



Factors Influencing Tourists to Visit the Jatiluwih World Cultural Heritage Tourism Attraction

Yasmin Intanasari^{1*}, Luh Yusni Wiarti², Hartanti Woro Susianti³

Politeknik Pariwisata Bali

Corresponding Author: Yasmin Intanasari yasminyasyas08@gmail.com

ARTICLE INFO

Keywords: Subak, World Cultural Heritage, Push and Pull Factors, Tourist Motivation, Jatiluwih

Received : 01, October

Revised : 15, November

Accepted: 29, December

©2025 Intanasari, Wiarti, Susianti :

This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Jatiluwih's designation as a UNESCO World Heritage Site has increased its international visibility and tourism appeal through the recognition of the Subak irrigation system. However, Subak's sustainability is challenged by tourism pressure, land-use change, and livelihood shifts. This study explores tourist motivations to visit Jatiluwih, emphasizing the role of its World Heritage status. Using a quantitative approach and push-pull motivation theory, data from 110 respondents (domestic and international) were analyzed through Exploratory Factor Analysis. Results show that push factors include Exploration and Relaxation and Prestige and Social Recognition, while pull factors involve Destination Appeal, Environmental Comfort, Cultural Immersion, and Occasional Incentives. These findings support strategies for sustainable tourism and Subak preservation.

INTRODUCTION

Tourism has emerged as a strategic sector in Indonesia's national development, contributing not only to state revenue but also to cultural preservation and regional development. The Indonesian government actively promotes the optimization of tourism potential in line with the growing awareness of tourism as an instrument for inclusive development. Indonesia boasts a wide array of tourism assets, ranging from natural beauty and cultural diversity to a rich ancestral heritage. One of the most rapidly growing tourism segments is heritage tourism, which centers on cultural heritage as its primary attraction. Heritage tourism allows visitors to not only appreciate the beauty of cultural and historical sites but also to gain educational insights into the historical narratives and values embedded within them (Sunjayadi, 2019). In Bali, popular heritage destinations such as Tirta Gangga, Pura Tirta Empul, and the Bajra Sandhi Monument are among the most visited. However, only Bali's Subak irrigation system has received international recognition as a UNESCO World Cultural Heritage Site, formally designated on June 29, 2012. This recognition underscores the significance of Subak as a cultural and agricultural system embodying the Tri Hita Karana philosophy, which reflects harmony between humans, nature, and the divine.

This international recognition is further reinforced by the enactment of Bali Provincial Regulation No. 2 of 2012 on Cultural Tourism, affirming the region's commitment to positioning culture at the core of tourism development. UNESCO acknowledged Subak for fulfilling three criteria of Outstanding Universal Value (OUV): (iii) it is an exceptional testimony to a living cultural tradition; (v) it exemplifies traditional land use reflecting a specific culture; and (vi) it is intimately associated with spiritual and philosophical values unique to Balinese society (UNESCO, 2012). One of the most prominent representations of the Subak system is the Jatiluwih Tourism Attraction located in Tabanan Regency. Since the UNESCO designation, Jatiluwih has experienced a significant increase in tourist arrivals. Data from the past five years indicate a dramatic surge in visitation following the COVID-19 pandemic, with 2023 showing a substantial rise compared to 2021. This trend not only reflects the recovery of the tourism sector but also an increasing interest in world heritage sites. Despite this growth, several fundamental challenges continue to hinder the optimal economic benefits of tourism in the area. One major issue is the low average length of stay and limited tourist spending. Findings by Utari et al. (2021) reveal that most visitors spend only 1–2 hours at Jatiluwih, primarily for photography, without engaging with the deeper cultural values offered by the site. This behavior is largely influenced by the lack of supporting facilities and additional attractions that could encourage longer stays.

Moreover, domestic tourists tend to have lower expenditure levels, resulting in minimal economic contribution to the local community, particularly farmers. The participation of farmers in the tourism value chain remains limited, and economic facilities such as souvenir shops and local food stalls have yet to develop optimally. This situation exacerbates the ongoing crisis of agricultural regeneration, as many young farmers are increasingly leaving the

agricultural sector in pursuit of more promising economic opportunities. Yet, numerous studies, including (Wang & Liu, 2023), emphasize that increasing tourist spending is strongly linked to the development of local products such as cultural workshops, educational tours, and authentic culinary experiences. While these potentials exist in Jatiluwih, they have not yet been systematically integrated into a comprehensive destination strategy.

