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INFLUENCES OF MOTIVATIONS, SPATIAL CHARACTERISTICS, AND ACTIVITIES ON SENSE OF PLACE IN BANDUNG TOURIST DESTINATIONS

Qonitah Khoirunnisa Effendi[1]*, Novia Ruslan Subur[2], Hanson E. Kusuma[3], Agung Cahyo Nugroho[1]

[1]Department of Architecture Faculty of Engineering, Universitas Lampung, Indonesia
[2]Master of Tourism Program, Institut Pariwisata Trisakti, Indonesia
[3]Architectural Design Research Group, School of Architecture, Planning and Policy Development, Institut Teknologi Bandung, Indonesia
[4]Departmen of Architecture Faculty of Engineering, Universitas Lampung, Indonesia

Correspondence: qonitah.effendi@eng.unila.ac.id

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Abstract

Visitor interest in tourist destinations can change, leading to decreased visitation rates. The existence and sustainability of tourist destinations depend on the sense of place. Therefore, this research aims to determine the dimensions of motivations, spatial, physical characteristics, and activities influencing the sense of place in tourist destinations within the Bandung area. The first stage was carried out through exploratory qualitative research using content analysis while the second stage adopted explanatory quantitative research using principal component analysis (PCA) and factor analysis (FA) methods. The first and second stages included 134 and 150 respondents, consisting of both local and interlocal tourists. The analysis showed two dimensions of the sense of place, namely attachment and compatibility. The social activities dimension directly influences attachment. The dimensions of social activities, adventure, photography, and the spatial physical characteristics of beauty directly influence compatibility. The results show that the importance of managing the spatial physical characteristics of tourist destinations can attract individuals' travel motivations and create activities shaping the sense of place. Strategies implemented include developing tourist destinations that support social activities, creating visually appealing environments to promote photography, and balancing the quality of nature. Effective management of these characteristics can increase visitor numbers and encourage repeat visits, ensuring the existence and sustainability of the tourist destination.

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INTRODUCTION

Tourism is among the largest and most dynamic sectors supporting the economy (OECD, 2020). Visitors' feelings about tourist attractions and the desire to return are crucial aspects of this field. The relationship between tourists' emotions and intention to return significantly impacts tourism sustainability and growth. As the industry continues to expand (Khanna & Sharma, 2023), understanding the interaction of factors is essential. This interaction presents a multifaceted challenge in the tourism sector that requires further exploration. Tourism includes trips taken by individuals or groups to fulfill various needs (Prasetia, 2022). The development of a tourist destination must be balanced with tourists' decisions to visit. These decisions are driven by stimuli or motives that generate interest and satisfy needs, reflecting tourist behavior. The decision-making process undertaken by potential visitors directly influences the propensity to travel as tourists (Bulan et al., 2021). Higher visitor motivation correlates with a higher likelihood of deciding to visit (Setyaningsih & Murwatiningsih, 2017).

Bandung is a city rich in potential and tourist attractions (Indira et al., 2013). Geographically, the city is situated on a highland and surrounded by mountains. The unique topography offers a combination of natural beauty and urban charm (Rahmafitria & Nurazizah, 2022), earning the nickname "Kota Kembang" or "Flower City." This topography provides Bandung with various attractive tourism potentials, including historical and cultural tourism at historical sites in the city center, such as Gedung Sate, Braga Area, and Asia Africa Road, where visitors can explore and learn about the past. Natural tourism is also prominent in the highlands of Lembang, the hills of Dago, and surrounding areas such as Punclut and Pangalengan. Bandung is a hub for culinary tourism, shopping, fashion, as well as educational and creative tourism.

The tourism sector of the city features various artificial innovations, such as Farm House, Great Asia Africa, Floating Market, cafes and restaurants leveraging natural settings. Bandung has become a popular tourist destination considering the variety of tourism options available. The extensive array of attractions significantly influences tourists' decisions to visit. However, tourism is also vulnerable to fluctuating conditions, including downturns. Wiradipoetra & Brahmanto (2016) found a correlation between the declining quality of tourist attractions and decreased interest. The relationship between destination image, tourist motivation, and overall satisfaction shapes the intention to revisit (Pratminingsih, 2014). This decline in tourism is evident in Bandung, as shown in Table 1.

Table 1. Number of Tourist Visits to Tourism Objects (People) in West Java Province

Districts/Cities	Number of Tourist Visits to Tourism Objects (People)					
	Foreign Tourists			Local tourists		
	2021	2022	2023	2021	2022	2023
Bogor	2609	86361	138731	1762279	3292268	6180677
Sukabumi	277	536	3988	565545	5542305	2763179
Cianjur	44	17850	81407	1046751	1487594	1907178
Bandung	100	1746	15833	1836575	3782823	1014251
Garut	0	31	182	357324	4406053	3874395

Source: Adapted from West Java Central Statistics Agency, 2023

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The data in Table 1 indicates a significant decline in domestic tourists visiting Bandung in 2023. This decline shows that tourists' perceptions and interactions with attractions affect the experiences and impact the economic, environmental, and socio-cultural aspects of tourism destinations (Jebbouri et al., 2022). The components of tourism are interrelated and support the development of an area. These components are divided into two factors, namely tourism supply and demand. Tourism supply includes activities offered to tourists, such as attractions, accommodations, transportation, infrastructure, and supporting facilities. Tourism demand relates to the needs of tourists and the community (Zakaria & Suprihardjo, 2014).

The motivation to travel is an internal emotional drive to fulfill various needs, such as prestige, relationship enhancement, relaxation, social interaction, experiencing new and diverse things, spiritual needs, escaping daily routines, and gaining knowledge (Haryanto, 2019). Specific motivations arise when tourists are driven to visit particular destinations, regions, or countries or to choose specific travel packages or events. These motivations vary for each individual, depending on the drive to visit a destination (Setyaningsih & Murwatiningsih, 2017). Understanding tourist motivation can help tourism managers to meet tourists' desires and needs during the stay.

