Collectivism-Based Travel Culture as the Antecedents of Travel FOMO and Intention to Travel Responsibly

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Abstract

As collectivists, Indonesians tend to travel with friends and family. The destination is usually inspired by social media content which then will increase fear-of-missing-out anxiety (FOMO) for traveling because it generates travel intention. A previous study claimed that collectivist culture has a strong correlation with FOMO behavior. This research analyzes the role of collectivism-based travel culture as the antecedent of travel FOMO on Indonesian domestic tourists. High travel intention may lead to high profits for tourism businesses, but the sustainability of the natural habitat of the natural tourism destinations is no less important. Tourists must also increase their intention to travel responsibly when visiting natural destinations to protect nature. This study employed an empirical quantitative research method with 340 sample data of Indonesian domestic tourists. The analysis of statistical data analysis is provided from PLS-SEM. This research is limited to collectivist behavioral observation of Indonesian domestic tourists to natural tourism destinations. Future studies can be conducted on different cultural dimensions and tourism market segmentation. The analysis showed that the collectivism-based travel culture of Indonesian tourists had positive influences on both travel FOMO and intention to travel responsibly individually, but will bring damage if combined.

Keywords: *Tourist Behavior, Travel FOMO, Culture, Tourism, Collectivism, Natural Damages, Environment Sustainability.*

Introduction

Indonesia is one of the most biodiverse countries in the world [1–3] with an infinite number of destinations to be visited [4]. Consisting of more than 13,400 islands, Indonesia is rich with beautiful sceneries of natural, cultural, and biodiversity heritage. As one of the most beautiful countries in the world, in early 2024 Indonesia received awards in tourism: (1) Sumba, East Nusa Tenggara, has been awarded No.1 for Top 24 Places To Go by CNN Travel [5], (2) Bali Island was awarded as Best Honeymoon Destinations In The World 2024 on Travelers' Choice Award [6], (3) Toba Lake, North Sumatra, has placed 24th of 52 Places To Go 2024 by New York Times [7], (4) Bali Island has been placed 2nd for Top Destinations In The World on Travelers' Choice Award [8] and (5) Lombok, West Nusa Tenggara, has been chosen as 5th Best Nature Destinations In The World on Travelers' Choice Award [9]. Tourism plays a great role in the country where it supports 6% of the national GDP and contributes 10% of workforce employment [10, 11]. Therefore, natural destination sustainability is mandatory and responsible travel behavior action must be practiced to prevent damage.

Located in Southeast Asia, Indonesia is a collectivist culture instead of an individualist [12]. Related to tourism, culture is considered an essential dimension of tourism that represents the attraction for tourists and characteristics that influence the behavior of the tourists [13, 14]. Indonesian local tourists as a part of collectivist people will act as members of a collectivistic society [15]. According to previous research, Indonesian local tourists tend to travel with friends and family [16]. The collectivist culture of Indonesia might have influenced the travel behavior of Indonesian domestic tourists.

When traveling in groups of family or friends, travel members will have the activity of gathering and collecting information and opinions. The information shared is important and will influence the decision-making about the travel agenda. Even though previous research claimed that collectivist culture societies tend to use online social networks less than individualist culture societies [17, 18], [19]. Photos

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and video content related to traveling activities on social media can generate the interest of travel groups and will affect the travel agenda [19, 20]. However, social media is considered to be culturally relevant [21]. Social media consumption within the traveling group will increase fear-of-missing-out anxiety (FOMO) for traveling and it reflects the cultural behavior and exposes the sense of belonging of the member of the group [22]. Collectivism culture has a strong correlation with FOMO behavior [22]. This research will analyze the influence of Indonesian collectivist-based travel culture on the increasing travel FOMO of domestic tourists. It will answer the gap from previous research, where existing studies on fear-of-missing-out were mostly conducted in Western countries but less in Asia, which has more cultural diversity [23].

