

TOURIST MOTIVATION AND BEHAVIOR: ANALYSIS OF NEEDS, WANTS, AND THEIR IMPACT ON THE TOURISM MARKET IN BULELENG REGENCY

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ABSTRACT

This study aims to analyze tourist motivation, needs, and wants, as well as their impact on the tourism market, particularly in Buleleng Regency. Understanding the underlying factors that drive tourist behavior is essential for tourism industry stakeholders in designing appropriate market segmentation and effective marketing strategies. The study adopts a literature review method using a thematic approach, analyzing various academic sources and relevant case studies that discuss motivation theories, tourist consumer behavior, and the social and psychological variables influencing travel decisions. The analysis reveals that tourists possess a wide range of needs associated with psychological satisfaction, social interaction, and self-actualization. These findings support the idea that the tourism market can be broadly divided into two major segments: need-based markets, which focus on fundamental and psychological fulfillment, and want-based markets, which emphasize desires, aspirations, and unique experiences. In addition to cultural background, habits, and social class, tourism decision-making is significantly influenced by peer groups and reference groups, which help shape individual preferences and perceptions of destinations. The study highlights that failure to address both the needs and wants of tourists may lead to dissatisfaction and boredom with tourism products, ultimately driving tourists to switch to competitors. Therefore, tourism practitioners must go beyond promoting destination attractions and strive to understand the complex motivations behind tourist behavior. By identifying specific market segments and aligning tourism offerings with travelers' expectations, stakeholders can create more relevant, engaging, and sustainable tourism experiences that foster long-term loyalty and destination competitiveness.

Keywords: tourist motivation, tourist behavior, needs, wants, tourism market, Buleleng

INTRODUCTION

In the tourism service industry, marketing is one of the most essential aspects that must be carried out. It is often stated that the success of a business can be seen from how effective its marketing team is in implementing its strategies to attract tourists to purchase the products being offered. Marketers will devise various methods to persuade consumers, in this case, tourists to purchase the tourism services available. This indirectly places the marketing department as the front line in introducing tourism products to the public.

Marketing is a complex process that cannot be separated from the various key elements that contribute to its success. In practice, marketers must prepare thoroughly— from understanding market needs to designing appropriate strategies. If we still follow the old marketing system, where the availability of similar products was limited, the approach used tended to be product oriented. This approach is based on the belief that any product created would automatically be needed and purchased by consumers. This was logical in a time when consumer choices were minimal and product offerings were scarce, a condition known as a seller's market.

However, in the context of today's modern tourism industry, this kind of approach is no longer relevant. Consumers now have an abundance of options when it comes to destinations and types of tourism services, from city tours and nature-based tourism to cultural experiences and experience-based tourism. For example, many cities or regions offer similar tourism packages, such as city tours, traditional culinary experiences, and local art attractions, without any clear differentiation in terms of the experience or the quality of service offered. Without efforts to stand out from competitors, such destinations will struggle to compete and will likely be overlooked by tourists who are looking for unique and memorable experiences.

Therefore, the assumption that “a product will sell itself” is no longer valid in today's tourism industry. What is required is a marketing approach that is more market oriented, or even customer oriented, which emphasizes understanding tourists' needs and preferences more deeply and creating offerings with clear added value and uniqueness.

Alongside this shift in consumer preferences, tourism marketers have also recognized the emergence of a segment of tourists who demonstrate strong loyalty toward high-quality products and services. This awareness has encouraged a transition from simply offering available products to adopting the second concept in the evolution of marketing, known as the product concept. This concept holds that consumers will choose the product of the highest quality, which leads marketers to prioritize improving quality. Thus, the quality of tourism services is not only evaluated based on what is offered, but also on how the product is designed, processed, packaged, and marketed. Every stage must be thoroughly analyzed to ensure the final product meets market expectations and creates customer satisfaction.

For tourism industry players, particularly those offering services, it is crucial to pay attention to product quality in order to meet the needs and desires of tourists. Effective marketing acts as a catalyst that attracts tourists by aligning the destination's offerings with their desires and expectations, thus significantly impacting their decision making process (Xie & He, 2022).