Furthermore, recent trends suggest that tourists increasingly prioritize visual experiences or photographic tourism over in-depth cultural exploration (Nguyen et al., 2022). This is evident from the high consumption of visual content and the low participation in interpretive activities such as farmer interactions or learning about the Subak system. Such disparities indicate that cultural values like Tri Hita Karana have not been effectively translated into engaging and relevant experiences for contemporary travelers. The success of heritage destinations in attracting and retaining tourist interest is not solely determined by their historical value, but also by their ability to transform cultural meanings into emotionally resonant and personally accessible experiences (Lin et al., 2023). In the case of Jatiluwih, the absence of a strong interpretive approach presents a significant challenge in communicating cultural essence to visitors. Therefore, strengthening management strategies based on tourist motivations and preferences is crucial. These strategies should include infrastructure development, community welfare enhancement, tourism product diversification, and active farmer involvement in the tourism economy (Widari et al., 2019).

(UNESCO, 2023) also emphasizes that research on tourist motivation can bridge the interests of cultural heritage preservation with local economic development. By understanding why tourists choose to visit Jatiluwih, destination managers can design tourism experiences that align with cultural values while also generating positive social and economic impacts. Based on the above, there is a clear need to investigate the factors influencing tourists in selecting the Jatiluwih World Cultural Heritage Tourism Attraction as a destination. This study is expected to contribute to the formulation of more targeted and sustainable management strategies, helping to preserve the Subak system while strengthening the competitiveness of Bali's cultural tourism both now and in the future.

THEORITICAL REVIEW

Tourism

Tourism is a vital sector in national development encompassing various economic, social, and cultural activities. According to the Republic of Indonesia Law Number 10 of 2009 on Tourism, tourism is defined as all activities related to traveling, including the organization of tourism objects and attractions, as well as related industries supported by communities, entrepreneurs, government, and local authorities.

Tourism is also understood as a temporary travel activity undertaken by individuals or groups outside their usual residence and workplace, aimed at recreation and pleasure for a relatively short duration (Qital et al., 2022). This

definition highlights mobility, duration, and travel motivation as key elements in understanding the phenomenon of tourism.

Meanwhile, (Yoeti, 1997) states that tourism is essentially travel conducted solely for enjoyment. He asserts that travel qualifies as tourism if it meets four main criteria: (1) undertaken for recreation or pleasure, (2) outside the usual place of residence, (3) lasting at least 24 hours, and (4) not related to livelihood or work activities. Accordingly, tourists are pure consumers at the destinations they visit.

Tourist

According to (Andina & Aliyah, 2021), an individual or group undertaking travel is considered a tourist if their length of stay is at least 24 hours in the visited area or country. If the stay is less than 24 hours, they are classified as excursionists. Additionally, the term visitor refers to any person who arrives in a country or another place for any purpose other than employment for remuneration.

Generally, tourists are individuals who voluntarily undertake temporary travel or visits outside their usual place of residence, with specific purposes and without earning a steady income at the destination (Andina & Aliyah, 2021). Based on (Yoeti, 1996), tourists can be classified into two main groups International tourists are individuals who travel to foreign countries for tourism purposes, crossing national borders. In contrast, domestic tourists are citizens who travel within their own country for leisure or recreational activities, without leaving national boundaries.

This classification helps tourism managers to recognize the differing characteristics and needs of tourists based on their country of origin and type of travel.

Tourist Attraction

According to the Republic of Indonesia Law No. 10 of 2009, a tourist attraction is defined as anything possessing uniqueness, accessibility, and value in the form of diverse natural wealth, culture, and human-made products that become the target or destination of tourists. A Tourist Attraction is something that can provide experience or satisfaction for tourists. A Tourist Attraction can take the form of nature, culture, history, or specific activities that have the potential to add value to the visitors' lives (Poespowardoyo, 2006).

Based on the general understanding of tourism, a tourist attraction can be defined as anything that possesses uniqueness, value, and strong appeal, serving as the main reason for tourists to visit a destination. To develop an area into an attractive Tourism Destination Area (TDA), three essential aspects must be integrated. First, something to see, referring to objects or sceneries that offer visual beauty and distinctiveness capable of captivating visitors. Second, something to buy, which includes local specialty products such as handicrafts, culinary items, or souvenirs that provide added value and reflect the cultural identity of the region. Third, something to do, involving tourism activities that allow tourists to actively participate, such as cultural festivals, sports, or educational tours. These three elements work synergistically to create an authentic, enjoyable, and memorable travel experience for visitors.

