

## **Favorite Photo Spot for Models of Tourist Destinations and Trends for Tourist Selfies in Special Region of Yogyakarta**

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### **Abstract**

The growth in the number of tourists to the Special Region of Yogyakarta by students or the current millennial generation is an opportunity for managers of tourist destinations to develop visual spaces that support tourists' desire to take selfies. The purpose of this study is to find out which photo spot models are most in demand by tourists. This study employs a qualitative descriptive method supplemented by a survey, with the photo spot model serving as the research object and a quota sample of 100 tourists who have visited Yogyakarta's Special Region. Data collection system for sampling using a simple random sampling method and polling technique. The results of this study are tourist interest in photo spots that combine nature and man-made in an outdoor tourist destination that has a mountainous landscape and cultural customs of the local community with their distinctive traditions.

**Keywords:** Photo Spots, Selfies, Tourist Destinations

## **A. Introduction**

Many sectors were affected during the COVID-19 pandemic. However, among the many impacts of the pandemic, Indonesia's tourism sector has seen the most significant fluctuations. This triggers all parties, the government and tourism actors, to collaborate in dealing with it. The Indonesian Ministry of Tourism and Creative Economy (2021) efforts to save Indonesian tourism through emergency response, recovery, and normalization. The emergency response stage focuses more on health care.

Meanwhile, at the recovery stage, the opening of tourist destinations is gradually carried out with strict health protocols. This aligns with the government's move through Kementerian Pariwisata dan Ekonomi Kreatif collaborating with various parties by creating health protocol standards and implementation guidelines. This protocol is intended to ensure that travelers who visit a safe tourist destination realize the form of cleanliness, health, safety, & environment sustainability (CHSE) certification in all tourist destinations. With this certificate, a destination can be declared safe and meet health protocols for the products and services provided. At the same time, the normalization stage is done by preparing destinations to increase the interest of the tourist market with the CHSE protocol. The selfie trend in tourist attractions and CHSE certification assurance have an indirect relationship. Attraction managers can use the selfie trend as a promotional tool to increase tourist attraction. In contrast, tourists can support attraction managers' efforts to maintain cleanliness, health, and safety at tourist attractions.

The development of tourism in Yogyakarta raises its attraction along with the creativity of Tourism actors to realize diverse destination forms that adjust the characteristics of the existing region. This variety of destinations strengthens the attractiveness of tourism marketing in Yogyakarta. Tourist attraction, following government regulation of the Republic of Indonesia No. 50 of 2011 on the National Tourism Development Master Plan of 2010-2025, is divided into a natural tourist attraction, cultural tourist attraction, and man-made tourist attraction. More specifically, the Special Region of Yogyakarta has various tourist attractions as an alternative for tourists to enjoy, such as the palace; temple; beach; mountains, and artificial tourism almost all exist. The attraction of existing destinations presents scenery and tourist attractions that pamper visitors to capture the moment of visit in the form of photos that can be posted on social media.

Trend photography tourism has been around for a long time and has begun to rise since the advent of smartphones equipped with facilities photo cameras. Since it was first discovered 22 years ago, cell phones with cameras have changed the color and the size of the image resolution until now. This supports the needs of people who want to capture their special moments through images and videos.

In addition, today's smartphones supported by operating systems such as Android can support other digital applications that run on them, such as Twitter, Facebook, Instagram, WhatsApp, Telegram, and others.

The selfie trend has become viral in tourism activities, especially in today's digital era. However, this phenomenon often causes problems, such as disturbing other visitors, damaging the beauty of tourist destinations, and even endangering the safety of tourists. Therefore, tourist destination managers in Yogyakarta must manage the selfie trend well to keep the quality of the tourist experience and still maintain the authenticity and beauty of tourist destinations.

