



Strategic Development of Sustainable Tourism: Integrating Traveler Preferences of Geopark Ciletuh Through OTA – A Conjoint Analysis Approach

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| Article Info | Abstract |
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| Article History Received: 2026-01-07 Revised: 2026-02-13 Published: 2026-03-01 | This study investigates the strategic development of sustainable tourism at the Ciletuh Geopark, focusing on how traveler preferences are integrated through Online Travel Agents (OTAs) using a conjoint analysis approach. The research emphasizes the role of OTAs in promoting ecotourism, specifically at the Ciletuh Geopark, a UNESCO Global Geopark located in West Java, Indonesia. The study identifies key attributes of tourism products and OTA features that influence tourists' decisions to visit Ciletuh, including price transparency, competitive pricing, and comprehensive destination information. It also highlights the significance of physical adventure activities, such as trekking, and the natural beauty of Ciletuh's landscapes, particularly its waterfalls, as major factors driving visitor interest. Additionally, the study reveals that infrastructure, such as diverse accommodation options, is essential for enhancing the overall tourist experience and attracting repeat visits. The findings of this study provide valuable insights for tourism managers, local governments, and OTAs, particularly in terms of optimizing marketing strategies, improving tourist engagement, and promoting the sustainable management of the geopark. Furthermore, the research aligns with current trends in digital marketing, which leverage technology to engage tourists, build relationships, and foster loyalty. Overall, this study contributes to the growing body of knowledge on ecotourism and sustainable tourism practices, offering practical recommendations for enhancing the promotion and management of the Ciletuh Geopark as a top-tier tourist destination. |
| Keywords: <i>Sustainable Tourism;</i> <i>Ecotourism;</i> <i>Online Travel Agents;</i> <i>Conjoint Analysis;</i> <i>Ciletuh Geopark.</i> | |

| Artikel Info | Abstrak |
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| Sejarah Artikel Diterima: 2026-01-07 Direvisi: 2026-02-13 Dipublikasi: 2026-03-01 | Penelitian ini menyelidiki pengembangan strategis pariwisata berkelanjutan di Geopark Ciletuh, dengan fokus pada bagaimana preferensi wisatawan diintegrasikan melalui <i>Online Travel Agents</i> (OTAs) menggunakan pendekatan analisis konjoin. Penelitian ini menyoroti peran OTAs dalam mempromosikan ekowisata, khususnya di Geopark Ciletuh, yang merupakan Geopark Global UNESCO yang terletak di Jawa Barat, Indonesia. Studi ini mengidentifikasi atribut utama produk pariwisata dan fitur OTA yang mempengaruhi keputusan wisatawan untuk mengunjungi Ciletuh, termasuk transparansi harga, harga yang kompetitif, dan informasi destinasi yang komprehensif. Penelitian ini juga menyoroti pentingnya aktivitas petualangan fisik, seperti trekking, dan keindahan alam lanskap Ciletuh, terutama air terjun, sebagai faktor utama yang mendorong minat pengunjung. Selain itu, studi ini mengungkapkan bahwa infrastruktur, seperti pilihan akomodasi yang beragam, sangat penting untuk meningkatkan pengalaman wisatawan secara keseluruhan dan menarik kunjungan ulang. Temuan dari penelitian ini memberikan wawasan berharga bagi pengelola pariwisata, pemerintah daerah, dan OTAs, khususnya dalam mengoptimalkan strategi pemasaran, meningkatkan keterlibatan wisatawan, dan mempromosikan pengelolaan yang berkelanjutan dari geopark. Selain itu, penelitian ini sejalan dengan tren pemasaran digital saat ini, yang memanfaatkan teknologi untuk melibatkan wisatawan, membangun hubungan, dan mendorong loyalitas. Secara keseluruhan, penelitian ini berkontribusi pada pengembangan ekowisata dan praktik pariwisata berkelanjutan, dengan memberikan rekomendasi praktis untuk meningkatkan promosi dan pengelolaan Geopark Ciletuh sebagai destinasi wisata unggulan. |
| Kata kunci: <i>Pariwisata Berkelanjutan;</i> <i>Ekowisata;</i> <i>Agen Perjalanan Online;</i> <i>Analisis Konjoin;</i> <i>Geopark Ciletuh.</i> | |

I. INTRODUCTION

Tourism is important for Indonesia because it supports foreign exchange income from other countries. According to Indonesia's statistics agency, in 2024 Indonesian foreign exchange income has reached \$3.74 billion USD. During the

end of the year, more people were traveling, and the data showed that year by year the number of people traveling is getting higher, about 1.39 million tourists came from other countries, which is 9.04% higher than in 2023. Most of these tourists were from Malaysia, Australia, and

Singapore. Indonesia has recorded 94.36 million trips within the country, which is 13.19% higher compared to last year's data statistics. West Java was the most popular place to visit. This indicates that the continued growth of Indonesia's tourism sector year after year is crucial in boosting the Indonesian economy.

