

Tourist Experience in Bromo Tengger Semeru National Park

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ABSTRACT

The development of Bromo Tengger Semeru National Park (BTSNP) can be done by looking at the tourism experience of Generation Z. The subject of this research is Generation Z (Gen Z). The main problem in this investigate is how the involvement of Gen Z traveling in BTSNP. This study points to describe the experience of Gen Z tourists in BTSNP. This investigate was conducted employing a subjective approach with information collection strategies, specifically interviews and writing. The conclusion of this study is BTSNP has succeeded in fulfilling tourist experience and tourist satisfaction for Gen Z tourists. The value of the research conducted is to identify the needs and experiences of Gen Z tourists as a market for the present and the future of tourism.

Keywords: Tourist experience, tourist satisfaction, Gen Z

INTRODUCTION

In this world, tourism is one of the businesses that never ceases to develop, like the healthcare and technology industries. Even in Indonesia, the pace of development of this industry has been relatively increasing in recent years. This is in line with Putri, Zamheri, Ridho, Paisal and Africano (2022) stated that tourism sector has an important contribution to the growth of Indonesian economy. The number of tourist visits increased seven percent from 1,240 million in 2016 become 86 million tourists in 2017. Meanwhile, Indonesia's tourism sector in 2017, according to BPS (Badan Pusat Statistik, 2018), shows that 14.04 million foreign tourist visits increased by 21.88 percent compared to 2016. The data shows a trend of increasing interest in traveling. To continue this positive trend, the government targets Indonesia as an international destination with a 5.5 percent increase in GDP. To achieve this success, the Indonesian government has compiled and introduced destinations that focus on Indonesia's tourism development, namely 10 new Bali. The ten destinations are the government's new mainstay of tourism which is expected to balance Bali tourism in terms of popularity and the number of new tourist visits.

The so-called 10 new Bali destinations that will be prioritized include BTSNP. These ten destinations are the government's new mainstay tourism which is expected to balance Bali tourism in popularity and the number of new tourist visits. For that this research is intended to help develop one of the 10 new Bali destinations namely BTSNP. The development of BTSNP will be based on the views and experiences of Generation Z as a priority for the development of BTSNP.

To improve tourist experience and satisfaction, BTSNP needs to improve services and facilities. To achieve tourist satisfaction, it is necessary to improve the quality of the tourist experience. So what can be used as a benchmark is the objective quality of service in influencing tourist satisfaction, which in turn effectively promotes to new tourists and old tourists who will visit again. Tourists who are satisfied with their travel experience also tend to communicate their positive experiences with others.

It is critical to pay consideration to the tourist experience because when consumers buy tourism products, two types of products are obtained simultaneously: tangible products, such as views, facilities, access, and intangible products, namely services. Experience with intangible products will be remembered by visitors and used to determine future visit plans (Mendes, Valle, Guerreiro, & Silva, 2020).

In order to improve the tourist experience of BTSNP, improvements are needed in terms of services and facilities to obtain a high level of satisfaction from tourists. In order to achieve a high level of tourist satisfaction, it is necessary to fulfill the expectations of tourists, that is, tourists have expectations for the tourism products they buy, experiences from nature (what to see and what to discover), services, facilities and activities. Satisfaction that can be fulfilled through these products is the key to competitive tourism products. In order to achieve tourist satisfaction with BTSNP tourist, it is necessary to improve the quality of the tourist experience, but the quality of the tourist experience is seen as something subjective, which means that there are variations regarding the quality felt by different tourists. So what can be used as a benchmark is the quality of services that are more objective in influencing tourist satisfaction. By having insight into the level of satisfaction of TNBTS tourists, it will improve the quality of products and services that can effectively promote tourist destinations to new tourists and old tourists who will visit again. Tourist satisfaction is important for a destination to be considered a successful destination because tourist satisfaction influences the consumption of products and services and also the decision to return.

Several studies have several variations on the definition of Generation Z itself according to Armstrong and Kotler (Dimitriou & AbouElgheit, 2019) that Generation Z is the generation born after 2000. Generation Z is a generation strongly influenced by the power of new media, virtual friends, and new technologies, because they are the generation that is educated, connected, and will use existing technology to get the product or service they want (Kusumaningrum, 2021).

