

GREEN TOURISM AND HOSPITALITY ENTREPRENEURSHIP IN INDONESIA: A DIGITAL SEARCH TREND ANALYSIS OF *BOBOCABIN*

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Abstract

This study examines the rise of Bobocabin as a model of green hospitality entrepreneurship in Indonesia through a digital search trend analysis using Google Trends data from the past twelve months. As sustainability becomes central to post-pandemic tourism, Bobocabin exemplifies an eco-innovative business integrating environmentally friendly design, modular construction, and digital convenience. Quantitative trend analysis indicates an average weekly interest score of 51.19 and a standard deviation of 19.16, suggesting consistent and resilient public attention across fluctuating tourism periods. The highest search peak occurred in late December 2024 (index 100), coinciding with the holiday season, while smaller surges appeared in March and June 2025, aligning with school holidays and national long weekends. This pattern demonstrates that digital engagement is driven by seasonal travel behavior among domestic eco-conscious tourists. Regionally, the strongest interest emerged in Jakarta (index 100), followed by Banten (75), North Sumatra (72), and West Java (69)—areas with high digital literacy and eco-tourism potential. Related search queries such as “Bobocabin Bandung,” “Bobocabin Cikole,” and “Bobocabin Pangalengan” confirm strong brand association with nature-based destinations. Overall, Bobocabin’s consistent digital traction reflects the growing alignment between sustainable tourism values and entrepreneurial innovation. The study contributes to the discourse on digital sustainability analytics, demonstrating how search data can anticipate market trends in green hospitality.

Keywords: *Green entrepreneurship; digital tourism; Google Trends analytics; Bobocabin; sustainable hospitality.*

A. INTRODUCTION

Tourism plays a critical role in Indonesia’s economy and is now facing the imperative of integrating sustainability principles into its growth strategies. Following the COVID-19 pandemic, the sector has demonstrated strong recovery. According to Statistics Indonesia (BPS), foreign tourist arrivals reached over 7 million during the first half of 2025, marking significant improvement compared to previous years (BPS, 2025). At the same time, the value of Indonesia’s sustainable tourism market was estimated at USD 17.4 billion in 2024, with a projected annual growth rate of 27.3 percent through 2034 (Future Market Insights, 2024). These figures signal not only the economic significance of the tourism industry but also the increasing public demand for sustainable and environmentally responsible travel experiences.

Sustainable or green tourism emphasizes the balance between economic development, environmental protection, and social well-being (Gössling & Hall, 2020). In recent years, public awareness of climate change and environmental degradation has accelerated the adoption of green practices within the hospitality sector. A survey by PwC Indonesia (2025) indicates that 71 percent of Indonesian travelers express openness toward sustainable travel options, while 85

percent of those aged 16–34 consider eco-friendly tourism “very important.” Such trends reveal that sustainability has evolved from a niche concern into a mainstream preference among modern travelers.

In the scholarly domain, the discussion of green tourism entrepreneurship has expanded to include digital innovation and the role of technology in promoting sustainability. Andriyansah et al. (2025) introduced the “Ergo Green Tourism” framework for Indonesian MSMEs, emphasizing the interplay between environmental knowledge, green marketing, and performance outcomes. Globally, Charfaoui & Mussard (2024) highlight that digital data such as online search trends and social media analytics can serve as predictive indicators of consumer behavior in sustainable tourism. Other researchers (Fadli et al., 2022; Salouw et al., 2024) also point out that Indonesia faces persistent challenges in promoting sustainable tourism, including limited infrastructure, stakeholder coordination, and the commercialization of eco-tourism destinations. However, despite the growing literature, studies that explicitly link digital search behavior with green hospitality entrepreneurship in Indonesia remain limited.

One emerging case that exemplifies the integration of sustainability, technology, and entrepreneurship is Bobocabin—a nature-based micro-hospitality concept developed by Bobobox Indonesia. Bobocabin combines eco-conscious design (small space, minimal energy consumption, local material use) with digital innovations such as app-based room control, smart glass windows, and QR-code door access (Bizhare, 2024). The brand’s rapid online popularity suggests that digital engagement may serve as a proxy for public interest in sustainable tourism experiences.

