
From tourism experience to consumption activities: Exploring visitor behavior on Jalan Tunjungan, Surabaya

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Abstract

The transformation of Jalan Tunjungan Surabaya into an urban tourism destination has changed how visitors experience and use public space. This study aims to analyze how tourism experiences shape visitor behavior and consumption activities at Jalan Tunjungan. A phenomenological approach was employed through observation, in-depth interviews with five purposively selected informants, and documentation. The findings show that visitor experiences are expressed through recreational, social, visual, and consumption activities, including leisurely strolling, socializing, enjoying culinary offerings, taking photographs, and creating social media content. These experiences are shaped by visit motivations, heritage characteristics, pedestrian facilities, environmental conditions, and the social atmosphere of the area. The findings indicate that consumption activities do not function merely as economic activities but constitute an integral part of tourism experiences within public space. This study contributes to understanding visitor behavior by connecting tourism experiences, spatial use, and consumption activities in an urban heritage destination.

Keywords: Tourism experience; Visitor behavior; Consumption activities; Jalan Tunjungan; Urban heritage destination.

Abstrak

Transformasi Jalan Tunjungan Surabaya menjadi destinasi wisata perkotaan telah mengubah cara pengunjung mengalami dan memanfaatkan ruang publik. Penelitian ini bertujuan menganalisis bagaimana pengalaman wisata membentuk perilaku pengunjung dan aktivitas konsumsi di Jalan Tunjungan. Penelitian menggunakan pendekatan fenomenologi dengan observasi, wawancara mendalam terhadap lima informan yang dipilih secara purposif, dan dokumentasi. Hasil penelitian menunjukkan bahwa pengalaman pengunjung terbentuk melalui aktivitas rekreatif, sosial, visual, dan konsumsi, seperti berjalan santai, berkumpul, menikmati kuliner, berfoto, dan membuat konten media sosial. Pengalaman tersebut dipengaruhi oleh motivasi kunjungan, karakteristik *heritage*, kualitas fasilitas pedestrian, kondisi lingkungan, dan suasana sosial kawasan. Temuan ini menunjukkan bahwa aktivitas konsumsi tidak berdiri sendiri sebagai kegiatan ekonomi, tetapi menjadi bagian dari pengalaman wisata yang berlangsung di ruang publik. Penelitian ini berkontribusi pada pemahaman perilaku pengunjung dengan menghubungkan pengalaman wisata, penggunaan ruang, dan aktivitas konsumsi dalam konteks destinasi *heritage* perkotaan.

Kata Kunci: Pengalaman wisata; Perilaku pengunjung; Aktivitas konsumsi; Jalan Tunjungan; Destinasi *heritage*).

Introduction

Urban tourism develops as urban spaces are no longer understood solely as places for working, trading, and moving from one place to another, but also as spaces in which destinations are experienced (Bhirawa et al., 2026). Khairani et al. (2025) demonstrated through a survey of 383 Indonesian tourists that urban destination attributes influence tourism experiences, emotions, and destination personality, which are subsequently associated with satisfaction and behavioral intentions. In heritage areas, these experiences become increasingly complex because visitors encounter physical forms, history, atmosphere, and the meanings of place simultaneously. Zou et al. (2023), through interviews with 30 tourists and a survey of 336 tourists in Quanzhou, China, found that perceptions of heritage spaces shape place identity through functional satisfaction and emotional involvement. Thus, destination quality lies not only in what is available, but also in how visitors experience and use the space.

In the context of urban tourism spaces, visitor behavior is shaped through the interaction between the physical characteristics of an area and the activities enabled by that space. Khizqilla and Hidayah (2025) evaluated pedestrian pathways in the heritage area of Jalan Tunjungan using the Walkability Index and identified walking activity as an important element connecting social, economic, and cultural activities. This finding is important because visitors experience Jalan Tunjungan not only through buildings or visual attractions, but also through moving, stopping, walking, and interacting along the corridor. However, heritage spaces may face pressure as tourism intensity increases. Pourbahador and Brinkhuijsen (2023), through a policy analysis of public-space management in the historic city of Amsterdam, found that the growth of city tourism can drive historic areas toward increasing monofunctionality, making the protection of a sense of place dependent on a combination of management instruments and participatory approaches.

