CONCEPTUAL MODEL FOR MILLENIALS TOURIST VISIT MOTIVATION IN BOROBUDUR

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Abstract:

This paper aims to explore Millennial tourists' visit motivation to Borobudur and surrounding areas. The approach used is by analyzing 20 papers related to tourist motivation to visit, making synthesis from the collected papers, and producing critical views for each related paper**.** The objective of this paper is to find the conceptual model for Millennials' tourist visit motivation, especially in Borobudur and surrounding areas. This paper found that tourist visit motivation is about tourists' perceived quality and tourist's perceived value. The perceived quality is from the quality of tourist services and destination appearance, and the emotional experience that tourists expect to get in the destination. The perceived cost from the monetary and non-monetary cost they spend to visit the destination. This perceived quality and cost will greatly influence tourist's behavioral intentions that cause tourists to make a visit or even revisit intention. The limitation of this research is that this research only studies millennials' tourist visit motivation. In the future, the qualitative research process can be conducted in Borobudur and surrounding areas to testify and improve the conceptual model found in this paper.

Keywords:

Tourism Motivation, Tourist Visit, Tourist Destination, Borobudur

Introduction

Traveling and Tourism Industry

Millennials predicted to dominate the source of revenue and users for the tourism industry. Based on the UNWTO report (2016), The WYSE Travel Consideration Millennial Traveller research indicated that in 2014 young travelers spent an average total of USD 2,160 (EUR 1,591) on their main trip. The total compares with an average of USD 1,097 (EUR 950) per trip for international tourists as a whole in 2013.

According to kompas.com (2020), Mozilla surveyed Millennial tourism trends surveys show that Millennials prefer to travel with family. The survey results showed 88 percent of respondents went at a particular time, namely the end of the year, mid-year, or on the red date. Millennials prefer to travel with family (66 percent) compared with friends (20 percent), and the rest choose to travel with a partner (9 percent).

Most respondents prefer to travel within the country (77 percent) compared to abroad. Despite having a sufficient budget, Millennials still choose domestic tourism. Not only that, half the respondents said the uniqueness of a tourist destination becomes an essential consideration in selecting a destination. Then, respondents were more interested in exploring various places in one city or region (68 percent), compared to going to many cities but not exploring the whole. Other information, Millennials prefer to explore a city and the local culture in it in depth.

For Millennials, they are taking photos and videos while on vacation is an important thing to do. This thing was realized based on a survey where as much as 94 percent of respondents said the holiday period of one to seven days was quite ideal. They do not like vacation time that is too long. The limited-time span does not make the Millennial generation forget to capture every moment of the trip and create memories during the holidays.

The Millennial generation is also proven to often take photos and videos about sights, tourist attractions, food, or other activities, and then save them through social media platforms. Millennials use social media to plan their tour. Based on the findings, most tourists do not use the services of tour agents or travel experts. As many as 72 percent of Millennials say they collect travel information from Instagram. Then other social media like YouTube (62 percent) and Facebook (40 percent). Both are equally important as a reference for Millennials in finding tourist information.

The last fact shows that Millennials store and share tourism information on social media. Half of the respondents store the data in digital format. Additional information, respondents often share travel information with others on social media or chat applications (47 percent). While only 18 percent shared travel information in person, this result shows how important social media is for Millennial tourism needs. Not only that but Millennial also usually gets inspiration from other people's digital content like on YouTube and Instagram. They like to find the most efficient way to access information on the internet.

In Indonesia itself, the report from Statista (2020) showed that revenue in the travel and tourism markets reached US$6,992m in 2019 and forecast it still increasing until US$8,311 in 2023. The revenue comes from vacation rentals, hotels, and the package holidays sector. The users in the tourism industry also predicted to grow from 15.3 in 2019 to 16.6 in 2023 for package holidays.

Tourism Growth and Impact

As can be seen in visitors' reports in a few years and the forecasting, it shows that the demand for the tourism industry keeps increasing. The market that keeps growing has a significant impact.

Tourism is an excellent contribution to the world economy. Most large emerging economies, including developed ones, depend primarily on the tourism industry. The tourism industry is considered one of the largest and fastest-growing industries in the world. Not only generates revenue for a country and cultural wealth but also the tourism industry is one of the most important economic engines for growth and development. UNWTO (2019) highlighted the frequency of leisure travel increased from 50 to 56%, which is showing that more and more people travel from one country to the other regularly.