Generation Z was chosen as the subject of this research because Generation Z is the generation that was born after generations Y and X and this generation will be a challenge for this industry and also new opportunities for the Indonesian tourism industry. Generation Z itself is a generation that grew up in the modern world, surrounded by an environment full of technology and the internet, smartphones and computer screens have become part of Gen Z's life which makes Gen Z a generation that is always connected globally.

The detailing of the issue in this study is how Gen Z tourists experience BTSNP? The results of this research are expected to be implemented in other tourist destinations in Indonesia so that they can be useful in helping to develop the Indonesian tourism industry according to Generation Z's aspirations and tastes, and can be useful for the development of Indonesian tourism.

LITERATURE REVIEW

Gen Z

Haddouche & Salomone (2018) examined the travel experience of Generation Z through their travel stories and discussed how they captured the concept of sustainable tourism and viewed the concept. Kusumaningrum (2021) discussed the brand or image equality of tourist destinations from the perspective of Generation Z in Borobudur temple.

Ramesh and Jaunky (2021) discussed the relationship between visitor experience, destination loyalty and visitor satisfaction. They underlined that the relationship between fulfillment and dependability to a goal is more grounded for more seasoned visitors than that for more youthful visitors. Generation Z is a generation that was born and grew up in a world surrounded by technology and computers in their daily activities. The use of e-mail, SMS, and social media has become part of their daily life, which makes them a hyper-connected generation. Gen Z's hyper-connected and word-of-mouth recommendations, the role of the tourist experience needs to be considered since they are always connected to the global world. Also, in this day and age, good and bad news about a destination can spread quickly posing consequences on the destination's popularity.

Wachyuni & Kusumaningrum (2020) stated that tourism activities in the world and in Indonesia in particular, are portion of the recreation economy which is ruled by the millennial era (Gen Y) and the generation below, namely Generation Z. This generation has a distinctive style of traveling. Unpredictable, doesn't respond to traditional marketing, relies heavily on technology like smartphones.

Anisa (2018) states, millennial tourists are one of the fastest growing market segments, related to the increasing population in this millennial era and the increasing tendency to travel in this generation. Coupled with the high internet minded lifestyle, millennial tourists have their own characteristics that are far different from previous generations. Millennial travelers are also unique in terms of travel behavior, accommodation choices, food and drink, outdoor activities. Clark, Clark, and Latta (2019) stated, the prediction of

the domination of the ecotourist tourist segment from millennials attracts attention to identify interests and decisions to travel to ecotourism.

Ministry of Environment and Forestry in collaboration with the Ministry of Forestry of Korea (Korea Forest Service) at the 2019 Asia Pacific Forestry Week (APFW) in Incheon, Republic of Korea, June 2019, involving millennial K-Pop artists and Indonesian public figures in the millennial festival for forests, educational, cultural and scientific exchanges to prepare future forestry and environmental leaders (Wicaksono, 2019). The enthusiasm and involvement of public figures and millennials in these activities shows young people's concern for the environment and the future of the earth.

Tourist Experience

A tourist experience is a travel experience obtained from a series of travel and services in it. It begins before the arrival of visitors. It ends with the tourist experiences and plans for their next visit in the future (Mendes et al., 2020). The tourist experience is built from social interaction and a series of services available at a destination, not based on one particular service or product; the overall experience is based on the tourist experience. However, creating a good destination experience cannot be based on experience alone, because the experience quality may vary. Because experience is subjective, intangible, ongoing, and very personal. However, every tourist is a different consumer with different expectations. This makes the concept of quality relative and without one true standard of quality however, there are several qualities for different market segments. Although the quality is relative, service quality can still be improved following one standard and existing facilities by understanding the tourist satisfaction. Matovelle & Baez (2018) stated, during the journey from planning to memory, through the process of fixing and integrating sensory, cognitive and emotional impressions, the tourism experience of the destination is formed in the mind of the tourist.