Generally, every entrepreneur in tourism aims to generate profit and sustain their business. This can be achieved through strategies such as increasing tourist visit and promoting services. As a result, marketers in the tourism sector must have a strategic plan to attract potential customers, primarily by ensuring customer satisfaction. With that in mind, marketing management becomes a central focus in the

tourism business to ensure business goals are met. In this case, marketing concepts must be grounded in consumer needs and preferences, maximizing all organizational resources to fulfill them, so that hotel sales targets and other objectives can be achieved.

In tourism service industries such as travel agencies, understanding the marketing concept is a must, as it is closely tied to a company's operations. With a well-implemented marketing concept, the company's development over time can be clearly observed. There are many definitions of marketing concepts that vary in wording but share a common purpose to grow the business. It is thus well understood that tourists in the tourism industry are consumers who purchase a wide range of travel and tourism services. Recognizing tourists as the primary consumers in tourism activities leads business owners to ask critical questions to support their business success, such as: What kind of tourists will purchase the product? Why should they choose this product? What are their specific needs and desires?

These questions arise in the minds of business owners before they design a service product or begin marketing and selling it. In his book *Marketing for Tourism* (4th edition, 2014), Holloway points out that much of the research up to the time of publication was still focused on questions such as what tourists want to buy, when they will buy it, where they will buy it, and how they will access the service. These questions are essential to explore further, because answering them enables tourism marketers to be better prepared and more strategic in executing their marketing plans. These foundational issues must be addressed by anyone seeking to run a tourism service business. Business owners must also accurately understand tourist needs and wants, and examine the various factors influencing tourist motivation when undertaking travel, which in turn will affect demand during their trips. All of these elements fundamentally shape tourist behavior at the destination. Therefore, tourism service providers must thoroughly understand how behavioral theory influences the service experience offered to tourists, as this will also determine which market segments they should target.

In several tourism related service businesses, Rimsky K. (2014) emphasizes that understanding tourists' needs and wants accurately is critical so that the product aligns with those needs and can ultimately be sold successfully. To achieve optimal marketing outcomes, it is necessary to begin with a thorough tourism market analysis, which will be examined in the following sections of this writing.

LITERATURE REVIEW

Tourism Marketing

The importance of marketing is fundamental for attracting and retaining customers, increasing business visibility, and enhancing competitiveness. Effective marketing strategies enable tourism businesses to adapt to changing market conditions (Velentza & Metaxas, 2023). Marketing has evolved to become more interactive, personalized, and customer-focused, fundamentally reshaping how businesses engage with and attract consumers (Mpotaringa & Tichaawa, 2021). Marketing strategies need differentiation across various markets because diverse tourist segments have different preferences and behaviors, which significantly impacts tourism demand and the overall success of destination promotion (Fu, Ridderstaat, & Jia, 2020a). The role of marketing in sustainable tourism is essential in promoting responsible behaviors among tourists and encouraging destinations and enterprises to adopt practices that support social and economic well-being. Marketing serves as a key tool to communicate the value of

sustainable development, influence consumer choices, and shape perceptions of destinations (Martini & Buffa, 2020).

Market Orientation

Market orientation in tourism is a strategic approach that focuses on understanding and meeting tourists' needs and preferences through continuous research and adaptation, emphasizing customer-centricity, responsiveness, and flexibility to achieve competitive advantage and satisfaction in a dynamic industry (Panasiuk, 2021). One of the tourism business like hotels that understand and respond to market demands tend to perform better in the tourism industry, with customer loyalty serving as a bridge that connects market focus to business success and sustainable tourism growth (Sampaio et al., 2020). Market orientation significantly influences the ability of small and medium size enterprise (SMEs) to innovate, particularly through its positive impact on customer and supplier orientations, which enhance their innovativeness (Alhakimi & Mahmoud, 2020).