Indonesia's tourism sector has demonstrated high resilience post-COVID-19 pandemic, supported by the rapid development of ecotourism. Indonesia's ecotourism, driven by its rich natural and cultural heritage, has attracted millions of tourists annually, resulting in a significant economic impact on local communities through job creation and increased income (Kemenpar, 2025). Indonesia's uniqueness and capabilities as a country with abundant natural resources and a rich cultural heritage support the development of Indonesian ecotourism, which holds significant potential as a unique selling point for tourism in Indonesia, positively impacting the creative economy and environmental sustainability (Ministry of Tourism, 2022). The uniqueness offered by Indonesian ecotourism is believed to be able to increase the interest of both domestic and international tourists in visiting Indonesia.

Geoparks are an example of ecotourism in Indonesia that successfully combines the beauty of geology, culture, and the lives of local communities. The Ciletuh Sukabumi Geopark, officially recognized as a UNESCO Global Geopark in 2018, offers significant ecotourism potential with a unique combination of natural beauty. The Ciletuh-Pelabuhan Ratu Geopark, located in West Java Province, Indonesia, encompasses 74 villages across 8 sub-districts and is home to nearly 500,000 people, the majority of whom are Sundanese and make their living as farmers, teachers, and fishermen. This Geopark underwent revalidation in 2022 and 2025 as part of a periodic evaluation conducted by the Global Geopark Network and UNESCO to assess the Geopark's suitability based on established criteria. Revalidation is a crucial step in demonstrating the Ciletuh Geopark's consistency in implementing the principles of geological preservation and sustainable development supported by the active involvement of local communities (Komisi Nasional Indonesia untuk UNESCO, 2025). This shows the form of manifestation of the development of the tourism sector in the form of ecotourism in Indonesia.

In spite of the Ciletuh Geopark has demonstrated consistency in developing and maintaining the principles of Geopark

sustainability, this potential has not been fully utilized optimally. Especially in terms of promotion that has changed within years since Covid-19. In the era of rapid development in technology and information, increased tourist visits can be achieved by promoting tourist places, attractions, and offers through digital media. This is also in line with digital marketing trends that refer to the use of technology and online platforms to promote tourist places and offers, interact with target audiences, build customer engagement, and build relationships with customers (Azinuddin et al., 2023). Not only increase brand awareness, increase engagement and interaction with customers, but this platforms can also attract new customers, get broader views, and eventually create loyalty and enhance business sustainability (Artiari et al., 2025). Besides using social media (Kaur et al, 2018), the tourism business is also supported by various digital media to obtain information about tourist accommodation and attraction such as Google Trend Index (IGT) (Rodel & Van Der Kaap, 2017), Facebook, YouTube, Instagram (Nifita & Arisondha, 2018), and Online Travel Agent (OTA). Online Travel Agent (OTA) plays a crucial role as a promotional and selling tools in the tourism sector. Due to these platforms are enabling the traveller to gather all information needed for travel, such as accommodation location, price, services, type of attractions, transportation, and even the restaurant or tour guide services. In Indonesia, the competition on travel industry more increasing. There are many entities involved in the ecosystem, such as metaresearch, hotel websites, search engines, corporate travel agencies, peer-to-peer, travel media marketing, travel inspiration, property management systems, airport transfer, travel insurance, and global distribution system (GDS). Compared to other options, OTAs offer the distinct advantage of using and gathering Big Data that can be used for marketing development strategies.

Big Data technology enables companies to develop personalized systems for recommending tourist destinations to travelers. This will boost the promotion of Indonesian tourism in general and Online Travel Agencies (OTAs) in particular. The tourism industry can profile potential tourists interested in Indonesia and provide targeted promotions. The importance of developing this big data technology lies in structuring data for continuous analysis. Therefore, it is also crucial to understand the factors that drive potential travelers to use OTAs

compared to other tourism product purchase platforms. A deeper understanding of OTAs, specifically the aspects that encourage users to transact within them, is essential to identify the factors within OTAs that can motivate potential travelers to make travel-related purchases. Big Data systems in OTAs also offer opportunities for travel companies, accommodation providers, and stakeholders in the tourism industry to continuously innovate and connect with each other to build a sustainable, customer-oriented tourism ecosystem.

The background and rationale for this research stem from the relevance of the tourism sector, particularly ecotourism, which plays a vital role in Indonesia's economy. Furthermore, the findings of this study can provide valuable insights for the management of Ciletuh Geopark, the local government, and Online Travel Agencies (OTAs) in enhancing tourism management and promotional efforts. This research also offers novelty in the form of new literature on consumer behavior in considering purchase decisions for tourism services made through OTAs, specifically in the context of the developing ecotourism of Ciletuh Geopark. The literature contained in this study is also aligned with efforts to develop tourism that embraces sustainability and the utilization of information technology in promoting tourism.