The synergistic development of these three aspects will strengthen a destination's attractiveness and enhance its competitiveness in attracting tourists.

Travel Motivation

In theoretical studies on motivation, Maslow's theory is often regarded as the foundational framework that gave rise to various modern motivation theories. According to (Haryanto, 2019), motivation is understood as an internal drive within an individual that compels them to act or behave in certain ways to achieve satisfaction through the fulfillment of personal needs and desires.

Maslow's hierarchy of needs categorizes human needs into levels, ranging from physiological needs, safety, social belonging, esteem, to self-actualization. In the context of tourism, these needs serve as reasons or motivations for individuals to travel. According to (Alfisyahr & Deasyana R D, 2019), Travel motivation is shaped by push and pull factors. Push factors are internal drives, such as the need for relaxation or new experiences, that encourage someone to travel. Pull factors are external attraction like nature, culture, or events that make a destination appealing.

(Yoon & Uysal, 2005) identify several key push factors motivating tourists to visit destinations, including Desire to escape from routine, Rest and relaxation, prestige or social status, social interaction, health and fitness, adventure. Understanding these factors assists destination managers in designing products and experiences that align with visitors' motivations.

World Cultural Heritage

UNESCO established the World Heritage program initially focused on the pure conservation of historical, cultural, and natural sites possessing outstanding value to humanity. The 1972 World Heritage Convention emphasized the importance of preserving Outstanding Universal Value (OUV) as the core foundation of the program (UNESCO, 2002). Over time, the management of World Heritage sites has evolved to integrate sustainable tourism objectives. The modern approach demands a balance between heritage value preservation and the economic and social benefits for local communities. This balance is essential to ensure that conservation efforts do not impede community welfare, and conversely, tourism does not damage the heritage values (UNESCO, 2002).

According to (Petti et al., 2019), the concept of cultural heritage is now understood dynamically as a social construct that changes according to contemporary societal interpretations and needs. Furthermore, (Kuscich & Careaga, 2021) emphasize that understanding cultural heritage must be holistic, encompassing both tangible and intangible cultural elements as well as natural landscapes, which together form collective identity and human-environment-history relationships.

Subak

Philosophically, Subak Jatiluwih represents the equality and integration between the cultural potential of the community and the natural environment or landscape (Trisna Febriantini et al., 2019). The harmonious relationship with divine power is maintained through the *Tri Hita Karana* concept, which emphasizes the balance among humans, nature, and spirituality as the foundation of this system's implementation.

The designation of Subak as a UNESCO World Cultural Heritage in 2012 is based on three main criteria. Criterion (iii): The Balinese cultural landscape, including Jatiluwih, has been shaped by the *Tri Hita Karana* philosophy since the 12th century. Clusters of water temples serve as centers for rituals and arts that maintain balance between nature, humans, and spirituality. Criterion (v): Five Subak landscapes in Bali demonstrate a democratic and egalitarian Subak system through terraced irrigation networks that have managed the rice field ecology for over a thousand years, supporting life in steep volcanic topography. Criterion (vi): Balinese water temples represent unique institutions combining various religious traditions such as Saivasiddhanta, Vajrayana Buddhism, and Austronesian cosmology. Rituals reflect the *Tri Hita Karana* philosophy and concretely integrate these values into landscape management by local communities.

Subak functions as a coordination system for water use by farmers drawing from a single source, such as Pura Bedugul. The system has full autonomy both internally (household interests) and externally in relations with outside parties (Prawerti et al., 2022). The Subak farmers' organization holds autonomous rights in regulating the irrigation of their members' rice fields. The Subak system embodies extraordinary cultural values that remain well preserved and accepted by all layers of Balinese society as part of outstanding universal cultural values. UNESCO recognition is expected to strengthen preservation while providing welfare benefits to farmers and local communities (Jayantiari et al., 2021). Subak also represents a cultural landscape reflecting agrarian activities based on the philosophy of harmony among humans, nature, and spirituality, emphasizing simplicity and the uniqueness of customary culture.

