

Attraction and Ease of Access as Determinants of Interest in Visiting Camping Grounds in Sentul

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Attractiveness;
Accessibility;
Visiting Intention;
Camping Ground;
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Abstract

The tourism sector is experiencing significant growth in the post-pandemic era, with nature-based tourism — such as camping grounds — gaining popularity as people seek to break away from routine and find safe, open-air recreational spaces. This research aims to analyse the effect of attractiveness and accessibility on tourists' intention to visit nature-based camping ground tourism destinations in the post-pandemic era. A quantitative research approach was employed using a survey method. Data were collected through structured questionnaires distributed to respondents who had previously visited, or expressed a strong intention to visit, a camping ground. Purposive sampling was applied, yielding a total of 136 respondents, which exceeds the minimum required sample size of 60 respondents. The study utilised primary data, which were analysed using the Partial Least Squares (PLS) method. The results reveal that attractiveness has a positive effect on tourists' intention to visit camping ground destinations. Accessibility likewise shows a positive influence on visiting intention. These findings indicate that tourists are more likely to visit camping grounds that offer appealing natural attractions, unique experiences, and adequate supporting facilities, as well as convenient and accessible routes. Tourism managers are therefore encouraged to enhance attractiveness and improve accessibility in order to increase tourists' visiting intention, particularly in support of the recovery and development of nature-based tourism in the post-pandemic era.

INTRODUCTION

Nature tourism is a form of recreation that is increasingly popular with the public because it offers a different experience than urban tourism, namely the opportunity to enjoy the beauty of the natural environment, a serene atmosphere, and refreshing outdoor activities (Batubara, 2022). Amid growing public awareness of the importance of mental health and the need to escape from routine, nature tourism has become a relevant and attractive option. The beauty of the landscape, fresh air, green open spaces, and direct interaction with nature are key attractions that can provide a more meaningful recreational experience. Furthermore, nature tourism is considered safer and more relaxing, especially after the pandemic, so many tourists are starting to seek out tourist attraction that are open, have fewer crowds, and offer natural comfort (Faujan, 2024)



Figure 1. Travel Graph 2025

Source: Ministry of Tourism and Creative Economy (Kemenparekraf), 2025

The data in the graph shows that domestic tourist trips in September 2025 reached 94.35 million trips, with a fluctuating trend from September 2024 to 2025. However, tourist trip growth in September 2025 increased by 18.89% compared to the same period the previous year, indicating a strong recovery of the tourism sector after the pandemic. West Java Province was recorded as the main source of tourist trips with 17.20 million trips, followed by East Java and Central Java. In addition to being an area of origin, West Java was also the main tourist attraction province with 17.03 million trips in August 2025. This data illustrates that domestic tourist mobility continues to increase, driven by recovering economic activity, increasing public interest in traveling, and improving tourism infrastructure and services in various regions.

Table 1. Boekit Saila Visit Data

Year	Domestic Visitors	International Visitors	Total Visits
2019	2.900	80	2.980
2020	4.100	50	4.150
2021	5.800	50	5.850
2022	5.200	70	5.270
2023	4.500	95	4.595
2024	3.900	120	4.020

Source: Documentation of Tourist Visit Statistics of Boekit Saila, 2019–2024 (Data processed by researchers)

Visitation data for Boekit Saila Camping Ground reveal a fluctuating pattern between 2019 and 2024, with a surge in visits recorded in 2020–2021 driven by heightened interest in nature-based tourism during the pandemic, as people sought out open and uncrowded locations. However, following the subsiding of the pandemic, visitor numbers began to decline gradually — particularly among domestic tourists — likely due to the growing number of new tourist attractions, shifting travel preferences, and economic factors such as rising travel costs. Conversely, international visitor numbers have been steadily increasing since 2022, possibly attributable to the reopening of global tourism. Overall, these trends suggest that Bukit Saila needs to strengthen its tourist attraction appeal and marketing strategies in order to sustain visitor numbers in the future (Deliana, 2024; Goh, 2020; Zakaria & Hua, 2024).

Research by Sihana (2022) explains that the development of camping-based sports tourism represents an effort to generate a positive impact on community income. Research by Qadri (2023) explains that a camping ground master plan design serves as the initial planning stage for regional development and the first step in establishing a camping ground, and identifies a positive relationship between accessibility and community interest in visiting. Research by Fitriadi (2024) explains that proposals such as the provision of recreational facilities, the diversification of revenue streams through collaboration with surrounding tourist attractions, the establishment of partnerships with tourism event organisers, and the offering of promotional incentives are key to building positive relationships with both existing visitors and potential visitors. Research by Huda (2023) explains that the Wonosalam Village camping ground in Mangirejo Hamlet requires a strategic development approach — specifically a coffee plantation concept — to attract tourists and stimulate the local tourism economy. Against this background, this research analyses the effect of attractiveness and accessibility on the intention to visit camping grounds in Sentul.