Accordingly, this study seeks to answer three specific research questions:

RQ1: What OTA's attribute that contribute to purchase intention?

RQ2: What tourism products attribute drives travelers go to Geopark Ciletuh?

1. Eco-tourism

Tourism is an activity of traveling with the aim of obtaining enjoyment, seeking satisfaction, learning something, improving health, enjoying sports or recreation, carrying out a task, making a pilgrimage, and so on (Koen Meyers, 2009). Meanwhile, Kane & Tucker (2004) describe tourism as a journey taken by a person temporarily, carried out by leaving their original place to another place, which is done through planning and with the intention not to seek a livelihood in the place visited, but only to enjoy recreational activities in fulfilling various desires (Akib, 2020).

Meanwhile, the concept of tourism that combines economic, cultural, and environmental elements to create a unique and attractive tourism experience for travelers is called ecotourism (Situmorang,

2025). According to Fitriwati & Suroso (2023), the principles and criteria for implementing ecotourism should include the following: (1) prioritizing the conservation of biodiversity and socio-culture, with the criteria of reducing negative impacts on nature and encouraging increased environmental quality, as well as optimizing the uniqueness of local community activities as an attraction in tourism; (2) improving the socio-economic conditions of local communities through community involvement, with the criteria of local community participation in the entire management process and their involvement in the benefit-taking process, such as increased income, knowledge, and skills; (3) providing education related to environmentally conscious tourism to provide positive impacts and good experiences for both local communities and tourists, with the criteria of providing education to tourists and local residents, and providing quality experiences to tourists.

According to Andereck, et al. (2005), the impacts on tourism development in a destination can generally be classified into three categories: economic, socio-cultural, and environmental (Herlianti & Sanjaya, 2022). Increased community income and national foreign exchange, as well as job creation that helps improve the welfare of local communities in tourist destinations, are some of the positive impacts of tourism in the economic field (Situmorang, 2025). Eco-tourism can also support the preservation of the traditional and local culture of a country. It can also have an impact on the environment through nature tourism, which has great potential in supporting the development of nature tourism. The tourism system can be explained as a cycle that begins with the purchase of travel, forming a market, which requires marketing to drive destination sales. Then, successful destinations then influence subsequent travel demand, which ultimately creates a sustainable cycle (Mar Abay Eva, 2021). However, the development of ecotourism requires a cautious approach to the utilization of natural resources, as uncontrolled exploitation is a significant concern. Such exploitation can lead to the degradation of natural resources, potentially causing substantial losses in the future (Saputra, 2023).

2. OTAs' Role in Tourism Destination Marketing

An Online Travel Agent (OTA) is a travel agency that serves as a medium for online promotion and sales through the use of websites that support distribution and booking facilities for tourism businesses (Putro, 2022). According to Minat, et al. (2020), OTAs can be divided into three types: Online Booking, which provides online booking services; Travel Review, which provides customer reviews and comments about their experiences at visited tourism businesses; and Online Aggregator, which combines the previous two types, offering both online booking and review facilities. This type provides information, various tourism options, price comparisons, and direct booking capabilities (Sitompul & Nurbaeti, 2022). This makes the use of OTAs a crucial tool for promotion that can be optimally implemented by the tourism sector, as it is closely related to the ease and effectiveness for many customers in choosing and deciding on their purchase of tourist destinations.

Online travel services, especially OTAs, have become a popular research area, with studies worldwide highlighting their impact. Research indicates online booking is favored for hotels (Denizci Guillet et al., 2019). In Indonesia, Augustin (2018) identified system quality, information, and service as key drivers of OTA usage. Other research points to accessibility, pricing, review reliability, and customer service as critical factors (Jedin and Ranjini, 2017). Website serviceability affects satisfaction, loyalty, and brand attachment (Lee et al., 2017), while Dwikesumasari and Ervianty (2017) found app image, customer inertia, app knowledge, and satisfaction are positively linked. Mohd-Any et al. (2014) proposed six dimensions of e-value using the TCV framework. Chang et al. (2019) used TCV to measure perceived value in the context of OTA-hotel relationships.

Therefore, Online Travel Agents (OTAs) have become an increasingly dominant distribution channel in the tourism industry. OTAs provide an effective, efficient, and reliable online booking platform. This is why OTAs are often relied upon by tourists for information seeking and easy online booking, supported by the internet. In addition, OTAs also offer a variety of services ranging from accommodation and transportation to tour packages (Christina & Yasa, 2021). The rapid growth of OTAs is driven by the convenience

for consumers to plan trips from home, compare prices, and make bookings online (Ibarnia et al, 2020). The role of Online Travel Agents is significant in developing tourism destination marketing because of the increasing number of OTAs that have supportive features and are used by almost all tourists. Thus, the promotion of tourist attractions through OTAs can be more effective and efficient in reaching customers in today's digital era. One feature, such as travel reviews available within OTAs, will greatly support destination marketing efforts. Nowadays, customers tend to consider purchasing decisions through reviews available from other users or customers who have previously had experiences at the tourist attraction, making them seem more trustworthy. Another role can be felt through the OTA feature of online booking. In this day and age, ease of transaction will be an added value for customers, which is beneficial for both tourism destination managers and tourists.