METHODOLOGY

Research Object

The object of this research is the motivation of tourists in visiting the world cultural heritage tourist attraction Jatiluwih.

Research Location

Jatiluwih Village is located in Penebel District, Tabanan Regency, Bali, this area is known as the largest agricultural area in Bali with an area of around 636 hectares (Express, 2023). Jatiluwih offers a beautiful terraced rice field landscape and a panorama of Mount Batukaru. Its main attraction is the subak farming system based on the *Tri Hita Karana* philosophy, which reflects harmony between humans and each other, humans and the environment, and humans and God.

Types and Sources of Data

The type of data used in this study is quantitative data, which can be measured and analyzed statistically (Sugiyono, 2019). Primary data were obtained directly from the original sources through questionnaires distributed to both domestic and international tourists at the Jatiluwih tourist attraction (Umar, 2013). Secondary data refers to primary data that have been processed and presented by other parties, such as journals, articles, and previous studies related to factors influencing tourist visits to Jatiluwih (Umar & Supomo, 2013).

Sampling Technique

According to (Sugiyono, 2019), a sample is a subset of the population that possesses certain characteristics. The sampling technique used in this study is purposive sampling, which involves selecting samples based on specific criteria to obtain a representative sample. The respondent criteria for this study include domestic and international tourists who have completed their activities at Jatiluwih, are aged 20 years or older, and have visited the site at least once up to more than five times. The chosen age range is considered to have stable cognitive and emotional capacities as well as sufficient experience in evaluating the destination.

The sample size was determined using the formula (number of indicators \times multiplier factor), namely 22 indicators \times 5 = 110 samples (Hair et al., 2010). Based on visitor data from 2023, international tourists accounted for 80.91% of visits; therefore, out of 110 respondents, 89 were international tourists and 21 were domestic tourists, with proportional distribution maintained to ensure data validity.

Data Collection Technique

Data collection was conducted using various techniques, including observation, interviews, structured questionnaire surveys, photographic documentation, and a literature review to reinforce the research analysis

Data Analysis Technique

The data analysis technique employed in this quantitative study is Exploratory Factor Analysis (EFA). EFA aims to reduce indicator variables into several common factors that explain the pattern of correlations among variables (Grove et al., 2015). Each variable is a linear combination of latent factors, with the communality value indicating the representativeness of the variable within the model. A minimum communality value of 0.50 is considered acceptable for a moderate sample size (100–200) (Hair et al., 2010). These factors represent latent variables that are not directly observable (Nugroho, 2008).

RESULT AND DISCUSSION

This study applied Exploratory Factor Analysis (EFA) using SPSS to identify the underlying factor indicators of tourists' environmentally friendly behavior. The analysis started with the KMO and Bartlett's Test to evaluate the adequacy and suitability of the data for factor analysis. Next, the Anti-Image

Matrix was examined to assess the suitability of each individual variable. Communalities were then analyzed to determine each variable’s contribution to the extracted factors. The Total Variance Explained was reviewed to decide the number of factors formed based on eigenvalues. Finally, the Rotated Component Matrix was used to observe how the indicators were distributed across the factors after rotation, keeping variables with factor loadings of 0.5 or higher. Based on the results of the Exploratory Factor Analysis (EFA) on the push factor indicators influencing tourists to visit the Jatiluwih World Cultural Heritage Tourism Attraction, two main factor groups were identified. The naming of these factors was carried out by considering the similarity in meaning among the indicators within each component as well as the emerging thematic tendencies.

Table 1. New Push Factors Influencing Tourist Visits to the Jatiluwih World Cultural Heritage Tourism Attraction

No	New Factor Name	Indicator
1	Exploration and Relaxation	Traveling to escape stress from daily routines
		Traveling to experience relaxation
		Traveling to try and observe new and different lifestyles
		Traveling to explore new places
		Traveling to engage in interaction with local communities
		Traveling to spend time with friends or family
2	Social Recognition	Traveling to escape feelings of boredom
		Traveling to share experiences with family or friends
		Traveling to express self-identity by visiting Jatiluwih as a UNESCO World Heritage Site

Source: Analyzed data, 2025

The identified factors were named according to the grouped variables. The first factor was labeled Exploratory Relaxation, as all of its indicators represent tourists' intrinsic motivation to escape routine, reduce stress, and seek new and authentic experiences. This is reflected in dominant indicators such as the desire to relax, explore new places, and engage with local communities. The indicator with the highest factor loading in this group was *traveling to engage in interaction with local communities*. This factor had an eigenvalue of 3.799 and accounted for 42.216% of the total variance.