Tourism has had a significant impact on the leading economies of the world, which is an excellent source of income and employment for countries that receive more tourists. For this reason, countries have increased the investment in the tourism industry, experimenting with their campaigns and strategies to highlight the attractiveness of their primary destinations. This current state of tourism has benefited all continents of the world, growing in the number of arrivals year after year. Tourism, in short, has become a fundamental pillar for the economic growth of all countries, accounting for a good portion of the world's GDP. Despite the time, the tourism industry has not lost that dynamism that allowed it to grow exponentially over the years. According to the WTTC report (2019), The tourism industry accounts for 10.4% of the world's GDP, making it one of the largest economic sectors worldwide. With 8.8 trillion US dollars, tourism establishes itself as one of the fastest-growing industries in the world, being surpassed only by the manufacturing industry. Even so, it is far ahead of other vital sectors such as financial services, health, or technology.

Tourism is an industry that has been able to grow continuously without setbacks. At the same time, other sectors contracted before the growing uncertainties or shocks that damaged the economy, a positive trend that has defined tourism as the industry that grows the most concerning the average recorded by the other sectors that make up the global economic activity.

Tourism is becoming one of the most profitable growth engines for the global economy, so leadership in the sector struggles every year to attract more and more tourists to their territories. Based on the UNWTO report (2019), Tourism generates more than 5 billion US dollars a day. In turn, total revenues from international tourism worldwide, including passenger transport, were 1.7 trillion US dollars in 2018, with over 1.4 billion international arrivals registered across the globe.

As expected, economic growth depends on many factors that, when analyzed separately, make the tourism industry more attractive. According to the WTTC report (2019), tourism employs 319 million people and expecting this figure reaches 421 million by 2029. This report means that tourism is not only a growing economic engine but also an employment engine in itself, since it is the industry with the best evolution in terms of job creation, just behind the manufacturing sector.

Over the past five years, 20 per-cent of the jobs generated in the world directly related to tourism. The effect is ten per-cent of the workers in the world employed in the tourism sector. It is, in fact, a source of employment that not only generates and operates a large workforce but

also does it inclusively and with great opportunities for both genders, even creating job offers for the youngest. According to data from the "International Perspectives on Women and Work in Hotels, Catering and Tourism" report carried out by Cornell University, worldwide and on average, 55.5% of employees in the tourist industry are women.

According to the International Labor Organization (ILO), tourism is a source of employment worldwide, following its growth levels, tourism continues to generate employment exponentially over the years. Given the growth achieved and its emergence in the global economy, tourism is gaining more and more weight due to the deterioration of other sectors and the downturn of the economy worldwide. Nevertheless, this reality implies a possible risk that could result in a shock in the industry.

Moreover, the growth of the tourism industry in Indonesia was also proliferating. The tourism industry grew by 7.8% in 2018–double the global average of 3.9, and ahead of Indonesia's broader economy, which grew by 5.1% last year. On average, this industry contributed IDR 890,428 bn (USD 62.6 billion) and nearly 13 million jobs to the Indonesian economy.

Indonesia Tourism Strategy
The demand and growth of the tourism industry are still increasing. Moreover, tourism has positively impacted economic growth in Indonesia, especially the Indonesian Government under the Ministry of Tourism and Creative Economy (KEMENPAREKRAF) plans a strategy program to improve the image, competitiveness, and contribution of tourism in supporting the improvement of people's welfare and quality economic growth.

KEMENPAREKRAF supports this strategy with four pillars of tourism development. Namely: increased industrial competitiveness and tourism business ecosystems; increasing accessibility, amenities, attractions, and governance of tourism destinations; improving the quality of human tourism resources; strengthening the image of tourism and marketing diversification. In the end, KEMENPAREKRAF, through this strategy, determined five super-priority tourism destinations, namely: Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang.

Borobudur
According to the World Bank Selection report (2017), The Borobudur Temple Compound, dating from the 8th and 9th centuries, is located in the village of Borobudur, Magelang, Jawa Tengah. From north-west of Yogyakarta is only 40 kilometers. Located to the east to the main temple, The Borobudur Temple Compound consists of three monuments, namely the Temple of Borobudur and two smaller temples (Mendut Temple and Pawon Temple). The main temple of Borobudur itself is the largest Buddhist temple in the world, with a 60,000-cubic meter monument that is 34.5 meters high and 123 meters X 123 meters.

Borobudur is built in three tiers. The base of the temple consists of a pyramid formed by five concentric square platforms, followed by a cone with three platforms. On the top is a monumental stupa (a mound-like structure containing Buddhist relics). The walls and balustrades of Borobudur, covering a total surface area of 2,500 square meters, are decorated with beautiful low reliefs depicting various Buddhist scenes.

The Borobudur Temple Compound has been a UNESCO World Heritage Site since 1991. Apart from its magnificent scale, Borobudur has significant historical, cultural, and religious values. The temple is designed in Javanese Buddhist architecture and also demonstrates the

influences of Gupta art that reflects India's influence on the region. Nevertheless, there are enough indigenous scenes and elements incorporated to make Borobudur uniquely Indonesian.

