

Characteristics and Motivation of The Millennial Generation to Take Gastronomic Tourism Travels

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ARTICLE INFO

Keywords:

Characteristics,
Motivation,
Millennials,
Tourism,
Gastronomy.

Kata Kunci:

Karakteristik,
Motivasi,
Kaum milenial,
Gastronomi.

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ABSTRACT

The millennial generation's travel patterns are starting to like gastronomic tourism. Djejak Rasa Yogyakarta is here as a forum for the millennial generation as well as media while getting to know more about the gastronomy contained in the culinary offerings. The purpose of this study is to get an overview of the characteristics and motivations for choosing Djejak Rasa for gastronomy tours. The research method uses distributing questionnaires on the Google form which can be filled out by tourists after a tour of 50 people. Data analysis was carried out interactively models. The results of this study are the characteristics of millennial generation tourists in conducting gastronomic trips as a tourist descriptor and the trip descriptor. The motivation for tourists to take a gastronomic journey with Djejak Rasa are physical motivation, cultural motivation, individual motivation and status motivation.

SARI PATI

Pola perjalanan generasi milenial mulai menyukai wisata berbau gastronomi. Djejak Rasa Yogyakarta hadir sebagai wadah untuk serta media para generasi milenial untuk berwisata sambil mengenal lebih lanjut mengenai gastronomi yang terkandung dalam kuliner yang disuguhkan. Tujuan penelitian ini yaitu untuk mendapat gambaran karakteristik dan motivasi dalam memilih Djejak Rasa untuk perjalanan wisata Gastronomi. Metode penelitian menggunakan penyebaran kuesioner pada google form yang dapat diisi wisatawan setelah melakukan tur berjumlah 50 orang. Analisis data dilakukan secara interaktif dan terus menerus hingga tuntas mulai dari pengumpulan, reduksi, penyajian data dan penarikan kesimpulan. The results of this study are the characteristics of millennial generation tourists in conducting gastronomic trips as a tourist descriptor and the trip descriptor. The motivations for tourists to take a gastronomic journey with Djejak Rasa are physical motivation, cultural motivation, individual motivation, and status motivation.

INTRODUCTION

The travel trend is not only popular with older people but also with the younger generation. The purpose of traveling is not only for physical needs but also for mental health (Sungkawati & Jaya Esti, 2017). Physical needs can be physical health. Traveling can train physical strength and motor skills because of the variety of activities. Tourism with physical activities, for example, walking, paragliding, mountain climbing, trekking at waterfalls, and so on. Mental health needs in the form of inner peace obtained from traveling. Currently, there are many forms of tourism activities to meet a person's personal welfare needs. The younger generation is known as the millennial generation. The millennial generation is a group of people whose lives are close to technological developments and who use them to make everyday life easier (Sarkowi, 2020). Therefore, the existence of technology through social media has a huge influence on their lifestyle. One of them is the Instagram and Tiktok applications which have recently become popular and provide many different perspectives on travel activities.

When traveling, the Millennial Generation not only enjoys the beauty of nature, but many also try the typical foods of the regions they visit. According to (Wiyono et al., 2018), the motivation to travel and the type of tourism undertaken will form a group of attitudes and travel habits both conatively, affectively, and cognitively. On social media, they will usually post and provide education about the culinary delights they have tried. This trend on social media also makes the younger generation compete to go to areas that have food stalls or stalls that are going viral. Motivations for visiting are different, some want to just enjoy the food served, see how to cook to practice at home, create content, and also need to increase their self-actuality. Tourists, who are often called Generation Y, have different travel patterns from their predecessors.

According to (Dahesihsari & Kartikawangi, 2021) and Sulistyawan (2020), the characteristics of the millennial generation can be seen in the

following description.

- a) Literate and easy to adapt to technology
- b) Gadgets are friends
- c) Using technology to make all activities easier
- d) Prefer cash
- e) Extensive use of technology in everyday life.

Tourist characteristics can also be differentiated using the terms trip descriptor and tourist descriptor. According to Seaton and Bennet (Tunjungsari, 2018) Trip descriptor is the characteristics of tourists based on the description of the trip, both related to the purpose of the trip, recommended travel companions, cost and length of trip, vehicle used, and organization of the trip. Tourist descriptors are more about expressing the tourist's self according to the three characteristics above, namely demographic characteristics, sociographic characteristics, and psychographic characteristics. Tourist descriptors briefly consist of gender, age, region of origin, livelihood, income, and education.

