



Book Of Program

4th International Seminar on Tourism (ISOT)

04-05 November 2020

**PROMOTING CREATIVE TOURISM :
CURRENT ISSUES IN TOURISM RESEARCH**



Routledge
Taylor & Francis Group



CRC Press
Taylor & Francis Group



<http://isot.event.upi.edu/>

WELCOMING REMARKS

It is with great pleasure as well as honor to welcome you all to the 4th International Seminar on Tourism (ISOT) 2020 hosted by Department of Tourism, Faculty of Social Sciences Education, Universitas Pendidikan Indonesia (UPI), Indonesia. Featuring the theme of “Promoting Creative Research: Current Issues in Tourism Research”, the seminar aims to bring together scientists, academics, researchers, and practitioners to share their knowledge, research results, and experiences despite the global pandemic of COVID-19. The seminar was initially set to take place at UPI on 4-5 November 2020; however, due to the uncertainties of the pandemic, the organizing committee has come to an agreement to hold it virtually on 4 November 2020. The occurrence is exactly in line with the theme as the organizing committee, along with the other co-hosting universities, have to cope with the situation through a creative solution. This year, we invited three speakers: Professor Bob McKercher from The Hongkong Polytechnic University; Professor Iis Tussyaidah from University of Surrey, United Kingdom; and Dr. Dewi Turgarini, MM.Par. from Universitas Pendidikan Indonesia, Indonesia to give a talk in relation to the theme. Following the plenary session by the three speakers, we also have a parallel session in which the speakers have to attend their assigned room(s) and present their paper(s).

In addition to fruitful discussions through both plenary and parallel sessions, we take into account the importance of paper dissemination through international publication. This year, we managed to have a publication collaboration with Routledge and CRC Press, a member of Taylor & Francis group, one of the “Ivy League” squad within the publication context. There are 112 papers to be published within the platform discussing a variety of scope including Community-Based Tourism, Destination Management, Tourism and Education, Tourism Gastronomy, Hospitality Management, Safety and Crisis Management, and Tourism Marketing. I do hope the publication benefits as many people as possible, particularly in such a strange and difficult time.

The conference is made possible because of collaborative works of several parties. First of all, I would like to express my deepest gratitude to the Rector of UPI. Prof. Dr. M. Solehudin, M.Pd., M.A. and Vice Rector for Research, International Affairs, Business, and Partnership, Prof. Dr. Adang Suherman, M.A. for their endless support regarding the university’s publication productivity. Secondly, I would like to thank all the leaders at the Faculty of Social Sciences Education, UPI, and Department of Tourism, UPI for facilitating the seminar. Last but not least, I would like to deliver many thanks to all the co-hosting institutions: STIEPAR YAPARI, Universitas Negeri Jakarta, Universitas Kristen Petra, and Sekolah Tinggi Pariwisata Trisakti and all the committee members of The 4th ISOT 2020 for all the hard work. Looking forward to seeing you all at the 4th ISOT 2020.

Dr. Ahmad Hudaiby Galih Kusumah, M.M.
Chairman ISOT

LIST OF COMMITTEES

Advisory Board

Dr. Eunice Tan (Murdoch University Singapore, Singapore)
 Dr. Christina Lam (SIT)
 Dr. Walanchalee Wattana (Mahidol University)
 Dr. Eka Putra (Sol International Hospitality Management (SIHOM), Sol International School (SIS), Woosong University)
 Hera Oktadiana Ph.D. (James Cook University, Australia)
 Yong-Jae Choi, Ph.D. (Hankuk University of Foreign Studies)
 Prof. Neil Carr (University of Otago, New Zealand)
 Dr. Craig Lee (University of Otago, New Zealand)
 Dr. Manisa Piuchan (Chiang Mai University)
 Dr. Pipatpong Fakfare (School of Humanities and Tourism Management, Bangkok University, Thailand)
 Dr. Jiwon Seo (Ewha Woman's University, Seoul, South Korea)
 Dr. Luk Kiano (Community College of City University Hong Kong, Hongkong)
 Dr. Ryan Smith (San Francisco State University, USA)
 Prof. Dr. Elly Malihah M.Si. (Universitas Pendidikan Indonesia, Indonesia)
 Prof. Dr. Darsiharjo M.S. (Universitas Pendidikan Indonesia, Indonesia)
 Caria Ningsih, Ph.D. (Universitas Pendidikan Indonesia, Indonesia)
 Dr. Erry Sukriah (Universitas Pendidikan Indonesia, Indonesia)
 Usep Suhud Ph.D. (Universitas Negeri Jakarta, Indonesia)
 Dr. Myrza Rahmanita (STP Trisakti, Indonesia)
 Dr. Liga Suryadana (STP Enhaii, Indonesia)
 Dr. Any Ariani Noor S.Pd., M.Sc. (Polban, Indonesia)
 Dr. Marceilla Hidayat B.A.Honns., M.M. (Polban, Indonesia)



Steering Committee

Prof. Dr. M. Solehuddin, M.Pd., M.A.
Prof. Dr. H. Adang Suherman, M.A.
Dr. Agus Mulyana, M. Hum.
Dr. H. Mamat Ruhimat, M.Pd.
Dr. H. Aceng Kosasih, M.Ag.
Dr. Hj. Siti Nurbayani K., M.Si.
Prof. Dr. Elly Malihah, M.Si.
Prof. Dr. Darsiharjo, M.S.
Dr. Erry Sukriah, M.SE.
Caria Ningsih, Ph.D.
Oce Ridwanudin, M.M.