According to the theory of Gan et al. (2023), motivation is divided into push and pull. Push motivation is an internal motivation drive to travel, while pull motivation is an external factor influencing destination choice. Internal motivation is from within, driving the desire to travel. External motivation relates to the physical characteristics of the destination, such as natural or heritage attractions. The physical characteristics of tourism can be divided into human-made and natural resources. These push and pull factors are essentially internal and external factors motivating tourists in making travel decisions (Jayadi et al., 2017).

The spatial physical characteristics of a destination can positively and negatively impact tourism. Furthermore, tourism development must be carefully managed to minimize negative environmental impacts and ensure positive tourist experiences. Physical characteristics can influence tourist satisfaction. For example, beautiful natural scenery tends to attract more tourists (Rxuiz et al., 2021). These characteristics also affect visitor perceptions, environmental impact, and the local economy. Therefore, a destination's spatial physical characteristics significantly impact tourism. Tourists' attitudes toward the places visited or the sense of place are crucial.

Sense of place is a unidimensional concept consisting of emotional, functional, and cognitive responses to a place (Žlender & Gemin, 2020). This variable is defined as understanding important or memorable places through sensing, experiencing, and remembering geographical locations and the characteristics. Sense of place combines interaction with the physical environment and the assigned meanings (Jarratt et al., 2019). This variable captures impressions and feelings about a place and examines the effect of a place on the community. Developing a place's psychological dimensions and quality while considering human needs is essential (Pratiwi et al., 2023). Masterson et al., (2017) reported the importance of place as a critical component of a sense of place, complementing place attachment in predicting behavioral intentions. Focusing on place-related meanings goes beyond the normative understanding of place as positively connected to sustainable development outcomes.

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Support for tourism development is indirectly influenced by local wisdom mediated by perceived impacts. Therefore, community members who are more loyal to the community and have a strong sense of belonging believe that tourism will bring more benefits and support more tourism development (Zhu et al., 2017). Mirsa et al. (2022) stated that common variables such as visual character, function, and image influencing tourism could be considered strengths of a destination's sense of place.

Diverse cities such as Bandung are vulnerable to fluctuations and must actively maintain stable tourism conditions. To ensure the vitality of tourism, stakeholders must understand the factors influencing a destination's appeal, including motivation, spatial physical characteristics, activities, and sense of place. Even though Pratminingsih (2014) and Rani et al., (2020) have explored aspects such as motivation, characteristics, and activities as predictors of revisit intention, no comprehensive research has simultaneously examined the factors with a sense of place to determine the dominant influences. Based on the description, this research aims to address the gap by (1) exploring the dimensions in Bandung, (2) identifying which dimensions significantly impact visitors' sense of place in tourist attractions, and (3) demonstrating the effect of regression analysis on the complex relationships between motivation, spatial physical characteristics, activities, and the formation of a sense of place in tourism destinations. This third objective represents knowledge that has not been previously uncovered by previous research.

METHODOLOGY

Research Focus, Paradigm, and Approach

This research focused on tourist attractions in the Bandung area, specifically Bandung City, Bandung Regency, and West Bandung Regency. This was based on responses to an open-ended questionnaire in which respondents mentioned various areas outside Bandung. Respondents' definition of 'tourism in Bandung' included areas near Bandung city, such as Lembang, Punclut, and Padalarang in West Bandung Regency. Respondents also mentioned destinations in the Ciwidey and Pangalengan areas, which were actually in Bandung Regency. Therefore, this research was conducted to determine the scope of Bandung City, Bandung Regency, and West Bandung Regency.

Qualitative, quantitative, or mixed methods were used (Creswell & Creswell, 2023), as reported in Table 2. The qualitative research conducted was exploratory in nature (Groat et al., 2013) to collect information related to tourist destinations, motivations for visiting, spatial physical characteristics of tourist attractions, tourist activities, and criticism. Subsequently, the quantitative research conducted was exploratory and explanatory (Creswell & Creswell, 2023; Groat & Wang, 2013) to show the dimensions of visiting motivations, spatial physical characteristics of tourist attractions, tourist activities, and sense of place.

Table 2. Methodological Flow

Stages	Data Collection Method	Data Analysis Method
First Stage Qualitative Research	● Survey (Online questionnaire) ● Open-ended questions ● Convenient sampling ● 134 people respondents	Conventional content analysis (inductive coding)

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Second Stage Quantitative Research	• Survey (Online questionnaire) • Closed-ended questions • Convenient sampling • 150 people respondents	Principle Component Analysis (PCA) Factor Analysis (FA) Regression analysis

Source: Researcher data, 2023.

First Stage Qualitative Research

Data Collection Method

Data collection at the qualitative stage was carried out using a survey method in the form of a questionnaire. Questions on the questionnaire were open-ended and related to tourist destinations, reasons/motivations for visiting, tourist activities, criticism, and the desire to return to the tourist attractions. Examples of open-ended questions can be seen in Table 3. The questionnaire was created using the Google Form and was distributed online from February 6, 2023, to February 15, 2023, using a non-random sample or convenient sampling (Kumar, 2012). The stage of convenient sampling was when the questionnaire was distributed to acquaintances (Andrade, 2021).

Data were collected from 134 respondents, with 98 (73.1%) and 36 (26.9%) identified as local and interlocal tourists residing in the Bandung area and various cities across Indonesia. Respondents were between 18 and 64 years old, with an average age of 20 and 30. Most of the respondents were 79 (49.9%) S1/S2/S3 students, followed by 35 (26.1%) employees/interns, followed by 17 (12.6%) self-employed/freelancers, and 3 (2.2%) homemakers/not working.

Table 3. Sample of Open-ended Questions for Qualitative Questionnaires

Question	Question-wording
Object of Visit	Name one tourist spot in Bandung and the surroundings that you like the most!
Reason	Explain why you like the place!
Activities	Name three or more activities that you did in that place.