Tourists who carry out tourism activities are certainly driven by various things. According to McIntosh, Goeldner, and Ritchie (Rani et al., 2020), tourists' motivation to travel can be classified into four types of motivation, namely physical motivation, individual motivation, educational motivation, and status motivation. Tourist attractions include tourist attractions that are deliberately prepared to be presented to tourists (Hanifa & Pratikawati, 2020). Culinary tourism can be packaged into a more attractive tourist attraction in combination with cultural richness as a form of gastronomic tourism (Ritonga & Mulia, 2020).

One city that emphasizes culinary tourism as a destination is the city of Yogyakarta. This city is also known as a student city because of the many universities and colleges. This phenomenon makes many young people come to the city of Gudeg. Apart from that, there has been a lot of growth in the food and beverage sector, both traditional and contemporary. Generation Y often travels while enjoying regional culinary delights, but in reality,

many do not yet know the essence of these foods. Especially regarding traditional culinary delights which have their historical value and can be studied further as gastronomic tourism. Seeing this phenomenon, Djejak Rasa is present as a medium to bridge the millennial generation with traditional culinary entrepreneurs in the city of Yogyakarta. So far, quite a lot of young people have taken part in the various activities offered by Djejak Rasa. The tourists who participated consisted of different tourist characteristics. The motivation for participating in gastronomic tourism activities is of course different (Sudaryanti et al., 2015). Therefore, it is important to conduct this research to examine the characteristics and motivations of tourists on gastronomic tours with Djejak Rasa.

This research uses a qualitative descriptive research method. Qualitative descriptive research is research that focuses on the researcher as the key instrument in solving the object being studied (Sugiyono, 2018). The data collection technique was carried out by distributing questionnaires on Google Forms. The number of respondents consisted of all tourist participants who took part in the Kelana Rasa program scheduled by Djejak Rasa. Usually in one program, there are 8 to 40 participants. The variables in this study include tourist characteristics consisting of travel descriptors and tourism descriptors. Tourist motivation includes physical motivation, individual motivation, cultural motivation, and status motivation. The following is a diagram of the framework for this research.

METHODS

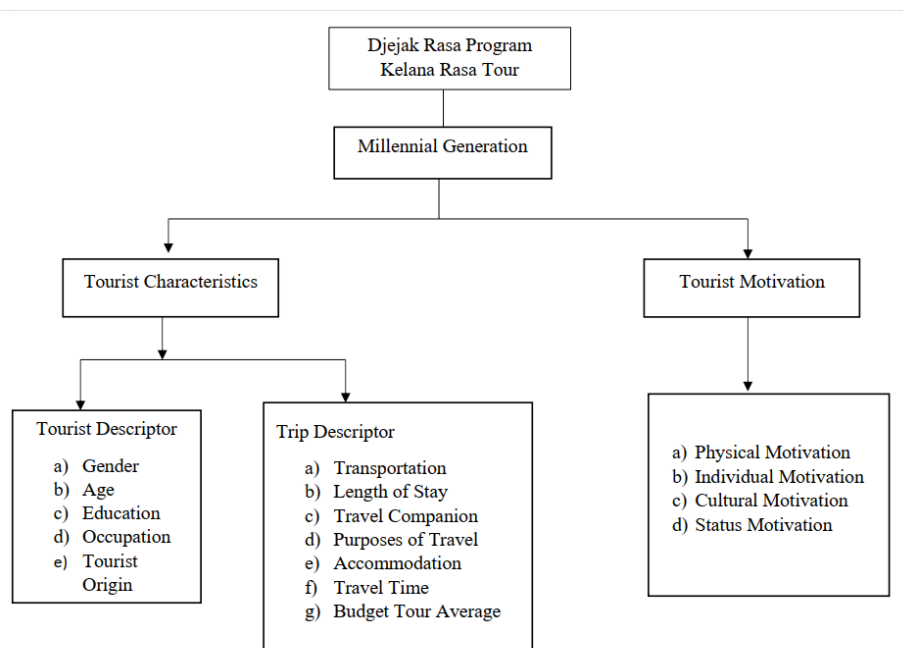


Figure 1. Research Framework
Source: Processed by Researchers, 2023

Djejak Rasa has three gastronomic tourism programs, namely Kelana Rasa, Ruang Rasa, and Kurasi Rasa. One program that invites tourists to come directly to taste traditional food participate in how it is made and learn about its history is Kelana Rasa. The researcher took part in the Kelana Rasa activity, then after all the activities

were completed a Google form would be distributed to all participants to fill in.

