

The Influence of 4A-Based Tourist Attractions on Motivation to Visit the Bromo Tengger Semeru National Park Tourist Destination, East Java

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Abstract. Bromo Tengger Semeru National Park is one of the tourist destinations in Probolinggo Regency, East Java, which attracts domestic and foreign tourists. The method used is descriptive with a quantitative approach. Sampling uses probability sampling techniques and the Slovin formula as a measuring tool. With a total of 100 tourist respondents who have visited in 2023, the results of the study showed that there was a significant positive relationship with a correlation value of 0.506 and a determination coefficient value of 25.6%, which indicates that tourist attractions have a fairly strong relationship with tourist motivation to visit the destination.

Keywords: Tourist Attractions, Visiting Motivation, Bromo Tengger Semeru National Park, Tourism, 4A

Introduction

Probolinggo Regency, located in East Java, is known to have various enchanting natural tourist destinations. This area offers natural beauty that is still pristine and diverse. One of the most famous natural tourist destinations in Probolinggo Regency is Bromo Tengger Semeru National Park. This is because the attraction of the spectacular natural beauty with the geological landscape of active volcanoes, as well as the vast expanse of the sea of sand are the main factors of attraction for tourists. In addition to its natural beauty,

Bromo Tengger Semeru National Park also offers various adventure tourism activities, such as climbing Mount Semeru, the highest peak on Java Island, and exploring active craters that emit white smoke from their bases. Good management by the government and local communities in preserving nature and providing adequate services for visitors also contributes to making Bromo Tengger Semeru National Park a popular tourist attraction. Tourist attractions must be able to have their own appeal to be able to provide satisfaction to tourists and create good competitiveness against other types of tourism. According to Cooper et al in (Zuhal, 2021), tourist attractions must have four components (4A), namely Attractions, Amenities or facilities, Accessibility, and Supporting Services. The natural tourist attraction of Bromo Tengger Semeru National Park has offered its appeal in terms of attractions, amenities, accessibility, and tourism support services. One of its main attractions is the beauty of the majestic Mount Bromo and the active Bromo Crater, which offers spectacular views at sunrise. In addition, the vast sea of sand and green grasslands enrich the stunning natural panorama in this area. In addition to offering stunning attractions, Bromo Tengger Semeru National Park is also equipped with various amenities or facilities that support a comfortable and satisfying tourist experience. Such as transportation facilities that facilitate access to major locations such as Mount Bromo and Bromo Crater.

Visitors can use the jeep tour service to explore the natural beauty of Bromo Tengger Semeru National Park more freely. Complete facilities in Bromo Tengger Semeru National Park not only provide comfort, but also support accessibility for visitors with the availability of various well-organized trekking trails, facilitating climbers to enjoy the natural beauty of the surroundings optimally. In supporting the tourist experience in Bromo Tengger Semeru National Park, various supporting services are also available to help enrich visitors' visits. One popular service is an expert local tour guide, who not only provides in-depth information about

the history and uniqueness of the national park, but also ensures safety and comfort during the trip.

The attraction of Bromo Tengger Semeru National Park produces output in the form of desire or motivation from tourists to visit the destination. Motivation explained by (Kartika et al., 2019) is a desire or will in a person to do something to achieve a goal. It is known that every human being has various desires to fulfill their needs that they have not yet obtained. According to McIntosh and Murphy in ('Alim, 2023) explained that the motivation to travel is divided into four factors, namely Physical Motivation, Cultural Motivation, Social Motivation and Prestige Motivation. Visiting Bromo Tengger Semeru National Park can be triggered by various motivations. Physical motivation may come from the desire to capture beautiful moments or feel the spiritual calm of the view of the sunrise at the Bromo Crater. In addition, the richness of Tengger culture in this area provides cultural motivation for visitors to understand and appreciate local traditions, including religious rituals that are held periodically. Social motivation can also be a factor, where people gather to experience the beauty of nature together or to strengthen social ties.

