

From Staying Over to "Tektok", Analyzing Changes in Domestic Tourist Patterns and Their Impact on Hotel Performance in East Java

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Abstract

Domestic tourist behavior in East Java is shifting significantly from conventional patterns to "tektok" tourism. This day-trip model involves visitors departing and returning home on the same day without an overnight stay. This shift aligns with national trends favoring short-distance travel and time efficiency (Ministry of Tourism and Creative Economy, 2024). Consequently, these behavioral changes directly impact hospitality performance, specifically the Hotel Occupancy Rate (TPK) and Average Length of Stay (RLM). This study analyzes the relationship between evolving travel patterns and hotel performance in East Java from 2023 to 2024. Using secondary data from tourism statistical publications, the research tracks key variables: TPK, average length of stay for domestic guests (RLMNUS), foreign guests (RLMA), and combined guests (RLMGAB). Descriptive analysis shows that while most regions saw an increase in domestic tourist numbers, this was coupled with a significant decline in TPK and overall stay duration. Regression analysis ($R^2 = 0.538$) reveals that while RLMNUS and RLMGAB have a positive relationship with TPK, it is statistically insignificant. This suggests that length of stay is not the sole driver of hotel performance in the current climate. Ultimately, the rise of tektok tourism has suppressed hotel performance across the province. To counter this, industry players and local governments must develop adaptive strategies and innovative products designed to extend visitor stays.

Keywords: "Tektok" Tourism, Occupancy Rate, East Java.

A. INTRODUCTION

Infrastructure development in East Java Province in recent years has shown increasingly massive growth. Local and central governments are encouraging improved connectivity through the construction of roads, public transportation, and mobility-supporting facilities, which are the main foundation for accelerating economic and tourism growth. Various studies show that infrastructure readiness plays a direct role in increasing the carrying capacity of tourist destinations, as shown by the analysis of East Java's tourism competitiveness (Satria, 2021). According to Apriyanti et al (2024), the existence of infrastructure is also important in increasing domestic and international tourism. These two studies confirm that adequate infrastructure is a key element in improving accessibility and tourism competitiveness in East Java.

This infrastructure advancement contributes significantly to the regional economic turnover. Improved connectivity accelerates the flow of goods, services, and people, thereby strengthening tourism-based economic activities. Research shows that infrastructure development has a direct impact on regional economic growth and the competitiveness of the tourism sector in East Java Puspitasari, N., & Rahmawati, F. (2022). Similar findings were put forward by Al Faruqi et al. (2018) who affirmed that tourism infrastructure is a key factor in regional economic expansion. In addition, a spatial analysis of East Java's tourism economic

network also shows that road and transportation network development plays a role in shaping new economic growth patterns in various tourist destinations (Handoko, 2025). Thus, infrastructure is not only a trigger for economic growth but also presents new challenges related to spatial and environmental management of destinations.

One of the positive impacts of infrastructure development is the increasing trend of tourist visits in East Java. Better accessibility encourages the intensity of travel to popular destinations such as Malang, Surabaya, and Batu. An analysis based on tourism network data shows an increase in tourist interest based on search trends and visit patterns (Pradananta, 2025). In addition, the contribution of the tourism sector to the East Java regional economy is also confirmed by research by Aji et al. (2018), which affirms a direct correlation between tourism development and the strengthening of the economic structure. On the other hand, tourist travel patterns are also influenced by heterogeneous factors such as visit purpose and length of stay preferences, as explained by Scotti et al. (2024) in a study on drivers of overnight and day visits. The combination of these findings shows that good infrastructure significantly encourages increased tourist mobility.

However, these dynamics harbor a paradox. Although the number of tourists is increasing, better infrastructure also facilitates tourists to make round trips in one day without needing to stay overnight. This change in pattern impacts the weakening of the multiplier effect on the accommodation sector and other supporting services. Changes in tourist behavior, especially post-pandemic, have affected the length of stay and hotel occupancy rates, as found in a study of hotel guest behavior in Surabaya (Indrianto, 2020). Similar challenges were also identified in research on hotel room pricing (Asshofi, 2023), which noted increasing competition and decreasing length of stay. These findings are reinforced by big data analysis on hotel occupancy rate forecasting, which indicates that a decrease in length of stay is an important variable in declining occupancy. This paradox shows that growth in visits does not automatically improve the performance of the accommodation sector.