Data analysis is carried out interactively and continuously until completion, as stated by Miles and Huberman (Sugiyono, 2018). Activities in data analysis consist of data reduction, data presentation, and drawing conclusions or

verification. Data was collected first through a questionnaire research instrument. The large and complex amount of data requires researchers to summarize and extract important main data through data reduction. Next, the researcher presents the data assisted by tables and figures with in-depth descriptions. The final step is to draw conclusions and answer the problem formulation that was created from the start. All these stages are to get an overview of the characteristics and motivations of the millennial generation in taking gastronomic tourism trips through *Djejak Rasa* Yogyakarta.

RESULTS AND DISCUSSION

1. *Djejak Rasa* Overview

Djejak Rasa is a start-up company operating in the culinary and tourism sector. Founded by 3 people from the millennial generation named Tanti, Tanya, and Almas in October 2021. Initially, it was only limited to serving the culinary sector such as ordering catering and food stalls. After a long time, there has been unrest with the emergence of many food vloggers who review food on social media. The reviews given are only limited to the taste and price of the food, not in-depth into the essence and meaning of the culinary delights. Reflecting on that, *Djejak Rasa* started a tour to introduce gastronomy in January 2023. Currently, *Djejak Rasa* already has 3 business units, namely *Kelana Rasa*, *Ruang Rasa* and *Kurasi Rasa*.

Kelana Rasa presents activities to explore, watch, and appreciate the existence of local culinary delights with various forms of activities packed with interesting stories through gastronomic tourism. *Ruang Rasa* is a place to learn and share knowledge about local and traditional Indonesian culinary delights for

culinary business people, culinary activists, and the general public. *Kurasi Rasa* is a program to curate and distribute culinary products by prioritizing quality and taste and guided by artistic values and locality. Of the third program, the most popular is *Kelana Rasa*. *Kelana Rasa* is further divided into 3 gastronomic tourism activities, namely *Telusur Rasa*, *Sua Rasa*, and *Olah Rasa*.

Telusur Rasa is a gastronomic tour that has been running for 14 batches. Each batch is limited to 15 participants. Currently, there are 4 routes to *Telusur Rasa*, namely. *Telusur Rasa* Kota Gede, *Telusur Rasa* 0 KM, *Telusur Rasa*, and *Telusur Rasa* Kranggan. From the four programs, the most popular is *Telusur Rasa* Kota Gede. On this tour, tourists will be invited to tour Kota Gede along a predetermined route of 4 KM. Tourist activities at *Telusur Rasa* Kota Gede consist of introductions between participants, a tour of the gathering point, namely Kopi Lumbung Mataram, visiting the Kembang Waru cake production house, walking to meet typical local community houses, historical and cultural tours and ending with lunch and sharing of experiences gained. when on a gastronomic tour.

2. Characteristics of tourists taking gastronomic trips using the Tourist Descriptor

The respondents in this study were 50 people who were members of *Kerabat Rasa*. *Rasa* relatives are a group of people who have taken part in a gastronomic tour with *Djejak Rasa*. The characteristics of tourists according to the Tourist Descriptor can be divided into gender, age, education, livelihood, and region of origin of tourists as well as the number of times they have taken gastronomic trips. This picture depicts the characteristics of the millennial generation who go on a gastronomic journey with *Djejak Rasa*.