Organizing Committee

Chairman:

Dr. Ahmad Hudaiby Galih Kusumah, M.M.

Co-host:

Khrisnamurti (Universitas Negeri Jakarta, Indonesia)
Rina Suprina (Trisakti School of Tourism, Indonesia)
Sienny Thio (Petra Christian University, Indonesia)
Nova Riana (Sekolah Tinggi Ilmu Ekonomi Pariwisata Yapari, Indonesia)

Secretary:

Dr. Dewi Turgarini M.M.Par.

Treasurer:

Agus Sudono, M.M.
Yeni Yuniawati M.M.

Secretarial Division:

Ghoitsa Rohmah Nurazizah, S.Par., M.Si.
Endah Fitriyani, S.Par., MM.Par.
Wida Budiarti, S.Pd.
Galih Nurul Rahmadiana, S.Par.

Website:

Reiza Miftah Wirakusuma, S.ST.Par., M.Sc.
Riko Arrasyid, M.Pd.

Members:

Rijal Khaerani, S.Si., M.Stat.
Woro Priatini, S.Pd., M.Si.
Cep Ubad Abdullah, M.Pd.
H.P. Diah Setiyorini, M.M.
Ilma Indriasri Pratiwi, S.E., M.P.Par.
Nuzep Almigo, Ph.D.
Nurimani, S.Sos., M.M.
Isti Septiani, S.Pd.
Arni Gantini, A.Md.

TABLE OF CONTENTS

WELCOMING REMARKS	ii
LIST OF COMMITTEES.....	iii
Advisory Board.....	iii
Steering Committee.....	iv
Organizing Committee	iv
TABLE OF CONTENTS.....	v
PROGRAM SCHEDULE	1
PARALLEL SESSIONS.....	2
PRESENTATION SCHEDULE	3
Breakout Room 1: Community Based Tourism & Destination Management.....	3
Breakout room 2: Destination Management	4
Breakout room 3: Hospitality Management & Destination Management.....	5
Breakout room 4: Tourism and Education & Gastronomy Tourism	6
Breakout room 5: Security and Crisis Management in Tourism	7
Breakout room 6: Tourism Marketing & Gastronomy Tourism	8
COMMUNITY BASED TOURISM.....	10
Border community perception of their local tourist attraction.....	10
Language style and local wisdom in the travel documentary Pesona Indonesia: Tondokku Kondosapata on TVRI as a medium for tourism promotion.....	11
Community education in developing edutourism values in Geopark Ciletuh	12
Building the character of community tourism village in the preservation of Culture Ngalaksa	13
Development strategies for parenting tourism villages based on digital literacy.....	14
Citizenship education in community development in indonesia: reflection of a community development Batik Tourism Village.....	15
Poverty alleviation in tourism destination: a new village-owned enterprise in the Southern Coast of West Java	16
Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor	17
Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley	18
Rural tourism in Jakarta (Ecotourism in pasanggrahan riverbank)	19
Indonesia's spice route tourism	20
Tarling art: history and tourism potential in Cirebon.....	21
Tourism and spiritual journey from students' perspective and motivation.....	22
Cultural tourism: commercialization or preservation?.....	23
DESTINATION MANAGEMENT.....	24
The crucial attributes for culinary tourism destination based on tourists' perception	24
Border tourism in Indonesia's outer islands: the case of Sebatik Island	25
Visitor satisfaction: the mediating role of crowding perception on environmental characteristic and other visitors' behavior	26
Culinary tourism planning and development: a case in Gebang Mekar Cirebon.....	27
Tour guides' multilingualism in the city of Bandung, Indonesia: what does the policy say?....	28
Tourist preferences of activities in the tourist village	29
The influence of Bandung city image as a fashion city on tourist satisfaction	30
The influence of destination image on revisit intention in Olele Marine Park	31