Although previous studies have examined various aspects of camping ground development and tourist interest, several research gaps remain. Most existing studies focus on general tourist attractions or macro-level destination management without specifically analysing the simultaneous effects of attractiveness and accessibility on visiting intention in the context of nature-based camping grounds (Drăguleasa et al., 2023; Fichter, 2024; Moradi & Norouzi Seyed Hossini, 2026). Additionally, limited research has compared two distinct typologies of camping grounds — riverside versus hilltop — within the same geographical area, such as Sentul, which offers diverse natural landscapes. There is also a lack of quantitative research employing advanced statistical methods such as Partial Least Squares (PLS) to test causal relationships between attractiveness, accessibility, and visiting intention specifically for camping grounds in the post-pandemic era. Furthermore, previous studies have not sufficiently addressed how the interaction between physical environment characteristics — such as natural scenery and thematic concepts — and infrastructure factors — such as road conditions, parking availability, and online information — jointly influences tourists' decision-making. This study therefore seeks to fill these gaps by examining both determinants simultaneously in the context of Sentul camping grounds.

The novelty of this research lies in several aspects: its specific focus on camping grounds as a distinct type of nature-based tourism, which has received comparatively less academic attention than mainstream ecotourism or cultural heritage sites; its incorporation of both pull factors (attractiveness) and facilitating conditions (accessibility) within a single predictive model; its geographical focus on Sentul, West Java — a rapidly developing nature tourism hub bridging the Jakarta and Bogor metropolitan areas; its employment of a rigorous quantitative approach using PLS-SEM for the simultaneous testing of measurement and structural models; and its capture of post-pandemic tourist behaviour during a period when preferences have shifted markedly towards open, uncrowded, and easily accessible natural destinations.

Based on the background and identified gaps, this study aims to analyse the effect of attractiveness on tourists' visiting intention to camping grounds in Sentul, to analyse the effect of accessibility on tourists' visiting intention to camping grounds in Sentul, and to evaluate the relative contribution of both determinants in explaining visiting intention. The theoretical benefits of this research include enriching the literature on nature-based tourism — particularly

regarding the determinants of camping ground visiting intention — and providing empirical evidence for the applicability of PLS-SEM in tourism behaviour studies. The practical benefits are directed towards camping ground managers, who can use the findings to prioritise investments in attractiveness enhancement and accessibility improvement; towards local governments and tourism offices, which can formulate evidence-based policies for nature tourism development in Sentul and similar areas; and towards future researchers, who may adopt the proposed model and extend it with additional variables such as price perception, social media influence, or sustainability concerns.

RESEARCH METHODS

Research Objective Overview

This research focuses on the gem tourism area of Sentul, West Java, Indonesia, a rapidly developing tourist area that is increasingly popular as one of the most popular nature tourism, not only in West Java but throughout Indonesia. Sentul is experiencing significant growth in both nature and adventure tourism due to its geographical location at the estuary of Jakarta and Bogor, providing residents with quick access to natural surroundings. Sisi Cai Camping Ground and Bukit Saila are identified as the primary research topics in this study, as they represent two distinct types of nature tourism experiences that visitors can experience.

Elsewhere, Saila Hill sits on a plateau with expansive hills, offering sweeping views of the city and surrounding valleys. The expansive natural horizon, the breathtaking sunrises and sunsets, and the blend of greenery and city lights define its visual character, providing a hybrid experience that combines nature appreciation with urban living. By comparing these two camping shelters, this study describes the development of camping tourism in the Sentul area and examines how the different physical and visual environments influence visitor behavior, experience quality, and tourism potential. For the development of nature-based tourism, these two locations offer a representative approach to understanding the relationship between natural landscape typology, visitor expectations, and competitiveness.

Research Design

This study employed a quantitative research design. Quantitative research is a research method based on the philosophy of positivism and is used to study populations or samples. Data collection utilizes statistical analysis and research instruments with the aim of testing predetermined hypotheses. This study employed a cross-sectoral survey method to investigate the causal relationship between tourist attraction attributes and tourist behavior in the context of the pandemic. Specifically, this study examined the influence of attractiveness and accessibility as independent variables on visit intention as the dependent variable at two natural tourist attraction: Sisi Cai Camping Ground and Saila Hill. This study employed an exploratory design because its purpose was not simply to describe tourists' perceptions of the attractiveness and ease of access at these two natural tourist attraction.