Table 1. Tourist Characteristics according to Tourist Descriptor

Characteristics	Category	Amount	Percentage
Gender	Male	13	26 %
	Female	37	74 %
Age	a. 15-25 years old	7	14 %
	b. 26-35 years old	32	64 %
	c. > 36 years old	11	22 %
Education	a. Elementary School	0	0 %
	b. Junior High School	7	14 %
	c. Senior High School	10	66 %
	d. Diploma, Degrees and Postgraduate	33	20 %
Occupation	a. Student	23	46 %
	b. Private Sector Employee	10	20 %
	c. Civil Servant	9	18 %
	d. Entrepreneur	5	10 %
	e. Others	3	6 %

Source: Processed by Researchers, 2023

Based on a questionnaire distributed to 50 respondents who were relatives of *rasa*, the characteristics of respondents based on the gender of the millennial generation who took part in *DJejak Rasa* were dominated by 74% women and 26% men. *DJejak Rasa*'s target market was initially the millennial generation. *DJejak Rasa* sees the phenomenon of the millennial generation, as many as 85% do not know traditional food. This is due to the emergence of many foreign foods such as the *K-Pop* trend, Japanese food, and Western food. In terms of age, it can be seen in the following picture. Based on this table, it can be seen that the majority of people taking gastronomic tourism are aged 26 - 35 years, as much as 64%. This age is the productive age and shows the age of *Y* Generation known as the millennial generation. Apart from that, the journey with *DJejak Rasa* on each tour is also quite long. One trip takes approximately 5 hours so you need physical strength to walk long distances. Therefore, participants at that age can be more fit and support the mobility of gastronomic journeys through the lives of local people at each *Telurur Rasa* location.

The average education of the millennial generation who take part in gastronomic tourism is predominantly higher education. This is also influenced by the city of Yogyakarta as a student city so many students study in this city. The demographics of respondents based on work are

mostly students and university students. Other jobs such as civil servants and private employees are due to *DJejak Rasa* also opening private trips for companies. The regular price for the *DJejak Rasa* gastronomic package is Rp. 95,000.00, for private trips around Rp. 150,00.00 to Rp. 200,000.00 per person depending on the type of needs requested. On this trip, tourists can order necessities throughout the trip, including pick-up, additional food menus, and historical and cultural tours.

Based on the region of origin, the millennial generation comes from the island of Java, namely East Java, Central Java, and West Java. For example, there are tourists from Jakarta, Tasikmalaya, Sumedang and Solo. Tourists who have gone on a gastronomic journey with *DJejak Rasa* have only done it once. This is because *DJejak Rasa* started opening gastronomic tours in January 2023. The gastronomic tourism program in the form of *Telusur Rasa* has been running for 14 batches.

3. Characteristics of tourists taking gastronomic trips using the Trip Descriptor

The characteristics of the millennial generation from the trip descriptor are based on descriptions of tourists' journeys to be able to take a gastronomic trip to the city of

Yogyakarta. This demographic consists of transportation, travel time, travel companions,

travel destination, accommodation, travel time, and average travel cost.

Table 2. Tourist Characteristics according to Trip Descriptor

Characteristics	Category	Amount	Percentage
Transportation	a. Land Transportation	40	80 %
	b. Water Transportation	0	0 %
	c. Air Transportation	10	20 %
Length of Stay	a. 1 day	33	66 %
	b. 2 days	12	24 %
	c. > days	5	10 %
Travel Companion	a. Friends	12	24 %
	b. Family	16	32 %
	c. Partner	8	16 %
	d. Colleague	14	28 %
	e. Others	0	0 %
Purposes of Travel	a. Get a gastronomic tourism experience	34	68 %
	b. Class/lecture assignments	6	12 %
	c. Showcased on social media	10	20 %
Accommodation	a. Oyo/Reddoorz	3	6 %
	b. Melati Hotel	18	36 %
	c. 3-5 Star Hotel	22	44 %
	d. Resort	7	14 %
	e. Others	0	0 %
Travel Time	a. Weekday	48	96 %
	b. Weekend	2	4 %
Budget Tour Average	a. Rp. 500 hundred	9	18 %
	b. Rp. 1 – Rp. 2 million	22	44 %
	c. > Rp. 2 million	19	38 %

Source: Processed by Researchers, 2023

Tourists who travel to Yogyakarta City are dominated by land and air transportation. The tourist area of origin is still on the island of Java, so many people choose to travel by train, private vehicle or online motorbike taxi. The average travel time for gastronomic tourism is one day. However, the time for a holiday in Yogyakarta is usually 3 days to 1 week. According to an interview conducted with tour guide Djebak Rasa, tourists take gastronomic tours while traveling in Yogyakarta. The tourism activities carried out increase, not only natural, cultural and culinary tourism, but also more in-

depth, namely gastronomic tourism. Travel friends are more than college friends and family. Apart from that, the Djebak Rasa program also opens Suap-suapan activities that couples can participate in. The food provided is usually in collaboration with local stalls. In each batch, this bribery event takes on a major regional theme in Indonesia. The aim of traveling with Djebak Rasa is to gain knowledge of Yogyakarta gastronomy and gain new insights into regional gastronomy. Apart from that, the millennial generation likes to post tourist activities they do to show off on social media. This can increase tourists'

self-actualization.

