourism potential. Currently there are 7 tourist attractions that have been officially managed by the Kupang Regency Government and are a priority to be developed, namely Baumata Pond, Oenesu Waterfall, Tablolong Beach, Manikin Beach, Fatuleu Mountain, Tesbatan Waterfall, and Lifubatu Horse Racing Arena. Kupang Regency, whose tourism sector has grown in recent years, is also experiencing the impact of the outbreak of the COVID-19 pandemic. For almost 1 year 7 this tourist attraction was closed by the Kupang district government, but now it has reopened to tourists. As time goes by, the situation is getting better, and slowly community social activities can run normally even though they still have to apply strict health standards and protocols. This situation makes people who are bored enough to lock themselves in the house to be able to find something that can calm their soul and mind. One way that can be done is by conducting tourism activities. With the re-opening of tourist attractions by the Kupang Regency Government, it seems to revive tourism activities that had been vacuumed in Kupang Regency.

The motivation of tourists as the main consumers in tourism activities plays an important role in the development of a tourist attraction. Although the COVID-19 pandemic has not yet fully ended, knowing what the motivations of tourists are in traveling to tourist attractions managed by the Kupang Regency Government after the COVID-19 pandemic is very important in order to improve and improve the quality of the management of these tourist attractions, in order to provide satisfaction for visiting tourists. By knowing what the motivations of tourists are in traveling to tourist attractions

managed by the Kupang Regency Government in the aftermath of the COVID-19 pandemic, it becomes very important to become input and study material for the Kupang Regency Government, in this case the Kupang Regency Tourism and Creative Economy Office as the basis for planning and formulating strategies in developing and managing and improving the quality of tourist attraction services that it manages in the post-COVID-19 pandemic.

II. LITERATURE REVIEW

At the end of 2019, precisely in December, the world was shocked by the news of the emergence of a pneumonia outbreak whose exact cause was unknown. This outbreak was first discovered in the city of Wuhan, Hubei Province, China. Most of these pneumonia patients came from vendors at the Huanan market that sells live animals in the city of Wuhan. On January 7, 2020, researchers managed to identify the cause of this pneumonia, namely the novel coronavirus. Officially, WHO has named this disease Covid-19 (Corona Virus Disease 2019) and the name of the virus is SARS-CoV-2 (Severe acute respiratory syndrome coronavirus) [5].

The spread of this virus is increasing and has spread to almost all countries in the world. On March 2, 2020, Indonesia has reported 2 confirmed cases of COVID-19 and on March 11, 2020, WHO has declared COVID-19 as a pandemic. Meanwhile in Indonesia, the President of Indonesia, Joko Widodo, stated that the spread of the corona virus was a national disaster (non-natural disaster) related to the extension of certain emergency statuses due to disease outbreaks [6].

Coronaviruses are a large family of viruses that cause illness ranging from mild to severe symptoms. There are at least two types of coronavirus that are known to cause diseases that can cause severe symptoms such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Coronavirus Disease 2019 (COVID-19) is a new type of disease that has never been previously identified in humans [7]. The corona virus belongs to the biota superdomain, the virus kingdom. Corona viruses are the largest group of viruses in the order Nidovirales. All viruses in the order Nidovirales are nonsegmented positive-sense RNA viruses. Corona virus belongs to the Coronaviridae family, Coronavirinae subfamily, Betacoronavirus genus, Sarbecovirus subgenus [8]. COVID-19 can be transmitted from human to human through close contact and droplets, not through the air. People who are most at risk of contracting this disease are people who are in close contact with COVID-19 patients.

The tourism sector is one of the most popular sectors due to the COVID-19 pandemic. This is because one of the important elements of the development of the tourism sector is the presence of tourists or visitors who come to visit tourist attractions. The outbreak of COVID-19 makes tourists feel worried and afraid in carrying out tourist activities to visit tourist attractions and interact with other tourists at the tourist attractions they visit. In addition, the government's policy to limit the movement of people is also suspected to be the cause of the lack or decrease in the number of visits.

Tourism is an activity to fill spare time, to have fun, relax, study, religious activities, and maybe for sports activities [9]. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments [10]. The tourism sector currently plays an important role as an engine for the economy of a region or country if it is managed and developed properly. Tourism is an important key to increasing and advancing development in areas that have the potential for attractive tourism objects in order to advance the regional economy and improve the community [11].

With the development of the tourism sector, it will be able to increase the opening of wider job opportunities such as in the fields of hospitality, restaurants, trade, transportation services and other business activities. Of course this will have an impact on increasing the income and welfare of the community around the tourist area which can make the economy grow, which will also contribute to increasing regional and state income [2]. The tourism sector is expected to be the leading support for regional economic growth by making it one of the priorities in development and becoming one of the main performance indicators of local governments [12].