Literature Review

Definition of Tourism

Tourism is defined as a journey that is carried out repeatedly or in circles, from one place to another, which in English is called the word "tour", while for the plural meaning, the word "Tourism" can use the word "tourisme" or "tourism". According to Yoeti in the book (Suwena & Widyatmaja, 2017), etymologically, the word tourism comes from Sanskrit which consists of two words, namely pari and wisata. Pari means "many" or "around", while wisata means "go" or "travel". According to Prof. Saleh Wahab in the book (Suwena & Widyatmaja, 2017), defines tourism as a human activity that is carried out consciously which receives services alternately between people in a country itself (abroad), including the residence of people from other areas (certain areas), a country or continent for a while in search of satisfaction that is diverse and different from what he experienced where he got a job.

According to Koen Meyers in the book (Suwena & Widyatmaja, 2017), tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only for fun, satisfy curiosity, spend leisure time or holidays and other purposes. Tourism is an activity that involves traveling from one place to another, both domestically and internationally, for the purpose of recreation, relaxation, cultural exploration, or new experiences. In the view of researchers, tourism is more than just traveling; it is a way to open horizons, expand knowledge, and understand cultural and natural diversity. Tourism also plays an important role in the economy, creating jobs, encouraging infrastructure development, and promoting positive cultural exchange. For individuals, tourism provides an opportunity to escape from the daily routine, enrich life experiences, and create valuable memories.

Tourist Destinations

A tourist destination is a place that is visited by tourists. The place here can be interpreted broadly, namely an area, city, region, province or country. Tourist destinations are divided into two types, namely: Tourist attractions that "do not have" administrative boundaries are tourist destinations that only have certain administrative boundary limitations or are within two or more administrative boundaries (Hidayah, 2019). Tourist destinations that have administrative boundaries are tourist destinations that have administrative boundaries.

Tourist

Tourists come from the Sanskrit language, from the word "wisata" which means travel plus the suffix "wan" which means a person who travels. In English, a person who travels is called a traveler. In the book (Isdarmanto, 2017). Tourists are human elements who travel. Meanwhile, the definition of tourist comes from the word "tour" which means a trip from one place to another and a person who travels "tour" is called a "tourist".

Tourist Motivation

Analysis of motivation becomes important when associated with tourism as a phenomenon that occurs. Motivation is influenced by external and internal factors in the individual as a form of a person's decision. Engel et al., in the book (Bantulu, 2015) stated that there are 3 factors that influence consumers in deciding to purchase a product, namely: Environmental Factors, consisting of culture, social class, personal influences, family, and situations. Individual Difference Factors, can be seen from consumer resources, motivation, involvement, knowledge, attitudes and lifestyle. Psychological Factors, consisting of three aspects that shape consumer motivation and behavior, namely information processing, learning, and changes in attitudes or behavior. According to Pitana and Gayatri in Muksin & Sunarti, 2019 the benefits and consequences of traveling include: Travel is recuperation and regeneration, Travel is compensation and social integration, Travel is escape, Travel is communication, Travel broadens the mind, Travel is freedom and self-determination, Travel is self-realization, Travel is happiness. Meanwhile, according to McIntosh and Murphy in (Alim, 2023), it is explained that the motivation to travel is divided into four factors, namely: Physical or physiological motivation is a motivation that is associated with all activities that are useful for providing physical peace, such as relaxation, comfort, rest, exercise, health, and relaxation. Cultural motivation is a motivation to learn more about the culture, customs, history and art of other regions. Social motivation is a motivation related to the social environment, for example visiting friends, family, work clients, watching concerts, and so on. Prestige motivation is related to a desire to achieve an award or recognition and be admired in order to fulfill ambitions such as hobbies, studying, conferences, and other hobbies. Tourism development, tourism motivation is a hope which is a driving factor that comes from within a person to take a trip or visit a destination.