Source: Researcher data, 2023.

Data Analysis Methods

Various exploratory answers were obtained for each group of qualitative research questions. The answers were categorized through content analysis and inductive coding. The meaning contained in the text of the respondents' answers was identified. Each meaning segment was assigned a code. Sub-categories and categories represented similar codes and sub-categories with identical meanings, respectively. In inductive coding, the naming of codes and categories was based on data and research reasoning. Furthermore, the categories obtained are a framework for the following research stage.

Analysis Result

The content analysis results and open coding on qualitative questions about the reasons for choosing tourist attractions obtained 21 categories for visiting. The reasons related to the physical attributes of the destination are classified as external motivations, while those from an individual's emotional drive to satisfy various needs are considered internal motivations (Gehl, 2011); Haryanto, 2019). These two motivation variables can be used to identify the spatial physical characteristics of tourist destinations.

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Fourteen categories of external motivation (spatial physical characteristics) are *various shopping areas, various cafes/ co-working, various culinary, various communal spaces, various recreational tours, various adventure tours, natural beauty and coolness, various attractive tours, the hospitality of residents, aesthetic/ instagram-able places, clean and maintained places, safe places for children, cheap tickets,* and *heritage areas*. These fourteen external motivations were used to develop a framework of closed questions about the external motivations of traveling (spatial physical characteristics).

Seven internal motivation variables are *looking for a calm atmosphere, an atmosphere of fewer visitors, a comfortable atmosphere, a cultural experience, a crowded place, a newly visited place, and an atmosphere like the visitor's home area*. These seven internal motivations were used to develop a framework of closed questions about the internal motivations for traveling.

In qualitative questions about activities carried out while in tourist attractions, 59 activity variables were obtained, namely *chatting, discussing / brainstorming, accompanying children to play, meeting, hanging out, reunion, strolling around / taking a leisurely walk, sightseeing, vacationing, sightseeing / picnicking, playing, watching shows, spending time, seeing animals, playing with animals / feeding, fishing, picking fruit, buying fruit, enjoying natural scenery, enjoying the natural atmosphere, enjoying fresh / cool air, shopping, culinary tourism, cooking / barbecueing, hanging out at the cafe, relaxing/ sitting around, refreshing, resting, healing, meditating, pensive, crying, smiling, taking pictures, looking for inspiration, reading, painting, enjoying traditional music, seeing traditional architecture, enjoying traditional food, contemplating nature, studying, working, playing laptop/tab, praying, sitting, eating, drinking, waiting, nostalgic, swimming, running, jogging, leisurely strolling, hiking, camping, and rafting*. These variables were used to develop a framework of closed-ended questions about traveling activities.

Second Stage Quantitative Research

Data Collection Method

Data collection in the quantitative stage was carried out using a survey method in the form of a questionnaire created using the Google Forms platform, and the questions were closed-ended. Quantitative data collection was conducted online from April 15, 2023, to May 6, 2023, using a non-random sample or convenient sampling (Kumar, 2012).

The question framework was developed based on the variables results of the first research stage. Each variable was used as a factor in the quantitative research. Factors related to the dimension were grouped to make the quantitative research questions more transparent and to avoid response bias. The questionnaire answer pattern used a Likert scale of 1 to 4 between two opposite poles. Table 4 shows examples of closed-ended questions and the response scales used in the quantitative research.

A total of 150 respondents were surveyed and the largest group comprised 74 (49.3%) residing in West Java province. This was followed by 48 (32%) respondents from Lampung province, with the remaining 28 (18.7%) distributed across various regions between 19 and 64 years old, with an average age of 20 and 30. The respondents were divided into five occupational groups, namely 58 students (38.7%), 56 employees (37.3%),

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19 professional workers (12.7%), traders/entrepreneurs/self-employed (6.7%), and 7 homemakers/not working (4.7%).

Table 4. Example of Closed Questions and Quantitative Questionnaire Response Scale

Question Category	Question Group (factors)	Question Item (measured variables)	Response scale
What is the reason you chose to travel to that place?	External motivations (spatial physical characteristics)	Heritage area	1 – 2 – 3 – 4 Strongly disagree - Disagree - Agree - Strongly agree
		Natural beauty	
	Internal motivations (motivation)	Seeking a calm atmosphere	
		Seeking a new atmosphere	
What activities did you do when you visited the place? (activities)	Social activities	Chat	1 – 2 – 3 – 4 Strongly disagree - Disagree - Agree - Strongly agree
		Discuss	
	Ecotourism	Picking fruit	
		Feeding the animals	
What are your overall intentions and perceptions of the place?	Overall intentions and perceptions (sense of place)	I feel that the tourist attraction is in line with my preferences	1 – 2 – 3 – 4 Strongly disagree - Disagree - Agree - Strongly agree
		I am comfortable going alone to the attraction.	

Source: Researcher data, 2023.

Data Analysis Methods

Answers to each questions of quantitative research were obtained in numerical data and analyzed using principal component analysis (PCA) and factor analysis (FA) methods. PCA was used to identify the principle components of measured variables in the form of latent variables/dimensions. The method reduced and simplified a large number of measured variables into fewer latent dimensions that collectively explained a phenomenon.

The PCA analysis process determined the number of latent variables/dimensions based on the number of principal components with an eigenvalue >1.00. The number of dimensions was analyzed using FA with the varimax-rotation method. The dimensions resulting from the FA represented the measurable variables from motivations, spatial physical characteristics, activities, and sense of place. Each variable group was represented by several dimensions used for the subsequent analysis as presented in Tables 5, 6, 7, and 8.

The mean of every dimension was calculated after the PCA and FA methods produced dimensions. The value of dimensions was used to analyze the relationship between cause (motivations, spatial physical characteristics, and activities) and effect (sense of place) in regression analysis. The mean values in regression analysis consisted of variables with a dominant contribution to the dimension. Therefore, the regression process for each dimension was very accurate.