With supporting facilities in the form of digital cameras, this smartphone (mobile phone) successfully meets the community's needs to take selfies and share information. Tourist actors catch this phenomenon to create model photo spots that pamper tourists taking selfies in an area, city, or destination. The craze of people in the millennial era who like to take selfies to show status to others triggers the presence of artificial photo spots in addition to existing natural photo spots. The growth of tourist destinations in the Special Region of Yogyakarta, which adds objects as photo spots, has become the main attraction for people to visit. Mainly if supported by the management of a good destination manager combining natural and artificial photo spots. The existence of camera phones and social media makes information distribution easier to convey to the broader community. This is an advantage for destinations in the marketing aspect, which makes tourist destinations more visited. Based on this background, a question that will be answered in the study is the model of the most popular photo spots, whether artificial, natural, or a combination of both. It is known that the answer to this question can be the basis for tourist destination managers in developing their photo spots to attract potential visitors.

## **B. Literature Review**

The world of photography is growing very fast as information technology develops. Technology has even changed people's habits, which initially seemed expensive and difficult to photograph, now become a pleasant habits. This is marked by the rise of digital technology from smartphones that produce creative digital photography artists, such as wedding photos, and photography technology with drones to the habits of people who like to take selfies. The cultivation of selfie habits somewhere inspires many people to do the same as a means of self-actualization, capture precious moments as memories, and even be shown on their social media status.

The word photography is adopted from the Yunani "Photos," which means light, and "Grafo," which means painting or writing. According to Yunani, language photography is an activity of painting or writing using light. As a general term, photography means producing an image or photo of an object by recording

the reflection of light that is hit by that object on light-sensitive media (Syahputra, 2015). A widespread tool today for capturing light is the smartphone camera. According to Nyoman Bayu Yudiala (Kiki, 2011), photography is the art of utilizing the raw materials of surrounding objects with a distinctive approach and way of viewing through surveillance cameras in a light coating that can be real or unreal.

Photography is the art of creating a storyline about the state of the world from a certain point of view, as well as being a unique opportunity for anyone to see the world from a different angle of the field. Travel photography is a subcategory that captures moments such as landscape, people, history, and culture. At the same time, travel photos describe the atmosphere of a particular time and place (Dharsito et al., 2014).

Today digital photography has shifted from the analog era as the primary medium used in camera shooting techniques. In addition, digital cameras currently embedded in smartphones have advantages ranging from storage techniques directly connected to internal storage and megapixel resolution settings to other supporting editing devices.

The world of photography in the past was dominated by the works of journalists to convey an event to the public. However, the current trend of information technology photography does not close the opportunity for anyone who has a digital camera technology device in it can capture each moment on its own. A photo spot is a type of photographic art that describes an event that occurred at that time without planning or spontaneously (Saleh et al., 2020).

Along with the development of time and technology, selfies can be done by anyone with a smartphone to take a selfie to capture a moment somewhere spontaneously. According to the KBBI website, the word selfie is a photo of yourself taken independently using a digital camera smartphone for personal document needs (Kemdikbud, 2016). So photo spots are selfie media in the form of natural and artificial landscapes that are interesting to capture at specific moments for anyone.

Relevant research has been carried out on the phenomenon of society capturing the moment of their visit to tourist destinations, including the results of research by (Arsana, Sunarta, & Arida, 2019), which concludes the relationship pattern between selfie photos (swafotos) and related stakeholders. Stakeholders know the desire of tourists to capture the place of their visit by taking selfies as material for updating their social media status. Therefore, the community synergizes to keep their environment beautiful to take selfies of visitors to maintain public awareness of the surrounding nature. Meanwhile, other research on the millennial community's penchant for taking selfies, according to the results (Agustina & Angkawijaya, 2019), concluded that the uniqueness of the visual space is a priority to make the concept of a commercial space a tourist destination for

selfies. In addition, the aesthetics of the visual space is one of the positive impacts of millennial community awareness in choosing a place to take selfies. Meanwhile, the study results (Sanjaya & Santhyasa, 2020), conclude that the participatory planning approach in the selfie tourism planning process is carried out through the independent initiation of local communities in village discussions.