Tourist Motivation

Domestic tourists are primarily influenced by pull factors such as cultural heritage, natural environments, and climate, as well as push factors like the need for relaxation and gaining knowledge (Bayih & Singh, 2020). Understanding tourist motivations is crucial for designing targeted marketing strategies, enhancing customer satisfaction, and effectively meeting the needs and preferences of different tourism segments (Otoo & Kim, 2020). Tourist motivation and the attractiveness of a destination significantly influence revisit intentions, with motivation driven by personal desires and attraction elements such as accessibility and facilities shaping tourists' perceptions and encouraging them to return (Sinambela, 2021). The motivation to visit disappearing attractions is related to visitors' satisfaction and their likelihood of recommending the place to others (Kucukergin & Gürlek, 2020).

METHOD, DATA, AND ANALYSIS

This research employs a descriptive qualitative approach to explore the dynamics of tourism marketing in a selected regional context. The approach is chosen to allow a deeper contextual understanding of how tourism stakeholders interpret and implement marketing strategies in the field. Data were drawn from two main sources: (1) empirical field data, collected through direct observation and documentation in a tourism destination as a case study, and (2) a literature review, which was used to identify relevant theories and previous findings that support the analysis. The purposive sampling method was applied to select key informants—such as local tourism managers, service providers, and tourists—who could provide insights into marketing practices and market behavior.

The data analysis was conducted using thematic analysis, where empirical findings were coded, categorized, and compared against theoretical perspectives from the literature. This allowed the researcher to identify key themes related to market orientation, product differentiation, and tourist motivation. The combination of empirical observation and theoretical interpretation helped highlight the importance of understanding consumer behavior in shaping effective tourism marketing strategies.

RESULT AND DISCUSSION

Tourism has created opportunities for many sectors; therefore, tourism activities generate a significant multiplier effect. Numerous sectors are involved in fulfilling the needs and wants of tourists. As such, it is not surprising that tourist needs and desires have become a primary concern for tourism business operators. This also compels tourism-related industries, whether large or small, including tourist attractions and accommodations, to be dynamic in competing to meet tourist demands. Likewise, the local community plays a vital role in tourism, as it contributes to creating a positive image of the destination. The local community is essential for sustainable tourism as active participants and supporters who manage, promote, and preserve local culture and environment to ensure long-term success (Priatmoko et al., 2021)

In fulfilling tourists' needs, up to the point where they decide to purchase a tourism product, there are numerous underlying factors influencing their decisions. Essentially, tourists consider many reasons before making a choice. Before making a purchase decision, consumers go through a process influenced by internal factors like personal needs and preferences, and external factors such as social and cultural influences, which shape their evaluation and choice of products or services (Budiman, et.al 2023). These may include the need to meet specific necessities, satisfy personal egos or desires, gain social recognition, or assess the safety and psychological comfort associated with the tourism product offered. This indicates how complex the responsibilities of tourism marketers truly are. They must conduct thorough market research before launching their products to minimize potential losses or customer dissatisfaction.

Understanding Tourist Motivation in the Context of Buleleng

The study of tourist motivation has a long-standing history, with several foundational works emerging in its early development, including Maslow (1954), Crompton (1979), and Dann (1981). These scholars suggest that tourist motivation can be categorized into two main approaches: push factors and pull factors

Push factors refer to internal drives such as the desire to rest, escape from routine, search for identity, and self-actualization. Meanwhile, pull factors are the external attractions of a destination, such as local culture, and authentic experiences, waterfalls, and beaches. In Buleleng, examples of pull factors can be found in destinations like Lovina Beach with its dolphin attraction, Sambangan Village known for its waterfall tourism, and the traditional Sidetapa Village that showcases the wisdom of the Bali Aga culture.

A study by (Bayih & Singh, 2020) shows that a combination of push and pull factors determines visit intention and tourist loyalty. In the case of Buleleng, if push motivations such as relaxation or spiritual pursuit can be fulfilled through appropriate attractions and services (pull), it is highly likely that tourists will return and recommend the destination to others. One of the tourists encountered at a tourist destination in Buleleng Regency, a 42-year-old from France, shared the motivation behind their visit to North Bali:

"This is my first time in North Bali. I saw reviews on Airbnb about staying in a homestay and having a unique experience with the local community, so I also wanted to experience an authentic connection with the local people in North Bali." (N/42y)

This French tourist's motivation highlights a desire to gain new experiences that are not available in their home country and to engage meaningfully with the local community. Furthermore, today's tourist motivations are increasingly influenced by personal values such as the search for authentic experiences,

sustainability, and the desire for a “digital detox.” This presents both a challenge and an opportunity for tourism stakeholders in Buleleng to adapt to this new paradigm, especially through a more experience-focused rather than attraction-focused approach.