Topeng Pedalangan as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta	32
Millennial volunteer tourist motivation in West Java Province, Indonesia	33
Sacred tombs as attraction of tourism village	34
Chinese tourists' perception on Bali tour package	35
Transformational leadership, perceived organizational support, and workplace spirituality on employee engagement of restaurant employees in Surabaya	36
Destination personality of Labuan Bajo, Indonesia: local and foreign tourists' perspectives..	37
Development of tourist visitor management system in Tajur Kahuripan traditional tourism village	38
Projected destination image on instagram amidst a pandemic: a visual content analysis of Indonesian National DMO	39
Analysing the factors affecting the purchasing decision over Malaysian Batik products	40
Indonesia mythology as touristic attractiveness: the story of the queen of the Southern Sea of Java Island.....	41
The role of psychographic factors in predicting volunteer tourists' stage of readiness: a case of Australia.....	42
Turkish destination image and attitude toward Turkish television drama.....	43
Why do countries allow dark tourism? a review study	44
Understanding the motivations and preference on ecotourism development: the case of Gunung Leuser National Park, Indonesia.....	45
Sequential exploratory mixed methods and scale development: investigating transformational tourism readiness.....	46
Economic benefits of selected resorts in Dasmariñas City, Cavite: basis for a proposed economic strategy	47
Tourism development and the well-being of local people: findings from Lembang, West Java, Indonesia	48
The effect of individual and destination accessibility on willingness to visit: nature-based tourism destination.....	49
Push and pull factors in visiting a remote nature-based destination.....	50
Can marine debris pollution cause the loss of tourism revenue in Indonesia? an empirical study.....	51
How risky is liveaboard diving in Indonesia? an empirical investigation on the divers perceived risk and oceanic geomorphology	52
Challenges in sustainable design practices through the lenses of local event organizers	53
Rural tourism: the state-of-the-art.....	54
Hand sign method in playing angklung as tourists' involvement on creative tourism: a case study on Saung Angklung Udjo	55
Potential of domestic tourist loyalty in Indonesia: a spatial analysis	56
TOURISM AND EDUCATION	57
The tourism academic traveler.....	57
Competency development problems in tourism and hospitality students' internship in Indonesia	58
Integrative teaching materials for Indonesian speakers of other languages based on Sundanese gastronomy text.....	59
CIPP model: curriculum evaluation of the Indonesian gastronomy courses.....	60
Situation analysis of tourism education in the city of Bandung	61
Analysis of online learning in pandemic COVID-19 in tourism education.....	62
Development of friendly character and working characters for tourism guide practices of SMK'S student in Bali	63
Edutourism: learning to be the Indonesian society	64

Interculture language learning: literacy level determines the development of tourist numbers in Indonesia?	65
CATC implementation to strengthen the industrial based tourism competency of vocational school	66
An exploratory study on Singapore Polytechnic Hospitality and Tourism students' perception towards the use of virtual learning environments (e-learning)	67
The challenge in disruptive times in tourism education: towards a redesigned curriculum for new normal from conventional to creative tourism	68
The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates	69
GASTRONOMY TOURISM	70
Canna fettucine: commodifying culinary Italian Indonesian	70
The Salapan Cinyusu (nona helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city	71
The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta	72
Culinary experience toward behavioral intention (survey of consumer fusion food on street food in Bandung city)	73
Implications of food delivery services for recognition of traditional foods by millennials in Bandung	74
Gastronomy tourism as a media to strengthen national identity	75
Digitalization activities in gastronomy tourism	76
Tape Kareueut Teh Bohay: students' gastronomic tourism capital Universitas Pendidikan Indonesia	77
Gastronomy tourism development model on a tourist village	78
Exploring the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand	79
iDabao during COVID-19: online-to-offline (o2o) food delivery service and the digitalization of hawker (street) food during a crisis	80
HOSPITALITY MANAGEMENT	81
Re-examining sensory experience on highland nature-based resort rooms	81
Consumer's complaint behavior between Indonesian and Non-Indonesian in the hotel	82
Exploring factors influencing homestay operators to participate in the homestay program	83
Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia	84
Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest	85
Environment, food, or employee: identifying factors in authentic dining experience influencing customer satisfaction	86
The effect of perceived authenticity on revisit intention in Sundanese Restaurant	87
The impact of dining experience towards revisit intention at Mujigae Resto, Bandung	88
Legal and business sustainability of social enterprises restaurants	89
Restaurant selection of Thai Free Individual Traveler (FIT) by using Conjoint Analysis Approach	90
SECURITY AND CRISIS MANAGEMENT IN TOURISM	91
COVID-19 and Indonesian super-priority tourism destinations	91
The influence of perceived risk and perceived value toward tourist satisfaction	92
Hospitality industry crisis: how to survive and recovery in the pandemic of COVID-19	93
From fantasy to reality: Attracting the premium tourists after COVID-19	94
Travel decision-making amid the pandemic	95
Tourism industry standard operating procedure adaptation preparing COVID-19 new normal in Indonesia	96

Assessing tourist motivation on Tionghoa Halal Food.....	97
Revenge tourism: trend or impact post pandemic COVID-19 ?.....	98
Spiritual tourism: study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia	99
The new era of tourism: draw up tourism industry after pandemic.....	100
Tourism and tourism crisis management in the COVID-19 pandemic time	101
Differences in trust and risk-taking propensity for travelers from Indonesia	102
The impact of travel constraints on travel intention	103
The effect of COVID-19 outbreak to the destination choice and the intention to visit the destination among Thai tourists	104
The impacts of COVID-19 at Karangsong Mangrove Centre	105
Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions.....	106
Covid-19, Technology and Tourism: the future of virtual tour?.....	107
Virtual tour as one of education tourism solutions in COVID-19 pandemic.....	108
Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak	109
TOURISM MARKETING.....	110
The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia	110
Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destination in COVID-19 pandemic.....	111
Visual Ethnography: Tourists' Perception of Bandung's Destination Image	112
What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes	113
Women's mountaineering tourism on Instagram: the paradox between gender equality, identity, and objectification	114
Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students	115
Nation brand culture tourism to improve the Nation image	116
The role of social media in Generation Z travel decision-making process	117
The influence of halal tourism destination attributes on tourist satisfaction in Bandung	118
mGuiding (Mobile Guiding) - Using a Mobile GIS app for Guiding Geopark Ciletuh Palabuhanratu, Indonesia	119
Virtual tour: Tourism opportunities in the new normal era.....	120
The Effect of Internet Marketing and Electronic Word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung.....	121