3. Theory of Consumption Values (TCV)

According to the Theory of Consumption Values (TCV) developed by Sheth et al. (1991), consumer choices are driven by five distinct types of value: functional value, emotional value, social value, conditional value, and epistemic value. Theory of Consumption Values (TCV) has been used as the main framework for this study for three key reasons. First, it's a respected and proven theory, successfully used in many studies of consumer values (Dhir et al., 2018; Kaur et al., 2018; Mäntymäki and Salo, 2015; Mäntymäki et al., 2014). Second, previous research shows TCV's relevance to hospitality and tourism, like in studies of airline loyalty programs (Long and Schiffman, 2000) and destination promotion (Phau et al., 2014). Third, TCV looks at value in a comprehensive way, considering both rational and emotional aspects of consumption, which is important for understanding the complexities of tourism services (Williams and Soutar, 2009).

Previous tourism research emphasizes the importance of functional value in influencing consumer decisions and predicting their intentions. For example, Jamrozy and Lawonk (2017) showed that functional value significantly predicts whether people will choose ecotourism. Similarly, Kim et al. (2018) linked functional value to tourists'

decisions about local food. Chang et al. (2019) found that functional value increases perceived value, which, in turn, encourages repeat hotel bookings through online travel agencies (OTAs). Mohd Any et al. (2014) also demonstrated that functional value contributes to the overall value consumers perceive in OTAs. Furthermore, studies often break down functional value into price and quality aspects (e.g., Choe and Kim, 2018; Jamrozy and Lawonk, 2017). Research on mobile apps confirms that both quality (Hsiao and Chen, 2016) and price (Jamrozy and Lawonk, 2017) significantly influence people's intentions to use them. In this study, quality-of-benefit value and monetary value are considered as values that encourage OTA users to make transactions to purchase tourism products. For the purpose of this research, epistemic value is designated as information value and is assessed based on the degree to which users seek and obtain details pertaining to various offers, promotional activities, and the governing terms and conditions within OTA applications. While a conditional value is termed a preference value in this study and measured by conditions like free cancellations, promotional incentives, and the range of properties listed by OTAs. This aligns with findings from Hu and Yang (2019), who showed that promotional discounts significantly influence travelers' decisions during both the consideration and booking stages.

4. Geopark Ciletuh Product Attributes

The global tourism market is currently witnessing an increased demand for both natural and cultural tourism experiences. In response, the West Java Provincial Government is actively promoting collaboration among various stakeholders, including local communities, to enhance facilities and optimize services for tourists across the region's diverse destinations. Additionally, the government is committed to fostering investment within the tourism sector to further bolster the region's appeal (Zaini Miftach, 2018).

A prominent example of this development is the Ciletuh Geopark, a remarkable attraction renowned for its stunning cliffs and a range of waterfalls with varying heights. From the Ciletuh coastline, visitors can enjoy scenic views of waterfalls such as Curug

Cimarinjung, Curug Puncak Manik, Curug Sodong, Curug Cikanteh, Curug Ciatel, Curug Awang, and Curug Tengah. The area also features coral reefs that serve as habitats for rare ornamental fish species, along with islands like Mandra Island, Manuk Island, and Kunti Island. Particularly noteworthy is Cikadal Beach, with its pristine white sands located near Ciletuh Bay (Ibrahim & Adiputra, 2023).

In addition to its natural beauty, the Ciletuh area offers a variety of special interest tourism opportunities, including activities such as rafting, off-roading, trekking, hiking, climbing, and motocross. Cultural tourism is also a key component, with traditions such as pencak silat, rengkong, and angklung gubrag adding to the destination's charm (Oktavianita & Warlina, 2020).

To further develop the tourism sector, government bodies and tourism managers are working to improve infrastructure and services, including restaurants, hotels, and travel agencies, to attract a greater influx of visitors. Similarly, in Merangin, diverse tourist destinations spanning natural, man-made, and historical attractions are being highlighted. Key efforts focus on promoting unique attributes like plant fossils, sedimentary rocks, and rafting locations, among other engaging activities (Raseuki & Choiriyati, 2019).

Strategic planning plays a crucial role in achieving tourism objectives, necessitating the involvement of various stakeholders, including government agencies, experts, tourism managers, travel agents, local communities, and others. According to Cooper (1993), as cited in Ibrahim & Adiputra (2023), tourist attractions should be accessible and offer necessary facilities and supplementary services. Enright and Newton (2004) also emphasize that these elements are critical to shaping a destination's overall image.