However, travel FOMO may cause damage to natural tourism destinations because of the high number of tourists visiting. The damages include the production of trail erosion, damage to landforms, vandalism, site deterioration, hazardous emissions, the amount of trash, and high consumption of energy and water [16, 24]. Other countries, such as Spain, Greece, Iceland, and Thailand, have experienced over-tourism impact to its natural destination [25]. Thailand government even have to temporarily closed Koh Tachai Island due to natural damage caused by high tourist visits [25]. On business perspective, high visitation means more profit for the tourism industry. Nevertheless, the intention to travel responsibly is required to protect the natural habitat. To avoid natural damage and over-tourism, responsible travel behavior is expected from travelers without causing any uncomfortable ambiance. This concerns not only travelers but also the management of natural tourism destinations, which needs to encourage visitors to have a sense of desire to protect nature. This study will also analyze the influence of collectivist-based travel culture on the intention to travel responsibly to Indonesian domestic tourists.

Therefore, the following are the research questions: (1) whether the collectivism-based travel culture will influence the increase of the FOMO in traveling (Travel FOMO) and (2) whether the collectivism-based travel culture will influence the increase of the intention to travel responsibly. This research also observes travel FOMO mediation on collectivism-based travel culture and the intention to travel responsibly. This study limited its variable to collectivist culture and natural tourism destinations tourists to answer current phenomenon. Future research can explore more on other cultural dimensions and different tourism segmentation.

Literature Review

Principal National Cultural Dimension

The society surrounding the human environment has programmed the way a human behaves so it is easy to predict by observing a society. That is why culture has been known as a predictor of human behavior [26]. Culture is a sum of beliefs, rules, techniques, institutions, and artifacts that characterize the human population [27]. And culture is a system of collectively held values [26], it is learned, interrelated, and shared among the society [27]. This research applies the most comprehensive in cultural studies, the framework of cultural dimension by Hofstede, to assess the level of influence of culture on travel FOMO [15, 28].

There were five principal national cultural dimensions identified in the cultural framework: (1) Power Distance (PDI), (2) Uncertainty Avoidance (UAI), (3) Individualism VS Collectivism (IDV), (4) Masculinity VS Femininity (MAS), and (5) Long-term VS Short-term Orientation (LTO). This research focuses only on observing tourists' behavior from the perspective of IDV, which is related to the integration of an individual into their primary groups [29]. It measures the level of independence in the way people work [15], in terms of job aspects, personal time, challenge to the need for training (Hofstede, 1983), and level of prioritization of individuals versus groups [31]. People in a high IDV society will experience a great deal of independence and are called an individualist society. On the other hand, people with low IDV will act as members of society and are called a collectivistic society [15]. Indonesians are considered collectivist. This IDV dimension is considered to be the key factor in understanding the influence of culture on social media [32]. IDV dimension is also considered the most relevant in tourism studies [33–37]. A study by Karimkhan and

Chapa (2021) also finds that collectivism has a strong correlation with FOMO and can be used as a predictor because the behavior is highly cultural [22].

Travel FOMO

Tourism activities not only take place in the major tourism destinations, 'hidden gem' destinations might be recognized through exposure from visitors. Social media has provided platforms for experience sharing which become one of the reasons why hidden-gem destinations started to be known among domestic tourists. People are sharing information and experiences via social media, including sharing about travel experiences. Tourists shared real information regarding the image of the destinations that were highly conducive on social media [38]. This sharing of information on social media activity creates viral destinations and might encourage domestic tourists to visit the viral tourism destinations. Social media influence travelers visiting decisions, especially for the millennial generation where social media reviews are affecting their decisions [39].

The high use of social media in gathering information related to travel destinations might trigger FOMO anxiety for travelers. Even though the term travel FOMO was not yet widely discussed, there are several research that have defined it: (1) the sense of fear that other travelers experience more rewarding travel moments [40]; (2) a form of anxiety coming from the belief that a person is having anxiety when knowing others are having fun during a trip and makes that person monitor every trip activities that others were having [41]; and (3) the fear and worry that a traveler or anyone who had plan to have a vacation may missing a satisfying experience, socialization, or anything that meets the travelers' necessity [42]. It can be concluded that travel FOMO is an anxiety felt from seeing other travelers having a great travel experience and creating the sense of feeling the same by visiting the same destination or doing the same activity [43, 44], which can generate travel intention on local tourists. Therefore, travel FOMO can be utilized as a strategy to increase the number of visitors to tourism destinations.