Until today, Borobudur is still used for pilgrimage. Once a year, Buddhists in Indonesia celebrate Vesak (Buddha Day) at the monument. Buddhists in Indonesia observe Vesak annual ritual by walking from Mendut passing through Pawon to Borobudur. Something that has been gaining popularity in recent years is a special pass to visit Borobudur at sunrise before it opened for public visitors. Visitors can enjoy the stunning panoramic scenery of Borobudur with Java's beautiful landscape and volcanoes in the background.

Recognized as a world cultural heritage by UNESCO in 1991 made Borobudur an icon in Magelang Regency to attract tourists. No exception to its neighboring region, Yogyakarta. Borobudur is often slipped into travel packages for Yogyakarta destinations, especially for foreign tourists. Kementerian BUMN (2019) highlighted, the most significant revenue contribution to tourism objects in Magelang is indeed the biggest comes from tourists visiting Borobudur Temple. In 2015, as much as Rp96.49 billion of the total revenue from the tourist attraction Magelang Rp100.57 billion from Borobudur. The number of visitors reached 3.58 million, the majority of domestic tourists as many as 3.39 million or more than 90 percent. Meanwhile, foreign tourists' visitor to Indonesia is only 185,394 people or down from 224,287 people in 2013.

However, according to bisnis.com (2019), Badan Otorita Borobudur (BOB) Tourism Marketing Director Agus Rochiyardi said the development of the area around Borobudur Temple is increasingly important because the temple as a world heritage has overloaded. The maximum capacity of temple visitors is only 128 people per day or 21,120 people per year. However, the number of visitors to the Borobudur Temple has reached 4.6 million people per year, with a composition of 90% local and 10% foreign tourists. Reduce the burden of Borobudur, development prioritized around its area, by integrating Borobudur tourism with the surrounding tourist areas.

Therefore, a new activity plan is needed for Borobudur as a super-priority tourism area to increase the length of stay that also happens in the surrounding area, so the tourism industry is not damaging the temples. To create a new activity plan, BOB must even know what factors motivate people to visit. So, it can be evaluated whether the program that has been implemented by BOB already creates tourist intentions.

Can be seen from the available data, spending Millennials on traveling is a big spending, it is unfortunate if Millennials only have a low length of stay and do not explore many objects around the tourist attractions they visit. The purpose of this study is to answer what factors motivate millennials to visit so that tourist destinations can provide activities or follow what they expect so that it is expected to make millennial length-of-stay increase.

This study was conducted using an analysis of literature studies—twenty studies used in this study. The twenty studies are producing a conceptual framework as a finding of the paper. In the end, the results could be essential to the tourism industry, especially in Indonesia.

Literature Review

The review of the literature is divided into six major sections and provides them with an explanation for the study. A conceptual framework mapping will be available to indicate the research position of this study.

Tourism

One of the fundamental things that influence a tourist to visit a tourist destination is motivation. Motivation dramatically affects one's behavior in making decisions and actions, according to Mc. Donald (Sardiman, 2007), motivation is a change in energy in a person characterized by the appearance of "feeling" and preceded by a response to the existence of goals. From this understanding, it can conclude that three essential elements are: motivation motivates the occurrence of changes in energy in each human being, the appearance of motivation will involve human physical activity, motivation characterized by emergence, a sense of relevance to mental and emotional problems and can determine human behavior; motivation will arise because of the goals concerning the needs.

Tourist motivation to visit a tourist attraction influences their interest in revisiting or their loyalty. A consumer is said to be loyal or loyal if they show a continued buying behavior or a condition that requires the customer to buy at least twice in a specific time interval, and in this condition, the consumer can refer to as a customer (Griffin, 1995). Growing a request to revisit tourists or fostering a loyal attitude of consumers to a product is not easy, because it relates to the satisfaction of the tourist to the tourist environment, as well as the quality of existing infrastructures on tourism objects. Therefore, it is necessary to provide the best service, so that the value obtained by tourists about a tourist attraction is satisfying for tourists.

Tourist Motivation

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Perceived Quality

Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Zeithaml, 1988). Mitra and Golder (2006), see perceived quality as 'perception of the customer' and oppose it to the 'objective' quality. These views on perceived

quality derive from the earlier research of Zeithaml (1988), where perceived quality is defined as a subjective customer's judgment (different from objective quality) regarding overall product superiority. A similar opinion is expressed by Aaker (2009), explaining the perceived quality as the customer's perception of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives. Furthermore, perceived quality is the perception of advantage in a product class and is a significant contributor to a firm's financial performance due to the ability to set higher prices for high-quality items (Hunt, 1975; Mayo, 1973). Moreover, in the tourism and hospitality sector, destination perceived quality is concerned with the consumer's perceptions of the quality of a destination's infrastructure, hospitality service, and amenities such as accommodation (Pike et al., 2010), and it is the crucial element of customer-based brand equity when applied to a destination (Konecnik and Gartner, 2007).