In dealing with the problems faced by tourist destination managers in D.I. Yogyakarta in managing the selfie trend, several theoretical foundations, including sustainable tourism, can be used as a basis. This tourism management concept prioritizes sustainability in three aspects: economic, social, and environmental. According to (Weaver, 2000), tourist destination managers must consider the impact of the selfie trend on these aspects.

Tourist experience theory highlights the importance of the tourist experience in improving the quality of tourist destinations. According to (Pine & Gilmore, 1999), tourist destination managers should manage the selfie trend to enhance the tourist experience. The concept of destination marketing is an effort to promote and market tourist destinations to potential tourists. According to (Buhalis & Law, 2008), tourist destination managers can use the selfie trend to promote tourist destinations and increase their attractiveness.

There are several types of photo spots that can be a preference that can be considered by tourists visiting a destination. Nature photo spots include various natural scenery such as mountains, beaches, forests, lakes, and waterfalls. According to (Sari, Hidayat, and Agustin 2019), "Natural photo spots attract tourists because they provide a calming experience and spoil the eyes; besides that, they also offer unique beauty and attract tourists' attention ."Cultural photo spots include tourist attractions related to local cultures, such as historical buildings, temples, palaces, and museums. According to (Govers & Go, 2009), "cultural photo spots attract tourists because they provide an opportunity to learn and get to know the local culture, and offer a unique and different experience from other tourist destinations."

Artificial photo spots include various tourist attractions built by humans, such as theme parks, shopping arcades, and monuments. According to (Wu & Li, 2019), "man-made photo spots attract tourists because they offer a fun and refreshing experience and provide an opportunity to relax and have fun ."Blended photo spots include tourist attractions combining natural, cultural, and artificial elements, such as city parks, national parks, and conservation tours. According to (Wang & Chen, 2018), "mixed photo spots attract tourists because they offer a complete and satisfying experience and provide an opportunity to learn and get to know nature, culture, and local wisdom."

### C. Research Methods

This research uses a qualitative descriptive method supported by surveys. The survey used researchers to find out how many respondents gave opinions about a problem of the research object. In this case, the object of study is the photo spot model that respondents are most interested in. The research sample was taken from tourists who had visited the Special Region of Yogyakarta. The system used for data collection for research sampling is a simple random sampling method with a polling technique. A sampling quota of 100 respondents from domestic tourists determined respondents who became the research sample. Polling is delivered in the form of an online form to respondents through existing social media groups.

The research is based on a theoretical foundation that has been tested and acknowledged for accuracy. The theoretical basis provides a solid basis for building a research model that can provide a clear and objective picture of the phenomenon under study. In this research, the theoretical basis will discuss the factors influencing tourists' choice of photo spot models in tourist destinations, focusing on natural, cultural, artificial, and mixed photo spots. Through this research, it is hoped that it can significantly contribute to tourism development and increase tourist satisfaction in choosing the right destination.



Figure 1. Destination Photo Spot Polling Framework  
Source: Researcher (2022)

Stages in survey research with polling are divided into several processes: (1) determine the respondent's description; (2) create a data list of destinations in Yogyakarta; (3) determine the number of sample respondents to be surveyed by polling; (4) conducting survey polling on respondents; (5) compiling and

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tabulating polling results; (6) exciting presentation of data. While in the data analysis, the potential reasons for the choice of polling will be studied, determine the most dominant cause, and identify the causal factors for the current poll.

**D. Result**

Besides being known as the city of students, Yogyakarta Special Region is also referred to as a tourist city. DI Yogyakarta consists of five districts that have tourist destination areas with their characteristics. Bantul Regency is very famous for its Parang Tritis Beach, while Sleman has many tourist village destinations besides the charm of Mount Merapi. In other regions, Kulon Progo Regency is famous for its cultural tourism in addition to the charm of the Menoreh Hills area. In contrast, Gunung Kidul, in addition to the elongated beach tourism, is known for its cuisine. There are several types of tourist destinations in D.I. Yogyakarta, including those presented in table 1.