The existence of a unique and attractive tourist attraction plays an important role in tourism activities to attract tourists to carry out tourism activities. Tourist attraction is everything that is an attraction for people to visit a certain place [13]. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits [14]. There is an interrelated and inseparable relationship between the existence of tourist attractions and tourists in tourism sector development activities. A unique and interesting tourist attraction can be a magnet that is ready to attract as many tourists as possible to come for a tour of a tourist spot. Seeing the potential for tourism which is quite prospective, every local government is obliged to explore and develop its tourist attractions appropriately, in order to attract as many tourists as possible to come for a tour. With the development of tourism activities, it will be able to improve the regional economy, create job opportunities and improve welfare for the community.

Tourists are people who do tourism [15], while tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period [16]. The fulfillment of the desires and needs of tourists who carry out tourism activities is absolutely given by the manager of the tourist attraction, so that the tourists are satisfied with the experience they feel and enjoy while visiting a tourist attraction. Fulfilling these tourist expectations can also make tourists feel at home and stay longer in the tourist attractions they visit and they will visit again to the tourist attraction [17].

A tourist usually has a certain motivation in carrying out tourism activities. Motivation is a desire contained in a person that stimulates him to take a certain action. The higher a

person's motivation, the higher the effort made to achieve what he wants [4]. Basically, according to McIntosh et al, a person traveling on a trip is generally motivated by several things, these motivations can be grouped into four major groups, namely: (1) physical or physiological motivation, namely physical or physiological motivation, including relaxation, health, comfort, participating in sports activities, relaxing and so on, (2) cultural motivation, namely the desire to know the culture, customs, traditions and arts of other regions, including interest in various objects of cultural heritage, (3) social or interpersonal motivation, namely social motivation, such as visiting friends and family, meeting work partners, doing things that are considered to bring prestige (prestige), making pilgrimages, and escaping from boring situations, and (4) fantasy motivation, namely the fantasy that in other areas one will be able to escape from the tedious and rewarding daily routine psychological satisfaction [18].

In the midst of the outbreak of the COVID-19 pandemic, tourists seem to have lost their enthusiasm and motivation to carry out tourism activities, apart from government policies that limit all social activities and community movements, also due to the worries and fears of tourists about the COVID-19 virus. when doing tourism activities. However, this vigilance is also an anomaly for people who are tired of locking themselves in their homes and continuing to limit their social activities. People need to get entertainment to reduce stress and improve their mental health. One way that can be taken is by conducting tourism activities.

III. RESEARCH METHOD

This research was conducted on five of the seven tourist attractions managed by the Kupang Regency Government, because the two tourist attractions, namely the Tesbatan Waterfall and the Lifubatu Horse Racing Arena are still closed and have not been reopened to tourists. Tourist motivation indicators used in this study are physical or physiological motivation, cultural motivation, social or interpersonal motivation, and fantasy motivation [18]. The type of research used by the researcher is survey research with quantitative research methods, namely research methods that select samples from certain populations by utilizing questionnaires as a tool to collect basic data to examine phenomena in individual behavior or in a group [19]. To support this research, primary data and secondary data were collected through observation, interviews, questionnaires, documentation and literature studies..

The populations in this study were tourists who visited 5 of 7 tourist attractions managed by the Kupang Regency Government. The sampling technique used in this study is accidental sampling, which is the technique of determining the sample by chance or incidental. In determining the number of research samples, the author uses the Slovin formula with an error tolerance of 10%, and gets the number of tourists who become the sample as many as, (1) Baumata Pool as many as 99 respondents, (2) Tablolong Beach as many as 99 respondents, (3) Mount Fatuleu as many as 97 respondents, (4) Onesu Waterfall as many as 93 respondents, (5) Manikin

Beach as many as 98 respondents. The tourist attraction of the Tesbatan Waterfall and the Lifubatu Racecourse were not studied in this study, because these two tourist attractions were still closed by the local village government after coordinating with the Kupang Regency Tourism and Creative Economy Office for an undetermined period of time.

To analyze the motivation of tourists, a Likert scale is used with a score of 1-5 with a gradation from strongly disagree to strongly agree. The presentation of the data is done after the research data has been analyzed. Presentation of data in this study is the presentation of data in tabular form. The table presented in this study is a table containing data that has been processed in the form of percentages regarding tourist attitudes on each motivation indicator, which will then be described descriptively by researchers to explain the data in the table presented. To interpret the percentage of respondents' answers and the indicator values obtained, the authors use the indicator achievement formula according to the following:

$$CI = \frac{\sum JR}{SI} \times 100\%$$

As follows:

CI= Achievement Indicator

JR= Number of Respondent's Answer

SI= Ideal Score (highest score multiplied by number of respondents)

The measurement criteria are as follows:

0%-20% = strongly dissatisfied / very bad / very low

21%-40% = dissatisfied / not good / low.