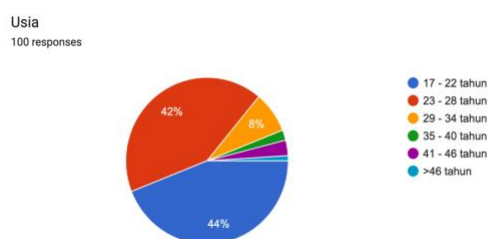
Research Method

Quantitative method is a research method based on the philosophy of positivism which is used to research certain populations and samples, data collection using research instruments, data analysis with the aim of describing and testing hypotheses that are useful for analyzing data by describing or describing data that has been collected based on samples (Sugiyono, 2019). The population in this study were tourists who had visited Bromo Tengger Semeru National Park in 2023. The number of respondents needed in this questionnaire was 100 respondents with the criteria of Age 17 - (> 46) Years, having visited Bromo Tengger Semeru National Park in 2023. In this study, the Probability Sampling technique was used which is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member and the Simple Random Sampling technique is a simple sampling technique from the population carried out randomly without considering the strata in the population (Sugiyono, 2019). This research was conducted starting from June 2024

Results and Discussion

Respondent Identity

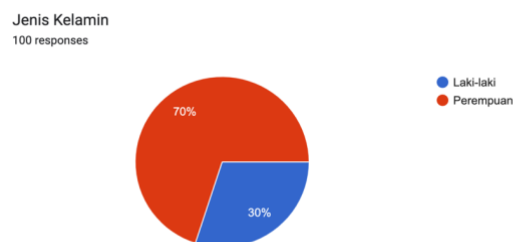
Age



Source: SPSS Versi 29

In this study, the age of respondents was grouped based on a 5-year age range starting from 17-22 years, 23-28 years, 29-34 years, 35-40 years, 41-46 years and >46 years. In the data listed above, it can be concluded that the most respondents were in the age range of 17-22 years at 44%. This is because this age range is more active and has prime stamina for nature tourism activities.

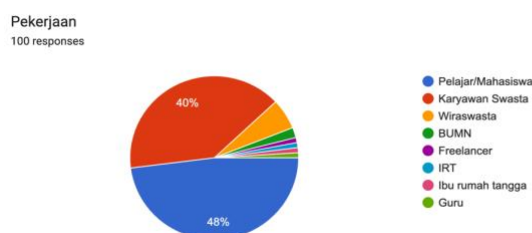
Gender



Source: SPSS Versi 29

That 70% of respondents were female and 30% of respondents were male. From these data, it can be concluded that in this study, the dominant respondents who filled out the questionnaire were female. This is because women tend to be more active in sharing travel experiences on social media, which in turn can inspire other women to visit the same place. Beautiful places like Bromo Tengger Semeru National Park offer many opportunities for interesting nature photography. Women are often attracted to the aesthetic aspect and enjoy capturing these beautiful moments.

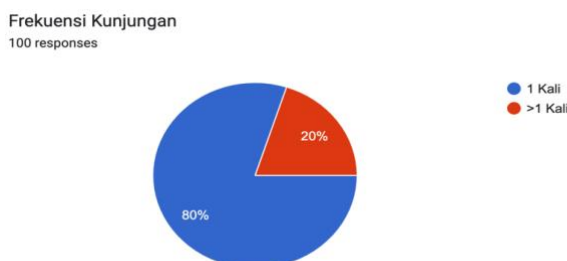
Work



Source: SPSS Versi 29

Most of the respondents were students, namely 48%, private employees 40%, self-employed 6%, and others 6%. Based on the data, it is said that students dominate as respondents in Bromo Tengger Semeru National Park because students have free time for nature tourism activities and Bromo Tengger Semeru National Park is a relatively affordable destination for students.

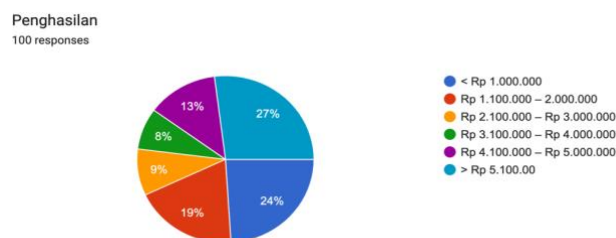
Frequency of Visits



Source: SPSS Versi 29

From the data obtained from the questionnaire, it can be seen that as many as 80% of respondents visited Bromo Tengger Semeru National Park once and 20% of respondents visited Bromo Tengger Semeru National Park twice for certain reasons.

