

Gajah Mada Journal of Tourism Studies

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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 towards 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. An article that examines the philosophical underpinnings of ecotourism, focusing on the views of ontology, epistemology, and axiology. Ecotourism originated in the mid-1980s as a form of sustainable tourism that emphasizes the preservation of nature and its fundamental principles of unity, existence, and positive qualities. It highlights the significance of preserving distinct locations as “paradises” and encouraging mindful participation in ecotourism. The epistemology of ecotourism examines the conceptualization of the connection between humans and the environment within the context of tourism. Ecotourism, from an axiological perspective, is founded on environmental values and ethics that ought to be included into the tourism sector to foster a state of balance and coexistence between humanity and the natural world.
2. A study that investigates the presence of hybrid events in urban tourism post-pandemic. Hybrid events, which combine live and virtual elements, emerged in mid-2020 as a survival strategy for urban tourism during the Covid-19 pandemic. These events, influenced by technology, institutions, people, and environment, have the potential to grow in the global age. Results show that hybrid events have minimal impact on tourist mobility and directly influence the tourism industries. Participants did not have the optimal tourism experience in urban destinations. A pattern has been identified from hybrid events, including degrade and upgrade, temporary and permanent, and direct and indirect impact, indicating the presence and potential growth of hybrid events.
3. An investigation centered on the phenomenon of sports tourism. The Sleman Tourism Office has recently promoted Sleman Regency as a sports tourism destination, highlighting Sleman Temple Run (STR) as one of its main attractions. The study examines the motivation and conduct of sports visitors at the STR 2022 event and finds that physiological characteristics, including physical fitness, are the primary drivers of overall motivation. The survey revealed that 62.07% of the individuals solely participated in trail running activities, whilst 37.93% engaged in

other activities. The findings indicate that STR can increase tourist visitation in Yogyakarta City, namely in Sleman Regency, however the increase is not statistically significant.

4. A study on the experience of tourists taking Yogyakarta's city bus tour. The expansion of tourism in Indonesia has resulted in the implementation of measures aimed at promoting local monuments, such as the introduction of city bus tours. The Jogja Heritage Track bus tour program in Yogyakarta presents the historical and cultural aspects of the city. This study examines the travel bus experiences of tourists who are taking part in the trip, utilizing Carriera et al.'s theory on trip bus experiences. A survey was conducted on 100 Jogja Heritage Track tourists, who were selected as participants for the research. They were given questionnaires to gather data. The quantitative descriptive analysis indicated that tourists rated all seven characteristics of the bus travel experience on the Jogja Heritage Track as "very good".

5. A study which aims to examine Yogyakarta Special Region's tourist plans during the early phases of the pandemic in June 2020, with particular attention to Tribun Jogja. The COVID-19 epidemic caused significant disruptions to international economic activities, including the Special Region of Yogyakarta, which is a popular tourist destination in Indonesia. The findings indicate that first actions were vital in assessing the government's readiness. The mass media, as a societal institution, monitors the political climate and the effectiveness of the administration. The data was divided into distinct time spans, and a meeting of Tribun Jogja was held to

deliberate on tourism policy. It was disclosed that organizations were involved in collaborative activities..

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.