Market Segmentation: Needs vs. Wants Tourist in Buleleng

Market segmentation in tourism allows for a sharper understanding of consumer behavior. In this study, the author divides the market into two main segments: the needs-based market and the wants-based market. This approach is supported by Kotler & Keller’s (2012) theory, which states that consumer behavior is shaped by the fulfillment of basic needs as well as the pursuit of more complex personal desires.

The needs-based market includes tourists who travel to meet basic physiological and psychological needs, such as relaxation, safety, and family togetherness. Destinations like the hot springs in Banjar or the waterfalls in Sekumpul are well-suited for this segment.

Conversely, the wants based market is oriented toward the fulfillment of aspirations, unique experiences, and social status. Tourists in this segment seek exclusive cultural experiences, extreme adventure tourism, or Instagrammable accommodations. In Buleleng, development opportunities such as trekking in Panji Village, agro-tourism, or immersive cultural experiences like those in the Bali Aga communities are highly relevant for this segment.

According to (Fu, Ridderstaat, & Jia, 2020b), a destination’s success in identifying and responding to the market’s needs and wants separately and accurately will enhance satisfaction and prevent fatigue. When a destination fails to meet one or both of these elements, tourists tend to feel bored or disappointed and will turn to other destinations that offer greater value.

Another factor that drives tourists to engage in travel activities can be better understood through Dr. Abraham Maslow’s motivation theory, which outlines five levels of human needs, ranging from lower-level biogenic needs to higher-level psychogenic needs. When this theory is applied to tourism behavior, we see that a tourist who initially seeks halal food may later desire not only the availability of halal food but also the comfort of enjoying it in a pleasant setting. This example illustrates that individuals tend to fulfill lower-level needs before progressing to higher-level ones. Once a certain level of need is met “adequately,” new and higher needs emerge, prompting the individual to pursue their fulfillment.

In the context of tourism, five categories of needs—adapted from Maslow’s hierarchy—can influence a tourist’s decision to purchase tourism products. The following in Chart 1 is a diagram designed to help understand the motivations and needs of tourists visiting Buleleng Regency based on Maslow’s theory.

Understanding tourist motivation is essential for developing effective tourism strategies that align with visitor expectations and destination characteristics. This concept map illustrates Tourist Motivation in Buleleng Regency, Bali, using Maslow’s Hierarchy of Needs to differentiate between needs-based and wants-based market segmentation. Needs include physiological and biological necessities, while wants focus on aspiration, unique experiences, and social status. The hierarchy covers five levels: physiological, safety, social, esteem, and self-actualization. Four key influencing variables are identified: geographic (targeting Netherlands and France), demographic (age, income, education), psychographic (cultural preferences), and behavioral (economic conditions affecting purchasing decisions). Physiological Needs, Tourists primarily seek to satisfy basic physical necessities such as food and drink. For example, a traveler