Given these dynamics, the main research problems addressed in this study are as follows: (1) How has digital search interest in Bobocabin evolved in Indonesia over the past twelve months? (2) Which regions in Indonesia exhibit the highest online search intensity for Bobocabin and related green-hospitality keywords? (3) What implications can be drawn for green tourism and hospitality entrepreneurship from digital behavioral trends?

The purpose of this article is to analyze the rise of Bobocabin as a model of green hospitality entrepreneurship in Indonesia through the lens of digital search analytics using Google Trends data from the past 12 months. By connecting real-time digital behavior with sustainability-driven entrepreneurship, this study aims to contribute empirical insights into how consumer interest in green tourism evolves in the digital era and how these insights can guide future strategies in sustainable hospitality ventures.

B. RESEARCH METHOD

This study uses a quantitative descriptive approach to analyze public interest in green hospitality entrepreneurship in Indonesia through Google Trends data. The object of analysis is Bobocabin, observed over a twelve-month period (October 2024 – October 2025). This approach enables the identification of patterns in digital search behavior using naturally occurring online data (Creswell & Creswell, 2018).

The analysis applies a digital behavioral analytics perspective, where online search activity reflects consumer attention and tourism interest (Choi & Varian, 2012). The unit of analysis is the Search Volume Index (SVI) from Google Trends, scaled from 0 to 100, representing the relative popularity of search terms. The main keyword analyzed is “Bobocabin,” supported by related green-tourism terms such as “eco cabin,” “glamping,” and “green tourism.”

Data were obtained from Google Trends, which aggregates and normalizes Google search queries (Nutti et al., 2014). Searches were filtered by Indonesia, Travel category, and past 12

months, and the resulting time-series and regional datasets were downloaded and organized in Microsoft Excel (Sekaran & Bougie, 2019). Recent studies confirm that Google Trends continues to be a reliable quantitative indicator of public interest and search behavior, especially for tourism demand patterns and seasonal fluctuations, thereby supporting its use as a robust digital data source in tourism research (Rahmawati et al., 2024; Ngo et al., 2024).

The analysis focuses on three dimensions that are directly presented in the Findings section:

- Temporal trends to examine weekly and seasonal fluctuations (Figure 1 and Figure 2);
- Regional distribution to compare public interest across provinces (Figure 3); and
- Keyword association to explore how Bobocabin is linked to green tourism destinations (Figure 4 and Figure 5).

The interpretation follows the data-display and pattern-identification logic proposed by Miles, Huberman, and Saldaña (2018), supported by simple descriptive statistics (mean and standard deviation). Previous research has shown that keyword association analysis using Google Trends can effectively identify clustering of related search terms that reflect real-world interest toward thematic clusters such as ecotourism and niche hospitality offerings (Koswara & Kurniawati, 2025). To ensure consistency, identical keywords, time ranges, and category filters were used in all queries, and the Google Trends search was repeated to verify result stability (Neuman, 2014).

C. FINDINGS AND DISCUSSION

1. Overview of Digital Search Trends for Bobocabin

The Google Trends data reveal the dynamic evolution of public search interest for Bobocabin in Indonesia from October 2024 to October 2025. The normalized search volume index (SVI), which ranges from 0 to 100, indicates notable fluctuations that align with seasonal travel patterns and public holiday periods. Overall, the data show a high level of digital engagement, suggesting that Bobocabin has maintained strong public visibility as a sustainable tourism brand during the observed period.