Destination attributes are essentially the factors that attract tourists to a specific location (Malini et al, 2023). The stronger the attraction, the higher the likelihood that tourists will choose to visit. Tourist satisfaction, in particular, acts as a major driver for repeat visits. Satisfied visitors are more inclined to return to the same destination and recommend it to others (Nisa et al., 2023). In contrast, negative experiences can deter future visits and lead to unfavorable reviews, which can harm the destination's

reputation. Therefore, prioritizing tourist satisfaction should be a central goal for destination managers. As Yusuf (2019) highlights, traveler satisfaction is a key factor in encouraging revisits to a location.

II. METHOD

The approach used in this study was a survey approach with an individual unit of analysis (tourists at the Ciletuh Geopark who had used an Online Travel Agent). The author chose a cross-sectional time horizon, where data was collected once within a certain period (Handoko, 2005). Meanwhile, the data used in this study were quantitative. The data source was obtained from primary data, namely through the distribution of questionnaires used to measure tourist preferences for ecotourism product attributes and OTA attributes (Kulshreshtha, 2023).

Specifically, the researchers used the conjoint analysis method, a survey method combined with specialized multivariate analysis to model consumer preferences for multiple attributes of a product or service (Marlapati et al., 2024). The use of this method is in line with the objectives of the study, which is to analyze tourist preferences for tourism products offered by the Ciletuh Geopark and identify the combination of OTA attributes that tourists consider most attractive for use in traveling to the Ciletuh Geopark. Therefore, the conjoint method was chosen because it is an analytical method that could direct researchers to obtain data on tourist preferences in a more in-depth and specific manner. This is because the conjoint method is a choice-based analysis, which can create a more realistic trade-off situation for respondents. As a result, predictions of consumer preferences for multivariate characteristics contained in a product, especially those in the Ciletuh Geopark and OTA, can produce more valid results (Hair et al., 2013).

Table 1. Operational Variable

| Variable | Dimension | Operational Definition | Indicator |
|------------|--------------------------------|--|---|
| Preference | | Preference refers to a tendency to favor a particular object over other options. (Talwar et al, 2025) | |
| | Online Travel Agent Attributes | The value is measured by the benefits users receive compared to their sacrifices when using the OTA. (Chang et al, 2019) | Variety of options Price transparency Package integration |
| | Monetary Value | The value is measured by | Competitive price |

| | | | |
|----------------------------|--|---|--|
| Geopark Ciletuh Attributes | Information Value | reasonable pricing and the availability of price options. (Jamrozy and Lawonk, 2017) | Price range variations |
| | Conditional Value | The value that is measured in terms of the acquisition of information on different offers, promotions, and the terms and conditions related to OTA apps. | Detailed description Destination photo Consumer review |
| | | The product's value is realized through its provision of an alternative option that is directly relevant to the consumer's prevailing situation. (Sheth et al, 1991) | Free Cancellation Promotion Incentive |
| | Natural Beauty | These natural areas offer a rich tapestry of scenic landscapes, diverse plant and animal life, and vibrant cultural elements. (Ibrahim & Adiputra, 2023) | Scenic Landscapes Vibrant culture |
| Tourist Activities | Activities carried out by tourists consciously and deliberately at a destination with the purpose of recreation, experiencing nature, learning, as well as developing knowledge and skills are conducted temporarily while still maintaining environmental sustainability and educational value. (Sihombing et al, 2025) | Hiking Trekking Birdwatching | |
| | | Education Tour | |
| | Infrastructure | Basic facilities and physical elements that are built/available to enable tourists to access, move around, and experience the destination, while also supporting the sustainability and comfort of the visit. (Sihombing et al, 2025) | Road lane Information board |

Based on Table 1, it can be seen Online Travel Agencies attributes that stimulate and motivate users to use OTA to purchase tourism products. Online Travel Agencies (OTAs) like Tiket.com and Traveloka in Indonesia act as travel intermediaries, connecting potential travelers through the internet to offer various travel-related products, including flights, cruises, vacation packages, hotel accommodations, and more (Rezgo, 2019). The growing popularity of

OTAs and the increasing competition in the industry have sparked academic interest in understanding consumer behavior within this context. Previous research has explored various aspects of consumer behavior, such as satisfaction (Jedin and Ranjini, 2017), customer loyalty (Dwikesumasari and Ervianty, 2017), and innovativeness (Lee et al., 2017) in relation to OTAs.

The results of this research survey are 76 respondents who have visited the Ciletuh Geopark and have made transactions on OTA at least once. Researchers also asked about the frequency of OTA use. Based on the results of the questionnaire distribution, as many as 69 people check OTA three times a week, and as many as 7 people check OTA every day. This shows that today the use of OTA is increasingly intense to facilitate traveling. The majority of respondents who use OTA and travel to the Geopark, as many as 67% are men, with a total of 51 people, and 33% are women, with a total of 25 people. The age of respondents as many as 75% is 20-25 years old, with a total of 57 people, and 10 people are aged 25-30 years, and 9 people are over 30 years old.