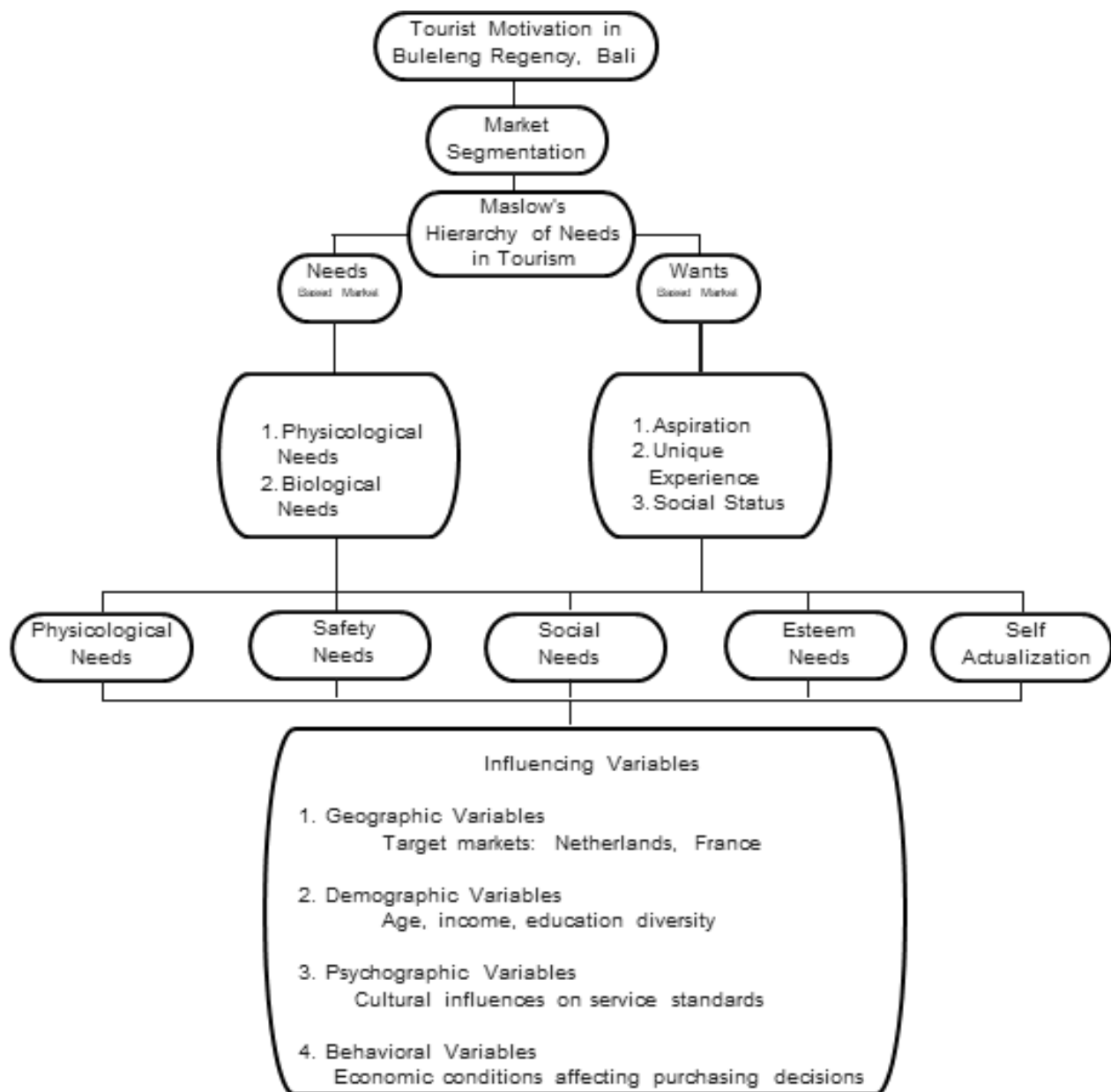


Chart 1. The motivations and needs of tourists visiting Buleleng Regency.

who has completed a strenuous trekking expedition will typically prioritize finding something to drink to rehydrate and recover. **Safety Needs** – Before selecting an adventure tourism package, many tourists evaluate whether the product includes adequate safety measures. In diving activities at Menjangan Island, for instance, tourists are likely to consider the presence of certified guides, the availability of safety equipment, and whether travel insurance is included as part of the service. **Social Needs** – Beyond simply seeking accommodation, some tourists desire authentic social interactions and cultural immersion. In Desa Les, Buleleng, tourists often choose to stay in homestays not only to sleep but to engage in daily local life—such as traditional salt-making, Balinese cooking, or participating in community farming—allowing them to form meaningful social connections with the host community. **Esteem Needs** – Tourists driven by the

desire for recognition or elevated social status may select premium or exclusive tourism experiences. For example, some may choose to stay in a hotel room previously occupied by a prominent public figure, or book a luxury resort in Lovina with direct ocean views, as these experiences are perceived to enhance their self-image and social prestige. Self-Actualization Needs – At the highest level of Maslow's hierarchy, tourists seek travel experiences that contribute to personal growth, purpose, or fulfillment. Participating in coral reef conservation programs in the coastal village of Pemuteran offers tourists the opportunity to contribute to environmental sustainability while achieving a deeper sense of purpose and identity through responsible travel.