Perceived Cost

Perceived cost or perceived sacrifices consist of monetary and non-monetary costs (Snoj, Pisnik Korda, and Mumel, 2004; Zeithaml, 1988) - the price, time, energy, effort, and perceived risk - needed to invest in getting and using the product. Monetary costs affect consumer choice in two different ways: as the amount of money that consumers must release in return for the purchase and/or use of the product and as an indicator of quality, implying that the product is of higher quality if the price is higher than similar products.

Perceived Value

Zeithaml (Zeithaml, 1988; Zeithaml and Bitner, 2003) highlight the following definitions of perceived value: (1) value as low price, (2) value as whatever consumers want in a product, (3) value as quality obtained by consumers for the price paid, and (4) the value as what the consumer gets for what the consumer provides.

Perceived value is an overall evaluation of tourists to destinations based on the benefits obtained (Bolton & Drew, 1991; Chen & Tsai, 2007). The majority of marketing researchers have accepted the definition of value perceived as a consumer's assessment of the trade-off between benefits and sacrifices manifested in selecting products specific options available on the market (Chen and Dubinsky, 2003; Lapierre, 2000; McDougall and Levesque, 2000; Oliver, 1999; Sánchez-Fernández and Iniesta-Bonillo, 2006; Vranešević, 2000; Zeithaml, 1988). The perceived value or also called the perceived benefit, is what consumers feel from what they receive from a product or service including perceived quality, internal and external features of the product, and other psychological benefits (Zeithaml, 1988). The perception of sacrifice is mainly related to prices as monetary costs; however, it is necessary to include non-monetary costs such as time costs, physical effort, mental effort, and lifestyle differences correlated with consumption of these products (Snoj, Pisnik Korda, and Mumel, 2004; Vranešević, 2000).

Satisfaction

Tourist satisfaction has been the subject of discussion about marketing and tourism literature and defined in various ways. Kozak and Rimmington (Kozak and Rimmington, 2000) described tourist satisfaction as necessary for tourist destination marketing; it is imperative in the choice of destination, consumption of products and services, and tourists' decision to return.

Tourist satisfaction is defined as one of the critical assessments of consumers by evaluating tourism services (Bowen and Clarke, 2002). Furthermore, tourist satisfaction is the result of

tourists' expectations about the destination based on their previous picture of the target (norms/reference points) and, from their assessment of the effects of their experiences in the destination (Neal and Gursoy, 2008). Also, tourist satisfaction is determined by the evaluation and overall satisfaction of tourists towards destination experiences, meeting their desires, hopes, and needs (Fakeye & Crompton, 1991; Kozak & Rimmington, 2000; Echtner & Ritchie, 2003; Chen & Tsai, 2007). The variable considered key to loyalty in most studies is satisfaction, both as a direct driver of intention to return (Alegre & Cladera, 2009; Forgas-Coll, Palau-Saumell, Sa Sanchez Garc᾿ıa, & Callarisa-Fiol, 2012; Yuksel, Yuksel, & Bilim, 2010) and to recommend to others (Hosany & Witham, 2010) or as a moderating variable between goal image and loyalty (Chi & Qu, 2008).

In the tourism sector, tourist satisfaction plays an essential role as a marketing tool to attract customers and in making plans about products and services to provide in the tourism market (Yoon and Uysal, 2005). Also, tourist satisfaction is essential for successful destination marketing (Kozak and Rimmimgton, 2000). The level of tourist satisfaction evaluated by the difference between a traveler's present and experience, as well as a comparison between current travel destinations and other alternative destinations or places, visited in the past (Tse and Wilton, 1988; Yoon and Uysal, 2005).

Loyalty

According to Oppermann (2000) and Chen & Tsai (2007), their research described tourist loyalty as the intention of tourists to revisit their destination and in their willingness to recommend it. Loyalty also defined as a commitment that held firm to buy back selected products or services consistently in the future, although there are situational influences and marketing efforts that have the potential to cause changes in choices (Lee & Back, 2008). According to Yang et al. (2011), consumers often develop attitudes towards products or services, which are based on evaluating prior experiences.

Discussion

From these works of literature reviewed, this study identified three significant factors affecting tourist motivation to visit tourist destinations, which will be affecting tourists' behavioral intention to visit a tourist destination and provide tourist satisfaction. After tourists are satisfied with their visit, they will most likely revisit, they will also produce word of mouth that can influence other people to be exposed to information on the tourist area and affected to come to visit. These factors were determined by listing every factor mentioned in the previous study. Previous studies stated that to influence people to visit one of the essential elements is to know their perceived value and perceived cost. People will visit if the destination has the quality as expected. The perceived quality compares to the perceived cost that they spend, whether they pay the monetary or non-monetary cost. The perceived value they will get is whether they will spend money in the tourist destination.