The experiential dimension of visitors is also increasingly shaped by visual and consumption activities that occur alongside physical visits. Manimont et al. (2022), using 20 interviews and a survey of 593 respondents in Brisbane, Australia, found that the perceived benefits of food photographs on social media influence consumers' perceptions of the attractiveness of culinary precincts. Sarrica et al. (2021), through an analysis of social representations of slum destinations in India, South Africa, and Brazil on social media, showed that the tourist gaze is now also shaped through digital mediation. In the context of Jalan Tunjungan, therefore, taking photographs, creating content, enjoying culinary offerings, and socializing need to be viewed as interconnected aspects of spatial experience. Visitors do not merely experience the destination; they also produce, share, and consume these experiences through both physical and digital activities.

Research on Jalan Tunjungan has been conducted from various perspectives. Patriajaya and Kusliansjah (2019) found that metropolitan transformation altered the character of Tunjungan as a pedestrian shopping street; the linear building pattern remained, but arcades, bus stops, and pedestrian patterns changed, while parking disrupted pedestrian space. Al Madani and Adhitama (2022) subsequently found a mismatch in the utilization of pedestrian pathways as public space. Meanwhile, Romadhonita and Elviana (2023), through observations of heritage buildings, identified diverse architectural styles and emphasized the importance of the area's character for Tunjungan's heritage image, whereas Prasetio et al. (2023) found that Tunjungan's development involved corridor revitalization, stakeholder collaboration, and the Tunjungan Romansa branding initiative. However, these studies have primarily focused on space, facilities, heritage, and development strategies, and have not specifically explained how visitor experiences are manifested in recreational, social, visual, and consumption behaviors as an integrated whole.

This study aims to analyze how visitors experience and use Jalan Tunjungan as an urban tourism destination through recreational, social, visual, and consumption experiences. This focus is important because destination development cannot be assessed solely through physical changes or branding, but also through how visitors use the space. Al Hamamy and Siswanto (2025) evaluated four pedestrian facility routes along Jalan Tunjungan and demonstrated the importance of pedestrian facility quality in supporting the area's function as a public space and tourism destination. This finding reinforces the importance of examining the area from the users' perspective. This study explains what visitors do, why these activities emerge, and how destination characteristics, facilities, and the environment shape their behavior. The findings are expected to enrich the study of urban tourism behavior while providing a basis for managing Tunjungan in a manner that is more oriented toward visitor experience.

Method

This study employed a qualitative approach with a phenomenological method to understand visitors' experiences in utilizing Jalan Tunjungan Surabaya as an urban tourism destination. A phenomenological approach was used to explore individuals' experiences and meaning-making of a phenomenon they directly experienced (Creswell & Poth, 2018). The study was conducted in the Jalan Tunjungan area, Surabaya City. Informants were selected purposively and consisted of five individuals: a 22-year-old university student, a 25-year-old private-sector employee, a 27-year-old private-sector employee, a 38-year-old housewife, and a 31-year-old entrepreneur. Data were collected through field observations, in-depth interviews, and documentation. Observations were conducted to examine visitor activities and the conditions of the area, while interviews explored visit motivations, tourism

experiences, activities undertaken, facility use, social interactions, and consumption activities. Documentation in the form of photographs and field notes was used as supporting data. This research design followed the study's focus on visitor experiences as the basis for understanding behavior in the tourism area.