Intention to Travel Responsibly

The term intention to travel responsibly can be correlated to wide variables, from spoken commitment and persuasion for others to protect the environment to political action that may involve environmental policy [45–47]. Responsible behavior can be practiced by natural tourism destination visitors by participating in activities that reduce or avoid damaging the environment [45, 48]. It is simply by minimizing any activity that can harm the environment and committing themselves to environmental protection on their visits [48, 49].

Responsible travel behavior is not a new issue in tourism and sustainability research (Weeden, 2011), but this study applies a different perspective. The digital communication that influences tourists' behavior and intention is seen from cultural backgrounds differentiating this research from previous studies. This research uses obedience to the rules and norms of the destinations, attention to the environment of the destinations, support to protect the environment, and a sense of sharing the knowledge for others to also engage in environment protection activities as an assessment to measure the intention to travel responsibly [13, 48, 51, 52]. The research also uses the personal values of travelers as a measurement of the variable since it is claimed to be highlysignificant to responsible travel [50, 53].

Research Hypotheses & Model

Since there were limited studies that have been conducted on the causal effect of culture on FOMO, especially related to tourism, no direction of influence was adopted on the hypothesis. This research is open to any possibilities of a negative or a positive influence of collectivism-based travel culture to travel FOMO and intention to travel responsibly.

Culture is considered a crucial dimension of tourism that represents and influences the characteristics and behavior of the tourists [13, 14]. As mentioned before, Indonesia is a collectivist culture [12], where Indonesian local tourists tend to travel with friends and family [16]. Although collectivist culture societies

tend to use online social networks less than individualist culture societies [17, 18], social media is important for collecting information and triggering travel planning [19, 20]. Previous research also has claimed that collectivism has a strong correlation with FOMO [22]. This study analyzes how Indonesian collectivistic culture affects travel FOMO. The hypothesis (H1) proposed for this research is:

H1: Collectivism-Based Travel Culture Significantly Influences the Travel FOMO

As claimed in previous research, culture influences the behavior of tourists [13], and considering the importance of maintaining the sustainability of natural tourism destinations, this research analyzes the influence of culture on responsible travel behavior. The hypothesis (H2) proposed for this research is:

H2: Collectivism-Based Travel Culture Significantly Influences the Intention to Travel Responsibly

Since FOMO and natural sustainability are interesting issues nowadays, this research also analyses the mediation relation of travel FOMO to culture and responsible travel behavior. This research is going to observe whether travel FOMO can mediate culture in influencing tourists to travel responsibly. The hypothesis (H3) proposed for this research is:

H3: Collectivism-Based Travel Culture Influences the Intention to Travel Responsibly Mediated by Travel FOMO

Based on the explanation from the framework and hypotheses, the research model applied for this research is:
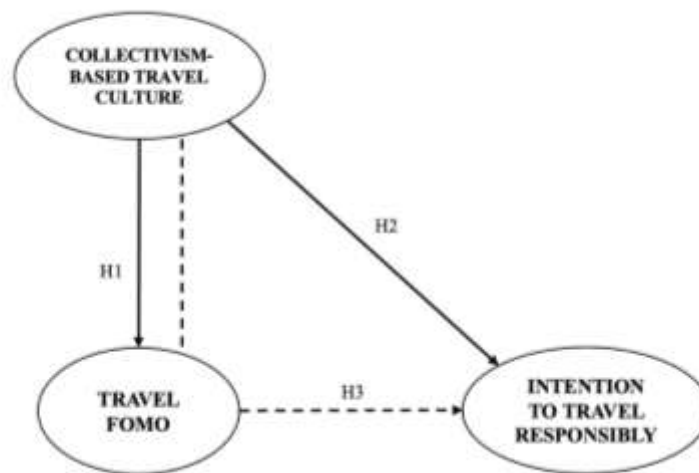

Figure 1. Research Model

Research Method and Analysis

This study proposes to discover whether collectivism-based travel culture influences travel FOMO and intention to travel responsibly in Indonesian domestic tourists. Primary data was collected from questionnaires that were distributed to Indonesian local tourists, with questionnaire surveys and multivariate data analysis methods (PLS-SEM, IBM SPSS 26, and MS Excel). This study employed a quantitative method to collect, integrate, and analyze data from the research [54, 55]. Quantitative methodology provides accurate and reliable measurement of statistical analysis [56]. The quantitative method is preferred to discover the factors that influence the dependent variables in an objective [55]. Since this research requires a large sample size of the population, the sampling technique used is non-probability sampling.