According to Boranić-Živoder (2009), features like destination attractions, accessibility, tourist services, additional services, and activities combined with those offered or marketed as tourist destinations or tourism products will increase the value of the destination. Features such as the natural environment, culture, historical heritage, climate, and other key elements (such as beach cleanliness, availability of attractions and facilities, etc.) could be another significant determinant in determining the worth of destinations for tourists (Murphy, Pritchard, and Smith, 2000). The essence of numerous tourism services (accommodation, food, shopping,

transportation, recreation), service provider behavior, and their efficiency and goodness can all have a decisive influence too (Murphy, Pritchard, and Smith, 2000; Yuksel, 2001).

Not only by studying at the features provided or possessed by tourist destinations, in other studies, preferably than the expenses that tourists invest in travel, tourists feel a more significant perceived positive value while they receive benefits during their trip (Williams and Soutar, 2009). Tourists estimate when they have spent money, time, and effort on whether the benefits they get will be comparable, which in turn will affect their satisfaction and intention to return (Lee, Yoon, and Lee, 2007). The specific benefits tourists will look for and how the estimated travel costs will depend on what features and benefits are important to tourists. Tourists can feel many benefits when staying at a destination. However, the money, time, and effort spent on the journey to the target can reduce the overall perceived value (Gallarza and Gil Saura, 2006) and thus minimize the possibility that they return to their destination and recommend it to others. The two components of monetary costs described previously have different effects on perceived value in the sense that the amount of money paid has a negative impact on perceived value while having a positive effect as an indicator of quality (Oh, 2003). However, several studies have shown (Cronin, Brady, and Hult, 2000; Oh, 2003; Piri Rajh, 2006; Sweeney, Soutar, and Johnson, 1999) that the negative impact of prices on perceived value exceeds the positive effects on perceived quality

Increasing the perceived value of a company or industry offering to be obtained by tourists, the company or industry can provide additional benefits to consumers or by reducing purchasing costs. Increasing customer value can be achieved through a combination of increased functional or emotional benefits and reduction of one or more costs (Kotler & Keller, 2008). The perceived benefits and sacrifices can thus be understood as two interdependent elements because to increase benefits will lead directly to lower purchasing costs (Ravald and Grönroos, 1996). However, it should be noted; although the company or industry can provide high-quality products and provide even higher benefits for customers, yet, if the price is very high and the customer is not willing to pay for the product, then the product has no value for the individual (Ashton et al., 2010).

Methodology

This study is conducted using literature synthesis (the result can be seen in Table 1). Works of literature that are used in this study are kinds of research that are correlated with this study, about tourist motivation to visit tourist destinations around the world. The total literature studied is 20 papers.

From the studies, it is discovered that there are various motivations behind the reason tourists visit one destination. For instance, it is found in research in Croatian tourist destination Dubrovnik that tourists visit Dubrovnik shows a notable effect of perceived value on the satisfaction and expected future behavior of tourists. Other studies in Naple found that a clear destination image to fulfill the perceived quality is one of the essential factors, tourists that visit Naple are not completely satisfied; it's because Naples has not a clear destination image. After a review of 20 studies related to this research, it is found that three indicators motivate tourists to consider visiting one tourist destination. Those are the perceived quality that tourist destinations have, the perceived cost that tourists should sacrifice, and the perceived value they get, will they get the most beneficial value for them when they already spend their monetary and non-monetary cost to visit the destination that offers some quality.

Analysis

From the literature synthesis of 20 kinds of literature, it is found that there are three indicators that tourists have to consider before visiting a tourist destination. This statement is by analyzing the previous studies that have been conducted by researchers around the world. The studies used for literature reviews are about tourist motivation to visit a destination. After a few studies have been examined, it is found three factors that have been consistent in becoming a deciding factor. Finally, the authors for this study can conclude that the key factors that motivate tourists to visit are perceived quality, perceived cost, and perceived value.

Table 1: Literature Synthesis for the Study

No	Author	Objective	Conclusion	Critical Review
1	Luo, Y., Chen, Y., & Zheng, W. (2016). A Literature Review on Evaluating Tourism Destinations.	This study summarizes the journals from the point of tourism environmental carrying capacity, tourist satisfaction, tourism resources exploitation, and sustainable development.	From this study, the current research progress of tourism destination (tourism environmental carrying capacity, tourist satisfaction, and tourism destination) evaluation reviewed, and it sets a theoretical basis for the subsequent study. It contributes to the tourism destinations adjusting to the size of the layout, formulating development plans, and it is also helpful to the sustainable development of the tourist industry.	This study only a literature review, so its lack of empirical evidence
2	Antón, C., Camarero, C., & Laguna-García, M. (2017). Towards a new approach of destination loyalty drivers: Satisfaction, visit intensity, and tourist motivations. *Current Issues in Tourism, 20*(3), 238-260.	This study develops and tests a model associating destination personality and tourist identification with tourist satisfaction, positive word-of-mouth, and revisit intentions.	Time intense and expenditure intense visits positively impact the intention to return when the motivation for the trip is internal, but if tourist motives are external, they have a negative effect	If internal motivation is high, yet drains the possibilities the destination has to offer and reduces the desire to return if such motives are weak.