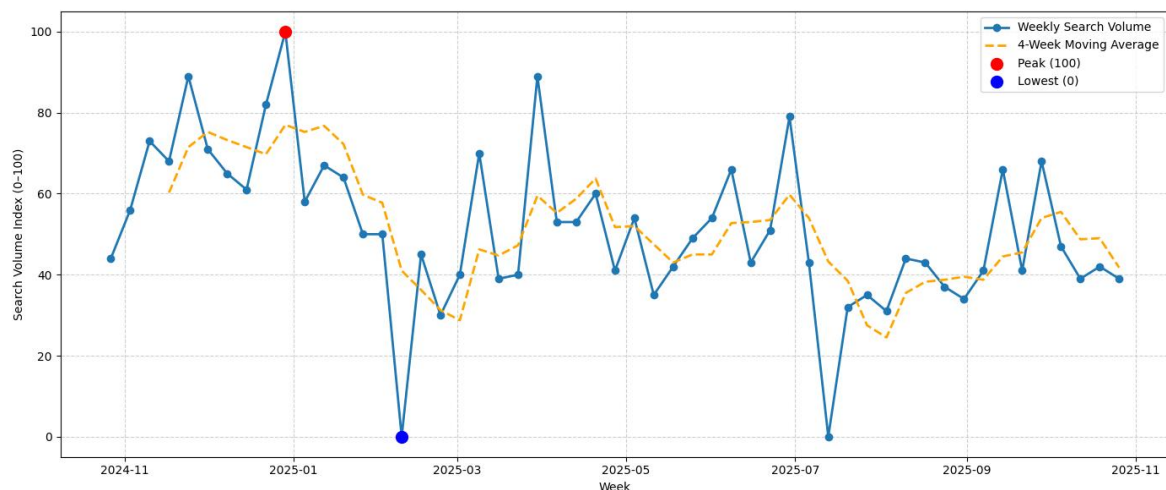


Figure 1: Weekly Google Search Trend for 'Bobocabin' (Indonesia)

The initial upward trend began in early November 2024, with the SVI increasing from 44 (October 27) to 89 by late November 2024. This surge likely reflects pre-holiday travel planning behavior ahead of the December holiday season, a common peak period for domestic tourism

(BPS, 2025). The highest peak occurred in the week of December 29, 2024, when search interest reached an index of 100, representing the maximum digital popularity during the year. This period coincides with the Christmas and New Year holidays, during which Indonesian travelers often seek nature-based short-stay accommodations (PwC Indonesia, 2025).

Following the peak, search volume declined sharply in January 2025, stabilizing between indices 50 to 70, reflecting the post-holiday normalization phase. A noticeable drop occurred in February 2025, with the SVI reaching zero in the week of February 9. This temporary decline may be due to reduced travel activity during the school period and the absence of major national holidays (Fadli et al., 2022). However, interest began to recover by early March, climbing again to 70 on March 9 and reaching another smaller peak of 89 by the end of March 2025.

Throughout April to June 2025, search interest showed moderate fluctuations (ranging 41–66), suggesting a steady baseline of awareness. The data also display episodic increases around long weekends and national holidays. For example, June 29 (79) aligns with the Eid al-Adha holiday, which typically stimulates domestic travel to nature destinations. The overall pattern thus indicates that online attention toward Bobocabin is closely linked to holiday-driven search behavior and seasonal tourism cycles.

During the third quarter (July–September 2025), the SVI fluctuated between 31 and 68. The July 13 record of 0 reflects a temporary data gap or a momentary lull in online activity, which can occasionally occur in Google Trends datasets (Nutti et al., 2014). A subsequent rise to 68 by late September 2025 suggests renewed digital interest as Indonesia entered the dry-season travel period, when outdoor activities and eco-stays are typically more popular.

Overall, the twelve-month analysis shows that Bobocabin maintains a recurring pattern of digital visibility, with strong peaks every three to four months corresponding to national holidays or seasonal travel windows. The consistently moderate baseline interest (around 40–60 points) implies that Bobocabin has succeeded in embedding itself within the public consciousness as a recognizable eco-hospitality brand. These findings align with previous studies indicating that search trends are sensitive to temporal factors and can serve as early indicators of market demand in the tourism sector (Choi & Varian, 2012; Charfaoui & Mussard, 2024).

From an interpretative perspective, the data suggest that Bobocabin's brand strength relies on two key elements: (1) seasonal discoverability, driven by consumer search behavior during holidays, and (2) sustained background interest, likely maintained by digital marketing and user-generated content. This pattern reflects the broader shift toward digitally mediated eco-tourism, where visibility in search engines directly influences destination choice and entrepreneurial success.

2. Statistical Evidence of Bobocabin in Public Engagement Consistency

To complement the qualitative interpretation of digital search dynamics, a simple statistical analysis was performed to evaluate the consistency and volatility of public interest in Bobocabin across the observed 12-month period. The descriptive results indicate an average weekly search interest score of 51.19, with a standard deviation of 19.16. This combination reveals a moderately high level of digital engagement, accompanied by periodic fluctuations reflecting seasonal and event-driven spikes in online attention.