III. RESULT AND DISCUSSION

In this study, the stimuli or cards used for the OTA attribute consisted of 12 cards selected from 36 combinations, while for the Geopark attribute, there were 8 cards selected from 12 combinations, as shown in Tables 2 and 3.

Based on Table 2, it can be observed that Price Transparency holds the highest importance weight for Quality-Benefit-Values, with a recorded result of 51.5%. Within the Price Transparency attribute itself, respondents prefer the availability of price information for each tourism product offered within the Online Travel Agency (OTA). This is indicated by a positive utility value of 0.279. This value is higher compared to the attribute level of the price comparison feature. This suggests that the price comparison feature is not as preferred by OTA users compared to the availability of price information from the products and services offered. This is consistent with research conducted by Jamrozy and Lawonk (2017), where one component of functional value that can increase the level of OTA usage is clear pricing that can be obtained on the OTA and is continuously updated.

Regarding monetary value, which has attributes namely competitive price and price range variation, it turns out that, based on the

results in this study, competitive price has the highest importance weight, at 67.5%. The attribute level of competitive price that is highest is indicated by the price comparison attribute with a value of 0.358, and it is positively signed. This indicates that the attribute on the OTA where prospective travelers can compare prices between one product or service with another is more preferred compared to the exclusive deal and promotion attribute, which shows a value of only 0.251. Lei et al (2019) stated that one of the advantages of OTAs that makes many users want to transact there is because of their ability to provide the ability to compare prices. This makes it easier for users to make faster and more efficient decision-making.

For information value, the percentage of attributes most preferred by OTA users is destination photo, indicated by an importance weight value of 38.6%. The attribute level within the destination photo that is most preferred by OTA users is the accommodation photo. This is consistent with research conducted by Ashton (2015), which in his research found that epistemic value can be provided by a destination where consumers can obtain information about where and when that destination information originates. This can satisfy the level of curiosity consumers have about the destination. Thus, consistent with that research, destination photo is the attribute level most preferred by OTA users because they can see the destination and updates on the destination's development according to the time they use the OTA. Especially for prospective travelers who have never traveled or used the services offered on the OTA, the photo can provide a fairly significant picture of what travelers will visit or purchase in terms of services and products.

The attribute within the conditional value that is most preferred by OTA users is the promotion incentive attribute. This has a weighted score of 82.1%. The attribute level within this Promotion incentive that is most in demand by OTA users is Discounted Rates. This is supported by previous research conducted by Hu and Yang (2019), which found that promotional discounts are very important for travelers, not only becoming a consideration in their booking process, but also influencing their purchasing decisions.

While Table 3 presents the level of importance for Geopark Ciletuh attributes, encompassing natural beauty, tourist activities, and infrastructure. Within the natural beauty values, scenic landscapes are the most favored attribute among tourists, accounting for 67.3% of the

relative importance weight, and exceeding the vibrant culture attribute, which exhibits a weight score of only 32.7%. The waterfall is the attribute level within scenic landscapes that tourists find most appealing and attractive to visit in Geopark Ciletuh. This aligns with the research conducted by Sihombing et al. (2025), which states that spectacular natural beauty, such as rock cliffs and stunning waterfalls, is a main attraction that captivates tourists. This is evidenced by the utility value of the waterfall attribute level, which demonstrates the highest value among the others, with a score of 2.876.

Besides the magnificent landscape, other attributes motivate tourists to travel, namely, tourists usually enjoy attractions or activities available at the tourist attractions. In the Ciletuh Geopark itself, there are several activities for tourists, such as physical adventure including hiking, trekking, and birdwatching, and also educational tours such as visiting Geological sites or Kesepuhan Ciptagelar. The results from this study show that the majority of respondents visit Geopark Ciletuh because there are the desire to do physical activities, as indicated by the results of the importance weight for physical adventure showing a higher weight for 72.5% compares with the educational tour, with a weight of 27.5%. In addition, the data in this study provided the highest utility value results aimed at the physical activity of trekking, amounting to 0.346. Thus, the results of the research data obtained from respondents indicate that the most popular tourist activity is physical adventures in the form of trekking, which is available as one of the options for activities that can be done when traveling to the Ciletuh Geopark. These results are also in line with previous research (Ibrahim & Adiputra, 2023) that explains that tourist attractions must have accessibility, facilities, and additional services. However, this research was further developed by Buhalis & Sinarta (2019) which states that other attributes to consider include attractions, accessibility, facilities, available packages, activities, and additional services. Ultimately, these attributes were highly valued by respondents in this study, motivating them to visit the Ciletuh Geopark.

The other Ciletuh Geopark attribute examined in this study is infrastructure, consisting of transportation and accommodation. Based on research data, within the infrastructure, accommodation is the attribute with the highest value for respondents, with 60.1% of the relative importance weight compared to transportation.