3	Chiang, C. C., Wang, M. Y., Lee, C. F., & Chen, Y. C. (2015). Assessing travel motivations of cultural tourists: A factor-cluster segmentation analysis. *Journal of Information and Optimization Sciences, 36*(3), 269-282.	This study sets out to develop a framework to examine the travel motivations of cultural tourists to help destination superintendents in developing market-specific strategies to create a center of attention of targeted visitors.	Travel motivations of cultural tourists were recognized by: "skills learning-related motivation," "escaping-related motivation," "network-related motivation," and "sightseeing-related motivation." The primary reason for cultural visitors to visit a destination for the culturally related experience was to learn new skills and to meet new people.	The major limitation of this study relates to the location in which the data collection was initiated and may not guarantee the generalisability of the research.
4	Pandža Bajs, I. (2015). Tourist perceived value, relationship to satisfaction, and behavioral intentions: The example of the Croatian tourist destination Dubrovnik. *Journal of Travel Research, 54*(1), 122-134.	This study defined a model of tourist perceived value, satisfaction, and behavior intentions.	The result shows a notable effect of perceived value on the satisfaction and expected future behavior of tourists. Also, tourists' perceived value associated with Dubrovnik was affected primarily by destination appearance, followed by the emotional experience. At the same time, the impact of the cost was significantly lower.	Because of the vast area of perceived value, this study only focused on tourism and tourism-related.
5	Cetin, G., & Bilgihan, A. (2016). Components of cultural tourists' experiences in destinations. *Current Issues in Tourism,* 19(2), 137-154.	The primary purpose of this study is to discover the factors affecting cultural tourists' overall travel experiences.	This study finds the key constructs affecting cultural tourist experiences in a destination. Five dimensions are emerging, namely social interaction, local authentic clues, service, culture/heritage, and challenge.	Further studies in investigating various destinations and tourists with different backgrounds might offer valuable insights into validating these findings.

6	Nainggolan, Eva D., and Musadad Musadad. "Motivasi Kunjungan Wisatawan pada Event Pesta Pantai Indah Selatbaru di Kabupaten Bengkalis." *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau*, vol. 4, no. 2, Oct. 2017, pp. 1-15.	This research is to know the captivity of the event Indah beach party celebration in Selatbaru and describe the problem that happened.	Every tourist who visits when an event occurs has a different motivation according to the needs and tourist destinations to achieve. If four indicators such as real motivation, fantasy, social, and culture can be achieved, it brings in the desire of tourists to visit attractions.	The study only examines tourist motivation in the Indah Beach Party event, not in the event in general, and specifically in Selatbaru.
7	Hultman, M., Skarmeas, D., Oghazi, P., & Beheshti, H. M. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227-2231.	This study examines the relationships among destination personality, tourist satisfaction, and tourist–destination identification, which are essential in influencing positive word-of-mouth and revisit intentions.	The findings indicate that (1) promotes tourist satisfaction, tourist–destination identification, positive word-of-mouth, and revisit intentions promoted by destination personality; (2) destination identification and word-of-mouth encouraged by satisfaction, and (3) word-of-mouth and revisits intentions enhanced by identification.	This study provides not only theoretical but also the implications. The results reveal that although tourists appear to assign well-defined personality characteristics to touristic destinations, the brand personality structure explained in this study is not fully applicable in this case.

8	Kong, W. H., & Chang, T. Z. (2016). Souvenir shopping, tourist motivation, and travel experience. *Journal of Quality Assurance in Hospitality & Tourism,* 17(2), 163-177.	The purpose of this study is to analyze the relationships between travel motivations, souvenir shopping, and travel experience; mainly, how souvenir shopping is affected by travel motivations and how the travel experience is influenced by souvenir shopping.	Based on the research, the research found that souvenir shopping and perceived importance found to correlate with travel motivation.	The data obtained from this study failed to reinforce the relationship between souvenir shopping and travel experience.
9	Della Corte, V., Sciarelli, M., Cascella, C., & Del Gaudio, G. (2015). Customer satisfaction in a tourist destination: The case of tourism offer in the city of Naples. *Journal of Investment and Management*, *4*(1-1), 39-50.	This paper studies some main elements that can influence customer satisfaction in some tourist services, with specific reference to the tourism industry.	From this study, it comes out that tourist satisfaction depends on a complicated process where the role of each actor is fundamental, and it must be in tune with all the other ones. The result shows that tourists visiting Naple are not completely satisfied; it's because Naples has not a clear destination image.	If the tourism destinations provided positive experiences of services, products, and other resources, Naples could produce customer retention as well as positive word-of-mouth.