Data were analyzed interactively through data condensation, data display, and conclusion drawing and verification (Miles et al., 2014). During the condensation stage, data from interviews, observations, and documentation were selected and grouped according to patterns related to recreational experiences, social experiences, visual experiences, consumption activities, visit motivations, visitor activities, destination characteristics, and facilities and the environment. The data were then presented in thematic descriptions and tables to illustrate patterns of behavior emerging across informants. The next stage involved interpreting the relationships among themes to explain what visitors did, why these activities were undertaken, and how the characteristics of Jalan Tunjungan supported the formation of these experiences. The researcher served as the human instrument, assisted by an interview guide, field notes, a recording device, a camera, and a computer. The Theory of Planned Behavior (Ajzen, 1991) and Gehl's (2011) concept of public-space activities were used as interpretive lenses for examining visitor behavior and activity patterns, rather than as models subjected to statistical testing.

Results and Discussion

Dynamics of visitor experiences and behavior on Jalan Tunjungan

Jalan Tunjungan is used not only as a space for walking or enjoying the urban atmosphere, but also as a place where visitors construct tourism experiences through various activities. P1, for example, described the visit as an opportunity to *"take a walk, chat with friends, take photos, and usually look for food as well."* Meanwhile, P2 emphasized its recreational function after completing routine activities, stating that they come *"to relax, walk around for a while, then eat or have coffee."* These differences indicate that experiences on Jalan Tunjungan are not formed through a single activity, but rather through a combination of activities adapted to each visitor's purpose of visiting. This pattern is consistent with the findings of Antón et al. (2018), who examined the relationship between the number and variety of tourism activities and tourists' perceived experiences. Through empirical research on the intensity and variety of activities, they found that activity diversity can enhance perceived experience value, although activities that are excessively intense or prolonged may cause satiety. In the context of Jalan Tunjungan, the variety of activities, such as walking, conversing, taking photographs, and engaging in culinary activities, constitutes an integral part of visitors' experiences.

The visiting experience is also associated with visitors' need to take a break from their daily routines. P2 explained that visits to Jalan Tunjungan mainly take place during

leisure time and serve as a way to “*refresh after work*,” whereas P3 stated that visiting in the afternoon or evening made them feel “*more relaxed because the atmosphere is different from everyday activities*.” These statements indicate that the decision to visit is not based solely on the physical attractiveness of the area, but also on the experiential benefits visitors seek. Turki and Amara (2017) analyzed travel experiences through intellectual, emotional, and social components, involving 303 tourists. Their findings showed that these experiential dimensions were associated with satisfaction, while intellectual experience was also related to destination attachment; satisfaction subsequently contributed to word-of-mouth. Thus, the experience on Jalan Tunjungan can be understood as having a personal function, providing visitors with an opportunity to temporarily step away from their routines and obtain an experience they perceive as enjoyable.

The social context also differentiates how visitors experience Jalan Tunjungan. P1 mostly visits with friends, making conversations, walking, taking photographs, and looking for places to eat the main activities. P3 visits with a partner and pays greater attention to the evening atmosphere and photographic activities, whereas P4, who visits with family, places greater emphasis on walking comfort and the ease of finding places to eat. P4 even described that “*when I come with my family, we look for a comfortable place where we can take a leisurely walk, and it should be easy to find food*.” These differences demonstrate that experiences in the same location are not uniform because they are influenced by the people accompanying the visit and the social activities visitors seek to undertake. This finding can be related to Turki and Amara (2017), who included the social or *tribal experience* component as an important part of travel experiences. In their study, tourism experiences were not only related to what tourists saw or did individually, but also to experiences formed through social relationships during travel. On Jalan Tunjungan, this social context is concretely reflected in the differences in activities among visitors who come with friends, partners, and family members.

The sequence of visitor activities shows that a single visit can develop from one activity into another. P1 usually begins a visit by walking and conversing, then takes photographs before looking for food. P4 spends more time walking with family, observing the atmosphere of the area, and then stopping to eat. Meanwhile, P5 combines observing buildings and the atmosphere of the area with culinary activities. This pattern indicates the presence of an interconnected sequence of activities rather than isolated activities. This finding is relevant to the study by Scuderi and Dalle Nogare (2018), which specifically mapped tourists’ consumption behavior based on sequences of activities recorded through a *destination card*. Their study used *pattern recognition* and *cluster analysis* of tourists’ activity patterns and found that tourists tended to favor activity diversity, with outdoor activities being relatively dominant. In this study, a similar pattern appears on a simpler experiential scale: walking, enjoying the atmosphere, taking photographs, and engaging in culinary activities emerge as a

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sequence of activities that collectively shape the overall visiting experience on Jalan Tunjungan.