The fulfillment of various tourist needs, driven by their motivating factors, calls on market players to understand several variables that can also influence tourists' decisions in choosing the tourism products, including Geographic Variables like Visit data shows that most foreign tourists coming to Buleleng are from the Netherlands and France. This encourages tourism industry players, including PHRI Buleleng and the Tourism Office, to actively promote the area in Europe through participation in international fairs such as ITB Berlin or the Dutch Travel Market. This strategy strengthens Buleleng's image as a destination with the natural and cultural charm of Northern Bali that remains authentic and pristine. Demographic Variables for Tourists visiting Buleleng come from diverse backgrounds in terms of age, income, and education. For example, hotels and villas in Lovina are often visited by elderly tourists from Europe who prefer long stays. To meet their needs, accommodation providers offer special facilities for seniors such as wheelchairs, yoga activities, and safe walking routes. Meanwhile, younger tourists tend to seek activities like dolphin watching, hiking, and camping at Lake Tamblingan. According to Holloway, demographic segmentation can be divided into six categories—thriving, expanding, rising, setting, aspiring, and striving—that help market players understand tourists' socioeconomic conditions based on their origin and life stages. Psychographic Variables like Tourists' cultures and habits influence how they choose tourism products. For example, tourists from Japan are known to highly value punctuality and cleanliness. Some accommodations in Buleleng, such as those in the Tejakula area, adjust their service standards and facilities to meet these cultural expectations. Additionally, tourists from peer groups such as families or spiritual communities usually decide together on the destinations and activities to be chosen. For example, a large family from Jakarta might select a villa with a complete kitchen so they can cook together. On the other hand, tourists from reference groups are inspired by social media influencers who have visited Buleleng, thus choosing the same locations, such as Sekumpul Waterfall or the Pemuteran tourist village like Behavioral Variables like Tourists' behavior in making purchasing decisions is also influenced by economic conditions, personality, and social pressure. Local tourists with limited budgets might prefer economical packages or day trips from Denpasar to Buleleng. Meanwhile, foreign tourists with higher financial capacity tend to choose exclusive and sustainable experiences, such as private tours to coffee plantations or stays at eco-friendly resorts.

Understanding these tourist behaviors helps industry players in Buleleng to develop more targeted product and marketing strategies. By managing tourist motivations, needs, and characteristics appropriately, Buleleng can strengthen its position as a destination offering authentic and memorable travel experiences.

The impact motivation and behavior on the tourism market in Buleleng Regency

Tourist behavior, including planning habits, spending patterns, and destination loyalty, also plays a pivotal role in shaping market trends. When tourism providers align their offerings with the motivations and behavioral tendencies of their target segments, they can enhance visitor satisfaction and retention. For example, visitors motivated by wellness and cultural immersion may seek different experiences compared to those driven by thrill-seeking or social status. As such, Buleleng's tourism stakeholders must adopt a market orientation that integrates both psychological and socio-cultural insights into product development and promotional strategies. Furthermore, the local community's engagement in shaping authentic and positive visitor experiences reinforces destination competitiveness. Ultimately, the interplay between tourist motivation and behavior determines not only the attractiveness of Buleleng as a destination but also its sustainability and resilience in an increasingly competitive tourism landscape.

It is important to understand that when tourists have perceived needs, those needs become the driving force that motivates them to engage in purchasing behavior. This can lead to a sense of satisfaction, not only through the fulfillment of their basic and psychological needs, but also through the social value they may gain, such as recognition or even incentives like discounts offered by tourism providers. In Buleleng Regency, where tourism is largely driven by natural attractions such as Lovina Beach, Sekumpul Waterfall, and Banjar Hot Springs, many tourists are motivated to visit because these sites fulfill both their relaxation needs and their desire for unique experiences. Tourists who feel their expectations are met tend to spend more, whether on accommodation, food, souvenirs, or guided tours. However, it must be acknowledged by tourism business actors and marketers that such patterns are not guaranteed to persist indefinitely. Tourist motivation is fluid and can change due to various factors.