10	Yousaf, A., Amin, I., Santos, C., & Antonio, J. (2018). Tourist's motivations to travel: A theoretical perspective on the existing literature. *Tourism and hospitality management*, 24(1), 197-211.	This study is an attempt to look into the various theoretical concepts/ theories that help to understand what motivates individuals, especially young people, to travel and which are the practical implications of the analyzed theories.	This study analyzes youth tourism centered on Maslow's hierarchy of needs (physiological, safety, social belonging, self-esteem, and self-actualization needs). It confirmed its validity as an explanation of the essential youth travelers' motivations.	The research was from the available literature, and it fails to approach empirical evidence. The analysis of youth tourism needs to extend to other motivation theories as those which are present in this work.
11	Ramseook-Munhurrun, P., & Naidoo, P. (2015). Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction, and Loyalty. *Procedia-Social and Behavioral Sciences*, 175, 252-259.	The study intended to examine the relationship between destination image and perceived value and do the empirical test the constructs that are likely to influence tourist satisfaction, which in turn affect tourist loyalty.	The current study shows that destination image and perceived value are direct determinants of satisfaction. The results of this study offer a better insight into destination image and tourist consumer behavior by trying to ascertain which constructs are most influential in the likelihood of revisiting and recommending a destination.	The results of this study were limited to tourists who have visited Mauritius. To be able to obtain the findings from other objects, similar studies can be replicated. An exploratory analysis is necessary for this area. In future research, examining the perceived destination image of both the first-time and return visitors could be considered.

| 12 | Chan, A., Hsu, C. H., & Baum, T. (2015). The impact of tour service performance on tourist satisfaction and behavioral intentions: A study of Chinese tourists in Hong Kong. *Journal of Travel & Tourism Marketing*, 32(1-2), 18-33. | The framework of a tour service performance proposed and questioned in this paper. The framework evaluates the impact of tour service performance on tourists' satisfaction with tour services and experience as well as the tourists' behavioral intentions. | Differential relationships with the various tour services constructed by tour services and satisfaction with the tour experiences. Among the seven tour services such as attractions, recreation & entertainment, shopping, tour guiding service, food, transportation, accommodation that is examined, tour guiding service has the most significant impact on satisfaction with tour services. In contrast, leisure activities have the most significant impact on satisfaction with the tour experience. It also shows that tour guide service and tourist satisfaction are determining the behavioral intention. | The results from this study do not generalize to other tourist groups or destinations. Another limitation is that two CFAs assessed the measurement model. A single CFA could have been used instead to avoid capitalizing on chance. |
| 13 | Chiu, W., Zeng, S., & Cheng, P. S. T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism, and Hospitality Research.* | The cognitive and affective images explored in this paper. This paper also examines the satisfaction levels and tourist loyalty and their effects of destination image | The results revealed that the affective image was influenced directly by the cognitive image and confirmed the formation process of the destination image. Satisfaction positively influenced by both cognitive and affective images, and in turn, satisfaction predicted tourist loyalty. Also, the relationship between goal image and loyalty reveals that affective image has a direct influence on tourist loyalty. The authors find that the cognitive image | This finding may not be generalized to all Chinese tourists. Gather information that represents a more diverse profile of Chinese tourists for further research to generalize the results of this study. This study only focuses on the relationship between goal image, satisfaction, and loyalty. |

			has an indirect influence on tourist loyalty through affective images and satisfaction.	
14	Huang, S., Weiler, B., & Assaker, G. (2015). Effects of interpretive guiding outcomes on tourist satisfaction and behavioral intention. *Journal of Travel Research*, 54(3), 344-358.	This research analyzed the effects of both cognitive and affective tour guide interpretation outcomes on tourist satisfaction and behavioral intention in a heritage tourism context.	The study's result shows that tourist satisfaction and sustaining visitor arrivals have significantly impacted by cognitive interpretation outcome (elaboration, relevancy) than affective interpretation outcome (empathy, positive attitude). In contrast, satisfaction with the guided tour experience directly affects behavioral intention. It primarily mediates the effect of cognitive interpretation outcomes on behavioral intention.	Further research could involve multiple tourism sites or contexts for data collection. Such a design can identify whether there are factors specific to the research site or context that play a role in the respondents' psychological process of satisfaction evaluation. On the other hand, a cross-cultural study involving respondents from different cultural backgrounds could disclose the influence of culture in the process.
15	Knežević Cvelbar, L., Dwyer, L., Koman, M., & Mihalič, T. (2016). Drivers of destination competitiveness in tourism: a global investigation. *Journal of Travel Research*, 55(8), 1041-1050.	This article describes productivity-related measures - the total contribution of tourism to GDP per employee in tourism - to test the competitiveness of destinations.	The study findings show that specific tourism factors, such as Tourism Infrastructure and Destination Management, are the main drivers of competitiveness in developing countries. In contrast, destination competitiveness in developed countries depends on specific tourism factors of Destination Management as well as on broader economic conditions such as	This study needs to address competitiveness in a broader sense, not only as an economic output per unit of input but also to acknowledge social distribution and environmental protection of resources