PROGRAM SCHEDULE

The 4th INTERNATIONAL SEMINAR ON TOURISM (ISOT) UNIVERSITAS PENDIDIKAN INDONESIA, NOVEMBER 4, 2020

NO	TIME	ACTIVITY	VENUE
1	08.00 – 09.00 WIB (Western Time of Indonesia)	Registration	Main Meeting room
2	09.00 – 09.30	<p>Opening Ceremony</p> <p>The National Anthem – Indonesia Raya</p> <p>Welcoming Speech:</p> <ol style="list-style-type: none"> Dr. A.H. Galih Kusumah, M.M. (Chairman ISOT) Dr. Agus Mulyana, M.Hum. (Dean Faculty of Social Sciences Education) Prof. Dr. M. Solehuddin, M.Pd., M.A. (Rector of Universitas Pendidikan Indonesia) <p>Master of Ceremony: Cep Ubad Abdullah, M.Pd. (mahasiswa)</p>	Main Meeting room & Numan Sumantri Building room 103
4	09.30 – 11.00	<p>Plenary Session</p> <p>Keynote Speakers:</p> <p>Prof. Bob McKercher The Hong Kong Polytechnic University, Hong Kong</p> <p>Prof. Iis Tussyadiah University of Surrey, United Kingdom</p> <p>Dr. Dewi Turgarini, M.M.Par. Universitas Pendidikan Indonesia, Indonesia</p> <p>Chair Session: HP Diyah Setiyorini, M.M.</p>	Main Meeting room
5	11.00 – 11.45	Question and answer	Main Meeting room
7	11.45 – 12.00	ISOT announcements	Main Meeting room
8	12.00 – 13.00	Break	
9	13.00 – 15.00	Parallel session 1	Breakout room
10	15.00 – 15.30	Break	
11	15.30 – 17.00	Parallel session 2	Breakout room
12	17.00 – 17.30	<p>Closing ceremony</p> <p>Chanting Prayer</p> <p>ISOT announcements</p>	Main Meeting room

PARALLEL SESSIONS

BREAKOUT ROOM	MODERATOR:
Breakout room 1: Community Based Tourism & Destination Management	Agus Sudono, M.M.
Breakout room 2: Destination Management	Nuzep Almigo, Ph.D.
Breakout room 3: Hospitality Management & Destination Management	Reiza Miftah Wirakusuma, S.ST.Par., M.Sc.
Breakout room 4: Tourism and Education & Gastronomy Tourism	Caria Ningsih, Ph.D.
Breakout room 5: Security and Crisis Management in Tourism	Ilma Indriasri Pratiwi, M.P.Par.
Breakout room 6: Tourism Marketing & Gastronomy Tourism	Yeni Yuniawati, M.M

PRESENTATION SCHEDULE

Breakout Room 1: Community Based Tourism & Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT001	Border community perception of their local tourist attraction	A. Khosihan, A.R. Pratama, P. Hindayani
2	13:10 - 13:20	ISOT002	Language style and local wisdom in The Travel Documentary Pesona Indonesia: Tondokku Kondosapata on TVRI as a medium for tourism promotion	S. Hamidah, N.N. Afidah, I. Kurniawaty, H.T. Abdillah, R.H. Nugraha
3	13:20 - 13:30	ISOT003	Community education in developing edutourism values in Geopark Ciletuh	D.S. Logayah, M. Ruhimat, R. Arrasyid
4	13:30 - 13:40	ISOT004	Building the character of community tourism village in the preservation of Culture Ngalaksa	D.M. Nugraha, Supriyono, A. Gumelar
5	13:40 - 13:50	ISOT005	Development strategies for parenting tourism villages based on digital literacy	N.N. Afidah, D.M. Nugraha, A. Gumelar, P. Hyangsewu, Y.A. Tantowi
6	13:50 - 14:00	ISOT006	Citizenship education in community development in Indonesia: reflection of a community development Batik Tourism Village	Katiah, A. Dahliana, Supriyono, V.A. Hadian
7	14:00 - 14:10	ISOT007	Poverty alleviation in tourism destination: A new village-owned enterprise in the southern coast of West Java	A.W. Handaru, U. Suhud, S. Mukhtar
8	14:10 - 14:20	ISOT008	Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor	S.N.A. Zuhairi, N.H.A. Rahman, S.A. Abas, S.S.M Sawari, S.A.A. Latif, R.M. Wirakusuma
9	14:20 - 14:30	ISOT009	Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley	A. Siti Aisah, M.A. Nur Afiqah, A.R. Nur Hidayah, M.S. Siti Salwa, G.R. Nurazizah
10	14:30 - 14:40	ISOT010	Rural tourism in Jakarta (Ecotourism in Pasanggrahan Riverbank)	E. Maryani, Amin, N. Supriatna, M. Ruhimat
11	14:40 - 14:50	ISOT011	Indonesia's spice route tourism	N. Fathiraini, D.P. Novalita, Labibatussolihah, E. Fitriyani
12	14:50 - 15:00	ISOT012	Tarling art: history and tourism potential in Cirebon	A. Mulyana, S. Sartika
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT013	Tourism and spiritual journey from students' perspective and motivation	S.P. Pandia, M.D. Kembara, A. Gumelar, H.T. Abdullah
14	15:40 - 15:50	ISOT014	Cultural tourism: Commercialization or preservation?	E. Malihah, S. Komariah, N.F. Utami, E. Prakarsa
15	15:50 - 16:00	ISOT043	How risky is liveaboard diving in Indonesia? An empirical investigation on the divers perceived risk and oceanic geomorphology	R.M. Wirakusuma, M. Lück, H. Schänzel, M.A. Widiawaty, G.P. Pramulatsih, M. Dede, E. Dasipah
16	16:10 - 16:20	ISOT044	Challenges in sustainable design practices through the lenses of local event organizers	M. Intason
17	16:20 - 16:30	ISOT045	Rural Tourism: The State-of-the-Art	A.H.G. Kusumah
18	16:30 - 16:40	ISOT046	Hand sign method in playing <i>angklung</i> as tourists' involvement on creative	N. Riana, K. Fajri