Income



Source: SPSS Versi 29

Respondents with income of more than IDR 5,100,000/month have a percentage of 27%, respondents with income of less than IDR 1,000,000/month have a percentage of 24%, respondents with income of IDR 1,100,000 – IDR 2,000,000/month have a percentage of 19%, respondents with income of IDR 4,100,000 – IDR 5,000,000/month have a percentage of 13%, respondents with income of IDR 2,100,000 – IDR 3,000,000 have a percentage of 9%, while respondents with income of IDR 3,100,000 – IDR 4,000,000 have a percentage of 8%. According to the data above, respondents who visit the Bromo Tengger Semeru National Park tourist destination are dominated by respondents who have an income of more than IDR 5,100,000/month.

Validity Test

In this study, the number of samples was 100 respondents so that the rtable from df (N-2) = (100-2 = 98). With a tolerance level of error of 1% (0.01), the rtable value was 0.256. Validity testing was carried out to test whether or not the statement of the influence of variable X (tourist attraction) on variable Y (motivation to visit) was valid.

Table 1. Tourist Attraction Validity Test Results

No.	Question Items	r hitung	r tabel	Conclusion
1.	Bromo Tengger Semeru National Park has attractive natural beauty	0,396	0,256	Valid
2.	Bromo Tengger Semeru National Park is unique from other destinations	0,510	0,256	Valid
3.	There are attractions in the form of sunrise point, horse riding and trailing	0,585	0,256	Valid
4.	Public toilets are available for tourists	0,556	0,256	Valid
5.	There is an information center in the Bromo Tengger Semeru National Park area	0,643	0,256	Valid
6.	There is a travel agent for Bromo Tengger Semeru National Park	0,651	0,256	Valid
7.	Availability of transportation to the Bromo Tengger Semeru National Park gathering point that is needed for tourists	0,557	0,256	Valid
8.	There is a path for tourists to the sunrise point	0,552	0,256	Valid
9.	There is telephone / internet access for tourists	0,619	0,256	Valid
10.	There are tour guides at Bromo Tengger Semeru National Park	0,753	0,256	Valid
11.	There are directions in the Bromo Tengger Semeru National Park area	0,686	0,256	Valid
12.	There is vehicle and/or climbing equipment rental for Bromo Tengger Semeru National Park	0,724	0,256	Valid

Source: SPSS Versi 29

All statements on variable X, namely Tourist Attractions, have a calculated r value greater than r table. So it can be concluded that out of 12 statements, they are declared VALID.

Table 2. Visit Motivation Validity Test Results

No.	Question Items	r hitung	r tabel	Conclusion
1.	I was motivated to visit the Bromo Tengger Semeru National Park tourist destination because it has many choices of attractions that tourists can enjoy	0,478	0,256	Valid
2.	I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to participate in physical or physiological activities such as taking photos and enjoying the natural beauty of Bromo Tengger Semeru National Park	0,315	0,256	Valid
3.	I am motivated to visit the tourist destination Bromo Tengger Semeru National Park for nature tourism	0,449	0,256	Valid
4.	I am motivated to visit the Bromo Tengger Semeru National Park tourist destination to find out the customs (customs) of the people around the Bromo Tengger Semeru National Park tourist destination.	0,616	0,256	Valid
5.	I was motivated to visit the tourist destination Bromo Tengger Semeru National Park to see the traditions and traditional ceremonies of the surrounding community	0,753	0,256	Valid