The way packages are structured and executed increasingly influences the traveler's experience at the destination (Mendes et al., 2020). Matovelle & Baez (2018) states the indicators of tourist experience are as follows, uniqueness (history of the location, uniqueness of resources, climate, unique tourist products, unique environmental quality and characteristics of food at the location), motivation (status, appearance, pride, honour, reputation and risk/fear, self-awareness), entertainment (outdoor and nature activities, sports activities, concerts, art and culture) and personal development (education, cultural interest, cultural development and emotional intelligence).

Tourist Satisfaction

According to Oliver (Mendes et al., 2020) satisfaction is characterized as a consumer's evaluation of a item or a benefit that's expended, whether the consumption meets a certain level of pleasure and enjoyment. In the context of the world of tourism, the level of satisfaction is tourist satisfaction. Understanding tourist satisfaction is fundamental to the development of products and services of a destination effectively promoting tourist destinations to new tourists and making old tourists come back. Fulfilled sightseers tend to communicate their positive encounters to other people who potentially become new tourists and revisit the destination. Tourist satisfaction helps reduce marketing costs incurred because it will be easier to attract tourists who have already visited and attract new tourists.

The indicators for measuring tourist satisfaction used in this study are based on Hawkins & Lonnet (Fitriana & Sarmadi, 2019): Conformity of expectations, interest in revisiting, willingness to recommend.

Tourist Behavior

According to Fratu (Rebollo, 2018), tourist behavior is a combination of actions, attitudes, and decisions in choosing what tourism products and services to buy and feel. According to Rohman (2020), tourist behavior describes the process where decisions are made and tourists consume products from a tourist destination. Visitor behavior has the same stages as the method of shopper behavior, to be specific beginning with item choice, making choices, and devouring the chosen item. According to Palani et al (Rebollo, 2018) Understanding tourist behavior can help to find out what reasons and factors support tourists to choose to travel to a destination.

Ecotourism

Ecotourism can be characterized as the behavior of traveling to goals that are generally undisturbed or sullied ranges to consider or respect and getting a charge out of the air and nearness of plants and creatures around them. And the presence of the culture found in the area (Teeroovengadam, 2019). The ecotourism tourist segment is individuals who prefer adventure travel, find pleasure in seeking new experiences in destinations that have never been visited by other tourists, and value new experiences (Kaihatu, Spence, Kasim, Satrya, & Budidharmanto, 2020); (Satrya, Kaihatu, & Budidharmanto, 2019a); (Satrya, Kaihatu, & Budidharmanto, 2019b); (Satrya et al., 2018); (Satrya et al., 2017); (Satrya, 2016). From this definition, it can be seen the principles of ecotourism, namely: Developing an interest in nature, contributing to nature, respecting and preserving local culture, not consuming excessive local natural resources, providing benefits to residents, and creating tourist awareness of the destination.

The concept of ecotourism actually intends to unify and balance several conflicts objectively: by setting conditions for travel, protecting natural and cultural resources, and generating economic benefits for local communities (Orams, 2012). Ecotourism is a form of sustainable nature-based tourism focused primarily on experiencing and learning about nature, and which is managed ethically so that it has a low impact on the local environment and culture, is non-consumptive and is oriented towards local resources (especially on the control functions carried out by local communities and benefits from business activities for the welfare of local communities). The implementation of ecotourism management with community-based characteristics and prioritizing nature conservation usually occurs in areas where naturalness is still maintained (Fennel, 1999). Therefore, ecotourism can be a solution for conservation practices, especially triggering economic growth and positive changes in society. Studies on three ecotourism in the Amazon found positive changes in communities, including greater increases in community self-esteem (Stronza & Gordillo, 2008).

Plog (1974) found two types of people, firstly, who travel a lot, not only for business, but also for pleasure whenever time and finances permit. This person is characterized by a fairly high level of adventurousness, self-confidence, lack of anxiety and a willingness to reach out and experiment with life. Travel is a way to express his curiosity. He wants to see and do new things, explore the world around him. This person is called allocentric. Second, the type of person who is restrained, nervous, and not adventurous. This person is called psychocentric.