Based on these dynamics, This research aims to analyze the significant impact of the decline in the Room Occupancy Rate (TPK) in East Java as a consequence of the increasing dominance of day trips by tourists. Previous studies have identified factors influencing TPK, such as tourism competitiveness (Satria, 2021), the utilization of hotel occupancy prediction models (Anshori, 2025), and the dynamics of land-use changes in tourist areas (Widaningrum, 2024). Additionally, big data-based occupancy rate forecasting methods show that changes in tourist behavior directly impact the performance of the accommodation sector. This research integrates these various findings to formulate a more adaptive and sustainable tourism development strategy for East Java.

B. RESEARCH METHOD

This research uses a quantitative approach with correlational analysis and multiple linear regression (OLS – Ordinary Least Squares) methods. This approach was chosen to measure the extent of the relationship between changes in domestic tourist behavior—specifically the "tektok" visit pattern (tourism without overnight stays)—and hotel performance in East Java, represented by the Room Occupancy Rate (TPK) indicator.

The research is descriptive-analytical, where data is analyzed to describe trends and test relationships between variables based on official statistical data without direct intervention on the research object. The data used is secondary data obtained from official publications of the Central Statistics Agency (BPS) of East Java Province and the Ministry of Tourism and Creative

Economy. The observation period covers 2023 and 2024, encompassing 38 regencies/cities in East Java. Meanwhile, the research variables include:

- TPK = Starred hotel Room Occupancy Rate (%),
- RLMTNUS = Average Length of Stay of Domestic Guests (days),
- RLMTGAB = Average Length of Stay of Combined Guests (days),

The analysis was conducted through three main stages:

1. Descriptive Analysis

Used to present a general overview of tourism trends in East Java, including changes in TPK and Average Length of Stay (RLMT) in 2023–2024.

2. Pearson Correlation Analysis (r)

To measure the degree of linear relationship between RLMT and TPK. The correlation coefficient value ranges from -1 to +1 (Sugiyono, 2019):

- A positive value indicates a direct relationship (higher RLMT means higher TPK),
- A negative value indicates an inverse relationship,
- A value close to 0 indicates a weak or no correlation.

3. Analysis of Multiple Linier Regression (OLS)

This analysis was conducted using the OLS pooled approach because the data included a combination of several regions and two years of observation. The regression model used is:

$$TPK_{it} = \beta_0 + \beta_1 RLMTNUS_{it} + \beta_2 RLMTGAB_{it} + e_{it}$$

where

- TPK_{it} : Room occupancy rate in area i year t
- $RLMTNUS_{it}$: Average length of stay for Nusantara guests
- $RLMTGAB_{it}$: Average length of stay combined guest
- e_{it} : error term

4. Interpretation of the Coefficient of Determination (R²)

According to Wooldridge (2016) the value of R² (R-square) indicates how large the proportion of variation of dependent variables (TPK) can be explained by independent variables (RLMTNUS and RLMTGAB).

R² = 0 means that the model does not explain the variation at all,

R² = 1 means that the model describes all the variations of the data.

In this study, the R² value ≈ 0.538 means that about 53.8% of the variation in TPK can be explained by the difference in the average length of stay of Indonesian and combined tourists, while the remaining 46.2% is influenced by other factors such as price, location, tourist attractions, or the emergence of tektok tourism behavior (Gujarati & Porter, 2009).

The analysis was carried out using the tourism performance dataset of Regencies/Cities throughout East Java Province for 2023 and 2024, with the main variables: TPK (Room Occupancy Rate), RLMTA (Average length of stay of foreign guests), RLMTNUS (average length of stay of Indonesian tourists), and RLMTGAB (average combined length of stay). The data has been cleaned and matched per district/city code to compare changes between years.

C. FINDINGS AND DISCUSSION

Based on the Room Occupancy Rate data, East Java Province experienced an increase from 28.93 Percent in 2023 to 29.56 Percent in 2024. Conversely, the average length of stay showed a downward trend. RLMTNUS decreased from 1.22 days to 1.19 days, RLMTGAB decreased from 1.23 to 1.20 days. Interestingly, the RLMTA (foreign guests) value experienced the most significant decrease from 2.29 days to only 1.93 days. This contradicts the fact that the arrival of foreign guests should increase the average length of stay, as they do not have relatives or permanent residences in East Java, yet they are not staying in the available accommodations here.