Questionnaires were distributed to gather the primary data, which were tested empiricallyIt utilizes a Likert scale on a 1 to 5 scale, from strongly disagree to strongly agree options. A Likert scale is a psychometric scale that is usually applied in research based on survey questionnaires that specify respondents' level of agreement or disagreement with a series of statements [57].

The questionnaire designs were unusual since they did not apply any dimension for the collectivism-based travel culture (CB) variable because it is relatively new. The collectivism-based travel culture definition used in this research is how domestic tourists act as part of a society member that shares similar behavior regarding experience and enjoyment of tourism activities and seems to seek equality with others in the society by experiencing the same. The indicators stated to measure the variables are the importance of feeling similar to other people in the group (CB1), sense of connectedness with the society (CB2), and level of significance of experiencing the same as others in the society (CB3), especially related to tourism experience [22, 23, 58, 59].

For travel FOMO (TF), this study does not use any dimension since limited studies have been conducted related to this topic. The indicators assigned to measure TF are feelings of inadequacy, anxiety, irritability, or lack of self-esteem after seeing social media travel content (TF1), the desire to check social media whenever friends/family/influencers/KOLs are on natural tourism destinations (TF2), social interaction or the needs of praise from others (TF3), social anxiety or the needs for recognition from others (TF4) and social presents or the need for acknowledgment from others (TF5) [58, 60–64].

And for intention to Travel Responsibly (ITR), similar to CB and TF, no dimension were applied to this variable. The indicators assigned to measure are rules of obedience (ITR1), attention to the environment (ITR2), ecological support to the environment (ITR3), and personal perspective regarding travel responsibly (ITR4) [13, 48, 50, 52].

The population of the research will represent all elements that share the same characteristic [65], which are Indonesian domestic tourists, who actively use social media and have visited natural tourism destinations that have been exposed on social media. To reach a survey to the entire population will be a mission impossible and costly, so the research will use selected samples that will provide the information needed to have accurate results [65]. To accommodate reliable and representative data, the sample data for this study were collected from online questionnaires that were distributed to domestic visitors at natural tourism destinations in six provinces in Indonesia: DKI Jakarta, West Java, Central Java, East Java, Bali, and North Sumatra. The provinces were mostly located on Java Island because they became the location of most national and natural parks in Indonesia [66]. Bali was chosen because it is one of the World's Best Travel Destinations [67]. And North Sumatra is one of the National Tourism Priority Destinations in Indonesia [68]. The distribution locations of the natural destinations in each province were chosen based on their popularity on social media.

Research Outcome and Discussion

To reach suitable respondents, the questionnaire research was filtered to respondents who were people who used social media actively and had visited natural tourist destinations in the last six months. Those who did not meet the criteria were sent to exit the questionnaire. The questionnaire itself was directly distributed in popular natural tourism destinations, such as Kaldera Toba, North Sumatra, and Lovina Beach, Bali. Except for respondents in DKI Jakarta, which uses online distribution. The questionnaire also provided demographic data to complement the research (Table 1), which shows that this research was dominated by respondents aged 18-28 years for 222 people (65.3%), male respondents for 194 people (57.1%), and students for 97 people (28.5%).

Table 1. **Demographic Data**

Description		Number of Respondent	Percentage (%)
Age	< 18 years old	23	6,8
	18-28 years old	222	65,3
	29-43 years old	63	18,5
	44-58 years old	23	6,8
	> 58 years old	9	2,6
Gender	Male	194	57,1
	Female	146	42,9
Education	Junior High School	16	4,7
	High School	188	55,3
	Diploma	21	6,2
	Undergraduate	94	27,6
	Post-graduate	21	6,2
Employment	Student	97	28,5
	Private Sector	70	20,6
	Self-employed	53	15,6
	Unemployed	23	6,8
	Others	97	28,5

Besides the demographic data, the questionnaire also provides a question related to the current social media platforms that are actively used by the respondents. The results were (from most to least): Instagram, WhatsApp, TikTok, Facebook, YouTube, and Twitter (X).