The subsequent step conducted an exploratory regression analysis to show the dimensions of motivations, spatial physical characteristics, and activities influencing the sense of place after obtaining the dimensions and mean values. The regression analysis in this research was conducted in three stages, as reported in Figure 1. In the first regression, the mean value of the motivations, spatial physical characteristics, and activities dimensions were considered the independent variables, while the mean of the sense of place dimensions was the dependent variable. In the second regression, the mean of the

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motivation and spatial physical characteristics dimensions were the independent variables. Meanwhile, the mean of the activity dimensions served as the dependent variables. The third regression was conducted between two variables, considering the mean of the motivation and spatial physical characteristics dimensions as the independent and dependent variables, respectively.

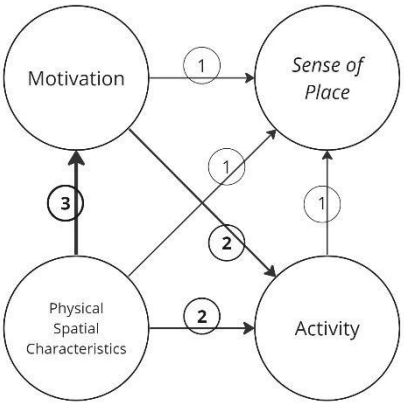

Figure 1. Regression Analysis Pattern.
Source: Analysis Results, 2023

RESULTS AND DISCUSSION

Dimensions of Motivation

The group of internal motivation questions (quantitative stage) consisted of seven measurable variables. Respondents were asked to rate these variables according to visitor preferences using a Likert scale of 1-4 or close-ended questions. These variables were simplified using PCA, which comprised eigenvalues and FA. A total of two motivation dimensions with eigenvalues greater than one were considered sufficient to represent the phenomena of the seven measured variables. These dimensions were obtained based on PCA and FA, as reported in Table 5. The two dimensions representing visitors' motivations for engaging in tourism activities in Bandung and the surroundings were *seeking solitude* and *seeking crowds*.

Table 5. Latent Dimensions of Motivation

Latent Dimensions	Mean	Eigenvalue	% Of Variance	Cum %	Cronbach's α	Std Dev
Motivation						
Seeking solitude	**3.084**	2.380	34.002	34.002	0.800	0.699
Seeking crowds	2.675	1.729	24.700	58.702	0.528	0.576

Source: Researcher data, 2023.

Considering the mean value, the motivation to *seek solitude* is the most dominant motivation category compared to *seeking crowds*. This motivation represents measurable variables such as *seeking a quiet atmosphere, an atmosphere of no visitors,* and *a comfortable atmosphere.* Meanwhile, the motivation to *seek crowds* represents measurable variables such as *seeking cultural experiences, looking for crowded places, newly visited places,* and *an atmosphere similar to the visitor's home region*.

Dimensions of Spatial Physical Characteristics

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The results of PCA and FA on the fourteen measured variables of spatial physical characteristics were obtained from four dimensions. Table 6 shows that *the beauty* dimension is the primary spatial physical characteristic of tourist attractions in Bandung.

Table 6. Latent Dimension of Spatial Physical Characteristics

Dimensi Laten	Mean	Eigenvalue	% Of Variance	Cum %	Cronbach's α	Std Dev
Spatial Physical Characteristics						
Commercial	2.703	3.369	24.061	24.061	0.864	0.735
Nature	**3.021**	2.498	17.842	41.903	0.772	0.638
Beauty	**3.178**	2.041	14.576	56.479	0.622	0.570
Affordability	2.893	1.383	9.879	66.358	0.486	0.745

Source: Researcher data, 2023.

Based on the results of PCA and FA, *the beauty* dimension is a category of spatial physical characteristics of tourist destinations in Bandung with measurable variables such as *aesthetic / Instagram-able places, clean and well-maintained places,* and *safe places for children*. Furthermore, tourist destinations in Bandung are aesthetic, clean, and safe places to visit.

The nature dimension represents measurable variables such as *various adventure tours, natural beauty and coolness, various attractive tours,* and *the hospitality of residents.* The next dimension is *affordability*, which includes measurable variables such as *cheap tickets* and *heritage areas*. *The commercial* dimension represents quantifiable variables namely *a variety of shopping areas, cafes / co-working, culinary options, communal spaces,* and *recreational tours*.

Dimensions of Activity

From the results of PCA and FA on 59 measured variables of activities, 13 dimensions of activities when traveling in Bandung and the surroundings were obtained (Table 7). These variables were considered sufficient to represent several measured dimensions with an eigenvalue of more than one. Based on the mean value, the activities carried out at tourist destinations in Bandung were *relaxation, photography, recreation, physical needs, enjoying nature, social activities, consumptive activities, enjoying culture, leisurely walks, productive activities, ecotourism, meditation,* and *adventure*. In tourist destinations, visitors will tend to do relaxation, recreation, and *photography activities*, followed by 10 other activities. The grouping of activities carried out by visitors was quite diverse based on the theory of Jan Gehl (2011), which categorized the concept into public spaces, namely main, optional, and social activities.

Table 7. Latent Dimension of Activity

Dimensi Laten	Mean	Eigenvalue	% Of Variance	Cum %	Cronbach's α	Std Dev
Activity						
Enjoying nature	3.232	4.461	7.561	7.561	0.887	0.779
Productive activities	2.360	4.252	7.207	14.767	0.838	0.749
Ecotourism	2.159	4.226	7.163	21.930	0.875	0.777

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Physical needs	3.240	3.973	6.734	28.664	0.856	0.707
Recreation	**3.381**	3.741	6.341	35.005	0.828	0.634
Adventure	1.940	3.239	5.489	40.494	0.875	0.954
Social activities	3.058	3.036	5.146	45.641	0.801	0.714
Relaxation	**3.423**	2.880	4.881	50.522	0.856	0.627
Consumptive activities	2.617	2.855	4.838	55.360	0.786	0.823
Meditation	2.122	2.730	4.627	59.987	0.766	0.859
Enjoying culture	2.615	2.692	4.563	64.550	0.800	0.842
Leisurely walks	2.598	2.618	4.437	68.988	0.802	0.894
Photography	**3.405**	2.479	4.202	73.190	0.769	0.591

Source: Researcher data, 2023.