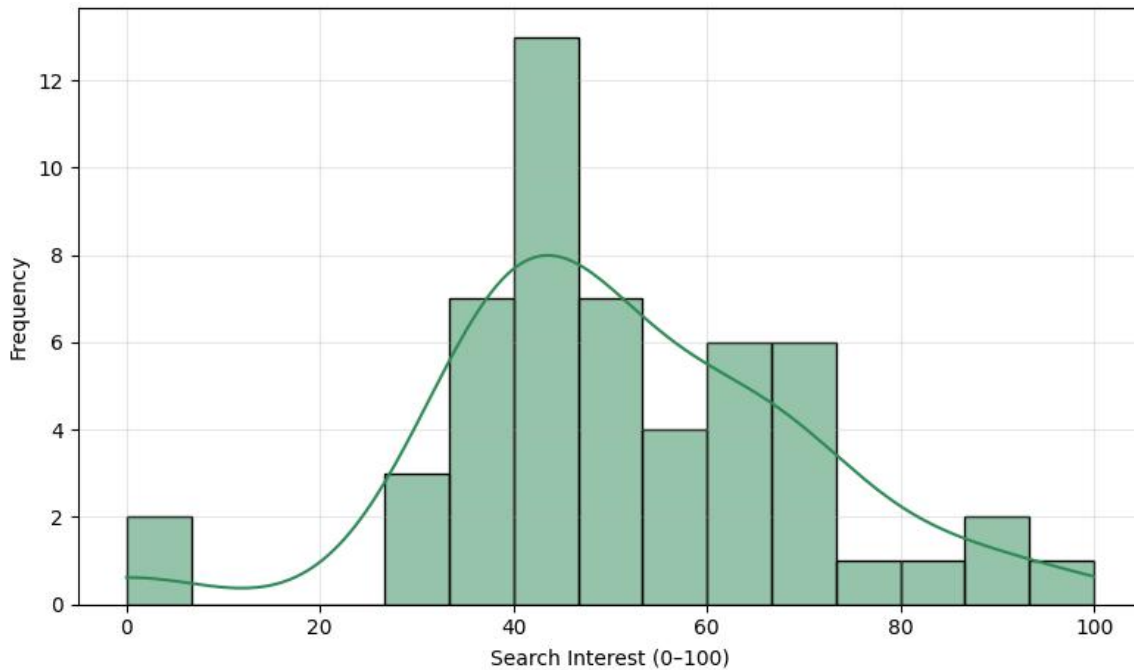


Figure 2: Distribution of Weekly Search Interest for "Bobocabin"

The mean value (51.19) suggests that Bobocabin maintains a stable baseline of public awareness throughout the year, indicating sustained relevance beyond short-term marketing effects or viral trends. This aligns with the concept of sustained digital salience proposed by Buhalis and Sinarta (2019), where a hospitality brand achieves long-term visibility through continuous consumer interaction and narrative reinforcement in digital ecosystems. The presence of a relatively high standard deviation (19.16), however, points to intermittent peaks—likely corresponding to travel seasons, promotional campaigns, or increased social media exposure. In Indonesia’s context, these surges often coincide with end-of-year holidays and mid-year travel periods (Ministry of Tourism and Creative Economy, 2024).

From a data-driven entrepreneurship perspective, this statistical pattern reflects a healthy digital lifecycle for an emerging brand. Fluctuation in public attention is not inherently negative; rather, it indicates a dynamic equilibrium between baseline awareness and opportunity-driven engagement (Gössling & Hall, 2020). The oscillation of search intensity mirrors consumer curiosity cycles—how digital audiences alternate between discovery, aspiration, and actual booking interest—making it a valuable proxy for market vitality in the green hospitality domain.