There were 340 valid sample data collected and processed using PLS-SEM. The first step is the evaluation of the measurement model or outer model by looking at the convergent validity, discriminant validity and construct reliability values. The indicators are indicated as valid if the convergent validity has an outer loading/factor loading value of more than 0.5 [69]. Since all outer loading scored more than 0.5 (Table 2), the research model meets the requirements for convergent validity, which means that all indicators are valid in measuring the construct. Next is the discriminant validity testing which is analyzed by looking at Average Variance Extracted (AVE). The data are considered valid if the AVE values for all variables are more than 0.5 [70]. Since all AVE values in this research are more than 0.5 (Table 3), therefore it can be concluded that all variables have met the requirements for discriminant validity. For the reliability tests, all variables have Cronbach's alpha and composite reliability should have values of more than 0.7 [71, 72]. And since the reliability results showed all values are more than 0.7 (Table 4), therefore it can be concluded that all constructs have met the required reliability.

Table 2. Convergent Validity Test Results Based on Outer/Factor Loading

Variable	Indicator	Outer Loading / Factor Loading	Description
Collectivism-based Travel Culture	CB1	0,876	Valid
	CB2	0,831	Valid
	CB3	0,775	Valid
Travel FOMO	TF1	0,877	Valid
	TF2	0,861	Valid

	TF3	0,837	Valid
	TF4	0,860	Valid
	TF5	0,824	Valid
Intention to Travel Responsibly	ITR1	0,891	Valid
	ITR2	0,904	Valid
	ITR3	0,831	Valid
	ITR4	0,927	Valid

Source: Data analysis from SmartPLS.3.0

Table 3. Results of Discriminant Validity Testing of Models Based on AVE

Variable	Average Variance Extracted (AVE)	Description
Collectivism-based travel culture	0,686	Valid
Travel FOMO	0,726	Valid
Intention to travel responsibly	0,79	Valid

Source: Data analysis from SmartPLS.3.0

Table 4. Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Collectivism-based travel culture	0,771	0,868	Reliable
Travel FOMO	0,906	0,93	Reliable
Intention to travel responsibly	0,911	0,938	Reliable

Source: Data Analysis from SmartPLS.3.0

The second step of PLS-SEM analysis is the structural model evaluation or inner model, by looking at the predictive relevance evaluation (Q^2), coefficient of determination R Square (R^2), and the significance level of path coefficients. The predictive relevance evaluation (Q^2) on this research found that the endogenous variable travel FOMO and intention to travel responsibly have Q^2 values of 0.326 and 0.699 (Table 5). This value indicates that the model of the research can be claimed to have a relevant predictive value or a fit model or worthy of hypothesis testing because the predicted relevance value (Q^2) for both endogenous variables is more than 0 [69, 73–76]. On coefficient of determination R Square (R^2) for travel FOMO, shows that the travel FOMO variable is considered moderate (Table 6), where travel FOMO was influenced to a relatively small extent by collectivism-based travel culture simultaneously, the score is 0.457 (45.7%) while the remaining 54.3% is influenced by other factors that were not on this research model. On the coefficient of determination R Square (R^2) for intention to travel responsibly, the variable is considered high, where the intention to travel responsibly is highly influenced by the variable of collectivism-based travel culture with a score of 0.895 (89.5%) while the remaining 10.5% was influenced by other factors that were not on this research.