Dimension of Sense of Place

Based on the quantitative questionnaire, respondents were asked six measurable variables to understand the preferences for a tourist destination. The responses were analyzed using PCA and FA. The results identified two principal components with eigenvalues greater than one, which were considered sufficient to describe and represent the phenomena of the six measurable variables. These latent variables/dimensions showed that the sense of place in Bandung's tourist attractions was divided into *compatibility* and *attachment* (Table 8).

Table 8. Latent Dimension of *Sense of Place*

Dimensi Laten	Mean	Eigenvalue	% Of Variance	Cum %	Cronbach's α	Std Dev
Sense of Place						
Attachment	**3.405**	2.951	49.189	49.189	0.859	0.561
Compatibility	2.940	1.337	22.279	71.467	0.513	1.380

Source: Researcher data, 2023.

Compatibility represents measurable variables such as "*I am comfortable going alone to the attraction*" and "*I feel that the tourist attraction aligns with my preferences*." This dimension shows that visitors feel comfortable visiting tourist attractions alone when preferences are matched. These two measurable variables represent the perception of individuals concerning the characteristics of a place (Dwiputra et al., 2019). Therefore, the dimension representing these two measurable variables is termed *Compatibility*, signifying the harmony or balance between the quality of a place and an individual's preferences. The naming of this dimension followed the terminology used by Dwiputra et al. (2019), which referenced the criteria in Attention Restorative Theory (ART) formulated by Kaplan (1995). In ART, Kaplan identifies criteria for compatibility, including the balance between a place and a person, where the place can have a restorative effect on the individual. These two measurable variables fall under the dimension of *Identity* as a cognitive component when the sense of place is explored through attitude theory (Jorgensen & Stedman, 2001). In this context, individuals hold beliefs, perceptions, and thoughts about attachment to a particular spatial environment, forming part of social identity. *Compatibility* is considered *Place Dependence*, which describes the extent to which an individual relies on a place to meet specific needs or desires. This can include dependence on facilities, services, or unique experiences. In tourism design, *Place Dependence* is crucial because good design should ensure that the place can meet tourists' expectations and needs (Efstathiou, 2020 in Kavoura et al., 2020).

Attachment represents measurable variables such as "*I will invite others to visit the tourist attractions*," "*I will recommend others to visit the tourist attractions*," "*I will return*

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to this place," and "*I will give an overall positive assessment of the tourist attractions*." The dimension shows that these tourist attractions hold exceptional value, compelling visitors to revisit and recommend to others. These four measurable variables represent the strong emotional bond of individuals to a place. As outlined in attitude theory, these variables reflect an affective domain, stating individuals' emotional connections to the environment (Jorgensen & Stedman, 2001). In the context of tourism, *Place Attachment* can encourage tourists to feel more engaged and connected with the destination visited, enriching the experience and increasing the desire to return (Efstathiou, 2020, in Kavoura et al., 2020). *Place Attachment* also includes feelings of ownership or a strong bond with a particular place to motivate pro-environmental behavior and protective actions (Masterson et al., 2017). These four measurable variables showed that visitors may return to the place and encourage others to visit, contributing to sustainability. Therefore, these four measurable variables are grouped under one dimension named *Compatibility*.

The naming of sense of place dimensions was guided by previous research to ensure balance with existing theories. These methods are referred to as direct content analysis. The results were compared with prior research that explored, defined, and named concepts within the framework of sense of place, as exemplified by the works of Shamai (1991), Jorgensen & Stedman (2001) in attitude theory, Dwiputra et al. (2019) in restorative theory, and (Efstathiou, 2020 in Kavoura et al., 2020) in the context of tourism design.

Table 9. Comparison of Sense of Place dimensions with attitude theory Jorgensen and Stedman (2001)

The Placement of Sense of Place Dimensions within the Components of Attitude	**Sense of place measurement items, Jorgensen and Stedman (2001)**	**Measurable variables of Sense of place dimensions, Author (2023)**
Place Identity is positioned within the cognitive domain, where individuals hold beliefs, perceptions, and thoughts about their attachment to a particular spatial environment, which forms part of their social identity.	The **Place Identity** dimension is measured using items such as: ● Everything about my lake property is a reflection of me. ● My lake property says very little about who I am. ● I feel that I can be myself at my lake property. ● My lake property reflects the type of person I am."	**Compatibility** dimension ● I am comfortable going alone to the attraction ● I feel that the tourist attraction is in line with my preferences
Place Attachment is within the affective domain, reflecting individuals' emotional connections to the environment.	The **Place Attachment** dimension is measured using items such as: ● I feel relaxed when I am at my lake property. ● I feel happiest when I am at my lake property. ● My lake property is my favorite place to be. ● I miss my lake property when I am away for too long.	**Attachment** dimension ● I will invite others to come to the tourist attractions ● I will recommend others to come to tourist attractions ● I will come back to the place ● I will give an overall assessment of the tourist attractions
Place Dependence falls within the conative domain, capturing the desires and behavioral intentions influenced by the spatial environment.	The **Place Dependence** dimension is measured using items such as: ● My lake property is the best place to do the things I enjoy most. ● For doing the things I enjoy most, no place can compare to my lake property. ● My lake property is not a good place to do the things I most like to do.	

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	● As far as I am concerned, there are better places to be than at my lake property.

The following sense of place is formed in tourist attractions in Bandung as reported by Shamai (1991), Jorgensen & Stedman (2001), and Dwiputra et al., (2019).