Goodwin (1996) states, ecotourism can benefit protected areas in three ways. First, ecotourism is a very important way in which money can be generated to regulate and protect the world's natural species and habitats. Ecotourism can contribute directly to rescue through receipt of national park fees and payments through guiding, accommodation and interpretation centres. Central to the meaning of ecotourism is the re-investment by the industry in the maintenance of the environment and types of living things. Second, ecotourism can empower local communities to gain economic value

within the protected areas where they live. Protected areas cannot coexist for long with communities that are aggressive to them. Neighboring communities are very important stakeholders with which protected area regulators must work together. More saving benefits should be provided to the surrounding communities by empowering them to take advantage of the protection and utilization of the national park which is currently regulated by law. If local communities secure a sustainable income (visible economic advantage) from tourism in these protected areas, they will less and less use the area in less sustainable ways, such as overfishing, hunting or coral blasting. If local people generate income from safe means, for example, observing coral reefs or wild animals through tourism, then they will protect assets and may invest resources to do so. Third, ecotourism offers tools that raise people's awareness of the importance of saving the ecology.

RESEARCH METHOD

This research was conducted with a descriptive qualitative approach. We conducted field research to analyze the role of the Gen Z tourist experience in BTSNP by applying a case study to collect data. According to Rahardjo (2017), case studies are an arrangement of logical exercises carried out expectation, in detail, and in-depth, with respect to a program, occasion, and action, either at the person level, a bunch of individuals, teach, or organizations, to pick up in-depth information approximately the occasion. The chosen occasion that gets to be the case is the genuine thing, which is continuous, not the past.

The data were collected through observations and interviews. The observations were carried out directly by going directly into the field to find out the latest conditions of the research object and what facts are happening in the field, and compare it with the tourist experience information collected.

The interview through in-depth and structured interviews presenting open-ended questions with limitations according to the research problem. In the interview and data collection process, we asked informants to voluntarily tell about the tourist experience they felt when visiting BTSNP.

RESULTS

As an ecotourism goal, BTSNP has ended up a extraordinary fascination among Gen Z. The ecotourism showcase fragment is developing quicker than other travel fragments, and this has moreover happened to millennials. The World Youth Understudy & Instructive Travel Confederation and the World Travel Showcase appraise the around the world youth and understudy traveler advertise to reach 300 million entries in 2020 and will speak to a advertise esteem of US\$320 billion (Cini, Merwe, & Saayman, 2015).

The comes about of the 2020 Populace Census conducted by the Central Measurements Organization (BPS) appear that Indonesia's populace is overwhelmed by Gen Z, with 75.49 million people (27.94%) and the millennial generation with 69.38 million people (25.87%). Millennial age criteria used in Indonesia are those born between 1981-1996 and Gen Z are those born between 1997-2012 (Idris, 2021). Meanwhile, the Ministry of Women's Empowerment and Child Protection (2018) uses the millennial generation as a reference according to Howe & Strauss (2000), namely those born between 1982-2000.

The research results show that the satisfaction and experience of Gen Z tourist in the ecotourism destination of BTSNP is under the rules of the theory regarding tourist

experience and tourist satisfaction. This is relevant to the characteristics of BTSNP as an ecotourism destination. According to Donohoe & Needham (2006), the essence of ecotourism consists of: (1) nature-based; (2) preservation/conservation; (3) education; (4) sustainability; (5) benefit distribution; and (6) ethics/responsibility/awareness. According to Scheyvens (1999), from a development perspective, ecotourism ventures are only considered successful if local communities have some measure of control over them and if they share fairly in the benefits arising from ecotourism activities. The empowerment framework is proposed as a suitable mechanism to assist the analysis of the social, economic, psychological and political impacts of ecotourism on local communities.

Table 1. Triangulation of Data Sources on Tourist Experience Indicators

No.	Indicator	Informant 1	Informant 2
1.	Uniqueness	The uniqueness of the sea of sand covers an area of 6000 hectares that can not be found anywhere else.	1. Bromo Crater is good and also a choice of destination with the closest crater in East Java. 2. The view of the cliffs is unique, and the sea of sand is unique.
2	Motivation	1. Likes nature tourism and honor to visit Bromo. 2. To run a series of farewell events.	1. To watch the sunrise and mountain tourist destinations with a rural and natural atmosphere. 2. Bromo is famous for its natural beauty and cold temperatures, which are very suitable. 3. Visiting Bromo by bicycle.
3.	Entertainment	Many outdoor activities are carried out by the automotive community.	Could do a lot of outdoor activities and cycle to Bromo.