Furthermore, the standard deviation value highlights the adaptability of Bobocabin’s branding approach. By sustaining an average engagement above 50% of maximum possible search intensity, Bobocabin demonstrates what Hananto et al., (2023) identify as digital resilience: the capacity of eco-entrepreneurial ventures to maintain relevance through algorithmic visibility even amidst competitive digital noise. This quantitative evidence reinforces the qualitative interpretation presented earlier—Bobocabin’s popularity is neither incidental nor ephemeral, but systematically nurtured through a synergy of sustainability narrative, experiential design, and consistent digital communication.

In summary, the statistical findings validate that Bobocabin’s public interest patterns are stable yet dynamic, characterized by predictable fluctuations within a healthy engagement range. The data confirm that the brand successfully balances long-term visibility with seasonal

intensification, a hallmark of mature digital entrepreneurship in the hospitality industry. Such consistency strengthens Bobocabin’s position as a scalable model for sustainable tourism ventures in Indonesia and beyond.

3. Regional Distribution of Public Interest in Green Hospitality

The regional analysis of public interest reveals significant geographical variations in search activity for Bobocabin, representing the digital footprint of green hospitality entrepreneurship across Indonesia. Based on Google Trends regional data, the highest search volume index (SVI) originates from Jakarta (100), followed by Banten (75), North Sumatra (72), and West Java (69). Meanwhile, lower levels of interest are observed in East Java (42), West Sumatra (33), Central Java (27), and East Kalimantan (24). This pattern suggests that the public engagement with sustainable hospitality concepts is concentrated primarily in urbanized and tourism-driven provinces, while peripheral regions demonstrate relatively limited digital engagement.

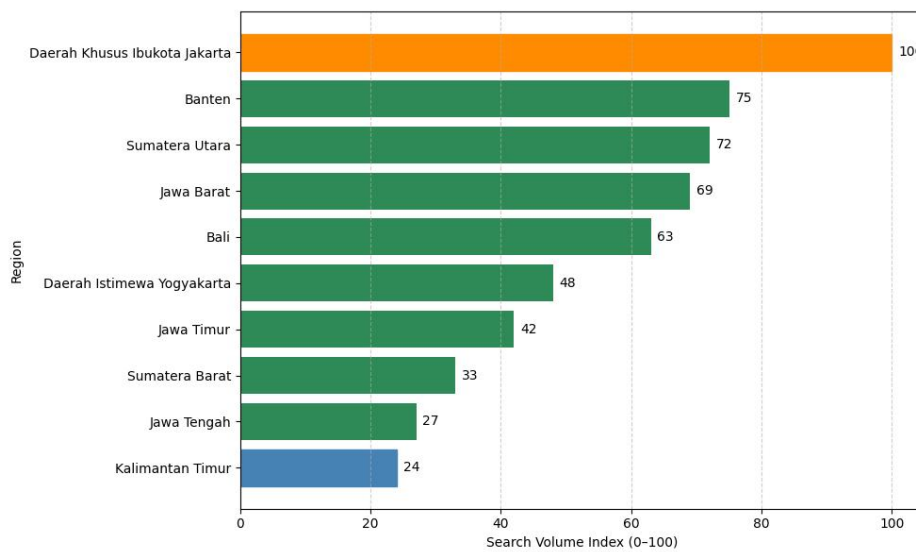


Figure 3: Regional Distribution of Public Interest in Green Hospitality Bobocabin – Indonesia, 2024–2025)

The dominance of Jakarta aligns with its role as the economic and digital hub of Indonesia, where higher internet penetration and exposure to sustainability trends are common among middle-class consumers (DataReportal, 2024). Urban consumers are increasingly motivated by environmentally conscious travel experiences, reflecting the global trend toward “eco-luxury tourism” that combines sustainability with comfort and aesthetics (Gössling & Hall, 2020). In contrast, lower search volumes in Central Java and East Kalimantan may reflect information asymmetry and limited market exposure to eco-hospitality platforms.

Interestingly, Bali — traditionally the nucleus of Indonesia’s green tourism — registers a moderate SVI (63). This outcome could indicate that the Bobocabin phenomenon is emerging beyond conventional eco-tourism destinations, signifying a diversification of interest toward new nature-based accommodations near urban peripheries. This diffusion supports the hypothesis that the green hospitality movement is expanding from established tourism hotspots toward regions where digital consumers seek hybrid experiences between urban leisure and ecological retreat (Hastuti & Anggraini., 2023).