Table 10. Comparison of Sense of Place of Previous Research with Sense of Place Dimensions of Factor Analysis Results

Level of sense of place Shamai (1991)	Sense of place Dimensions Dwiputra (2019)	Sense of place dimensions Jorgensen dan Stedman (2001)	Bandung Tourism sense of place dimensions Author (2023)
Not having any sense of place.		-	-
Knowledge of being located in a place	*Compatibility with a place*	-	-
Belonging to a place		-	*Compatibility*
Attachment to a place		*Place Attachment*	*Attachment*
Identifying with the place goals		*Place Identity*	*Compatibility*
Involvement in a place	*Dedication to a place*	*Place Dependence*	-
Sacrifice for a place		-	-

Source: Researcher data, 2023.

Effect of Independent Dimension on Dependent Dimension

Based on the principle of cause-and-effect relationships, the independent variable must precede the dependent variable (Dwiputra et al., 2019). As a multifaceted and layered process characterizing the strong bonds between individuals and significant places, a sense of place and place identity are crucial components in the discourse surrounding identity, attachment, and dependence (Marques et al., 2020). This is also related to the initial motivation for visiting the place. Therefore, sense of place was determined as the dependent variable in the first regression stage, with motivations, spatial physical characteristics, and activities as independent variables. The regression analysis showed several significant independent variables to the dependent variable.

Influence of Motivations, Spatial Physical Characteristics, and Activities on Sense of Place

The results of the first regression analysis show that sense of place *attachment* is only influenced by *social activities* (β=0.207, p=0.016). Meanwhile, sense of place *compatibility* is significantly influenced by *adventure activities* (β=0.240, p=0.001), *social activities* (β=0.298, p=0.003), *photography* (β=0.209, p=0.094), and *physical beauty characteristics* (β=0.269, p=0.029).

Adventure, social activities, and *photography* are the activity dimensions influencing *compatibility* with tourist attractions. *The adventure* dimension represents *rafting, camping,* and *hiking*. *The social activities* dimension includes *talking, chatting, discussing,* and *hanging o*ut. *The photography* dimension represents *photographing, taking pictures, smiling,* and *seeking inspiration*. *The social status tourism* dimension comprises the *aesthetic/Instagram-able character of the place, a clean and well-maintained place,* and *a safe place for children*.

Table 11. Regression Analysis of Mean Dimensions of Motivations, Spatial Physical Characteristics, Activities, and Sense of Place

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Independent \ Dependent	*Attachment* Rsq=0.29 Pvalue=0.0024		*Compatibility* Rsq=0.36 Pvalue<.0001	
	Estimate	Prob>|T|	Estimate	Prob>|T|
Mean Seeking Solitude	0.065	0.513	0.183	0.113
Mean Seeking Crowd	0.159	0.201	0.060	0.678
Mean Commercial	-0.064	0.508	0.177	0.112
Mean Nature	0.152	0.228	0.070	0.630
Mean Beauty	0.109	0.300	0.269*	0.029
Mean Affordability	-0.016	0.839	-0.057	0.530
Mean Enjoying Nature	-0.042	0.702	-0.351	0.007
Mean Productive Activities	-0.097	0.340	-0.095	0.423
Mean Ecotourism	0.015	0.884	-0.129	0.292
Mean Physical Needs	0.040	0.666	-0.072	0.500
Mean Recreation	0.015	0.877	-0.124	0.279
Mean Adventure	0.074	0.230	0.240***	0.001
Mean Social Activities	0.207*	0.016	0.298**	0.003
Mean Relaxation	0.024	0.831	0.148	0.266
Mean Consumptive Activities	-0.001	0.994	-0.075	0.470
Mean Meditation	-0.075	0.301	0.005	0.955
Mean Enjoying Culture	0.121	0.141	0.055	0.558
Mean Leisure Walk	-0.039	0.542	-0.059	0.432
Mean Photography	0.015	0.890	0.209	0.094

Note: p<0.1. *p < 0.05. **p < 0.01. ***p < 0.001
Source: Researcher data, 2023

Influence of Motivations and Spatial Physical Characteristics on Activities

The dependent variables in the second regression analysis are the dimensions of activities influencing the sense of place, namely *social activities, enjoying nature, adventure,* and *photography.* The independent variables are all dimensions of motivation and spatial physical characteristics.

The results show that *social activities* are influenced by *seeking a crowd* (β=0.306, p=0.044), *enjoying nature* is influenced by the spatial physical characteristics of *nature* (β=0.665, p<.0001), and *seeking solitude* motivation (β=0.253, p=0.007), *photography* is influenced by the physical attributes of *beauty* (β=0.304, p=0002) and no dimension influences *adventure activities*. The results show that *seeking a crowd* motivation (β=0.306, p=0.044) influences *social activities*. *Seeking solitude* motivation (β=0.253, p=0.007) and spatial physical characteristics of *nature* (β=0.665, p<.0001) influence *enjoying nature* activity. The *crowd-seeking* dimension represents travel motivations such as *seeking cultural experiences*, *crowded places, newly visited places, or even an atmosphere like in the visitor's home area. The solitude-seeking* dimension represents travel motivations including *seeking a calm, quiet,* and *comfortable atmosphere*.

The *nature* dimension is the spatial physical characteristics of tourist attractions in the Bandung area that most significantly affect visitor activities to *enjoy nature*. This dimension consists of several measurable variables, such as places *with various adventure tours such as hiking and rafting, places with natural beauty and coolness, and places with various attractive tours such as games, camping areas, tour packages, and photo spots.* Galindo & Rodríguez (2000) stated that the enjoyment of nature increased pleasure and positively influenced a person's psychological well-being.

The *beauty* dimension most significantly affects *photography* activities. This dimension is a place with *aesthetic / Instagram-able* characteristics, *clean and well-maintained,* and *a safe place for children*. Dwiputra et al., (2019) also reported that the

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dimension with significant influence was *design quality,* representing the visual aspects of a place, similar to *beauty.* Efstathiou, 2020 (in Kavoura et al., 2020) emphasized the importance of visual quality in tourist destinations, where good visual quality enhanced a place's aesthetics and created meaningful experiences.