Sampling Method

The population of this study includes all tourists who have visited a conservation-type tourist attraction. Therefore, the sampling technique used in this study was purposive sampling, where respondents were all participants who had visited the Camping Ground.

The sample size was determined based on methodological principles, where sample sizes used in quantitative research range from 30 to 500 respondents. Furthermore, multivariate analysis, such as multiple regression or correlation, requires a sample size 20 times the number of variables studied. Because there are three variables in this study: two independent variables and one dependent variable, the minimum sample size required is $3 \times 20 = 60$ respondents (Sugiyono, 2021). Therefore, the minimum sample size in this study was 60 respondents to ensure high-quality statistical analysis. In this study, questionnaires were distributed to 136 respondents.

Data Collection Methods

This study used a combination of sampling methods: in-person and online. Direct sampling was conducted among visitors engaged in activities at the Camping Ground, allowing researchers to obtain up-to-date data from respondents who had actually experienced the tourist attraction. Furthermore, online data collection was conducted through the Google Forms platform to reach a wider range of respondents, including visitors who had previously visited but were not present at the site during the study. This combination of sampling methods aimed to increase the number of respondents, broaden the data coverage, and obtain a more comprehensive and representative picture of perceptions of the tourist attraction being studied.

Variable Measurement

Sugiyono (2021) defines a dependent variable as a variable influenced by an independent variable. The dependent variable in this study is Visiting Intention (Y). A person's desire or passion to visit a particular place is influenced by their visiting intention, which is predicted to increase or decrease depending on how attractive and accessible the place is.

Data Analysis Method

The data analysis method used in this study is partial least squares, or PLS. The PLS equation model is based on components or modifications of the structural equation model (SEM). The two sub-models that make up the PLS-SEM analysis are the measurement model, sometimes referred to as the outer model, and the structural model, sometimes referred to as the inner model. Partial least squares (PLS) is a causal model that explains how factors influence construct variables (Wijaya, 2019). The measurement model describes how manifest variables, also known as observed variables, relate to latent variables that need to be measured. The accuracy of the calculation of latent variables and constructs during this procedure is explained by the structural model (Ghozali & Latan, 2021).

RESULTS AND DISCUSSION

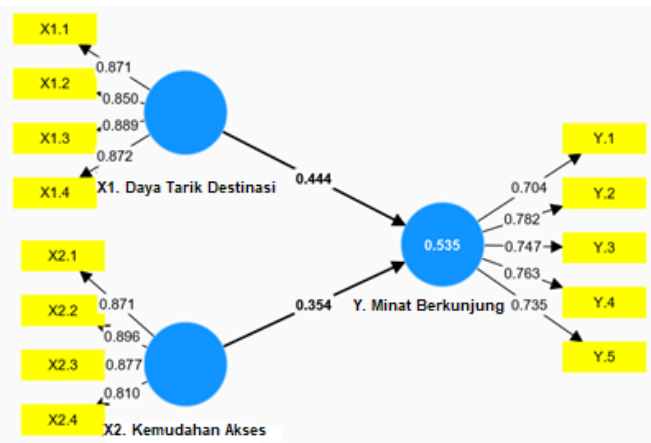


Figure 2. Measurement Model (Outer Model)
Source: SmartPLS Data Processing Results (2025)

Table 2. Results of Factor Loading Analysis (Outer Loading) of Attractiveness (X1)

No	Indicator	Outer Loadings	Results
1	The atmosphere and environment at the campground I know are beautiful and enjoyable.	0,871	Valid
2	<i>The campground I know has a unique thematic concept.</i>	0,850	Valid
3	Outdoor activities like camping are interesting to me.	0,889	Valid
4	<i>The campground I know has interesting natural views.</i>	0,872	Valid

Source: SmartPLS Data Processing Results (2025)

Based on Table 2, it shows that all indicators in the attraction variable have an outer loading value greater than 0.7, so all indicators are declared valid. The highest outer loading value is found in indicator no. 3 at 0.889 with the statement "Outdoor activities such as camping are interesting to me," indicating the strength of this indicator in measuring the Attraction variable. Meanwhile, the lowest outer loading value is found in indicator no. 2 at 0.850 with the statement "The camping ground that I know has a unique thematic concept," which remains above the minimum limit and indicates that this indicator is also valid in measuring the Attraction variable.