Furthermore, the data shows that villas and cottages are the most attractive attribute level for tourists visiting the Ciletuh Geopark compared to other attribute levels, such as hotels and homestays. This finding aligns with previous research that found that accommodation quality at tourist attractions has a positive and significant relationship with tourist interest (Lestari & Ananti, 2023). This is evidenced by the villa and cottage attribute level, which obtained a score of 0.378, the highest value (Lestari & Ananti, 2023).

IV. CONCLUSION AND SUGGESTION

A. Conclusion

The results of this study show that the Ciletuh Geopark has various natural resources and advantages that are a unique attraction to attract tourists to come there. Not only is its natural beauty, namely beautiful and natural scenic landscapes, the choice of most people who visit the Geopark, but also because the National Park located in Ciwaru, Ciemas, Sukabumi, West Java has beautiful and beautiful waterfalls. Some waterfalls in the Geopark and are often visited by tourists are Curug Sodong, Curug Cikanteh, Curug Cimarunjung, Curug Awang, Curug Tengah, Curug Cikaso, and Curug Puncak Manik. These waterfalls are the choice of most tourists who choose the Geopark as a tourist destination. This can be seen from the results of this study Waterfall shows a utility value of 2.876 and is higher compared to other choices.

Therefore, this study also shows that activities related to the existence of the waterfall are the most sought after activities by tourists, namely trekking. Trekking is the most sought after activity because the path to the waterfall is usually winding, although not as high as when trekking in the mountains, but because of the biodiversity such as the beautiful forest that tourists must pass through before reaching the waterfall, making the activity full of challenges, but not too difficult, especially for those who want to visit the waterfall with family, including children. This is shown from the results of this study, that trekking activities show a high utility of 0.346 compared to other activities.

Furthermore, the infrastructure at the Ciletuh Geopark also supports the attraction's wide reach. One of the attractions is the availability of accommodations within the area, allowing visitors to stay overnight. Not only does it offer natural beauty, but the

accommodations offered are also diverse, ranging from villas to comfortable cottages suitable for families. This makes this tourist spot a suitable destination for vacations, outdoor activities, and adventure enthusiasts. This is evident in the high value of villas and cottages, which are the preferred choice for most tourists visiting this Indonesian National Park.

These three things are the main reasons why tourists visit the Ciletuh Geopark and it is hoped that these aspects will be maintained or even continued to be developed so that they can attract more local and even international tourists.

What makes a tourist destination more attractive to visit comes not only from its inherent advantages, such as its natural beauty and easy access due to its infrastructure, but also from its easy access to information. With the rapid development of technology, tourist destinations are no longer marketed solely by word of mouth, but are now supported by a multitude of applications that allow information to be easily transmitted from one person to another. Some familiar applications include social media, websites, and online news (Natalia et al, 2025). These may be enough to convince potential tourists, capture their attention, and encourage them to visit the destination. However, they are not enough to encourage direct transactions that increase the likelihood of a trip to that destination. Therefore, the role of online travel agents is crucial in this regard.

Based on the results of this study, it can be concluded that the four values studied and presented by Online Travel Agents—Quality-Benefit-Values, Monetary Values, Information Values, and Conditional Values—play a significant role in shaping the preferences of prospective travelers. The study found that prospective travelers use OTAs because they offer perceived quality value and benefits to their users. The Quality-Benefit-Values aspect shows that price transparency is a factor that encourages OTA users to transact on the platform, as clear pricing information is readily available. This is in line with research conducted by Sitompul & Nurbaeti (2022), which states that price is a crucial factor in determining a person's purchasing decisions. Clear and transparent pricing information will give users confidence in making decisions

about purchasing the travel products and services they need.

This also supports the choice of benefits from using OTAs, as users can clearly compare prices between one travel product or service and another. This is demonstrated by the higher utility value of this benefit compared to other options. Therefore, OTA users, especially those planning to visit the Ciletuh Geopark, can choose from a variety of accommodations, tourist attractions, and transportation options, with a variety of prices and packages that suit their needs. This is considered more advantageous because OTA users can see a variety of available options, not just one, and the most important factor to compare is price.

In addition to price, in terms of information value, what drives OTA users' purchasing decisions for travel products and services is the availability of information regarding destination photos at the tourist destination they wish to visit. In this case, the tourist destination is Ciletuh Geopark. OTA users can view product and service photos in advance, such as photos of accommodations, the distance from the accommodation to the tourist destination, and photos of nearby tourist attractions. This is considered to make it easier for OTA users to get a prior idea of the products and services they will receive. Therefore, the availability of this information value further drives their decisions in determining their travel product and service choices.

Another reason OTA users purchase travel products and services on these platforms is the promotional incentives they offer. Promotional incentives play a crucial role in providing conditional value to OTA users. Many OTA users find that OTAs offer attractive and beneficial discounted rates. Again, this research aligns with Ibarria et al. (2020), who stated that before making a purchase decision, potential buyers tend to compare prices and will not pass up promotions they perceive as beneficial.