Table 12. Regression Analysis of Mean Dimensions of Motivations, Spatial Physical Characteristics, and Activities

Dependent / Independent	Social Activities		Enjoying Nature		Adventure		Photography	
	RSq=0.08 P=0.1222		RSq=0.36 P<.0001		RSq=0.11 P=0.0224		RSq=0.23 P<.0001	
	Estimate	Prob>|t|	Estimate	Prob>|t|	Estimate	Prob>|t|	Estimate	Prob>|t|
Mean Seeking Solitude	0.052	0.665	0.253**	0.007	0.296	0.062	0.086	0.338
Mean Seeking Crowd	0.306*	0.044	-0.003	0.980	-0.051	0.795	0.022	0.846
Mean Commercial	0.036	0.745	-0.075	0.372	0.014	0.920	-0.014	0.865
Mean Nature	0.015	0.909	0.665***	<.0001	0.325	0.067	0.160	0.113
Mean Beauty	0.045	0.735	0.047	0.637	-0.302	0.079	0.304**	0.002
Mean Affordability	-0.065	0.519	-0.116	0.132	-0.017	0.897	0.022	0.770

Note: p<0.1. *p < 0.05. **p < 0.01. ***p < 0.001
Source: Researcher data, 2023

Effect of Motivations on Spatial Physical Characteristics

Based on the previous analysis, the spatial physical characteristics of tourist attractions influencing tourism activities are *nature* and *beauty*. The last or third regression analysis is the effect of visiting motivation on the choice of a place with these characteristics.

This regression analysis shows that the motivation to *seek solitude* (β=0.478, p<.0001) and *seek crowds* (β=0.304, p=.0002) significantly influence *nature* characteristics. Similarly, the motivation to *seek solitude* (β=0.261, p<.0001) and *seek crowds* (β=0.305, p<.0001) significantly influence *beauty* characteristics.

Individuals with very different motivations have similar tastes in tourist attractions. However, there is a slight difference between individuals with *solitude-seeking* motivations and those who prefer *nature* attractions over *beauty*. The difference can be observed from the estimate and probability values. Individuals with a *crowd-seeking* motivation slightly prefer places with *beauty* characteristics.

Table 13. Regression Analysis of Mean Dimensions of Motivations and Spatial Physical Characteristics.

Dependent / Independent	Nature		Beauty	
	RSq=0.42 P<.0001		RSq=0.24 P<.0001	
	Estimate	Prob>|t|	Estimate	Prob>|t|
Mean Seeking Solitude	0.478***	<.0001	0.261***	<.0001
Mean Seeking Crowd	0.304**	0.0002	0.304***	<.0001

Note: p<0.1. *p < 0.05. **p < 0.01. ***p < 0.001
Source: Researcher data, 2023

Hypothesis Model

After completing a series of regression analyses, a hypothesis model was created to facilitate and simplify the interpretation of the phenomena. The pattern of influence of activity dimensions, spatial physical characteristics, and motivation on the sense of place can be seen in Figure 4.

The activities dimension of *social activities* (0.207*) and *seeking crowds* (0.306*) directly and indirectly influence the sense of place of *attachment* dimension. This analysis

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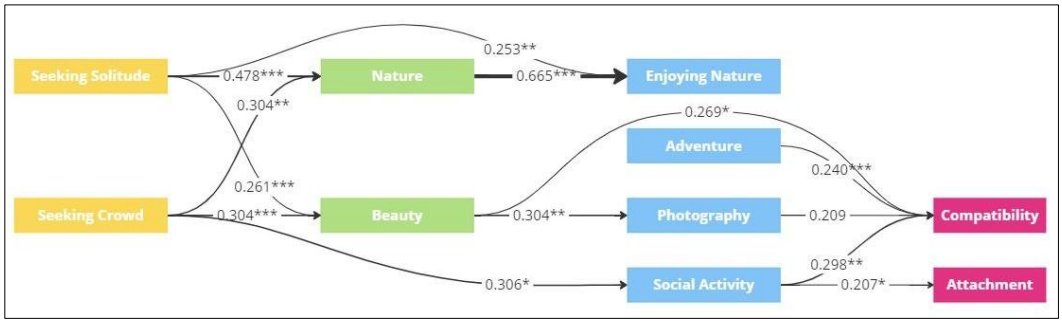
result was consistent with Azizi & shekari (2018) and Putra et al. (2023) where sense of place and social capital had a positive and significant correlation.

The spatial physical characteristic dimension of *beauty* (0.269*), as well as *social activities* (0.298**), *adventure* (0.240***), and *photography* (0.209) directly influence the sense of place of *compatibility*. Additionally, *the beauty* dimension (0.304**) with motivations for traveling in Bandung, specifically *seeking crowds* (0.304***) and *seeking solitude* (0.261***) indirectly influence *compatibility*.

Tourism stakeholders in Bandung and the surroundings can consider the relationship model when creating policies and managing tourist attractions. Moreover, visitors motivated to *seek crowds* will indirectly visit tourist attractions.

Spaces should be created to accommodate *social activities, adventure*, as well as *photography* and represent the spatial physical characteristics of *beauty* to encourage repeat visits. Indirectly, visitors motivated to *seek crowds* and *solitude* will come back to the tourist attractions.

Cross (2001) suggested that a more meaningful understanding of attachments to places can be developed by considering relationships of the interconnected aspects. Manzo and Perkins, as cited in Tan et al. (2018) reported the importance of place attachment for community participation and development. The results showed that research on place attachment emphasized individual feelings and experiences but neglected to consider the relationships within a broader sociopolitical context. Dwiputra et al. (2019) found that individuals whose activity needs balance with available facilities had a more positive experience in tourism development. This occurs when visitor engagement with tourist attractions' spatial, physical characteristics or attributes forms an interaction phenomenon. Visitors become more active due to the compatibility between the spatial physical characteristics of the attractions and the desired activities. This intensive interaction enhances a sense of place in tourist attractions.