41%-60% = OK / Good enough / High enough

61%-80% = OK / good / high

81%-100% = very good / very strong [20].

IV. RESULTS AND DISCUSSION

There are four indicators and sixteen statement items related to the motivation of tourists to visit five tourist attractions managed by the local government of Kupang Regency after the COVID-19 pandemic, namely Baumata Pool, Tablolong Beach, Fatuleu Mountain, Onesu Waterfall and Manikin Beach. researchers who then obtained the achievement value of the indicator.

Table I. Results for Physical or Physiological Motivation

Indicator	Baumata Pond (%)	Tablolong Beach (%)	Mount Fatuleu (%)	Onesu Waterfall (%)	Manikin Beach (%)
Physical or Physiological Motivation	82,21	86,81	86,59	86,34	86,88
Relaxation	84,64	90,30	87,62	87,74	87,34
Comfort	75,95	89,29	86,18	86,23	87,55
Health	83,83	76,76	85,77	85,16	85,91
Relax	84,44	90,90	86,80	86,23	86,73

In the achievement of the first motivation indicator, the average tourist gives a very high assessment of the physical or physiological motivation indicators in visiting Baumata Pool (82.21%), Tablolong Beach (86.81%), Mount Fatuleu

(86.59%), Onesu Waterfall (86.88) and Manikin Beach (86.88%). This means that tourists have very high physical or physiological motivation for recreational and relaxation activities, seeking comfort, relaxation and activities to support their health in traveling to tourist attractions in other Kupang districts after the COVID-19 pandemic.

Table II. Results for Cultural Motivation

Indikator	Baumata Pond (%)	Tablolong Beach (%)	Mount Fatuleu (%)	Onesu Waterfall (%)	Manikin Beach (%)
Cultural Motivation	53,02	50,34	44,94	43,59	43,26
Knowing the habits of the surrounding community	55,35	51,91	47,21	46,45	45,91
Seeing the way of life of the surrounding community	53,13	49,49	44,32	42,79	42,65
Seeing the art of the surrounding community	52,32	52,52	44,74	43,22	42,44
Knowing the traditions of the surrounding community	51,31	47,47	43,50	41,93	42,04

In the achievement of the second motivation indicator, the average tourist gives a sufficient assessment of the cultural motivation indicator in visiting the Baumata Pool (53.02%), Tablolong Beach (50.34%), Mount Fatuleu (44.94%), Water Onesu Falls (43.59), and Manikin Beach (43.26). This means, tourists do not have high cultural motivation to see how the habits, way of life, arts and traditions of the community in traveling to the tourist attraction of Baumata Pool, Tablolong Beach, Fatuleu Mountain, Onesu Waterfall, and Manikin Beach after the COVID-19 pandemic.

Table III. Results for Social or Interpersonal Motivation

Indicator	Baumata Pond (%)	Tablolong Beach (%)	Mount Fatuleu (%)	Onesu Waterfall (%)	Manikin Beach (%)
Social or Interpersonal Motivation	79,07	81,96	83,39	82,57	81,73
Spending time with your spouse, family, relatives or friends	87,67	90,70	86,59	86,66	85,30
Strengthen relationship with partners,	84,84	88,88	86,18	85,37	85,71

family, relatives or friends					
Meet and interact socially with many people	84,64	82,62	84,74	84,51	83,87
Increase prestige and reputation among family, relatives or friends	59,19	65,65	76,08	73,76	72,04

In the achievement of the third motivation indicator, tourists have high social or interpersonal motivation to travel to Baumata Pool (79.09%). Tourists give a very high assessment of the social or interpersonal motivation indicators of tourists who travel to Mount Fatuleu by (81.96%), Mount Fatuleu by (83.39), Onesu Waterfall by (82.57), and Manikin Beach by (81.73). On average, tourists feel that by traveling to these five tourist attractions, they can meet the social needs of tourists with their partners, family, relatives and friends and can strengthen relationships between them after going through this very heavy COVID-19 pandemic.