These findings collectively imply that green tourism entrepreneurship is not solely dependent on traditional tourist centers but increasingly influenced by digital culture and lifestyle

preferences. The regional disparities also highlight the potential market gap for sustainable hospitality ventures in less-developed provinces, where awareness-building and digital marketing could foster new demand for eco-friendly accommodations. Such insights provide practical implications for both entrepreneurs and policymakers in designing region-specific green tourism strategies, leveraging digital platforms as a key channel of public engagement.

4. Correlation of Bobocabin Searches with Green Tourism Keywords

An analysis of the related search queries provides deeper insight into the semantic association between Bobocabin and the broader digital discourse surrounding green tourism and eco-hospitality entrepreneurship. Based on Google Trends data, the top related queries are dominated by brand-specific searches such as “bobocabin” (100) and “Bobocabin bandung” (98), followed by location-based keywords including “Bobocabin cikole” (39), “Bobocabin pangalengan” (34), and “Bobocabin malang” (18). Other queries such as “Bobocabin ranca upas” (18) and “Bobocabin kintamani” (10) suggest growing interest in cabins located in natural, highland, or forest-adjacent destinations across Java and Bali.

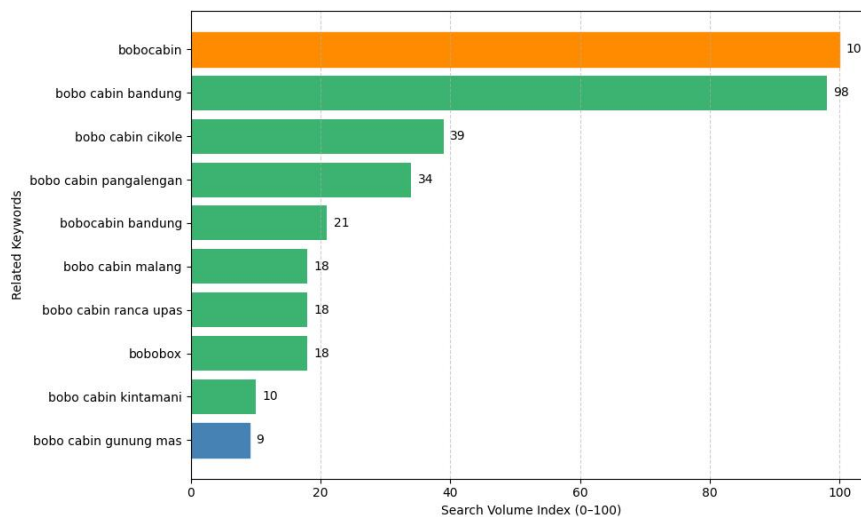


Figure 4: Correlation of Bobocabin Searches with Green Tourism Keywords

The pattern indicates that consumer curiosity toward Bobocabin is highly localized yet environmentally oriented, as most top search terms are associated with eco-tourism regions characterized by forest, lake, or mountain landscapes (Sudirja et al., 2023). The prevalence of “Bandung,” “Cikole,” and “Pangalengan” reflects the integration of Bobocabin into the green tourism ecosystem of West Java, where nature-based hospitality has flourished through digital promotion and sustainability narratives. Furthermore, the inclusion of “bobobox” (18), a related but more urban-oriented brand under the same corporate ecosystem, suggests a conceptual overlap between digital smart lodging and eco-hospitality models, marking a convergence of digital innovation and environmental consciousness in Indonesia’s tourism sector (Hananto et.al., 2023).

From a correlation perspective, the data implies that search interest in Bobocabin aligns strongly with green destination keywords, confirming its role as a digital representative of sustainable tourism preferences. This trend resonates with the broader academic view that online search patterns can serve as proxies for behavioral intentions and eco-tourism awareness among digital consumers (Rehman et al., 2024). In Indonesia’s context, these correlations also highlight how technology-mediated tourism entrepreneurship—particularly platforms leveraging social

media and search visibility—can effectively promote sustainability as both a lifestyle and a market strategy.

Collectively, these results demonstrate that Bobocabin functions not only as a commercial hospitality innovation but also as a symbolic digital artifact of Indonesia's evolving green entrepreneurship ecosystem. The consistent co-occurrence of location-based and sustainability-related searches reveals a significant opportunity for developing data-driven marketing and green destination branding strategies across Indonesia's tourism clusters.