Table 1. Types And Number of Tourist Destinations in Yogyakarta

Item	Type of Tourist Objects	Year				
		2016	2017	2018	2019	2020
1	Marina	12	13	15	15	17
2	Tirta	1	4	6	7	8
3	Sejarah	14	17	17	17	17
4	Alam	10	12	17	17	17
5	Museum	27	30	30	30	31
6	Desa Wisata	53	59	62	67	67
7	wisata lainnya	8	13	15	21	21
Total amount		125	148	162	174	178

Source: Bappeda (2016-2020)

Of the seven types of tourist destinations in the Special Region of Yogyakarta, in 2020, it is dominated by goals of the kind of Tourism Village spread throughout the DIY region. At the same time, the number of tourists from the seven destinations over the last five years is presented in Table 2.

Table 2. Number of Tourists in Yogyakarta

Type of Tourist Objects	2016	2017	2018	2019	2020	Amount
<b>Domestic Tourist</b>						
Marine Tourism	5.310.347	7.266.787	6.807.945	7.023.363	3.639.624	30.048.066

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Type of Tourist Objects	2016	2017	2018	2019	2020	Amount
Water Tourism	336.254	265.461	604.707	754.385	70.721	2.031.528
History Tourism	3.345.911	3.963.920	3.883.381	3.999.882	1.316.733	16.509.827
Natural Tourism	2.070.228	3.999.876	4.715.377	4.862.408	-	15.647.889
Tourist village	3.474.653	3.005.692	1.805.641	4.568.084	307.716	13.161.786
Museum Tourism	2.392.544	2.586.501	2.351.781	2.426.700	374.938	10.132.464
Others	3.363.691	4.273.434	4.971.042	5.126.990	-	17.735.157
<b>Foreign Tourists</b>						
Marine Tourism	1.737	11.051	14.948	15.396	2.369	45.501
Water Tourism	-	-	-	-	-	-
History Tourism	448.950	4.782.910	448.686	461.873	56.867	6.199.286
Natural Tourism	382	7.968	2.800	122.001	-	133.151
Tourist village	14.858	28.368	45.260	16.872	172	105.530
Museum Tourism	24.143	42.052	35.950	25.620	43.168	170.933
Others	21.468	22.721	28.743	26.190	-	99.122

Source: Bappeda DIY (2021)

Based on Table 2, it can be seen that for the interest of visits, domestic tourists spend more time traveling in the Marina type of tourism, as many as 30,048,066 tourists. Among the marina attractions that are visited a lot is beach tourism in the Bantul Regency dan Gunung Kidul. Meanwhile, foreign tourists prefer to visit historical attractions such as the palace and Prambanan temple. A total of 6,199,286 foreign tourists visited this type of historical tourism.

The types of tourist attractions in Yogyakarta are closely related to tourist interest in taking selfies at tourist destinations and the number of tourist visits. The types of tourist attractions that are interesting to be used as photo spots will attract more tourists to visit the place, increasing the number of tourist visits to tourist destinations. Tourists' interest in taking selfies at tourist destinations will affect the popularity of these tourist attractions. If the tourist spot has interesting and Instagram-worthy photo spots, it will be highlighted by tourists and uploaded to social media, attracting other tourists to visit the place. Thus, tourists' interest in taking selfies can be one of the determining factors in increasing the number of tourist visits to tourist destinations.



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In addition, different types of tourist attractions also have different appeals to the number of tourist visits. For example, tourist attractions such as historical sites and historic buildings tend to attract tourists interested in history and culture. In contrast, parks and beaches attract more tourists who seek beautiful natural scenery. Furthermore, culinary destinations also attract visitors to sample the region's culinary specialties. By considering these factors, managers of tourist destinations in Yogyakarta can develop tourist destinations that are attractive to tourists by paying attention to tourists' interest in taking selfies at tourist destinations and the types of tourist attractions most attractive to tourists. This can help increase the number of tourist visits and strengthen the tourism industry in Yogyakarta.