Table IV. Results for Fantasy Motivation

Indicator	Baumata Pond (%)	Tablolong Beach (%)	Mount Fatuleu (%)	Onesu Waterfall (%)	Manikin Beach (%)
Fantasy Motivation	77,87	88,83	87,36	87,46	86,98
Getting own satisfaction	85,65	89,29	86,80	86,23	84,89
Wanting to enjoy the beautiful natural panorama and is different from other tourist attractions	74,14	89,49	88,86	88,81	88,36
Taking pictures in the exotic photo spots / spots and upload them on social media accounts	74,54	89,49	88,45	89,24	88,97
Becoming a person who is free from all burdens of mind	77,17	87,07	85,36	85,59	85,71

On the achievement of the fourth motivation indicator, tourists gave a high assessment of the fantasy motivation indicator in visiting the Baumata Pool (77.87%), and a very high assessment of the fantasy motivation indicator in visiting

Tablolong Beach (88.83%), Mount Fatuleu (87.36%), Oenesu Waterfall (87.46), and Manikin Beach (86.98). This means that tourists feel that by traveling in Baumata Pool, Tablolong Beach, Mount Fatuleu, Oenesu Waterfall and Manikin Beach, they can fulfill the fantasy motivation of tourists to seek personal experience and satisfaction, freeing all burdens of mind by relaxing and taking pictures and enjoying the panorama. beautiful nature and freeing all the burdens of thoughts felt during the COVID-19 pandemic.

The results of the research that have been carried out are in line with the theory of McIntosh et al [18] that physical or physiological motivation, cultural motivation, social or interpersonal motivation, and fantasy motivation are components or elements that motivate tourists to visit the tourist attraction of Baumata Pond, Tablolong Beach, Mount Fatuleu, Oenesu Falls and Manikin Beach. The results of this study are also in line with the results of research [21] which states that physical or physiological motivation, cultural motivation, social or interpersonal motivation, and fantasy motivation as well as tourist perceptions of attractions, amenities, accessibility, and ancillary service are supporting factors in encouraging interest in tourist visits to the Pampang Cultural Village in Samarinda. The results of the research carried out are also in line with the results of [22] which state that tourist motivation greatly influences the decision to visit during the COVID-19 pandemic at the Suspension Bridge tourist attraction in the Situ Gunung Sukabumi area. The results of the research carried out are also in line with the results [23] which state that tourist motivation encourages tourists to get satisfaction and benefits by visiting the Nglangeran Tourism Village, Gunung Kidul, Yogyakarta after the COVID-19 pandemic.

By looking at the high motivation of tourists in traveling, the Kupang district government must continue to pay attention to strict health protocols for tourists. The Kupang district government must improve promotion and improve the quality of attractions and facilities as well as better management of tourist attractions so as to make tourists not bored in visiting tourist attractions managed by the Kupang district government. With the high interest of tourists, this not only contributes to local governments with income from tourist attractions tickets, but also can revive economic activities and expand job opportunities for the people around the tourist sites. The Kupang district government can also provide financial assistance to business actors in tourist attractions affected by COVID-19 by providing assistance in the form of business capital or business loans with low interest rates so that economic life in tourist attractions can return to life. For communities around tourist attractions, it is hoped that they can open themselves to participate in developing and rebuilding tourist attractions that were destroyed during the COVID-19 pandemic by being actively involved in entrepreneurship and maintaining the sustainability, cleanliness and beauty of tourist attractions managed by the Kupang district government.

V. CONCLUSION

The average tourist really wants to free themselves from all fatigue and boredom during the COVID-19 pandemic by visiting tourist attractions for recreation and relaxing with family, relatives or acquaintances. This can be seen from the results of research which shows that the average tourist gives a sufficient assessment of cultural motivation, namely to see how the habits and way of life of the community where the tourist attraction is located. On average, tourists have three high motivations for traveling in five tourist attractions managed by Kupang Regency, namely (1) physical or physiological motivation, for recreational and relaxation activities, seeking comfort, relaxing and other activities to support their health, (2) social or interpersonal motivation, to meet the social needs of tourists with their partner, family, relatives and friends and can strengthen the relationship between them and (3) fantasy motivation, to seek personal experience and satisfaction, freeing all burdens of mind by relaxing and taking pictures as well as to enjoy beautiful natural panorama and different from other tourist attractions in Kupang Regency.

Seeing the high motivation of tourists in traveling, the Kupang Regency Government must continue to pay attention to strict health protocols for tourists. The Kupang Regency Government must improve the quality of attractions and facilities as well as better management of tourist attractions so that tourists do not get bored visiting tourist attractions managed by the Kupang Regency government. The Kupang Regency Government can also provide financial assistance to business actors in tourist attractions affected by COVID-19 by providing assistance in the form of business capital or business loans with low interest rates so that economic life in tourist attractions can revive.

The results of this study are expected to be a reference for further researchers who will conduct research with the same research, which is related to the motivation of tourists in visiting tourist attractions after the COVID-19 pandemic, by increasing the time period, research indicators, and the number of research respondents and comparison of tourist attractions. analyzed in this study with other tourist attractions in order to get more reliable results.

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