Table 5. Q-Square Predictive Relevance (Q2) Score

Endogeneous Variable	Q Square Predictive relevance (Q^2)	Description

| Travel FOMO	0,326	Good predictive relevance score
Intention to travel responsibly	0,699	Good predictive relevance score

Source: Data Analysis from SmartPLS.3.0

Table 6. R Square (R²) Assessment

Endogeneous Variable	R Square (R²)	Criteria
Travel FOMO	0,457	Moderate
Intention to travel responsibly	0,895	High

Source: Data Analysis from SmartPLS.3.0

PLS-SEM hypothesis testing analysis in this research uses a two-tail hypothesis test with a significance of 5% or with an error tolerance of α = 0.05. The decision-making in PLS-SEM analysis for the two-way hypothesis with a 5% significance test is if the value |t-statistic| ≥ 1.96 or significance value (p-value) ≤ 0.05 then reject H0 or accept H1, which means that there is an exogenous variable that influences the endogenous variable. Conversely, if the value |t-statistic| < 1.96 or significance value (p-value) > 0.05 then accept H0 or accept H1, which means the influence of exogenous variables does not affect endogenous variables [69]. The complete structural test results are explained in Figure 2 and Table 6:
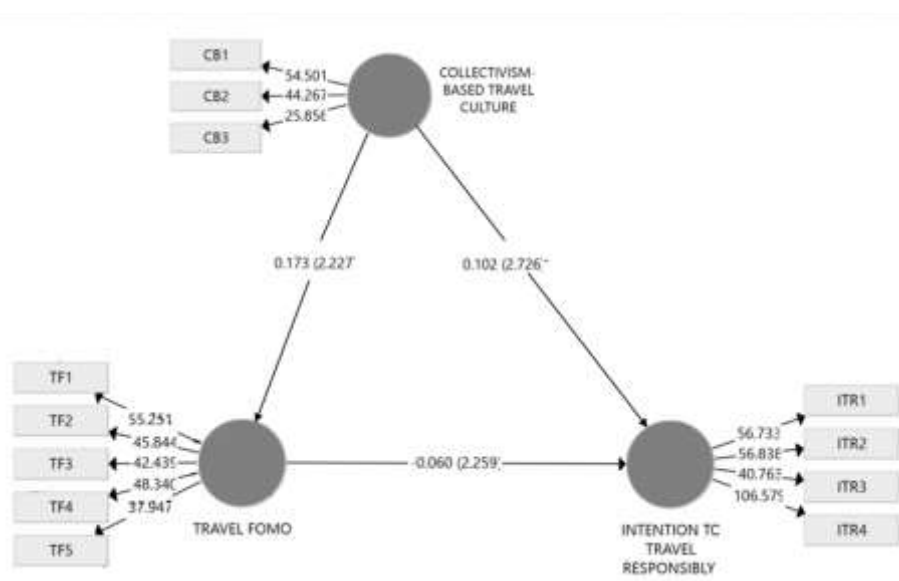
Figure 2. Path Diagram Path Coefficient & T-Statistics for the Structural Model

(Source: Data Analysis from SmartPLS.3.0)

Table 7. Hypotheses Testing Results

Hypothesis	Path	Original Sample (Path Coefficient)	T Statistics	P Values	Hypothesis Decision
H1	Collectivism-Based Travel Culture → Travel FOMO	0,173	2,227	0,027	Supported
H2	Collectivism-Based Travel Culture → Intention to Travel Responsibly	0,102	2,726	0,007	Supported

H3	Collectivism-Based Travel Culture → Travel FOMO → Intention to Travel Responsibly	-0,010	1,381	0,169	Not Supported

Source: Data Analysis from SmartPLS.3.0

Based on the hypothesis testing in Table 6, the influence can be analyzed that:

H1: Collectivism-Based Travel Culture has a significant effect on Travel FOMO

Based on Table 7, Collectivism-Based Travel Culture → Travel FOMO, the t-statistics value is 2.227 (≥1.96) and the p-value is 0.027 (≤0.05). Therefore, according to the decision-making using the 5% significance test, it can be concluded that the collectivism-based travel culture has a significant influence on travel FOMO. Based on these results, the first research hypothesis (H1) which suspects that collectivism-based travel culture has an influence on travel FOMO is accepted or the data supports the hypothesis. Furthermore, Collectivism-Based Travel Culture → Travel FOMO has a positive original sample (path coefficient) value of 0.173, meaning that collectivism-based travel culture has a positive effect on travel FOMO.