			tourism: A case study on <i>Saung Angklung Udjo</i>	
19	16:40 -16:50	ISOT065	Implications of Food Delivery Services for Recognition of Traditional Foods by Millennials in Bandung	A. Sudono

Breakout room 2: Destination Management

No	Time	Code	Title	Author(s)
1	13:00 - 13:10	ISOT015	The crucial attributes for culinary tourism destination based on tourists' perception	T. Abdullah, Gitasiswhara, R.S. Nugraha
2	13:10 - 13:20	ISOT016	Border tourism in Indonesia's outer islands: The case of Sebatik Island	S.R.P. Wulung, A.K. Yuliawati, M.S.D. Hadian
3	13:20 - 13:30	ISOT017	Visitor satisfaction: The mediating role of crowding perception on environmental characteristic and other visitors' behavior	N.A. Zidany, G.R. Nurazizah, F. Rahmafritia, M.H.Y. Johari
4	13:30 - 13:40	ISOT018	Culinary Tourism Planning and Development: A Case in Gebang Mekar Cirebon	E. Fitriyani, I.I. Pratiwi, A. Suwandi
5	13:40 - 13:50	ISOT019	Tour Guides' Multilingualism in the City of Bandung, Indonesia: What Does the Policy Say?	C.U. Abdullah, S.R.P. Wulung
6	13:50 - 14:00	ISOT020	Tourist preferences of activities in the tourist village	S. Marhanah, E. Sukriah
7	14:00 - 14:10	ISOT021	The influence of Bandung City image as a fashion city on tourist satisfaction	P. Supriatin, S. Marhanah, Rosita
8	14:10 - 14:20	ISOT022	The influence of destination image on revisit intention in Olele Marine Park	M.N. Della, N. Wildan, O. Sukirman
9	14:20 - 14:30	ISOT023	<i>Topeng Pedalangan</i> as a tourist attraction in Gunungkidul Regency Special Region of Yogyakarta	Kuswarsantyo
10	14:30 - 14:40	ISOT024	Millennial volunteer tourist motivation in West Java Province, Indonesia	D.D. Utami, I. Ramadhani, A.P. Ramdhani, N.T. Murtiani
11	14:40 - 14:50	ISOT025	Sacred tombs as attraction of tourism village	R. Fedrina, Khrisnamurti, R. Darmawan, U. Suhud
12	14:50 - 15:00	ISOT026	Chinese tourists' perception on Bali Tour Package	H. Utami, R. Darmawan, R. Wardhani, U. Suhud
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT027	Transformational Leadership, Perceived Organizational Support, and Workplace Spirituality on Employee Engagement of Restaurant Employees in Surabaya	D.C. Widjaja, R.S.T. Putri, D.E. Febrianto
14	15:40 - 15:50	ISOT028	Destination personality of Labuan Bajo, Indonesia: Local and foreign tourists' perspectives	C.G. Chandra, S. Thio
15	15:50 - 16:00	ISOT029	Development of tourist visitor management system in Tajur Kahuripan Traditional Tourism Village	A. Agoes, I.N. Agustiani
16	16:10 - 16:20	ISOT030	Projected destination image on Instagram amidst a pandemic: A visual content analysis of Indonesian National DMO	W.N. Wan Noordin, V. Sukmayadi, R.M. Wirakusuma

17	16:20 - 16:30	ISOT031	Analysing the factors affecting the purchasing decision over Malaysian Batik Products	U.H. Simin, N.H.A. Rahman
18	16:30 - 16:40	ISOT032	Indonesia Mythology as Touristic Attractiveness: The Story of the Queen of the Southern Sea of Java Island	M.V. Frolova, M.W. Rizkyanfi, N.S. Wulan
19	16:40 -16:50	ISOT033	The role of psychographic factors in predicting volunteer tourists' stage of readiness: A case of Australia	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama

Breakout room 3: Hospitality Management & Destination Management

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT072	Re-examining sensory experience on highland nature-based resort rooms	N.H.A. Rahman, R.M. Wirakusuma, E. Dasipah
2	13:10 - 13:20	ISOT073	Consumer's complaint behavior between Indonesian and Non-Indonesian in the hotel	Y. Machiko, Ivena, M. Kristanti, R. Jokom
3	13:20 - 13:30	ISOT074	Exploring factors influencing homestay operators to participate in the homestay program	S. Haminuddin, S.S. Md Sawari, S.A. Abas
4	13:30 - 13:40	ISOT075	Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia	M.M. Jamil, N.H.A. Rahman
5	13:40 - 13:50	ISOT076	Sharia-compliant hotel literacy: Profiling the potential sharia-compliant hotel guest	Y. Rahayu, J. Zuhriatusobah
6	13:50 - 14:00	ISOT077	Environment, food, or employee: Identifying factors in authentic dining experience influencing customer satisfaction	T. Abdullah, N. Latifah, H.P.D. Setiyorini, R.S. Nugraha
7	14:00 - 14:10	ISOT079	The impact of dining experience towards revisit intention at Mujigae Resto, Bandung	R. Andari, Gitasiswhara, D.A.T. Putri
8	14:10 - 14:20	ISOT080	Legal and business sustainability of social enterprises restaurants	N.B. Le, T. Andrianto, R. Kwong
9	14:20 - 14:30	ISOT081	Restaurant selection of Thai Free Individual Traveler (FIT) by using Conjoint Analysis Approach	K. Pitchayadejanant, L. Dembinski, P. Seesavat, P. Yimsiri, A. Amonpon, R. Suprina
10	14:30 - 14:40	ISOT034	Turkish destination image and attitude toward Turkish television drama	U. Suhud, A.W. Handaru, M. Allan, B. Wiratama
11	14:40 - 14:50	ISOT035	Why do countries allow dark tourism? A review study	S. Barua, E.D. Putra
12	14:50 - 15:00	ISOT036	Understanding the motivations and preference on ecotourism development: The case of Gunung Leuser National Park, Indonesia	Amrullah, A. Rachmatullah Nurbaeti, F. Asmaniati, S. P. Djati
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT037	Sequential exploratory mixed methods and scale development: Investigating transformational tourism readiness	J.K. Sabharwal, S. Goh, K. Thirumaran
14	15:40 - 15:50	ISOT038	Economic Benefits of Selected Resorts in Dasmariñas City, Cavite: Basis For A Proposed Economic Strategy	A.R.D. Movido, M.J.L. Tapawan, Q.A.E. Lucero, J.U. Tabuyo

15	15:50 - 16:00	ISOT039	Tourism development and the well-being of local people: Findings from Lembang, West Java, Indonesia	E. Sukriah
16	16:10 - 16:20	ISOT042	Can marine debris pollution cause the loss of tourism revenue in Indonesia? An empirical study	P. Hindayani, A. Khosihan, A.R. Pratama
17	16:20 - 16:30	ISOT047	Potential of domestic tourist loyalty in Indonesia: A spatial analysis	A.R. Pratama, A. Khosihan, P. Hindayani
18	16:30 - 16:40	ISOT040	The effect of individual and destination accessibility on willingness to visit: nature-based tourism destination	I. Wirajaya, F. Rahmafritia, G.R. Nurazizah, A. Jamin
19	16:40 - 16:50	ISOT041	Push and pull factors in visiting a remote nature-based destination	R. Ameliana, L. Somantri, F. Rahmafritia, F.A. Karim

Breakout room 4: Tourism and Education & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT048	The tourism academic traveler	A.H.G. Kusumah, Khrisnamurti, M. Kristanti
2	13:10 - 13:20	ISOT049	Competency development problems in tourism and hospitality students' internship in Indonesia	Rosita
3	13:20 - 13:30	ISOT050	Integrative Teaching Materials for Indonesian Speakers of Other Languages Based on Sundanese Gastronomy Text	M.W. Rizkianfi, Syihabuddin, F.N. Utorodewo, V.S. Damaianti, D. Turgarini
4	13:30 - 13:40	ISOT051	CIPP Model: Curriculum evaluation of the Indonesian gastronomy courses	W. Priantini, I. Abdulhak, D. Wahyudin, A.H.G. Kusumah
5	13:40 - 13:50	ISOT052	Situation analysis of tourism education in The City of Bandung	A. Suwandi, E. Fitriyani, N. Fajria, S.R.P. Wulung
6	13:50 - 14:00	ISOT053	Analysis of online learning in pandemic Covid-19 in tourism education	A. Suwandi, E. Fitriyani, A. Gumelar
7	14:00 - 14:10	ISOT054	Development of friendly character and working characters for Tourism Guide Practices of SMK's Student in Bali	R. Munawar, M. Rahmat
8	14:10 - 14:20	ISOT055	Edutourism: Learning to be the Indonesian Society	R.W.A. Rozak, A. Kosasih, M.D. Kembara, N. Budiyan, V.A. Hadian
9	14:20 - 14:30	ISOT056	Intercultural language learning: Literacy level determines the development of tourist numbers in Indonesia?	D. Hadian, V.S. Damaianti, Y. Mulyati, A. Sastromiharjo
10	14:30 - 14:40	ISOT057	CATC implementation to strengthen the industrial based tourism competency of vocational school	D. Sunarja, O.D. Maharani
11	14:40 - 14:50	ISOT058	An Exploratory Study on Singapore Polytechnic Hospitality and Tourism Students' Perception towards the use of Virtual Learning Environments (E-Learning)	J.M. Pang
12	14:50 - 15:00	ISOT059	The challenge in disruptive times in tourism education: Towards are designed curriculum for new normal from conventional to creative tourism	P.R.M. Tayko, Foedjiawati
	15:00 - 15:30	BREAK		