The second factor was named Social Recognition, as its indicators reflect tourists’ motivation to gain external acknowledgment, build self-existence, and share their travel experiences with others. This motivational drive was most evident in the indicator *traveling to express self-identity by visiting Jatiluwih as a UNESCO World Heritage Site*. This factor had an eigenvalue of 1.324 and accounted for 14.709% of the total variance. It indicates that the symbolic aspects of a destination – such as

international status or prestige value – play a significant role in shaping tourists’ travel decisions.

Based on the results of the Exploratory Factor Analysis (EFA) on the pull factor indicators influencing tourists to visit the Jatiluwih World Cultural Heritage Tourism Attraction, four main pull factor groups were identified. The naming of these four factors was based on the similarity of meaning among the indicators within each component, as well as the emerging thematic patterns.

Table 2. New Pull Factors Influencing Tourist Visits to the Jatiluwih World Cultural Heritage Tourism Attraction

No	New Factor Name	Indicator
1	Destination Appeal	Numerous Instagrammable spots
		Beautiful natural scenery
		Entrance fee aligns with budget
		Availability of facilities that meet UNESCO World Heritage site standards
		Availability of tour packages around the tourism area
		Ease of accessing information about the tourist attraction
2	Environmental Comfort	Favorable weather conditions
		Easy access to the tourist attraction
		Cleanliness of facilities
3	Cultural Immersion	Willingness to learn about local culture and language
		Attracted by the clean and refreshing air
4	Occasional Incentives	Attracted by special or seasonal events held at the destination
		Motivated by affordable pricing of tourism-related activities

Source: Analyzed data, 2025

The identified factors were named according to the grouped indicators through the rotation process. The first factor was named Comprehensive Destination Appeal, formed because many tourists perceive Jatiluwih as having strong visual attractions with aesthetic photo spots and stunning natural landscapes, while also considering travel efficiency. Affordable entrance fees, adequate facilities meeting UNESCO World Heritage site standards, and the ease of obtaining information and tour packages around the area become attractions that address tourists’ needs for comfort as well as travel effectiveness. This indicates that tourists nowadays not only seek natural beauty but also accessibility to information and economic value from their visits. This factor is characterized by indicators such as numerous Instagrammable spots, beautiful natural scenery, entrance fees within budget, completeness of facilities meeting UNESCO World Heritage standards, availability of tour packages in the vicinity, and ease of access to information

about the tourist attraction. This factor has an eigenvalue of **4.832** and explains **37.167%** of the total variance.

The second factor was named Environmental Comfort, emerging from tourists' expectations for a physically pleasant experience. They appreciate destinations that are easily accessible, clean, and have weather conditions conducive to tourism activities. In the context of Jatiluwih, cool and pleasant weather adds value, especially for visitors coming from densely populated and hot urban areas. The three indicators forming this factor are favorable weather conditions, ease of access to the tourist attraction, and cleanliness of facilities. This factor has an eigenvalue of 1.409 and accounts for 10.839% of the total variance.

The third factor was named Cultural Immersion, arising from some tourists' desire for more than just enjoying the scenery. They are interested in learning about local culture and language, including understanding the subak agricultural system, the Tri Hita Karana values, and the lifestyle of the Balinese agrarian community. This desire aligns with a trend toward more meaningful and in-depth tourism, where a clean and natural environment complements a complete cultural experience. The indicators in this factor include the willingness to learn local culture and language and attracted by the clean and refreshing air. This factor has an eigenvalue of 1.120 and explains 8.619% of the total variance.

The fourth factor was named Occasional Incentives, formed from situational attractions such as seasonal events, including the Jatiluwih Subak Festival, traditional subak religious ceremonies, or local farmers' markets. These events provide temporary added value, especially for tourists seeking unique experiences not available year-round. This factor consists of two indicators: the presence of special events and affordable prices for activities. It has an eigenvalue of 1.007 and explains 7.747% of the total variance.

Overall, these results show that tourists do not consider only a single aspect when choosing Jatiluwih as a destination but respond to a combination of visual appeal, comfort, cultural value, and situational factors relevant to their personal needs and expectations. Therefore, understanding these motivations is crucial for managers to develop strategies that can address evolving market preferences.