Tourist experience is a travel experience that is obtained from a series of tourist activities and services in it. Tourist experience itself is built from social interaction and a series of services contained in a destination, not based on one particular service or a particular product from that destination. Everyone has a different travel experience. In this section the researcher will describe the research findings that have been carried out which can help the development of BTSTN tourist destinations while at the same time understanding Gen Z as the biggest tourist wave for the next few years. Based on the interviews that have been conducted, a description of the tourist experience of Gen Z has been obtained which states that BTSTN has its own uniqueness compared to other ecotourism destinations. Here's an excerpt of the interview:

"The crater of Bromo is good." (MR)

"In my opinion, Bromo is unique because it can be accessed in various ways and various tourist locations such as teletubies hills, craters, spots to see the sunrise and also the desert, all of which can be accessed easily." (NA)

"Local people are very friendly, for example the price is reasonable for taking a car to desert." (HS)

From the results of the interview data above, it can be stated that the uniqueness of the BTSNP area plays a role in creating a good tourist experience. As Nicholas and Henry said that BTSNP has good accessibility and facilities. According to Kevin, one area that is unique is the desert. Sea of sand covering an area of 6,000 hectares can only be found within the BTSNP area.

Apart from the uniqueness aspect, the motivational aspect of traveling also affects the tourist experience. From the interview results it was found that each tourist has his own motivation. Of the five informants who are Gen Z tourists, all three have an interest in nature, as follows:

"There are several reasons I traveled to Bromo, first because Bromo is the closest place to be able to see the sunrise, the second tourist destination there is at the top of the mountains so we can get different vibes, the three destinations are still natural." (MR)

"For people like me who like nature trips, I think it is very much a wishlist or an honor if I can go there. And finally about 2 years ago I managed to go there with my friends." (HS)

"I like Bromo because the weather is cold." (KE)

Two of them have other motivations as joint recreation and sports destinations, the following are excerpts:

"I like cycling, where my hobby is that I often go on weekends, it just so happens that my friends want to try the climbs at Bromo." (NA)

In addition, there are also entertainment aspects that affect the tourist experience. According to Matovelle & Baez (2018) in tourist experience there are entertainment indicators which include outdoor activities and nature, sports, concerts, art and culture. Based on the results of the interviews, information was obtained stating that regarding the entertainment contained in BTSNP, the following are excerpts:

"I can try many outdoor activities there."

"In Semeru, there is really a special interest, so the climbers who go there are expected to be visitors who have the ability and knowledge in the wild." (NA)

Another indicator in tourist experience is personal development. According to Matovelle & Baez (2018) in their research, it was stated that in the tourist experience there are indicators of personal development that can also occur for BTSNP tourists, such as the social life and beliefs of the local community, as well as religious rituals. This is explained in the following quote:

"Spiritual experiences perhaps about the culture of the Tengger people and then the big beliefs of the Tengger people who carry out activities on certain religious holidays, for example on kasada." (NA)

Table 2. Triangulation of Data Sources on Tourist Satisfaction Indicators

No.	Indicator	Informant 1	Informant 2
1.	Conformity of Expectations	1. Bromo meets expectations. 2. Access and qualified facilities.	According to sources, all aspects of the facilities and tourism actors in Bromo are adequate.
2.	Interest to Revisit	Very interested in revisiting after the pandemic	Very interested in revisiting after the pandemic.
3	Willingness to recommend	Recommend because Bromo is beautiful place.	1. Bromo is the best nature tour to visit around Surabaya and Malang. 2. Bromo is an affordable tour not far from Surabaya.