13	15:30 - 15:40	ISOT060	The suitability of TOEFL-ITP as a tourism industry employment requirement for Indonesian university graduates	G. Ginanjar, M.W. Rizkyanfi
14	15:40 - 15:50	ISOT067	Digitalization activities in gastronomy tourism	D. Turgarini, I.I. Pratiwi, T.K. Priyambodo
15	15:50 - 16:00	ISOT068	Tape Kareueut Teh Bohay: Students' Gastronomic Tourism Capital Universitas Pendidikan Indonesia	Fachrudin, N.N. Afidah, F. Azis, S. Hamidah, M.W. Rizkyanfi
16	16:10 - 16:20	ISOT070	Exploring the expectation of youth purchasing intention for street food as a gastronomy tourism in Bangsaen, Thailand	P. Nakpathom, K. Chinnapha, P. Lakanavisid, M.R. Putra, A. Wongla, A. Kowarattanakul, N. Pangket, P. Thanuthep, S.H. Rui
17	16:20 - 16:30	ISOT071	iDabao during Covid-19: Online-to-offline (O2O) food delivery service and the digitalization of hawker (street) food during a crisis	E. Tan
18	16:30 - 16:40	ISOT069	Gastronomy Tourism Development Model on a Tourist Village	C. Ningsih, D. Turgarini, I.I. Pratiwi, R. Fitrianty
19	16:40 - 16:50	ISOT088	Assessing Tourist Motivation on Tionghoa Halal Food	C. Ningsih, H. Taufiq A

Breakout room 5: Security and Crisis Management in Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT082	Covid-19 and Indonesian super-priority tourism destinations	S.R.P. Wulung, Y. Yuniawati, R. Andari
2	13:10 - 13:20	ISOT083	The influence of perceived risk and perceived value toward tourist satisfaction	B. Waluya, O. Ridwanudin, Z.S. Zahirah
3	13:20 - 13:30	ISOT084	Hospitality Industry Crisis: How to Survive and Recovery in The Pandemic of COVID-19	E. Fitriyani, D.P. Novalita, Labibatussolihah
4	13:30 - 13:40	ISOT085	From fantasy to reality: Attracting the premium tourists after COVID-19	A.R. Pratama, P. Hindayani, A. Khosihan
5	13:40 - 13:50	ISOT086	Travel decision-making amid the pandemic	G.R. Nurazizah, Darsiharjo
6	13:50 - 14:00	ISOT089	Revenge Tourism : Trend or Impact Post Pandemic Covid-19 ?	M.N.A. Abdullah
7	14:00 - 14:10	ISOT090	Spiritual tourism: Study of the experience of fasting on Ramadan during the COVID-19 pandemic in Indonesia	E. Firdaus, M. Rahmat
8	14:10 - 14:20	ISOT091	The new era of tourism: Draw up tourism industry after pandemic	S. Nurbayani, F.N. Asyahidda
9	14:20 - 14:30	ISOT092	Tourism and tourism crisis management in the COVID-19 pandemic time	E. Edison, T. Kartika
10	14:30 - 14:40	ISOT093	Differences in trust and risk-taking propensity for travelers from Indonesia	A. Njo, F. Andreani
11	14:40 - 14:50	ISOT094	The impact of travel constraints on travel intention	F. Andreani, A. Njo
12	14:50 - 15:00	ISOT095	The effect of COVID-19 outbreak to the destination choice and the intention to	M. Worrachananun, N. Srisuksai

			visit the destination among Thai tourists	
	15:00 - 15:30	BREAK		
13	15:30 - 15:40	ISOT096	The impacts of COVID-19 at Karangsang Mangrove Centre	D.J. Prihadi, Z. Guanghai, Khrisnamurti, H. Nuraeni
14	15:40 - 15:50	ISOT097	Impacts of COVID-19 on national security in Indonesia and the alternative of national policy solutions	A.M. Fawzi, A.T. Nugraha, A.G. Subakti
15	15:50 - 16:00	ISOT098	Covid-19, Technology and Tourism: the future of virtual tour?	T. Andrianto, A.H.G. Kusumah, N.A. Md Rashid, A.G. Buja, M.A. Arshad
16	16:10 - 16:20	ISOT099	Virtual tour as one of education tourism solutions in COVID-19 pandemic	R. Khaerani
17	16:20 - 16:30	ISOT100	Estimation of short-term economic effect in Geopark Ciletuh-Palabuhanratu tourism due to the coronavirus outbreak	P. Hindayani, A.R. Pratama, A. Khosihan, Z. Anna
18	16:30 - 16:40	ISOT087	Tourism Industry Standard Operating Procedure Adaptation Preparing Covid-19 New Normal in Indonesia	I.I. Pratiwi, A. Mahmudatussa'adah