6.	I am motivated to visit the tourist destination of Bromo Tengger Semeru National Park to participate in the traditions and traditional ceremonies of the surrounding community	0,772	0,256	Valid
7.	I am motivated to visit the Bromo Tengger Semeru National Park tourist destination because it is a suitable tourist spot to visit with a partner, friends or family	0,336	0,256	Valid
8.	I am motivated to visit the Bromo Tengger Semeru National Park tourist destination to meet and interact with other tourists and local residents	0,745	0,256	Valid
9.	I am motivated to visit the Bromo Tengger Semeru National Park tourist destination with my family or friends because it provides valuable experiences and strengthens family and friendship relationships.	0,577	0,256	Valid
10.	I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to fulfill my hobby	0,567	0,256	Valid
11.	I am motivated to visit the tourist destination of Bromo Tengger Semeru National Park to fulfill my life style	0,620	0,256	Valid
12.	I was motivated to visit the tourist destination Bromo Tengger Semeru National Park to get recognition from other people	0,670	0,256	Valid

Source: SPSS Versi 29

It is known that all statements in the Y variable, namely Visiting Motivation, have a calculated r value greater than r table. So it can be concluded that out of 12 statements, they are declared VALID.

Reliability Test

Table 3. Reliability Test for Tourist Attraction Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.835	12

Source: SPSS Versi 29

Based on the reliability test table above, the Tourist Attraction variable (X) has a Cronbach Alpha value > 0.60 so that all statement items in the Tourist Attraction variable are declared very reliable.

Table 4. Reliability Test for Visiting Motivation Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.820	12

Source: SPSS Versi 29

Based on the reliability test table above, the visiting motivation variable (Y) has a Cronbach Alpha value > 0.60 so that all statement items in the Visiting Motivation variable are declared very reliable.

Analysis of Mean Tourist Attraction Variables

Table 5. Mean Analysis Results of Tourist Attraction Variables

	N	Minimum	Maximum	Mean
Bromo Tengger Semeru National Park has attractive natural beauty	100	3	4	3.87
Bromo Tengger Semeru National Park is unique from other destinations	100	2	4	3.67
There are attractions in the form of sunrise point, horse riding and trailing	100	3	4	3.75
Public toilets are available for tourists	100	1	4	3.29
There is an information center in the Bromo Tengger Semeru National Park area	100	1	4	3.42
There is a travel agent for Bromo Tengger Semeru National Park	100	3	4	3.73
Availability of transportation to the Bromo Tengger Semeru National Park gathering point that is needed for tourists	100	2	4	3.72
There is a path for tourists to the sunrise point	100	2	4	3.58
There is telephone/internet access for tourists	100	1	4	3.23
There are tour guides at Bromo Tengger Semeru National Park	100	2	4	3.60
There are directions in the Bromo Tengger Semeru National Park area	100	1	4	3.47
There are vehicle rentals and/or climbing equipment for the Bromo Tengger Semeru National Park	100	3	4	3.65
Valid N	100			

Source: SPSS Versi 29

Tourist Attraction (X) the average mean value produced is 3.58 which is in the interval value category of 3.25 - 4.00 or the VERY GOOD category. The value with the highest mean in the analysis results table above is in statement 1 "Bromo Tengger Semeru National Park has attractive natural beauty" with a mean value of 3.87, this is interpreted as being in the VERY GOOD category because respondents strongly agree that Bromo Tengger Semeru National Park has attractive natural beauty. The value with the lowest mean in the analysis results table is in statement 4 "The availability of public toilets for tourists" with a mean value of 3.29. However, this value is still in the VERY GOOD interval category.

Analysis of Mean Visiting Motivation Variables (Y)

Table 6. Mean Analysis Results of Visiting Motivation Variables (Y)
Descriptive Statistics