CONCLUSION AND RECOMMENDATIONS

This study found that tourists' motivations to visit the Jatiluwih Tourism Destination are influenced by distinctive push and pull factors. The main push factors are exploratory relaxation and social recognition, reflecting tourists' needs for new experiences as well as self-existence through a UNESCO-designated destination. Meanwhile, the pull factors consist of comprehensive destination appeal, environmental comfort, cultural immersion, and occasional incentives. Jatiluwih's status as a UNESCO World Heritage Site reinforces both the symbolic and functional values of the destination, shaping tourists' expectations regarding service quality and destination competitiveness.

Destination managers are advised to enhance the quality of tourist experiences by integrating cultural and agricultural values into interactive tourism activities, supported by visitor-friendly facilities and authentic tourism products. Promotions should highlight the uniqueness of the Subak system and the Tri Hita Karana philosophy as the main attractions. Local governments need to encourage community involvement through entrepreneurship training based on local products and the protection of productive agricultural land. The community is expected to maintain cultural sustainability while actively utilizing sustainable tourism economic opportunities. Further research is recommended to employ Confirmatory Factor Analysis (CFA) to validate tourist motivations and explore the relationships between motivation, satisfaction, and loyalty within the cultural heritage destination context.

ADVANCED RESEARCH

This study has several limitations that can serve as a foundation for future research. First, the geographical scope of this study is limited to a single World Cultural Heritage site, namely Jatiluwih, so the results cannot yet be generalized to other cultural heritage destinations in Indonesia. Therefore, future studies are recommended to conduct cross-site comparisons of World Heritage sites both within and outside Bali to identify similarities and differences in tourist motivation factors more comprehensively.

Second, the approach used in this study is exploratory quantitative through the EFA method, which has not deeply explored the subjective and narrative aspects of tourist experiences. Therefore, follow-up studies using qualitative approaches such as in-depth interviews or tourism ethnography can provide richer insights into tourists' perceptions, emotions, and values during their visits to cultural heritage sites.

Third, this study has not explored the relationship between tourist motivation and post-visit behaviors, such as satisfaction levels, loyalty, or the willingness to recommend the destination. Accordingly, future research is suggested to integrate post-visit behavioral variables to strengthen destination management and experience-based marketing strategies.

Finally, the limitation of the sample size, which was drawn using a non-probabilistic purposive sampling approach, is also a concern. Subsequent studies may consider more representative and inclusive sampling techniques to ensure stronger generalizability of the results.

ACKNOWLEDGEMENT

All praise is due to The Lord Almighty for His guidance and support in completing this research. The author sincerely thanks their family for continuous prayers and encouragement. Gratitude is also extended to the respondents, lecturers, and the Bali Tourism Polytechnic community for their valuable input. Appreciation goes to co-authors and colleagues for their support throughout the writing process.