One common challenge faced in Buleleng is the decline in interest toward certain attractions due to repetitiveness or lack of innovation. For instance, dolphin-watching tours in Lovina, once a major draw, have seen fluctuating interest as some tourists now view the experience as over-commercialized or environmentally unsustainable. In other cases, tourists may realize that a product they once considered desirable, such as traditional dance performances, may not be essential if they do not perceive added value or relevance during their stay. Economic constraints can also limit tourist spending, even if interest remains. Some domestic tourists, for example, may visit temples or waterfalls but skip paid guided tours or local crafts due to limited budgets. There are also tourists who only purchase in small amounts or during specific times of the year, such as during long weekends or national holidays, affecting the consistency of local market demand.

Moreover, when dealing with high-cost tourism products, such as long-stay villa rentals or private diving excursions, tourists often prefer to negotiate directly with providers rather than go through intermediaries, which can complicate the role of local travel agents. To remain competitive, tourism businesses in Buleleng need to look beyond just the local market. By joining broader tourism networks and collaborating with national or international platforms—such as online booking sites or travel fairs—providers can expand their reach. Interestingly, many tourists who purchase tourism packages through travel agencies do not focus on the branding of the destination itself. Instead, they prioritize pricing, efficiency, service reliability, and the overall convenience of the transaction. This is evident in the rise of demand for bundled packages in Buleleng that offer simple, affordable, and reliable services for group travel, especially among school and community organizations from other regions of Bali and Java.

Understanding these behavioral trends and motivational shifts is crucial for tourism stakeholders in Buleleng. Products and services must not only be aligned with tourist needs and wants but also be flexible and responsive to change. This will ensure Buleleng remains a relevant, competitive, and sustainable tourism destination amidst evolving market dynamics.

CONCLUSION

The findings of this study underscore the profound impact of tourist motivation and behavior on the structure and performance of the tourism market in Buleleng Regency. Understanding the range of tourist needs, from basic physiological requirements to self-actualization, is essential for designing tourism experiences that are both meaningful and market-relevant. These motivational factors not only influence destination choices and spending patterns but also determine overall satisfaction and loyalty.

In Buleleng, where tourism offerings include natural wonders, cultural heritage, and community-based experiences, aligning tourism development with tourists' evolving motivations is key to sustaining growth. Initiatives such as coral reef conservation in Pemuteran or cultural immersion in Desa Les demonstrate the importance of experiences that connect with deeper emotional and psychological needs. However, tourist interest is not fixed, it fluctuates due to changing preferences, overexposure to certain attractions, and emerging global trends. For instance, while dolphin watching in Lovina once drew high demand, interest has declined in recent years due to concerns over sustainability and repetitiveness.

To address this, tourism stakeholders must not only meet current needs and desires but also anticipate changes in consumer behavior. This requires continuous innovation, market research, and a strong commitment to authenticity, safety, and service quality. By doing so, Buleleng can maintain its relevance, respond to market shifts, and strengthen its position as a destination that offers engaging, responsible, and evolving tourism experiences.

IMPLICATION/LIMITATION AND SUGGESTIONS

By understanding the underlying motivations of tourists, ranging from basic needs to self-actualization, industry actors can design more targeted, engaging, and sustainable tourism products. The findings also emphasize the importance of addressing both needs and wants, as these influence travel decisions, satisfaction levels, and brand loyalty.

In practical terms, this means that marketing strategies should not only highlight the physical attractions of Buleleng, such as beaches, waterfalls, and cultural sites, but also communicate emotional and tourism experience. Tourism development should also consider socio-psychological factors and actively involve local communities to enhance authenticity, satisfaction, and long-term competitiveness. For instance, increasing tourist experience and conservation-based programs, like those in Pemuteran or Desa Les can serve as powerful tools for differentiation.

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