Table 3. Results of Factor Loading Analysis (Outer Loading) for Ease of Access (X2)

No	Indicator	Outer Loadings	Results
1	The camping ground I know has adequate road infrastructure.	0,871	Valid
2	Transportation to the camping ground I know is easily accessible.	0,896	Valid
3	Parking at the camping ground is adequate and easy to use.	0,877	Valid
4	Information about the location, facilities, and activities at this camping ground is easily available online.	0,810	Valid

Source: SmartPLS Data Processing Results (2025)

Based on Table 3, it shows that all indicators in the Ease of Access variable have an outer loading value greater than 0.7, so all indicators are declared valid. The highest outer loading value is found in indicator no. 2 at 0.896 with the statement "Transportation to the Camping

Ground location that I know is easy to access." Meanwhile, the lowest outer loading value is found in indicator no. 4 at 0.810 with the statement "Information about the location, facilities, and activities at this camping ground is easy to get online." This shows that each indicator is consistently able to represent the Ease of Access variable well.

Table 4. Results of Factor Loading Analysis (Outer Loading) of Visiting Interest (Y)

No	Indicator	Outer Loadings	Results
1	I am interested in visiting campgrounds.	0,704	Valid
2	I am interested in trying nature tourism experiences like camping.	0,782	Valid
3	I would make time to visit a campground.	0,747	Valid
4	I am willing to spend money on nature tourism like camping.	0,763	Valid
5	I prefer nature tourism like camping over other types of tourism.	0,735	Valid

Source: SmartPLS Data Processing Results (2025)

Based on Table 4, it shows that all indicators in the Visiting Intention variable have an outer loading value greater than 0.7, so it can be declared valid. The highest outer loading value is found in indicator no. 2 at 0.782 with the statement "I am interested in trying natural tourism experiences such as camping," which indicates a very high level of conformity between the indicator and the variable construct. Meanwhile, the lowest outer loading value is found in indicator no. 1 at 0.704 with the statement "I am interested in visiting camping sites," which still indicates strong validity. This proves that all indicators consistently represent the Visiting Intention variable.

Table 5. AVE Test Results

Variables	AVE	Information
Attraction (X1)	0,758	Valid
Ease of Access (X2)	0,746	Valid
Interest in Visiting (Y)	0,557	Valid

Source: SmartPLS Data Processing Results (2025)

Based on Table 5, the results of the Average Variance Extracted (AVE) test show that all variables have an AVE value greater than 0.5, so it can be concluded that the convergent validity of each variable is met. The Attractiveness variable has an AVE of 0.758, the Ease of Access variable of 0.746, and the Visiting Interest variable of 0.557, which indicates that more than 55% to 75% of the indicator variance is explained by the respective variable constructs. This proves that the indicators used consistently represent the measured variables and are suitable for further analysis.

Table 6. Test Results – Fornell-Larcker Criterion

Variables	Attraction	Ease of Access	Interest in Visiting
Attraction (X1)	0,871		
Ease of Access (X2)	0,676	0,864	
Interest in Visiting (Y)	0,683	0,654	0,747

Source: SmartPLS Data Processing Results (2025)

Based on Table 6, the results of the Fornell-Larcker Criterion test show that all diagonal values (AVE square root) for each variable are greater than the correlation value between variables. The diagonal value for the Attractiveness variable is 0.871, Ease of Access is 0.864, and Visiting Intention is 0.747, indicating that each construct has good discriminant validity, meaning that each variable is stronger in explaining its own indicator than explained by other variables. The correlation between variables, for example between Attractiveness and Ease of Access is 0.676, or between Visiting Intention and Attractiveness is 0.683, remains lower than the diagonal value. This proves that the three variables are statistically distinguishable from each other and meet the requirements of discriminant validity. Based on Table 12, the results of the Fornell-Larcker Criterion test show that all diagonal values (AVE square root) for each variable are greater than the correlation value between variables. The diagonal value for the Attractiveness variable is 0.871, Ease of Access is 0.864, and Visiting Intention is 0.747, indicating that each construct has good discriminant validity, meaning that each variable is stronger in explaining its own indicator than explained by other variables. The correlation between variables, for example between Attractiveness and Ease of Access is 0.676, or between Visiting Intention and Attractiveness is 0.683, remains lower than the diagonal value. This proves that the three variables are statistically distinguishable from each other and meet the requirements of discriminant validity.