The respondents targeted in this study were respondents of domestic tourists with a sampling quota determination system of 100 randomly selected respondents. The characteristic data of respondents to this study are presented in Table 3.

Table 3. Characteristics of Respondents

<b>Respondent Data</b>		
<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	36	36%
Female	64	64%
<b>Region</b>	<b>Frequency</b>	<b>Percent</b>
Jawa Island	86	86%
Kalimantan Island	3	3%
Sumatera Island	4	4%
Sulawesi Island	2	2%
Papua Island	0	0%
Maluku-Halmahera Island	1	1%
Sumbawa Island	0	0%
Flores Island	3	3%
Other islands	1	1%
<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
Less than < 20 Years	9	9%
21 s/d 30 Years	39	39%
31 S/d 40 Years	28	28%
More than > 41 Years	24	24%
<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
SD	0	0%
SMP/MA	3	3%
SMA /SMK	45	45%

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<b>Respondent Data</b>		
D3/D4	17	17%
S1	29	29%
S2	6	6%
S3	0	0%
<b>Jobs</b>	<b>Frequency</b>	<b>Percent</b>
Students	18	18%
Farmer	4	4%
Entrepreneur	15	15%
Employee	30	30%
PNS	6	6%
TNI/POLRI	0	0%
Other	27	27%

Source : Processing Research Data (2022)

Dominant respondents, seen from Table 3, show that age is an essential factor in exploring respondents' preferences for the photo spot. The dominance of these respondents is at the age of 21 to 30 years with female gender and comes from the island of Java. While in the last education side, the respondents are at high school (SMA/SMK) with a job level as private employees.

Research data analysis begins with spreading questionnaires in the form of polls to people who have carried out tourist activities in Yogyakarta. The results of the first poll were about respondents' interest in photo spots set in nature, with the poll results presented in Table 4.

Table 4. Respondents' Interest in Nature Tourism Photo Spots

<b>Nature Tourism Photo Spots</b>	<b>Amount</b>
Mountains	40
Beach	37
Rural tourism	18
Urban tourism	4
Other	1
Dislikes	0
Total	100

Source: Researchers (2022).

Respondent's interest in nature photo spots was more in beach landscapes than others. Then, natural landscapes in the form of mountains, rural tourism, and urban tourism. This shows the success of tourist destination managers in attracting tourists with natural photo spots owned. While city photo spots produce the

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smallest or less demanded polls, ignore other photo spots and dislike any photo spot. Data on respondents' interest in tourist spots with cultural backgrounds were generated by data presented in Table 5.

Table 5. Respondents' Interest in Cultural Tourism Photo Spots

<b>Cultural Tourism Photo Spots</b>	<b>Amount</b>
Dance	23
Traditional music	29
Tradition (customs)	39
Other	7
Dislikes	2
Total	100

Source: Researchers (2022).

The cultural customs of the community are a tourist attraction for most people to capture the moment as a valuable experience in the form of photos. After the customs, the people's interest in taking photos of this cultural spot is dance and music. The proportion in this cultural tourist photo spot poll is nearly balanced between dance, music, and customs by ignoring other photo spots and disliking any photo spot. The poll's results on respondents relating to interest in capturing the moment in the spot artificial tourist photo can pass in Table 6.

Table 6. Respondents' Interest In Artificial Tourist Photo Spots

<b>Artificial Tourist Photo Spot</b>	<b>Amount</b>
Indoor	15
Outdoor	60
Museum	21
Other	2
Dislikes	2
Total	100

Source: Researchers (2022).

Outdoor photo spots as polling data Table 6 became the favorite photo spots for respondents who had traveled in Yogyakarta, followed by indoor photo spots and museums. The polling results on respondents regarding their interest in mixed photo spots between artificial and natural can be presented in Table 7.