Note: p<0.1. *p < 0.05. **p < 0.01. ***p < 0.001
Figure 2. Model of the Relationship between Motivation, Spatial Physical Characteristics, Activities, and Sense of Place.
Source: Analysis results, 2023

Suggestions and Policy Implications

Based on the research findings, several key regulations and standards can be implemented to enhance the quality and sustainability of tourist destinations, particularly in Bandung. A primary recommendation is the balance of zoning regulations with the spatial characteristics of each area to strengthen the sense of place. This method was supported by Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 9 Tahun 2021, Pasal 7 and 8, which regulated tourism zoning to preserve the aesthetic, natural, and cultural

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values of tourism areas. By protecting significant visual appeal, cultural value, and natural beauty, the area can attract tourists *seeking solitude* and *crowds*. Moreover, balancing tourism activities with the spatial characteristics of each destination can enhance visitor satisfaction and repeat visits.

Maintaining quality standards for tourism spaces is essential. Ensuring clean, safe, and well-managed environments should be a priority to support various activities, such as social interaction, photography, and adventure. These standards are consistent with Article 10 and 12 of the regulations, which emphasize the importance of maintaining high-quality spaces for tourism. By addressing the diverse needs of different tourist segments, quality standards can promote a stronger emotional attachment to the destinations, enhancing the visitor experience.

Tourism policies should promote the development of activities that cater to tourists' varied motivations. For instance, the provision of spaces and opportunities for social interaction, adventure activities, and photography must enhance the dimensions of attachment and compatibility within the sense of place. This method is consistent with Pasal 15 on Tourism Activity Development. Destinations build stronger emotional connections by creating environments resonating with visitors' motivations and desired activities.

The integration of standards and regulations into regional tourism strategies is crucial to ensuring that the development in Bandung remains sustainable and attractive. According to Article 18, integrating sustainable tourism principles into regional strategies is critical to long-term success. The research results suggest that stakeholders can improve tourism conditions and enhance the sense of place by following the strategies, contributing to sustainable tourism development.

The policy strategies for each tourism industry stakeholder are provided in Table 14. The results offer a clear framework for balancing local tourism policies with national regulations, ensuring that tourism development in Bandung is sustainable and capable of promoting a strong sense of place. Stakeholders can also significantly enhance the visitor experience and contribute to the long-term sustainability of tourist destinations by addressing motivations, spatial characteristics, and activities.

Table 14. Policy strategy can be taken for each tourism industry player

Tourism Industry Player	Objective	Policy Strategy	Implementation Steps	Targeted Sense of Place Dimension
Local Government	Ensure sustainable tourism development	Implement zoning regulations and environmental protection standards	Implement zoning that preserves aesthetic, natural, and cultural values	Compatibility
Tourism Developers	Create a balanced tourism policy	Standardize tourism infrastructure	Develop clean, safe, and well-maintained spaces	Attachment & Compatibility
Tourism Operators	Enhance visitor experience	Standardize activity spaces and visitor experience programs	Create diverse activity offerings, including social, adventure, and photography activities	Attachment & Compatibility
Local Communities/ Community Organizations	Benefit from and contribute to tourism	Encourage community involvement and benefit-sharing	Involve local communities in tourism development and promote cultural activities	Attachment

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Marketing Agencies	Managing public perception	Destination branding and promotion	Highlight the unique spatial characteristics and activities of destinations.	Compatibility

Source: Researcher analysis, 2024

CONCLUSION

In conclusion, the two categories of motivation for visitors to travel in the Bandung area include seeking solitude and crowds. The four categories of physical spatial characteristics of tourist attractions attracting visitors to travel in the Bandung area are commercial, nature, beauty, and affordability. Visitors at tourist attractions are included in 12 activities, namely *enjoying nature, productive activities, ecotourism, physical needs, recreation, adventure, social activities, relaxation, consumptive activities, meditation, enjoying culture, leisurely walks,* and *photography*. Furthermore, two categories of sense of place are created from a series of aspects of Bandung tourism, namely attachment and compatibility.

This research reports the causal relationship between motivations, spatial physical characteristics, activities, and the sense of place of tourist attractions. Motivations to travel influence a person to choose the characteristics of tourist attractions and activities. In addition, place characteristics can also encourage individuals to conduct a particular activity, such as natural characteristics enabling visitors to enjoy nature.

The results and the policy articulation support Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 9 Tahun 2021, emphasizing the importance of zoning regulations in line with spatial characteristics, quality standards for tourist spaces and the development of tourism activities. Therefore, the research strengthens policies concerning the management of sustainable tourist destinations, particularly in preserving aesthetic, cultural, and natural values while enhancing visitor satisfaction and loyalty.

The primary limitation of this research was the use of convenient sampling methods, which led to an uneven or unfocused distribution of respondents. Even though the concept could be generalized to the largest age group of respondents, namely 20-30 years, variables such as domicile, gender, employment background, and income might influence motivations, place characteristics, and activities. Random sampling methods were necessary to enhance reliability in future research. Another limitation was using conventional content analysis during the open coding phase. Conventional content analysis comprised exploratory naming/coding textual data in qualitative research based on reasoning rather than existing theory. This method allowed for broader categorization and the discovery of new categories based on regional context, leading to less precise categorizations.

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AUTHOR PROFILE

Qonitah Khoirunnisa Effendi

Lecturer at the Department of Architecture, Faculty of Engineering, University of Lampung. Expert in the field of architecture research.

Novia Ruslan Subur

Magister Student of Tourism at Trisakti Institute of Tourism. Expertise in the fields of tourism research.

Hanson E. Kusuma

Lecturer at the School of Architecture, Planning, and Policy Development, Bandung Institute of Technology. Expert in environmental behavior and data analysis.

Agung Cahyo Nugroho

Lecturer at the Department of Architecture, Faculty of Engineering, University of Lampung. Expert in architecture and urban design.

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