Therefore, it can be concluded that the overall value of OTA applications makes it easier for potential travelers to decide which destinations to visit, increasing their benefits by providing information even if they have never visited the destination, and furthermore, enabling them to compare various available options. This supports previous research by Foroudi et al. (2018) and

Talwar et al. (2025), which states that technological developments, particularly OTAs, have changed people's shopping behavior and decision-making patterns before traveling. Moreover, Anatasia et al (2025) said that e-commerce platform normally shows big data attitudes based on consumer behavior. Previous activities have been recorded and showed so many times, including promotions regarding consumer search, therefore influence consumer purchase decision.

Table 2. Utility and the level of importance of Quality-Benefit-Value attributes in aggregate.

| No | Values | Attribute | Attribute Level | Relative Importance Weight (%) | Utility | | |
|------------------------------|------------------------|-----------------------|--|--------------------------------|--|-------|-----------------|
| 1. | Quality-Benefit-Values | Variety Option | Search engine | 31,7% | 0,275 | | |
| | | | Filter & Sort | | 0,271 | | |
| | | | Search Results Page | | 0,272 | | |
| | | Price | Product's price available | 51,5% | 0,279 | | |
| | | | Price comparison feature | | 0,278 | | |
| | | Package Integration | Global Distribution Systems (Hotels & Flights) | 16,8% | 0,215 | | |
| | | | Custom travel packages | | 0,254 | | |
| | | | Insurance options | | 0,255 | | |
| | | 2. | Monetary Values | Competitive Price | Exclusive deal and promotions | 67,5% | 0,251 |
| | | | | | Price comparison | | 0,358 |
| 3. | Information Values | Price range variation | Service price range visibility | 32,5% | 0,256 | | |
| | | | Detailed Description | | Destination information Tour and Activity Details | 35,5% | -0,287 0,287 |
| | | Destination Photo | Accommodation photos | 38,6% | 0,298 | | |
| | | | Activity and Experience Photos | | -0,232 | | |
| | | | High-quality images | | 0,135 | | |
| | | Consumer Review | Overall Rating Scores | 25,9% | 0,325 | | |
| | | | Number of reviews Verified | | 0,217 0,211 | | |
| | | 4. | Conditional Values | Free Cancellation | Purchase Badges | 17,9% | 0,254 |
| | | | | | Clear Policy Statements Cancellation Deadlines | | -0,254 |
| | | | | Promotion Incentive | Discounted Rates | 82,1% | 0,265 |
| Special Offers & Packages | 0,255 | | | | | | |
| Loyalty Programs and Rewards | 0,231 | | | | | | |

Table 3. Utility and the level of importance of Geopark Ciletuh attributes in aggregate.

| No. | Values | Attribute | Attribute Level | Relative Importance Weight (%) | Utility |
|-----|--------------------|--------------------|-----------------------|--------------------------------|---------|
| 1. | Natural Beauty | Scenic Landscapes | Hill | 67,3% | 2,435 |
| | | | Waterfall | | 2,876 |
| | | | Beach | | 2,101 |
| | | Vibrant Culture | Traditional culinary | 32,7% | 0,225 |
| | | | Local art & crafts | | 0,231 |
| | | | Arts Performance | | -0,254 |
| 2. | Tourist Activities | Physical Adventure | Hiking | 72,5% | 0,298 |
| | | | Trekking | | 0,346 |
| | | | Birdwatching | | -0,211 |
| | | Education Tour | Geological sites | 27,5% | 0,267 |
| | | | Kesepuhan Ciptagelar | | 0,221 |
| | | | Road lane | | 0,215 |
| 3. | Infrastructure | Transportation | Public Transportation | 39,9% | -0,125 |
| | | | Hotel | | 0,276 |
| | | Accommodation | Villa & Cottage | 60,1% | 0,378 |
| | | | Homestay | | 0,322 |

B. Suggestion

This study also concluded that most Indonesian travelers prefer using OTAs because they are concerned about price. Therefore, in this regard, service providers like OTAs should focus more on providing pricing information and creating regulations that balance the business ecosystem in the Ciletuh Geopark area, enabling them to set competitive prices. Furthermore, OTAs can collaborate with businesses in the surrounding area to increase their visibility among potential tourists, as more tourists are now seeking information through OTAs.

The West Java regional government can also further educate businesses by encouraging accommodation, transportation, and restaurant providers around the Ciletuh Geopark to register with OTAs and understand their collaboration procedures. This will provide more options for potential tourists and enable the government to develop Geopark tourism destinations collaboratively with various parties, building a sustainable travel ecosystem.

A sustainable tourism ecosystem can be achieved by utilizing the site to promote its recognition and pass it down to future generations, without damaging or endangering it. Development that adds value to tourist attractions will undoubtedly create a positive circular economy not only for the government but also for the businesses involved (Tutur et al., 2025).

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