H2: Collectivism-Based Travel Culture Has a Significant Effect on Intention to Travel Responsibly

Based on Table 7, Collectivism-Based Travel Culture → Intention to Travel Responsibly, the t-statistics value is 2.726 (≥1.96) and the p-value is 0.007 (≤ 0.05). According to the decision-making using the 5% significance test, it can be concluded that a collectivism-based travel culture has a significant influence on the intention to travel responsibly. Based on these results, the second research hypothesis (H2) which suspects that collectivism-based travel culture influences intention to travel responsibly is accepted or the data supports the hypothesis. Furthermore, Collectivism-Based Travel Culture → Intention to Travel Responsibly has a positive original sample (path coefficient) value of 0.102, meaning that the collectivism-based travel culture has a positive effect on the intention to travel responsibly.

H3: Collectivism-Based Travel Culture Influences Intention to Travel Responsibly Which Is Mediated by Travel FOMO

Based on Table 7, Collectivism-Based Travel Culture → Travel FOMO → Intention to Travel Responsibly, an original sample value (path coefficient) of -0.010 was obtained with a t-statistics value of 1.381 (<1.96) and a p-value of 0.169 (>0.05). So, according to decision-making using the 5% significance test, it can be concluded that travel FOMO does not significantly mediate the influence of collectivism-based travel culture on the intention to travel responsibly. Based on these results, the third research hypothesis (H3) which suspects collectivism-based travel culture influences intention to travel responsibly which is mediated by travel FOMO, is rejected or the data does not support the hypothesis.

Conclusion

Natural tourism destination sustainability is important not only for the residents in the area but also for the business life cycle. By understanding the role of culture that influences tourists' behavior, the stakeholders of the natural tourism destinations are expected to apply the research outcome for its management, policy, and business objectives. Indonesia is a collectivist country, where domestic tourists tend to travel in groups of family and friends. This research has proven that collectivism-based travel culture has influences on the increasing travel FOMO and the intention to travel responsibly among domestic tourists.

Collectivism-based travel cultures have proven to have a direct positive influence on creating travel FOMO among domestic travelers. The tourism industry must acknowledge this phenomenon and practice it in developing business strategies to increase travel intention. Traveling with family or friends requires

preparation, such as information regarding the destination location and benefits of visiting natural tourism destinations. The activities of social media research and group discussion before traveling will generate travel FOMO among the travel participants. Social media provides travel ideas with reviews from previous visitors [19] and it will generate anxiety among the group members. Tourism businesses may take advantage of this result by creating benefits for visitors who planning to come in groups or offering special promotions if sharing the information to family or friends on social media. All respondents of this research have claimed to be active social media users of, at least, two platforms. Not only this will cut the cost of promotion, but also expand the network of the promotion channel. Most respondents are using Instagram, WhatsApp, and TikTok social media platforms.

This research also confirmed that collectivism-based travel culture has a direct positive influence on increasing the intention to travel responsibly among domestic travelers. This result should be acknowledged by the stakeholders of the tourism industry, to maintain and protect the sustainability of the natural habitat of the destinations. The tourism industry should employ collectivism-based travel behavior as a strategy to increase awareness of travel responsibly and to extend business life. If one member of the local traveling group practiced responsible travel behavior, the rest of the members would imitate the same.

But, if mediated with travel FOMO, the intention to travel responsibly variable will not perform well. Because if mediated by travel FOMO, collectivism-based travel culture shows no influence on responsible travel behavior. This result makes sense because when traveling in groups to crowded viral travel destinations, it is very hard to persuade the travel group members to have responsible behavior in hectic and crowded locations.

Collectivism-based travel culture can both influence travel FOMO and the intention to travel responsibly. The tourism industry can utilize it to increase travel intention and responsible travel behavior. However, collectivism-based travel culture is like a double-edged sword. If well-exploited, it can bring positive influence both to the tourism industry and the environment. But, if it is wrongly operated, it will start a catastrophe for the sustainability of the natural tourism destinations, as well as the tourism industry itself. The tourism industry needs to wisely structure the strategy with this collectivism-based travel culture so it will bring balance to all.

Declarations:

Ethics Statement:

All data was obtained with consent and verbal notification to respondents.

Declaration of Interest's Statement:

The authors declare no conflict of interest.

Data Availability Statement:

Data will be made available on request

The following is the supplementary data related to this article.

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