	N	Minimum	Maximum	Mean
I was motivated to visit the Bromo Tengger Semeru National Park tourist destination because it has many choices of attractions that tourists can enjoy	100	2	4	3,43
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to participate in physical or physiological activities such as taking photos and enjoying the natural beauty of Bromo Tengger Semeru National Park	100	2	4	3,76
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park for nature tourism	100	2	4	3,69
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to find out the customs (customs) of the people around the tourist destination Bromo Tengger Semeru National Park	100	1	4	3,46
I was motivated to visit the tourist destination Bromo Tengger Semeru National Park to see the traditional ceremonies of the local community	100	1	4	3,09
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to participate in the traditions and traditional ceremonies of the local community	100	1	4	2,98
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park because it is a suitable tourist spot to visit with a partner, friends or family	100	2	4	3,74
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to meet and interact with other tourists and local residents	100	2	4	3,28
I am motivated to visit the tourist destination of Bromo Tengger Semeru National Park with friends because it provides valuable experiences and strengthens family and friendship relationships.	100	3	4	3,68
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to fulfill my hobby	100	1	4	3,42
I am motivated to visit the tourist destination Bromo Tengger Semeru National Park to fulfill my life style	100	1	4	2,96
I was motivated to visit the tourist destination Bromo Tengger Semeru National Park to get recognition from other people	100	1	4	2,40
Motivasi Berkunjung	100	26	48	39,89
Valid N	100			

Source: SPSS Versi 29

Based on the data generated on 12 statements of the Visiting Motivation variable (Y), the average mean value generated is 3.32, which is in the interval value category of 3.25 - 4.00 or the VERY MOTIVATED category. The value with the highest mean in the analysis results

table above is in statement 2 "I am motivated to visit the Bromo Tengger Semeru National Park tourist destination to participate in physical or physiological activities such as taking pictures and enjoying the natural beauty of Bromo Tengger Semeru National Park" with a mean value of 3.76, this is interpreted as being in the VERY MOTIVATED category because respondents agree that they are motivated to visit the Bromo Tengger Semeru National Park tourist destination to participate in physical or physiological activities such as taking pictures and enjoying the natural beauty of Bromo Tengger Semeru National Park.

Correlation Test

Table 7. Correlation Test Results of Variable X Tourism Attraction against Variable Y Visiting Motivation

		Daya Tarik Wisata	Motivasi Berkunjung
Daya Tarik Wisata	Pearson Correlation	1	.506**
	Sig. (2-tailed)		<.001
	N	100	100
Motivasi Berkunjung	Pearson Correlation	.506**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Versi 29

Based on the correlation test table above, the calculation results show the correlation coefficient value between the Tourist Attraction variable and the Motivation to Visit is 0.506, this value is included in the interval value category of 0.400 - 0.599. These results can be concluded that the Tourist Attraction variable has a ADEQUATE relationship with the Motivation to Visit Bromo Tengger Semeru National Park.

Coefficient of Determination Test

Table 8. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.248	4.517

a. Predictors: (Constant), Daya Tarik Wisata

Source: SPSS Versi 29

Based on the table above, the coefficient of determination (r^2) is 0.256, which means that the Y variable is influenced by the X variable with the following calculation:

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= 0.256 \times 100\% = 25.6\% \end{aligned}$$

The calculation states that it can be seen that 25.6% of the Visiting Motivation variable (Y) is influenced by the Tourist Attraction variable (X). While the remaining 74.4% is influenced by other variables not included in this study.

Simple Linear Regression Analysis

Table 9. Simple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.929	5.013		2.180	.032
	Daya Tarik Wisata	.674	.116	.506	5.801	<.001

a. Dependent Variable: Motivasi Berkunjung

Source: SPSS Versi 29

Based on the table, it can be seen that the regression coefficient for the Tourist Attraction variable (X) is 0.674 and the constant value is 10.929.

Conclusions and Recommendations

For Managers Based on the research results received, researchers suggest adding public toilets in areas that are easily accessible to tourists, as well as providing portable toilets during the high season. This step aims to improve visitor comfort and reduce queues, so that the tourist experience becomes more enjoyable. With adequate public toilet facilities, visitors can enjoy their visit without worrying about sanitation problems, which will ultimately contribute to the positive image of the Bromo Tengger Semeru National Park tourist destination.

For Tourists Based on the research results received, researchers suggest that tourists prioritize personal experiences, natural beauty, and the joy of adventure rather than seeking recognition or validation from others. It is also hoped that tourists can find a deeper meaning from their visit to Bromo Tengger Semeru National Park, without focusing too much on external recognition.

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