Accommodation when visiting Yogyakarta is mostly in 3 to 5 star hotels. Tourists who come as well as on holiday choose to stay temporarily in hotels. Apart from that, in terms of accommodation, many people also stay in jasmine or rose hotels. In the city of Yogyakarta itself, there are many types of accommodation to choose from. This accommodation offers various concepts, including industrial, rural and green hotels. Travel time for taking gastronomic tours is greater on weekends by 98%. This is because Djejak Rasa actually opens trips from Saturday and Sunday. Reflecting on the usual time tourists go on holiday. Some are on weekdays and those are usually trips carried out by the company. Djejak Rasa has so far handled 2 companies for private trips, namely Indika with 37 people and Bobox with 24 people. The average travel cost is around Rp. 1,000,000.00 to Rp. 2,000,000.00. The cost is not too big because tourists can choose to travel by land transportation. Apart from that, the city of Yogyakarta is a holiday destination that is relatively cheap.

4. Motivation for the Millennial Generation to Travel Gastronomy

Tourist motivation is divided into four motivations, namely physical motivation, cultural motivation, individual motivation and status

motivation. The following is an explanation of each of these motivations.

a) Physical Motivation

The millennial generation's motivation for taking gastronomic trips is to experience a different atmosphere from their daily routine. The Gastronomic Tourism offered by Djejak Rasa provides a new experience for tourists. The experience provided is in the form of enjoying and seeing first hand the life of local people and their habits. Tourists can carry out recreational activities in the form of exploring villages with various tourist attractions in them. *Telusur Rasa* Kota Gede gastronomic trip, tourists can see joglo houses and the Purbayan Tourism Village. Apart from that, tourists can also visit the Gede Mosque in Kota Gede and the Tombs of the Mataram Kings.

The gastronomic trip includes a half day tour which takes around 4 to 5 hours on foot. The distance traveled from the starting point is approximately 4 KM. Tourists feel healthier when walking through the city to see various culinary delights. Tourists can also carry out direct activities to participate in food processing. When visiting a cake or food production house, tourists can try out the correct cooking method firsthand. So physically there are many benefits from going on a gastronomic journey with Djejak Rasa.



Figure 2. Travel through tourist attractions
Source: Personal Documentation, 2023

b) Cultural Motivation

Gastronomic tourism is a tourist activity that combines getting to know culinary delights with the culture contained therein. Therefore, cultural motivation is one of the factors attracting tourists to take a gastronomic trip. Taste Taste participants can learn about the philosophy behind the culinary delights they eat. Tourists can also learn gastronomy in depth. One of the Djejak Rasa tour programs, namely Telusur Rasa Kota Gede, invites tourists to visit the production house for making Kembang

Waru Cake. Kembang Waru Cake is a typical food from Kota Gede. Usually in the past it was served when people had celebrations, some of the dishes were for people who helped the community. Until now, Waru Flower Cake is still preserved, one of which is as a gift for weddings. Tourists who visit the Kembang Waru production center will meet one of the legendary producers named Pak Bas. Pak Bas is very enthusiastic about welcoming tourists to share the philosophy behind Kue Kembang Warung.



Figure 3. Gastronomic story from Pak Bas
Source: Personal Documentation, 2023

Cultural motivation is also related to tourists' desire to have social interactions with traditional culinary businesses. Business people are very open to tourists being able to learn about the history and meaning behind the food they make. For example, Waru Kembang Cake has an octagonal shape which symbolizes *Asto Broto*. *Asto Broto* are the eight virtues that humans must have as a guide in life. Tourists can see cooking methods and culinary presentations typical of the regions they visit. The process of cooking Kembang Waru Cake uses a traditional open cake which can be witnessed directly by tourists. The way to serve it is very simple, namely placing it on a wooden tray first until the heat disappears, then wrapping it in clear plastic. Tourists who go on a gastronomic trip with Djejak Rasa can also see various historical relics

that contain cultural values. These locations include the Kota Gede Mosque, Maka, Raja-raja Mataram, Tugu Yogyakarta, KM 0, and the Malioboro area. The fulcrum of gastronomic travel is at each traditional market so that tourists can see firsthand the life of the traditional market.