Table 7. Cross-Loading Test Results

	Attraction	Ease of Access	Interest in Visiting
DK1	0,871	0,568	0,549
DK2	0,850	0,556	0,569
DK3	0,889	0,606	0,625
DK4	0,872	0,621	0,631
KA1	0,600	0,871	0,587
KA2	0,596	0,896	0,585
KA3	0,528	0,877	0,546
KA4	0,612	0,810	0,540
NK1	0,526	0,545	0,704
NK2	0,437	0,480	0,782
NK3	0,533	0,556	0,747
NK4	0,460	0,454	0,763
NK5	0,576	0,387	0,735

Source: SmartPLS Data Processing Results (2025)

Based on Table 7, the results of the cross-loading test show that all indicators have higher loading values on their respective constructs compared to other constructs, thus meeting the criteria for discriminant validity. For example, the Attractiveness variable has a loading factor value on indicators DK1 to DK4 ranging from 0.850–0.889, while the Ease of Access variable has a loading factor value on indicators KA1 to KA4 of 0.810–0.896. Meanwhile, the Visiting Interest variable shows a loading factor value on indicators NK1 to NK5 with a range of 0.704–0.782. These findings indicate that each indicator consistently represents its respective variable

construct and does not show overlap with other constructs, so that the discriminant validity in the model can be declared good.

Table 8. Reliability Test Results

Variabel	Cronbach Alpha	Composite Reliability	Information
Attractiveness	0,894	0,897	Reliable
Ease of Access	0,886	0,888	Reliable
Interest in Visiting	0,801	0.801	Reliable

Source: SmartPLS Data Processing Results (2025)

Based on Table 8, the reliability test results indicate that all research variables have an excellent level of internal consistency. The Attractiveness variable has a Cronbach's alpha value of 0.894 and a composite reliability of 0.897, the Ease of Access variable has a Cronbach's alpha of 0.886 and a composite reliability of 0.888, while the Visiting Intention variable has a Cronbach's alpha of 0.801 and a composite reliability of 0.801. These values are all above the minimum threshold of 0.7, so it can be concluded that all indicators in each variable are consistent and reliable in measuring their constructs. This confirms that the research instrument can be trusted for use in further analysis.

Table 9. R-square Test Results

Variables	R Square	Category
Interest in Visiting	0,535	Moderate

Source: SmartPLS Data Processing Results (2025)

Based on Table 9, the R Square value for the Visiting Intention variable is 0.535 in the moderate category. This indicates that 53.5% of the variation in Visiting Intention can be explained by the Attractiveness and Ease of Access variables, while the remaining 46.5% is influenced by other factors outside the research model. The R Square value is quite high, indicating that the model has good predictive ability in explaining respondents' Visiting Intention to camping ground tourist attraction. This finding is in line with the statement of Yamin and Kurniawan (2011) who stated that the greater the R Square value, the stronger the model's ability to explain variations in the dependent variable, so that the research model is considered better and suitable for use in hypothesis testing.

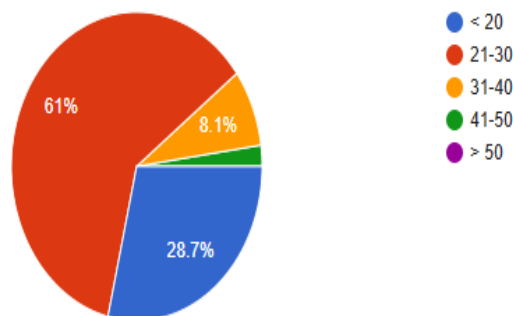


Figure 3. Pie Diagram of Respondent Profile by Age

Source: Processed Primary Data (2025)

Based on Figure 3, it can be seen that the majority of respondents interested in visiting nature-based camping grounds in the post-pandemic era are dominated by young people. The 21–30 age group constitutes the largest percentage, at 61%, indicating that young adults have the highest interest in nature-based and outdoor tourism activities. Furthermore, those under 20 years old accounted for 28.7% of the total respondents, indicating that interest in camping grounds is also quite strong among young people. Meanwhile, the 31–40 age group only accounts for 8.1%, and the 41–50 age group accounts for the least, at 2.2%. Overall, these results indicate that interest in visiting camping grounds post-pandemic comes more from young people who tend to seek recreational experiences that are close to nature and adventurous.