This summary indicates a decrease in the duration of stay, especially for foreign guests and slightly for domestic tourists, although the average TPK did not decrease significantly. An analysis of changes between 2023 and 2025 shows that several regencies/cities experienced a significant decrease in TPK, as presented in the following table.

Table 1. 3 Regencies In East Java with The Highest Decrease in Hotel Room Occupancy Rate From 2023 to 2024

Kode Kab/Kota	Nama Kab/Kota	Δ TPK	y-on-y
3504	Kabupaten Tulungagung	-7.964 poin	(-20.8%)
3510	Kabupaten Banyuwangi	-7.505 poin	(-15.7%)
3505	Kabupaten Blitas	-5.152 poin	(-22.3%)

Source : Publication of East Java Province Tourism Statistics 2024 Volume 10,2025

However, at the provincial aggregate level, the average TPK slightly increased. This indicates spatial heterogeneity. Some destinations experienced a decrease in occupancy, possibly because destinations relying on overnight tourists are no longer in demand. Tourists prefer to return to their domicile or areas with more affordable accommodation near city centers like Surabaya. They would rather go home in the afternoon/evening and stay in a hotel in Surabaya even if they are traveling to areas like Banyuwangi or Pacitan.

Based on the annual correlation matrix, there is actually a weak to moderate correlation between TPK and the RLM variable. Pooled OLS regression: $TPK \sim RLMTNUS + RLMTGAB$ yields $R^2 \approx 0.538$, so this simple model explains about 53.8 percent of the variation in TPK in the combined sample. However, the coefficients for RLMTNUS and RLMTGAB are not significant ($p > 0.05$), indicating that statistically and in this model, variations in RLMTNUS/RLMTGAB alone are not sufficient to explain differences in TPK across regions or between periods. This suggests a strong influence from external factors not captured in the model. Factors such as accommodation type (star-rated vs. non-star hotels), variations in national and local event organization (e.g., Provincial Sports Week, concerts, or cultural festivals), and the availability of fast transportation modes like the trans-Java toll road, medium-distance trains, and low-cost flights can significantly affect occupancy patterns.

In addition, the emergence of alternative accommodations such as homestays, guesthouses, and online platforms like Airbnb has expanded tourist choices without being directly recorded in official BPS hotel data. This phenomenon aligns with the Ministry of Tourism and Creative Economy (2024) report, which shows a sharp increase in the use of informal accommodation in urban areas of East Java, especially in Malang, Surabaya, and Banyuwangi. On the other hand, the development of online booking and spontaneous travel models drives high fluctuations in occupancy rates, so TPK does not only depend on the length of stay but also on seasonal demand dynamics and last-minute booking behavior.

Furthermore, post-pandemic lifestyle changes have accelerated the trend of non-overnight visits (one-day trip/"tektok tourism"), especially in destinations with good toll road access such as Surabaya–Malang, Mojokerto, and Probolinggo. Tourists prefer short and efficient trips, which impacts the reduced average length of stay without decreasing the volume of visits. Thus, hotel performance in many areas of East Java is now determined not only by the duration of tourist stays but also by the complex interaction between infrastructure, tourist preferences, pricing strategies, and destination attractiveness that shape new occupancy patterns in an era of high mobility.

The trend of non-overnight visits (one-day trip/"tektok tourism") is consistent with several findings, including:

1. The average length of stay (RLMTNUS) decreased slightly between 2023→2024. This decrease in duration is consistent with the hypothesis of a shift towards day-trips by domestic tourists.
2. Some regencies/cities show a large decrease in TPK even though the provincial aggregate TPK did not decrease. This can be interpreted as: certain destinations (e.g., natural tourist destinations/objects that usually attract day visits) losing demand for overnight stays, while other areas (cities with star-rated accommodation) may remain stable or increase.

Simple regression does not show a strong RLMTNUS and TPK relationship (coefficients do not significant), possibly because TPK is influenced by many factors other than the average length of stay. For example the number of tourists visiting, if the number of visitors increases dramatically but only for one day, TPK can decrease even if the number of visits increases. Heterogeneity between regencies/cities. The available TPK data may already be aggregated, including star/non-star hotel types, thus concealing hidden local effects.