Table 7. Respondents' Interest in Mixed Photo Spots (Natural & Artificial)

<b>Mixed Photo Spots</b>	<b>Amount</b>
At tourist destination	69

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Mixed Photo Spots	Amount
Not in a tourist destination	21
Other	9
Dislike	1
Total	100

Source: Researcher (2022)

A poll of respondents with mixed photo spots between natural and artificial shows that people prefer photo spots in tourist attractions, followed by photo spots that exist in addition to tourist attractions and other photo spots. Based on the research results, polls presented in Tables 3 to 7 can be reduced to top polling in Table 8.

Table 8. Most Polling Results Photo Spots

Photo Spot Options	Types	Amount
Nature Tourism	Mountains	40
Cultural Tourism	Tradition	39
Artificial Tourism	Outdoor	60
Mixed tourism	At tourist destination	69

Source : Researcher (2022)

After obtaining the highest quantity value from the polling conducted in this study, it can be submitted data reduction in Table 8, which shows that spot photo mixture between natural and Artificial has the potential to be developed by tourism destination managers, where the tourist photo spot can be chosen in an outdoor position or with an outdoor background and local community activities in the customs. So the development of photo spots that combine natural and artificial elements and involve local community activities in wrapping their customs has the potential to increase the attractiveness of tourist destinations. This can provide a more memorable experience for tourists and increase revenue from the tourism sector.

### E. Discussion

The growth in the number of tourists to the Special Region of Yogyakarta by students or millennials today is an opportunity for destination managers to develop forms of tourism that support tourists' desires to update their social media status from taking selfies. This opportunity triggers the creativity of tourist destination managers to build interesting photo spots captured by tourists.

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The results of respondents' choices in the study related to the choice of tourist photo spots can explain that people who have come to the Special Region of Yogyakarta are very interested in photos with a natural atmosphere, in this case, the mountains. Where Yogyakarta has the potential for interesting mountains to become one of the objects worthy of capture such as perbukitan minoreh, gunung merapi, bukit bintang and gunung api purba. From this, the potential of nature needs to be maintained and preserved so that the continuity of potential can be utilized by every tourist who comes to capture the moment of his visit as a keepsake and status updates on his social media. This environmental sustainability is stated in the Regional Regulation, Special Region of Yogyakarta Number 3 of 2015 concerning Environmental Protection and Management (Gubernur DIY, Peraturan Daerah (PERDA) tentang Perlindungan dan Pengelolaan Lingkungan Hidup, 2015). The results of this study are also in line with the research conducted by (Arsana, Sunarta, & Arida, 2019), which concluded that there is a pattern of selfie relations with stakeholders. The research shows that tourists' interest in taking selfies in tourist destinations is influenced by the beauty and popularity of the place and by the presence of stakeholders such as tourist destination managers, souvenir traders, and inns.

The study found that tourist destination managers can take advantage of tourists' interest in taking selfies by providing adequate facilities, such as attractive photo spots and good accessibility. This can help increase tourist destinations' popularity and strengthen existing tourist destinations' branding. In the context of Yogyakarta, the research results on selfie trends and the best photo spot models can also help tourist destination managers, souvenir vendors, and lodgings take advantage of tourists' interest in taking selfies. By providing attractive and Instagram-able facilities and products, stakeholders in Yogyakarta can strengthen the branding of their tourist destinations and products in the eyes of tourists.

In this case, the research results on selfie trends and popular photo spot models can be a reference for tourist destination managers, souvenir traders, and inns in Yogyakarta in designing and developing attractive tourist destinations for tourists who like to take selfies.