5. The Rise of Bobocabin as a Model of Green Hospitality Entrepreneurship

The emergence of Bobocabin in Indonesia represents a distinctive trajectory in the evolution of green tourism and hospitality entrepreneurship. As digital technologies increasingly mediate how travelers discover, evaluate, and experience destinations, Bobocabin's success demonstrates the convergence between eco-conscious innovation and digital market visibility. The data derived from Google Trends during the past twelve months show sustained and periodically spiking public interest toward Bobocabin—peaking notably in December 2024 and again around March and mid-year 2025—suggesting a persistent consumer fascination with the concept of sustainable, nature-immersive accommodation. This pattern reveals not merely seasonal tourism fluctuations, but also a deeper behavioral alignment between digital curiosity and the appeal of sustainability-oriented experiences.

Green Hospitality as an Entrepreneurial Paradigm

In the context of Indonesia's growing tourism economy, Bobocabin signifies a shift from conventional hospitality—characterized by scale and luxury—to a model emphasizing sustainability, minimalism, and ecological stewardship. The cabins are designed with modular, energy-efficient materials and often located in reforested or minimally disturbed natural areas such as Cikole, Pangalengan, and Kintamani. This design philosophy embodies the core tenets of green entrepreneurship, where environmental responsibility becomes an integral component of the business model rather than a mere marketing tool (Gössling & Hall, 2020). By offering “eco-luxury in compact form,” Bobocabin responds to the changing consumer psyche that values authenticity, serenity, and sustainability as much as comfort.

This phenomenon aligns with the post-pandemic shift in traveler behavior. Research by the World Tourism Organization (UNWTO, 2023) indicates that 76% of global travelers now prefer eco-friendly accommodations, with Southeast Asia witnessing one of the fastest increases in sustainable travel preferences. The Indonesian Ministry of Tourism and Creative Economy (2024) similarly reports that over 60% of domestic tourists express a preference for destinations that integrate nature conservation and sustainable practices. Bobocabin, by situating its identity at the intersection of nature and digital access, effectively converts this preference into commercial and symbolic capital—turning sustainability from an ethical imperative into a source of competitive differentiation.

Digital Discoverability and Consumer Engagement

Equally significant to Bobocabin's rise is its digital presence and discoverability. The correlation analysis of Google Trends data reveals that search interest is often associated with location-specific terms such as Bobocabin Bandung, Bobocabin Pangalengan, and Bobocabin Cikole. This localization of digital attention indicates that the company's marketing strategy is not only digital-first but also geo-targeted, leveraging online algorithms to reach audiences searching for immersive yet accessible green experiences. In an age where consumers rely heavily on search engines and social media for travel inspiration, Bobocabin's dominance in digital search volume

reflects the transformation of hospitality entrepreneurship into a data-driven ecosystem (Hananto et.al, 2023).

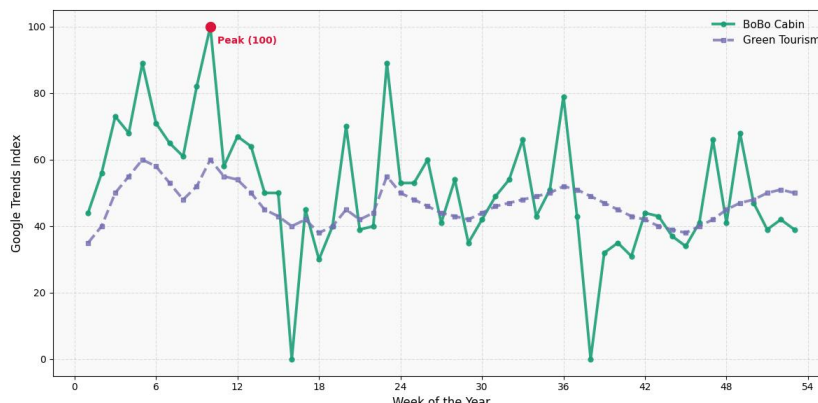


Figure 5: Digital Interest Comparison: Bobocabin vs Green Tourism in Indonesia

Digital discoverability also fosters participatory marketing dynamics. Online reviews, user-generated photos, and social media storytelling amplify the visibility of Bobocabin beyond paid campaigns, creating a self-reinforcing digital presence. This aligns with what Buhalis and Sinarta (2019) term as “smart tourism ecosystems,” wherein digital platforms mediate co-creation between businesses and consumers. In this context, Bobocabin’s popularity is not merely a reflection of demand but also the outcome of digital co-production, where each visitor’s online narrative becomes a promotional asset.