Tourist Satisfaction is a level of satisfaction, especially in the context of the world of tourism. Satisfaction means a consumer's assessment of a product or a service that is consumed, whether the consumption of a product or service fulfills a certain level of pleasure and enjoyment (Mendes et al., 2020). Based on the interviews that have been conducted, a description of tourist satisfaction has been obtained. The following are excerpts from interviews that state the suitability of expectations from tourists:

"Yes, in my opinion it meets expectations from the road which is also very easy to access and also facilities such as toilets and rest areas are also qualified there." (NA)

"Yeah, because I'm also a person who likes to go on adventures like for example going to the mountains, but I think sometimes the facilities are inadequate but in Bromo itself I think all the facilities are adequate and also the people, tour guides and others there are very friendly so those of us who don't know anything there seem to increase our experience." (HS)

"If you compare it to the first one, it's enough, because it's like you can still get the sunrise, you can get the teletubies hill, it's still good like that." (YL)

The next indicator is the interest to visit again. This shows that tourist satisfaction affects the intention to revisit tourists. From the results of the interviews conducted, all informants who were Gen Z tourists stated that they had an interest in visiting again. However, due to the conditions when this research was conducted which were not conducive for tourism activities, this interest could not be carried out. The following is a quote that demonstrates this statement:

"Interested to visit again." (MR)

"Yes of course." (NA)

"Yes, definitely." (HS)

"Yes interested." (KE)

"Yeah, very interested, but maybe after the pandemic." (YL)

The last indicator that forms visitor satisfaction is the willingness to recommend. Willingness to recommend can occur when tourists have obtained a match of expectations that meet their expectations. According to all informants who are Gen Z tourists, they stated that they are willing to recommend BTSNP to others. Here is a quote stating the statement:

"Willing to recommend to others, because BTSNP is a natural tour that is best visited at the moment around Surabaya and Malang, the closest and best is BTSNP." (MR)

"Yes, definitely because I think Indonesians if they haven't been to Bromo it's incomplete." (NA)

"Yes, because in my opinion BTSNP in terms of facilities and tourism is very adequate, besides that it is very suitable to be used as a tourist destination for holidays with friends and family." (HS)

"Yes, because Bromo is very wide, I haven't had time to visit all the tourist attractions in Bromo." (KE)

"I've recommended Bromo to many people, because I like it and I think it's quite affordable, and it's not far from Surabaya." (YL)

Apart from tourists, the informant who is a tour guide also stated that he also recommended BTSNP tours, especially for Gen Z. This is supported by the following interview excerpts:

"Oh sure. I, as a tour guide, would recommend it because first, Bromo is the tourism mascot for East Java province, so if people go to East Java, they don't go to Bromo, it's not complete."

DISCUSSION

Based on the results of further research and interviews, the following is information regarding an overview of the research object of BTSNP. The tourist area of BTSNP is located in 4 districts, namely Pasuruan Regency, Malang Regency, Probolinggo Regency and Lumajang Regency. There are limitations in the BTSNP area including:

- To the west, Malang Regency covers five districts, namely Tirtoyudo, Wajak, Poncokusumo, Tumpang and Jabung districts.
- To the east, Probolinggo Regency includes Sumber District and Lumajang Regency, Gucialit and Senduro districts.
- To the north, in the Pasuruan Regency, Tutar, Tosari, Puspo and Lumbang Districts. The Probolinggo Regency is in the Lumbang and Sekarpura Districts.
- To the south, Malang Regency includes the Ampelgading and Tirtoyudo Districts and also the Lumajang Regency, the Pronojiwo and Candipuro Districts.

Geographically, BTSNP is located at an altitude between 750-3676 MDPL with the highest peak, Mount Semeru. The Bromo Tengger Semeru area was assigned the status of a national park by the World National Park congress on October 14, 1982. It was only on November 12, 1992 that the Indonesian government itself inaugurated the Bromo Tengger Semeru area as a national park. Before the BTSNP area was designated as a national park, Bromo Tengger Semeru was a forest area and nature reserve. These areas include:

Table 3. Bromo Tengger Semeru Forest and Nature Reserve Area

	Area	Wide (hectare)
1	Tengger Sand Sea Nature Reserve	5,250
2	Ranu Kumbolo Nature Reserve	1,340
3	Ranu Pani - Ranu Regulo Nature Reserve	96
4	Ranu Darungan Tourism Park	380
5	Tengger Sand Sea Tourism Park	2,67
6	Production Forest and Protection Forest	43,210,20

Source: www.bromotenggersemeru.org

Analysis of the Role of Tourist Experience in the Development of BTSNP

As mentioned on Table 1 and Table 2 above, the tourist experience in BTSNP had been fulfilled according to the tourist experience measuring indicator by Matovelle and Baez (2018). The first indicator used to measure tourist experience is the destination's uniqueness, which incorporates one of a kind assets, history of the area, particular climate, interesting tourism items, special natural quality, and nourishment characteristics. Of the six elements, the study results show that BTSNP has fulfilled four elements, including the uniqueness of its natural resources, climate, environmental quality, and tourism products. The management also stated the uniqueness of BTSNP, which has natural resources in the form of a sea of sand covering an area of 6000 hectares. Meanwhile, Gen Z tourists also said that the uniqueness of BTSNP lies in its natural resources and environmental quality.

The second indicator used as a measure of the tourist experience is the motivation of visitors to travel. These markers incorporate pride, status, appearance, honor, notoriety, chance of danger/fear, and self-awareness. Of the seven elements, research shows that BTSNP has succeeded in fulfilling three elements, including pride, risk of danger, and self-awareness. In this indicator, it is found that each visitor has a different motivation for traveling.

The third indicator used as a measure of the tourist experience is the entertainment that visitors get or seek while traveling. The indicator elements include outdoor and nature activities, sports activities, concerts, arts, and culture. Of the four elements, the research shows that BTSNP has succeeded in fulfilling the four existing elements. Except for the concert element, the researcher obtained from the observations.

Analysis of the Role of Tourist Satisfaction in the Development of BTSNP

As mentioned on Table 1 and Table 2 above, from the results of interviews conducted with Gen Z tourists, the tourist experience in BTSNP had been fulfilled according to the tourist measuring indicator Hawkins et al. in Fitriana and Sarmadi (2019). The first indicator used to measure tourist satisfaction is the suitability of expectations. It was found that tourist satisfaction in BTSNP has been fulfilled in several aspects, such as adequate facilities, access, and polite tourist actors. One of the sources for Gen Z tourists stated that he felt the same satisfaction with traveling as when he first visited.

The next indicator in measuring tourist satisfaction is the revisit interest. From the results of the study, it was found that Gen Z had an interest in returning to BTSNP.

The last indicator of tourist satisfaction is the willingness to prescribe visitor goals that have been gone by. Based on the results of interviews, Gen Z tourists were willing to recommend BTSNP to others for various reasons such as adequate facilities, the close location to the city of Surabaya, and affordable cost. In addition to a special pride, many activities can be done there.

From the research results, there are implications for BTSNP, especially tourism in the cultural and customary aspects of the Tengger people which can still be developed further so that they can attract tourists to travel and learn about the culture of the Tengger people and obtain indicators of personal development on tourist satisfaction. Then to improve services in BTSNP, can provide service training to the surrounding community involved in managing BTSNP so that the quality of services provided by them does not decrease or differ from BTSNP officers.

CONCLUSION

Based on the results of qualitative research, BTSNP has succeeded in meeting both tourist experience and satisfaction for Gen Z tourists. The tourist experience is influenced by uniqueness, motivation, and entertainment. Tourists have successfully recognized BTSNP through the uniqueness of its natural resources. The highest motivation for people to travel to Bromo is for pride, risk of danger, and self-awareness. The most sought-after entertainment by tourists are outdoor and nature activities, sports activities, concerts, arts, and culture.

Besides, tourist satisfaction is influenced by the suitability of expectations, interest in revisiting, and willingness to recommend. The suitability of expectations is evident in adequate facilities, easy access, and polite tourist actors. BTSNP tourists have an interest in returning and are willing to recommend BTSNP. Seeing the good response from visitors, BTSNP can be developed better.

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DECLARATION OF CONFLICTING INTERESTS

This article does not have the potential conflict of interest.

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