The second photo Spot is the customs where Yogyakarta is known as a city of culture reflected in people's lives, such as abdi dalem (servant) activities in keraton, farming activities, plowing rice fields, gotong royong culture, and so on. Therefore, it requires the participation of the surrounding community with tourist destination managers to plan tourist attraction activities that align with the needs of tourists taking selfies. The results of this study align with research (Sanjaya & Santhyasa, 2020), where a participatory planning approach in planning a selfie tour takes an active role and involvement of local communities in creating exciting events to take pictures for tourists. In the participatory planning approach, local communities and stakeholders in tourist destinations work together to plan and

create events that appeal to selfie-taking tourists. In this case, popular photo spots and tourist selfie trends are essential factors that must be considered in the planning process. In this context, the research results on selfie trends and the models of popular photo spots in tourist destinations can serve as a reference for local communities and stakeholders to design events that appeal to tourists. By involving local communities in the planning process, the events created can be more in line with the needs and preferences of tourists. Participatory planning approaches can also increase local community participation and strengthen their involvement in the tourism industry. Thus, the development of selfie tourism can provide more comprehensive economic and social benefits to local communities.

The local government supports the preservation of cultural aspects in Yogyakarta. It is contained in the Special Region Regulations, Special Region of Yogyakarta Number 3 of 2017 Concerning the Maintenance and Development of Culture (Gubernur DIY, Peraturan Daerah Istimewa, Daerah Istimewa Yogyakarta Nomor 3 Tahun 2017 Tentang Pemeliharaan Dan Pengembangan Kebudayaan, 2017). While in general, research respondents are interested in spot-mixed photos in tourist places and outdoors. The mixed photo spot between artificial and natural located in tourist attractions in D.I. Yogyakarta has been built in such a way according to the aesthetics and wishes of tourists so that it becomes a favorite to take selfies. This is in line with the results of research conducted by (Agustina & Angkawijaya, 2019), which concluded that the uniqueness of visual space is a priority to make the concept of commercial space a tourist destination for taking selfies. This is also supported by an aesthetic visual space that has a positive awareness of the millennial community to choose a place to take selfies. Tourists tend to look for unique and exciting photo spots because this can add aesthetic value to their photos and provide a different experience from other tourist destinations. In this case, the most popular photo spots are essential in attracting tourists to visit and take selfies at a destination. Unique and exciting photo spots will be a special attraction for tourists, so they will be more interested in visiting these tourist destinations.

In a commercial context, the uniqueness of visual spaces and the most popular photo spots can be leveraged as a marketing strategy to increase tourist visits and generate more significant revenue. Creating unique and attractive visual spaces allows tourist destinations to attract tourists who want to take selfies and share their experiences with their friends on social media. In conclusion, the relationship between tourists' interest in taking selfies and the most popular photo spots is closely related. The uniqueness of visual spaces and attractive photo spots can increase tourists' interest in visiting and taking selfies at a destination, thus benefiting the tourism industry.

## F. Conclusion

Tourist destinations in Yogyakarta Special Region have many types, including marina, Tirta, history, nature, museum, tourist village, and other tourism. The variety of tourist destinations makes people's interest in traveling quite large. Exciting photo spots are among the attractions that are often part of people's decisions to come to a tourist destination. Based on the study results, Tourists are more interested in choosing photo spots that combine nature and creation in an outdoor tourist destination with a mountainous background (landscape) and local cultural customs with its distinctive traditions. At the same time, the thing that needs to be a concern for tourist destination managers is the type of urban tourism, indoor photo spot, and not in tourist attractions. It takes the efforts of the relevant parties to be more interested in tourists as an exciting destination to be captured in photo images. So the main attraction for tourists is the development of tourist destinations that successfully combines the beauty of nature and the cultural distinctiveness of the local community. Proper promotion by highlighting interesting and unique photo spots is also crucial in attracting tourists to come to these destinations. However, managers of tourist destinations must also pay attention to the types of tourism offered, such as urban tourism, which requires an increase in attractiveness to make it more attractive to tourists. In addition, the involvement of the local community in the management of tourist destinations is also significant in maintaining the uniqueness and sustainability of these destinations.

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