

Gadjah Mada Journal of Tourism Studies

Gadjah Mada Journal of Tourism Studies is a scientific tourism journal published periodically by the Tourism Study Program, Faculty of Cultural Sciences, Universitas Gadjah Mada. It publishes research reports, conceptual works, empirical studies, theoretical applications, and book reviews written by academics, researchers, practitioners, policymakers, or tourism enthusiasts in the fields of tourism studies. Gadjah Mada Journal of Tourism Studies receives manuscripts and assesses their qualities through a double-blind review.

Editor-in-Chief

Wiwik Sushartami, Universitas Gadjah Mada, Indonesia

Editorial Board

Kathleen Adams, Loyola University, Chicago, United States

Ike Janita Dewi, Universitas Sanata Dharma, Indonesia

Ahmad Hudaiby Galih Kusumah, Universitas Pendidikan Indonesia, Indonesia

Popi Irawan, Arizona State University, United States

Heddy Shri Ahimsa Putra, Universitas Gadjah Mada, Indonesia

Mohamad Yusuf, Universitas Gadjah Mada, Indonesia

Kenchu Hikaru, Otemon Gakuin University, Japan

Associate Editors

Akbar Bagus Nugroho, Universitas Gadjah Mada, Indonesia

Asna Silviani, Universitas Gadjah Mada, Indonesia

Administration Address:

Tourism Study Program, Faculty of Cultural Sciences, Universitas Gadjah Mada

Jalan Nusantara 1, Bulaksumur, Yogyakarta, 55281, Indonesia

Telephone: (0274) 513096, 901134. Fax: (0274) 550451

E-mail: gamaits.fib@gmail.com

EDITORIAL

Tourism has served as and remains a significant driver of national development in many countries. Adopting a critical perspective in the field of tourism studies in light of this circumstance will be advantageous for both the tourism sector and academia. The Gadjah Mada Journal of Tourism Studies contributes to the broader field of tourism studies, which aims to enhance the prosperity of the worldwide community. The current edition of the Gadjah Mada Journal of Tourism Studies contains the five articles listed below:

1. A study into the comprehension and practice of wellness tourism in Yogyakarta, inspired by the social media platform TikTok. Employing a qualitative descriptive methodology, interviews were administered to ten TikTok users, aged 18 to 24, to explore their perceptions of healing and its practice through travel. The data indicate that the concept of healing is comprehended in three primary dimensions: mental health recovery, tourism, and rejuvenation. The study emphasizes that social media, particularly TikTok, has redefined healing as the integration of emotional recovery and tourism, hence influencing travel decisions significantly.
2. An assessment of natural tourist attractions and biotic and abiotic environmental carrying capacity in Mesangat-Suwi Wetlands Essential Ecological Area conservation and protected areas. Suwi Wetlands' unique habitat for proboscis monkeys (*Nasalis larvatus*) and *Crocodylus siamensis* boosts natural attractions' ecotourism potential. Nine of fourteen potential indicators—natural attractions, market potential, area conditions, climate, accommodation, supporting infrastructure, security, area carrying capacity, and market share—are high. Visitor numbers match biophysical conditions. Ecotourism can support long-term environmental sustainability beyond forest areas.
3. An examination of the motivations and behaviors of tourists in Nglanggeran Tourism Village and their alignment with ecotourism principles. It utilizes the motivation and behavior paradigm established by Anishchenko (2016), encompassing two dimensions: motivation aligned with ecotourism ideals and individual motivation. The research, based on a sample of 100 respondents, indicates that tourists in Nglanggeran Tourism Village are influenced by both types of motivation; nevertheless, personal motivation is rated higher (4.14) than motivation associated with ecotourism principles (4.10). Moreover, personal motivations predominantly influence tourist behavior regarding the acquisition of local products and services, as well as a preference for small group travel. The propensity of tourists to acquire local goods and services remains comparatively minimal.
4. A research project that seeks to characterize the verbal and visual modalities of the homepage display of a website operated by a geopark in Kebumen, Central Java, with the objective of promoting a sustainable tourism destination. The study employs Kress & van Leeuwen's, Lamb's, and Peirce's theories to demonstrate the website's use of figurative language in its verbal content. To enhance the website's persuasiveness and memorableness for readers, assonance is the most frequently employed figurative language. To preserve objectivity, clarity, and an authoritative tone, the website refrains from employing rhetorical questions, thereby guaranteeing that readers receive uncomplicated information. These angles contribute to the visual storytelling experience, enhancing it by complementing verbal descriptions to effectively engage readers.
5. A study that examines how the

Kebumen Geopark Youth Forum (KGYF) helps the geopark achieve UNESCO Global Geopark (UGGp) status, which requires youth engagement. This study uses Ife and Tesoriero (2006)'s Facilitative, Educational, Representative, and Technical role theory. By supporting tourism communities, communicating public aspirations, sharing knowledge, and managing organizational functions, KGYF efficiently fulfills all four duties. KGYF's external contributions are evident in initiatives such as the Conservation Fair, the Geopark

Goes to School program, geo-product development assistance, digital marketing support, and tourism promotion through various media platforms.

The Gadjah Mada Journal of Tourism Studies aims to promote the growth of tourism studies in the framework of scientific production and benefit a wider range of practical areas of the tourism industry by allowing for more critical and in-depth discussion in each article.