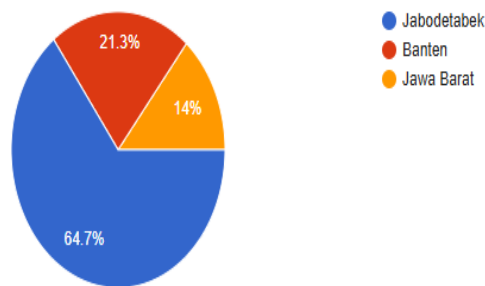


Figure 4. Pie Chart of Respondent Profile by Domicile

Source: Processed Primary Data (2025)

Figure 4 shows that the majority of respondents came from the Greater Jakarta (Jabodetabek) area, representing 64.7%. This indicates that interest in visiting nature-based camping sites in the post-pandemic era stems largely from urban communities, who generally have high mobility and a greater need for nature-based recreation. Respondents from Banten ranked second with 21.3%, indicating that the surrounding areas also exhibit a strong interest in camping activities. Meanwhile, respondents from West Java, representing 14%, constitute the smallest group, but still demonstrate significant interest in visiting. Overall, this domicile composition reflects that camping sites attract residents from various regions, with a strong dominance from metropolitan activity centers such as Greater Jakarta.

Table 10. Path Coefficients Hypothesis Test Results

Hypothesis	Original Sampel	T Statistics	P Values	Conclusion
H1: Tourist attraction attractiveness has a positive effect on interest in visiting a camping ground.	0,444	6,077	0,000	Supported
H2: Ease of access has a positive effect on interest in visiting a camping ground.	0,354	4,792	0,000	Supported

Source: Processed Primary Data (2025)

Hypothesis 1 states that tourist attraction attractiveness has a positive effect on visiting intention towards camping grounds, with an original sample value of 0.444, a t-statistic of 6.077 > t-table (1.96), and a p-value of 0.000 < 0.05. It can therefore be concluded that H1 is

supported. These results are consistent with the findings of Mulyani et al. (2025), which showed that adequate tourist attractions play a significant and positive role in increasing tourist visiting intention at Antapura D'Jati. This finding reinforces the understanding that the more optimally tourist attractions are managed and presented, the greater tourists' desire to visit. Furthermore, studies on nature-based tourism have identified a positive relationship between natural attractions and visiting intention, including the role of risk perception and satisfaction as mediating factors that strengthen this effect (Thanh An et al., 2024). At the local level, research on camping site selection confirms that atmosphere and campsite attributes are the most important factors in creating a memorable experience and increasing visiting intention (Ridwanudin et al., 2022).

Hypothesis 2 states that accessibility has a positive effect on visiting intention towards camping grounds, with an original sample value of 0.354, a t-statistic of $4.792 > t\text{-table} (1.96)$, and a p-value of $0.000 < 0.05$. It can therefore be concluded that H2 is supported. Tourists in the post-pandemic era tend to favour quieter, more natural, and safer destinations while avoiding crowded areas with a higher risk of disease transmission. This situation has implicitly heightened the importance of easy access to tourist destinations and the implementation of clear and standardised health protocols (Rubio et al., 2025). This study shows that tourists are more inclined to choose destinations that are easily accessible and supported by the availability of clear information, as these conditions reduce uncertainty and strengthen the attractiveness and effectiveness of destination promotion (Wassler & Talarico, 2021). These findings underscore the importance of accessibility management as an integral component of nature-based tourism development strategy, particularly in the post-pandemic period.

CONCLUSION

Here is the proofread passage with corrections applied and technical terms italicised where appropriate, with paragraph form retained:

Based on the analysis conducted in the study titled "Attraction and Ease of Access as Determinants of Interest in Visiting Camping Grounds in Sentul," it was found that attractiveness has a positive influence on visiting intention towards camping areas. Furthermore, accessibility has also been shown to have a positive impact on visitors' intention to visit campsites. This study emphasises the importance of both factors in attracting visitors to camping areas, particularly in the post-pandemic era, where natural attractions and ease of access are key determinants of increased visitation.

As a practical recommendation, camping ground managers in Sentul should prioritise enhancing natural scenery, maintaining unique thematic concepts, and improving outdoor activity experiences in order to strengthen attractiveness. Simultaneously, they should ensure adequate road infrastructure, convenient transportation access, sufficient parking facilities, and readily available online information to improve accessibility. Local tourism authorities are encouraged to support these efforts through promotional campaigns and infrastructure development. Future researchers are advised to explore additional variables — such as price perception, social media influence, or sustainability concerns — to further enrich the understanding of visiting intention in the context of nature-based tourism.

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