			General Infrastructure, Macro Environment, and Business Environment.	
16	Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135-146.	This paper examines how the relationships among perceived destination image, satisfaction, and future behavioral intentions differ for tourists with different travel experiences.	The study finds that travel experience in the structural relationship correlates with the destination image that results in overall satisfaction and behavioral intention.	The sampling method used is not perfect because of the disadvantages of convenience sampling.
17	Phillips, W. J., Wolfe, K., Hodur, N., & Leistritz, F. L. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA. *International journal of tourism research*, 15(1), 93-104.	This study investigates visitors' perceptions about the picture of purpose, value, and satisfaction and the relationship of these variables with future behavior, with a particular focus on their intention to return and make recommendations to others.	The results showed that visitors' perception of value and revisit intentions directly affected by destination image and satisfaction and recommendation intentions indirectly affected by it.	The data only collected at three sites in the USA, which might not represent other rural states with other types of attributes. The visitors' perceived value tested via only one measurement item. There are other possible attributes to measure specific satisfaction.

18	Cavagnaro, E., Staffieri, S., & Postma, A. (2018). Understanding Millennials' tourism experience: values and meaning to traveling as a key for identifying target clusters for youth (sustainable) tourism. *Journal of Tourism Futures.*	The purpose of this paper is to understand the tourism experience of Millennials by connecting their value orientations to the meaning that they give to travel. It also aims to discover profiles of young tourists that can be targeted both now and in the future by tourism organizations.	Nine clusters have identified groups of Millennial tourists with different needs by combining ten-value orientations and four travel meanings.	Possibly using a longitudinal approach recommended for replication of this research in other national contexts
19	Rebollo, H. P. M. (2018). A structural model of Millennial tourist behavior to-wards tourism in Davao Region.	This study was conducted to theoretically develop and empirically test to explore the best fit model of Millennial tourist behavior toward tourism	The result revealed that tourist attitude, tourist motivation, social media, and tourist visit intention were highly correlated with tourist behavior. Meanwhile, tourist visit intention and tourist attitude were the best predictors of tourist behavior while tourist motivation and social media were the least predictors	The way tourists choose tourism products should be continuously researched.
20	Rita, P., Brochado, A., & Dimova, L. (2019). Millennials' travel motivations and desired activities within destinations: A comparative study of the US and the	This paper compares the Millennials' travel motivation by ratings, rankings, and perceptual structures of both pushes and pulls factors	The results reveal that they are quite homogeneous in their push travel motivations and destination activity preferences. The most important motivational factors for both are 'to relax' and 'to escape from the ordinary.' Both of them also agree that	There are only eight motivation items included in the questionnaire and eight destination activity items. This thing may reduce the chances of discovering significant

UK. *Current Issues in Tourism*, 22(16), 2034-2050.	from the United States and the United Kingdom.	the most attractive destination activities are 'to try local food' and 'to go sightseeing.'	differences between respondents.

Source: Authors' Analysis

Conclusion

Based on the discussion above, the study summarizes 20 literature reviews related to tourists' visit motivation, and the author gets keywords from each paper. Those keywords explained in the conceptual map above. From the twenty literature reviews, it can conclude the tourist motivation to visits influenced by perceived quality associated with perceived cost (sacrifice). Which later on, each experience and sacrifice produce perceived value, which affects their satisfaction to visit and revisit, and finally, from the pleasure of tourists, it results in positive word of mouth. The contributing factors directly play a role in the tourists' decision-making process. The findings in this research can be used to determine a road map plan for marketing strategies, product strategies, and pricing strategies for tourist destinations, especially in this study is for Borobudur and the surrounding areas.

Figure 1: Conceptual Model Tourist Visit Motivation

Source: Authors' Analysis

Future Research

Further research could use the conceptual framework to determine the tourist motivation for a more niche market, such as the coffee lab concepts for coffee shops that are found in many areas in Jakarta and Bandung. Another research related to tourist motivation could be compared with the findings in this paper to generate a better understanding of tourist motivation. To validate the keywords from the conceptual map qualitative research methods will be needed to verify the conceptual map in this study by interviewing informants according to research criteria, this validation carried out to adjust this conceptual map to suit the field, or there were unique findings that emerged from field research.

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