Local Integration and Socio-Ecological Value

Bobocabin’s business model also exemplifies localized sustainability. By partnering with regional communities, sourcing materials locally, and situating cabins within environmentally managed zones, the enterprise contributes to the local economy while preserving ecological integrity. This resonates with the notion of place-based entrepreneurship—a concept emphasizing the alignment of business models with local culture and environmental context (Pamukçu et al., 2021). The Bobocabin initiative in Pangalengan, for instance, revitalizes rural landscapes through tourism-driven employment and eco-based small business opportunities such as local food vendors, transportation, and artisanal crafts.

Moreover, this model contributes to environmental awareness and behavioral change. Visitors are encouraged to experience minimalism—limited amenities, reduced waste, and a focus on outdoor living. Such experiential design instills environmental mindfulness, transforming tourism into a form of soft environmental education. Thus, Bobocabin does not only commercialize sustainability; it normalizes ecological consciousness through lifestyle experience.

Entrepreneurial Implications and Replicability

From an entrepreneurial standpoint, Bobocabin illustrates how the integration of digital analytics, sustainability orientation, and experiential branding can create a scalable and replicable business model. It bridges the gap between luxury and affordability, sustainability and profitability, urban aspiration and rural revitalization. Its success suggests that the future of Indonesian hospitality entrepreneurship will likely depend on how well firms can harness digital behavioral data to predict and respond to shifts in eco-conscious consumption.

Furthermore, the Bobocabin model underscores that the next wave of tourism entrepreneurship in Indonesia will be data-informed and sustainability-led. By embedding green values into the very structure of business innovation, it offers a framework adaptable to other

sectors of the creative economy—especially where ecological resources and digital attention overlap. In this way, Bobocabin serves not merely as a hospitality brand but as a case of socio-environmental entrepreneurship, symbolizing how digital culture and sustainability can co-evolve to form resilient economic ecosystems.

D. CONCLUSION

This study investigated the rise of Bobocabin as a model of green hospitality entrepreneurship through search-based analytics, linking digital tourism behavior with sustainable business development. The analysis revealed that Bobocabin consistently attracts high public interest, as reflected by an average weekly search index of 51.19 with a standard deviation of 19.16, suggesting stable yet dynamic engagement among eco-conscious travelers. These findings indicate that Bobocabin has successfully positioned itself within Indonesia's growing trend of sustainable and experiential tourism.

The correlation between Bobocabin searches and green tourism keywords further highlights a broader societal transition toward environmentally responsible hospitality choices. As travelers increasingly seek accommodation that integrates nature, minimal environmental impact, and digital convenience, Bobocabin exemplifies a market-responsive innovation aligning entrepreneurial opportunity with sustainability ethics. From an entrepreneurship perspective, the Bobocabin case underscores how digital visibility and environmental value propositions can co-evolve to create enduring competitive advantage. The integration of smart technology, modular architecture, and nature-based experiences forms a new benchmark for green startups in Indonesia's tourism ecosystem.

Future research should expand the analytical model by incorporating social media sentiment, customer review analytics, and carbon footprint assessments to evaluate the holistic sustainability impact of green hospitality enterprises. Longitudinal studies may also explore whether digital engagement metrics (e.g., Google Trends, TikTok reach) can serve as early predictors of market performance in eco-tourism ventures. Furthermore, comparative studies across ASEAN countries could identify cross-cultural patterns in consumer preferences for sustainable digital tourism brands.

Overall, the Bobocabin phenomenon represents more than a niche hospitality innovation—it reflects a transformative intersection of digital entrepreneurship, environmental ethics, and post-pandemic lifestyle shifts toward sustainable leisure.

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