In summary: the data supports a tendency for decreasing length of stay (consistent with the narrative of "from staying overnight to day trips"), but its impact on TPK is complex and not uniform across regions — thus, further analysis is needed with additional variables (e.g., number of domestic/foreign tourist visits per regency/city, room capacity, local events, distance/travel time, and supply-side variables such as the opening of homestays/Airbnbs) to confirm the causal mechanism of TPK decline in some areas.

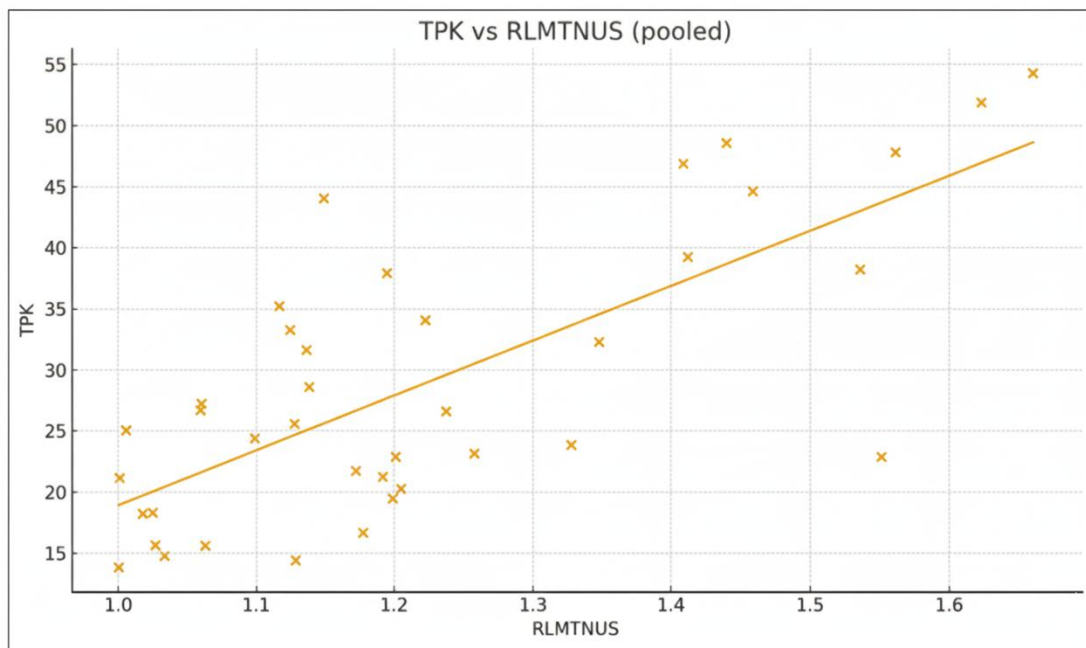


Figure 1. The Scatterplot between TPK and RLMTNUS for all regencies/city in East Java Province

For areas that experience a decrease in TPK, a strategy is needed to convert a day visit into an overnight visit in the form of lodging packages plus night events, weekend package promotions, strengthening night attractions. Destination management must consider tektok trends as well as provide day-use facilities such as lockers, parking, late-return buses and transportation packages that encourage on-the-spot stays. Do not let tourists go home before they stay in the available accommodation without them knowing and there is an element of coercion.

D. CONCLUSION

This study proves that there is a shift in the pattern of domestic tourists in East Java towards tektok tourism – round-trip trips without a stay – triggered by infrastructure advances and increasing connectivity between regions.

The results of the analysis show that although the number of tourists has increased, TPK and average length of stay have actually decreased. The pooled regression of OLS yielded $R^2 = 0.538$, with an insignificant RLM variable coefficient ($p > 0.05$), indicating that length of stay is not the only determinant of hotel performance. Other factors such as transportation access, the emergence of alternative lodging, and the trend of short trips also have an effect.

Overall, this phenomenon emphasizes that tektok tourism has an impact on decreasing hotel occupancy, so tourism actors need to develop adaptive strategies through tourism product innovations, thematic events, and experience-based promotions to extend the duration of tourist visits.

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