Breakout room 6: Tourism Marketing & Gastronomy Tourism

No	Time	Code	Title	Author (s)
1	13:00 - 13:10	ISOT101	The effect of tourist satisfaction in the relationship between experiential marketing and revisit intention in Dusun Bambu, Indonesia	R. Khaerani, T. Kartika, B. Basri
2	13:10 - 13:20	ISOT102	Virtual public sphere: The overview of instagram users in responding to the instagram posts of tourist destination in COVID-19 pandemic	A. Khosihan, P. Hindayani, A.R. Pratama
3	13:20 - 13:30	ISOT103	Visual Ethnography: Tourists' Perception of Bandung's Destination Image	O. Ridwanudin, Y. Yuniawati, V. Gaffar
4	13:30 - 13:40	ISOT104	What makes visitors come again to food festivals? An analysis of a direct influence of culinary festival attributes	T. Abdullah, N.E. Novianti, R. Andari, R.S. Nugraha
5	13:40 - 13:50	ISOT105	Women's mountaineering tourism on Instagram: the paradox between gender equality, identity, and objectification	A. Mecca
6	13:50 - 14:00	ISOT106	Image of 10 prioritized tourism destinations and its influence on eWOM among tourism students	T. A. Patria, H. Ulinnuha, Y. Maulana, J. Denver, J. Tanika
7	14:00 - 14:10	ISOT107	Nation brand culture tourism to improve the Nation image	Wilodati, S. Komariah, N.F. Utami
8	14:10 - 14:20	ISOT108	The role of social media in Generation Z travel decision-making process	Khriamamurti, R. Fedrina, U. Suhud, D.J. Prihadi
9	14:20 - 14:30	ISOT109	The influence of halal tourism destination attributes on tourist satisfaction in Bandung	N. Wildan, M.N. Della, O. Sukirman
10	14:30 - 14:40	ISOT110	mGuiding (Mobile Guiding) - Using a Mobile GIS app for Guiding Geopark Ciletuh Palabuhanratu, Indonesia	R. Arrasyid, Darsiharjo, M. Ruhimat, D.S. Logayah, R. Ridwana, H.R.M. Isya

11	14:40 - 14:50	ISOT111	Virtual tour: Tourism opportunities in the new normal era	Labibatussolihah, D.P. Novalita, N. Fathiraini, E. Fitriyani
12	14:50 - 15:00	ISOT112	The Effect of Internet Marketing and Electronic Word of Mouth of Sundanese Gastronomy Tourism on Tourist Visit Motivation to Bandung	D. Valentina, D. Turgarini, I.I. Pratiwi
	15:00 - 15:30		Break	
13	15:30 - 15:40	ISOT061	Canna fettucine: Commodifying culinary Italian Indonesian	S.S. Wachyuni, K. Wiweka, R.M. Wirakusuma
14	15:40 - 15:50	ISOT062	The Salapan Cinyusu (Nona Helix) as a "creativepreneurship" support model for gastronomy tourism in Bandung city	D. Turgarini
15	15:50 - 16:00	ISOT063	The effect of gastronomic festival attributes on behavioral intention at Wisata Kuliner Tjeplak Purwakarta	Rr.M. Vania T., Gitasiswhara, Y. Yuniawati
16	16:10 - 16:20	ISOT064	Culinary experience toward behavioral intention (Survey of consumer fusion food on street food in Bandung City)	M.R. Perdana, L.A. Wibowo, Gitasiswhara
17	16:20 - 16:30	ISOT066	Gastronomy tourism as a media to strengthen national identity	R. Fitria, A. Supriatna, K.A. Hakam, S. Nurbayani, Warlim
18	16:30 - 16:40	ISOT078	The effect of perceived authenticity on revisit intention in Sundanese Restaurant	Y. Yuniawati, T. Abdullah, A.S. Sonjaya

ISOT075

Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia

M.M. Jamil & N.H.A. Rahman

International Islamic University Malaysia, Johor, Malaysia

ABSTRACT: Hotel distribution marketing in Malaysia has changed drastically, resulting from the emerging of online hotel booking websites managed by online travel agencies (OTA). However, there has been a limited research conducted in analysing tourist's e-satisfaction on using those websites that influences tourist's purchase intention in Malaysia. This study seeks to identify tourist's e-satisfaction on online hotel booking website in Malaysia, to investigate tourist's online purchase intention on online hotel booking website in Malaysia and to determine the relationship between tourist's e-satisfaction and online purchase intention from online hotel booking in Malaysia. This study applied the quantitative approach with 162 respondents who have experience in using online hotel booking websites operated by OTA in Malaysia. The results have shown that tourists in Malaysia perceived the e-satisfaction of online hotel booking websites and had the intention to make an online purchase from the website. This study also presented that tourist's e-satisfaction was moderately inclined to-wards online purchase intention on online hotel booking websites. The findings from this research will contribute to online travel agencies in developing hotel booking websites that can enhance tourist's satisfaction and decision to make an online purchase.

Keywords: e-satisfaction, online hotel booking website, online travel agencies, purchase intention