c) Individual Motivation

Millennial generation tourists come to the city of Yogyakarta usually while on holiday and visiting friends or family. When the millennial generation arrived, they took a gastronomic tour with Djejak Rasa. The tourism activities held by Djejak Rasa are a breakthrough for the younger generation. Initially, they came to Yogyakarta just to hunt for culinary delights and try various typical foods. Apart from being known as a natural and cultural tourist attraction, the city of Yogyakarta

also has many unique and interesting traditional culinary menu choices.

A gastronomic tour with Djejak Rasa provides a new experience, namely enjoying culinary delights with stories. Tourists can learn education and get more useful things. The millennial generation will usually visit viral food

locations but only enjoy the food. Gastronomic Tourism with Djejak Rasa provides tourism education about culinary philosophy and the meaning behind the food. This motivation provides individual benefits to increase knowledge and insight in the Indonesian culinary field.



Figure 4. Gastronomic Education
Source: Personal Documentation, 2023

d) Motivational Status

Status motivation or prestige motivation is related to filling a sense of self-actualization after going on a tour. The millennial generation usually posts on their social media such as Facebook, Instagram, and TikTok. They want to show their friends and relatives that they have taken part in a very interesting gastronomic tour. At the end of each activity, Djejak Rasa will post all activities in the

form of short Reels on Instagram. Usually, they also include a sign for all participants who take part so they can share their social media stories. The millennial generation can add knowledge and insight regarding culinary not only the taste but also the stories contained therein. The added insight and experience can be a source of pride for tourists to be able to display and share stories with others.



Figure 5. Moments immortalizing gastronomic activities
Source: Personal Documentation, 2023

MANAGERIAL IMPLICATION

This research contributes to knowing the characteristics and motivations of the millennial generation in choosing Djejak Rasa for gastronomic travel. This characteristic description can be used as reference material in determining the target market that will be targeted by Djejak Rasa to create future gastronomic tourism programs. These characteristics can be selected through tourist demographics from the trip descriptor and tourist descriptor. Trip Descriptor relates to how tourists travel, consisting of transportation, duration of the trip, travel destination, accommodation, travel time, and average travel cost. Tourist descriptor is based on tourist demographics such as age, gender, education, and occupation. Tourist motivation can be seen from internal motivation and external motivation.

CONCLUSION

The characteristics of millennial generation tourists when undertaking gastronomic trips according to the tourist descriptor are dominated by women aged between 26 and 35 years. More recent education is at tertiary institutions from diploma, strata 1 to strata 3. Characteristics based on employment are mostly students and private employees. The area of origin of tourists is still around the island of Java, including Central Java, East Java, and West Java. The number of people

taking part in the gastronomic journey is only one time because Djejak Rasa only opened the gastronomic journey in January 2023 and has already run 14 batches. Characteristics of tourists based on trip descriptors, namely transportation using land transportation. Travel time is between 1 day to more than 3 days. Travel companions are college friends and family. Accommodation uses 3 to 5-star hotels with travel times on weekends. The average travel cost is between Rp. 1,000,000.00 to Rp. 2,000,000.00.

The motivation for tourists to take a gastronomic trip with Djejak Rasa consists of four motivations. Physical motivation is that the millennial generation gets a new atmosphere from everyday life and can carry out recreational activities by walking around the city enjoying culinary tourism. Cultural motivation means that tourists can learn the history and philosophy of the culinary delights they try. Djejak Rasa also invites tourists to visit several historical buildings and learn about the culture of the local community. Individual motivation consists of gaining new, different experiences by enjoying food accompanied by stories. Status Motivation is related to fulfilling self-actualization needs in the form of prestige because you have carried out gastronomic tourism activities and posted on social media.

ACKNOWLEDGEMENTS

This research was fully funded by P3M Bunda Mulia University and partially supported by Djejak Rasa Yogyakarta. This research was

kolaboratif research with Bogor Hospitality Institute.

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