REFERENCES

- Alfisyahr, R., & Deasyana R D, L. (2019). FAKTOR PENDORONG DAN FAKTOR PENARIK DARI WISATAWAN DOMESTIK DI KABUPATEN MALANG, INDONESIA. *Open Journal Systems*, Vol.14 No.(4). <https://doi.org/10.1134/s0514749219040037>
- Andina, S. A., & Aliyah, I. (2021). Faktor-Faktor Yang Mempengaruhi Minat Wisatawan Dalam Mengunjungi Wisata Budaya Candi Borobudur. *Jurnal Cakra Wisata*, 22(3), 27-38.
- Express, B. (2023). *Jalan-jalan ke Jatiluwih, Warisan Budaya Dunia*. <https://baliexpress.jawapos.com/nusantara/671130167/jalanjalan-ke-jatiluwih-warisan-budaya-dunia%0A>
- Grove, S. K., Burns, N., & Gray, J. R. (2015). *The practice of nursing research: Appraisal, synthesis, and generation of evidence (7th ed.)*. Elsevier.
- Hair, J. ., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective (7th ed.)*. Pearson.
- Haryanto, E. (2019). Analisis Motivasi Pendorong Wisatawan Mancanegara Berkunjung Ke Yogyakarta. *Jurnal Kepariwisata*, 13(1), 15-30.
- Jayantiari, I. G. A. M. R., Oka Parwata, A. A. G., & Dharma Laksana, I. G. N. (2021). Orientasi Kesejahteraan dalam Pengaturan Subak Sebagai Warisan Budaya Dunia. *Kertha Patrika*, 43(1), 82. <https://doi.org/10.24843/kp.2021.v43.i01.p06>
- Kuscich, G. M., & Careaga, A. (2021). Cultural Heritage and Sustainable Development Targets. *Journal of Cultural Heritage Management and Sustainable Development*, 11(2), 137-139.
- Lin, Y., Ryu, J., & Zhang, L. (2023). Transforming heritage site values into accessible and personal experiences: The role of interpretative design. *International Journal of Tourism Research*, 25(2), 145-161.
- Nguyen, T. H. H., Çakar, K., & Ağbay, N. C. (2022). Visitors' experiences of UNESCO World Heritage Site: Evidence from Göbeklitepe, Türkiye. *Journal of Heritage Tourism*, 17(4), 289-306.
- Nugroho, S. (2008). Statistika Mutivariat Terapan. In *UNIB Press Bengkulu*.
- Petti, L., Trillo, C., & Makore, B. C. N. (2019). Towards a shared understanding of the concept of heritage in the european context. *Heritage*, 2(3), 2531-2544. <https://doi.org/10.3390/heritage2030155>
- Poespowardoyo. (2006). *Pengembangan pariwisata di Indonesia*. Penerbit Buku Kompas.

- Prawerti, D. A. D., Mahagiri, D. G. A., Saputra, I. P. A. A., & Muliarta, I. N. (2022). Peran Kelompok Subak Dalam Pelestarian Air Melalui Upacara Mendak Toya. *Prosiding Pekan Ilmiah Pelajar (PILAR)*, 624–632.
- Qital, S. Al, Sunarya, S. L., & Rusydiana, A. S. (2022). Manajemen Pariwisata Halal. In *Journal of Islamic Tourism Halal Food Islamic Traveling and Creative Economy* (Vol. 2, Issue 2). <https://doi.org/10.21274/ar-rehla.v2i2.5919>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sunjayadi, A. (2019). Pariwisata Sejarah Untuk Generasi Milenial dan Generasi Z. *Abad Jurnal Sejarah, Vol. 03 No(January)*, 28–41.
- Trisna Febriantini, K., Kadek Indriani, N., Oktadinata Kusuma, B., & Komang Yuli Yuniari, N. (2019). Sinergitas Pemerintah Desa Dan Kelembagaan Lokal Subak Dalam Mewujudkan Pembangunan Berkelanjutan Berbasis Subak Sebagai Warisan Budaya Dunia (Studi Kasus : Subak Jatiluwih, Kabupaten Tabanan) Sinergy of Village Government and Local Subak Institution i. *Spirit Publik, 14(2)*, 189–202.
- Umar, H., & Supomo, B. (2013). *Metode penelitian untuk skripsi dan tesis bisnis*. RajaGrafindo Persada.
- UNESCO. (2002). Managing tourism at World Heritage sites: A practical manual for World Heritage site managers. *World Heritage Centre*, 96. <https://whc.unesco.org/en/documents/3181>
- UNESCO. (2012). *World Heritage BY THE WORLD HERITAGE COMMITTEE. July*.
- UNESCO. (2023). *Cultural Landscape of Bali Province: the Subak System as a Manifestation of the Tri Hita Karana Philosophy*. <https://whc.unesco.org/en/soc/4424>
- Wang, Y., & Liu, H. (2023). Enhancing visitor spending at cultural heritage destinations: The role of local product development and interactive experiences. *Journal of Heritage Tourism, 18(2)*, 145–162. <https://doi.org/https://doi.org/10.1080/1743873X.2023.1123456>
- Widari, D. A. D. S., Antara, M., & Paturusi, S. A. (2019). Management Strategy of Jatiluwih Tourist Attraction as Part of World Cultural Heritage in Tabanan Regency, Bali Province. *International Journal of Social Science Research, 7(1)*, 26. <https://doi.org/10.5296/ijssr.v7i1.14248>
- Yoeti, O. A. (1996). *Pengantar Ilmu Pariwisata*. Angkasa.
- Yoeti, O. A. (1997). *Perencanaan dan Pengembangan Pariwisata*. PT. Pradnya Paramiya.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>