The visual aspects and historical character of Jalan Tunjungan also constitute part of visitors' experiences. P1 stated that they were interested in taking photographs because "*the place is beautiful and looks more interesting in photos,*" whereas P5 paid greater attention to the buildings and atmosphere of the area because, in their view, "*there is a sense of the old city.*" These findings indicate that the area's attractiveness is conveyed not only through the activities available, but also through visual elements and place characteristics that can be observed, documented, and shared. This relates to Walsh et al.'s (2019) study of the *social media tourist gaze*. The study employed an exploratory qualitative approach to examine tourists' experiences at a zoo and compared a group restricted in their use of social media with a group that received no such restriction. The findings showed that photography was an important instrument for sharing tourism experiences, although there was tension between the desire to capture experiences for digital dissemination and the desire to become genuinely engaged in tourism activities. On Jalan Tunjungan, the photographic activities undertaken by P1 and P5 demonstrate that tourism experiences can also be produced in visual forms that subsequently acquire social value through digital media.

Consumption activities emerge as an integral part of the visiting experience, particularly through culinary activities and purchases made while in the area. P2 explained that eating or drinking was an activity that was almost always undertaken after walking, while P3 stated that choosing a place to eat was one of the reasons for visiting. P5 also associated the experience of enjoying the area with the availability of various culinary options. Thus, consumption in the context of Jalan Tunjungan is not always the primary objective from the outset, but may emerge as part of a sequence of tourism experiences. Scuderi and Dalle Nogare (2018) showed that tourists' consumption behavior can be understood through the sequence of activities they undertake at a destination, indicating that tourism and consumption activities cannot always be clearly separated. Meanwhile, Taheri et al. (2020), through a survey of 320 visitors to cultural heritage sites, showed that perceptions of authenticity, genuineness, and heritage experiences were associated with the formation of memorable experiences. This finding is important for understanding the case of Jalan Tunjungan because food consumption and commercial activities take place in a space that simultaneously offers an experience of a historic area. Thus, purchasing food or enjoying products around the area becomes part of visitors' overall experience rather than merely an economic activity separate from tourism activities.

Despite the generally positive experiences, visitors also encounter conditions that may reduce their comfort while at Jalan Tunjungan. P4 highlighted the need for comfortable spaces when visiting with family, while P2 and P5 mentioned conditions that become

less comfortable when the area is too crowded, as well as parking and cleanliness issues under certain circumstances. This means that visitor experiences are formed through the interaction between the area's attractions and the actual conditions encountered during visits. Antón et al. (2018) showed that activity variety can enrich experiences, but excessively intense experiences can produce *satiety*. In a heritage context, Dai et al. (2021) also showed through research involving tourists at three heritage sites in Nanjing that perceptions of authenticity were associated with satisfaction, and that conservation and tourism consumption can coexist when supported by adequate knowledge and information exchange. These findings help explain that the quality of experiences on Jalan Tunjungan is determined not only by the presence of historical attractions and consumption activities, but also by how the area is managed and perceived by visitors. This is consistent with Hussein and Hapsari (2021), who identified the quality of heritage experiences through physical aspects, interactions, and heritage elements and demonstrated their association with experience satisfaction and consumer behavioral intentions.

Table 1. Patterns of visitor experiences and behavior on Jalan Tunjungan

Experience aspect	Findings among visitors	Implications for behavior
Visit motivation	Recreation, taking a break from routines, and seeking a different atmosphere	Visits become a form of personal recreational activity
Social context	Activities differ when visiting with friends, a partner, or family	Companions influence the choice of activities and how the area is enjoyed
Tourism activities	Walking, conversing, enjoying the atmosphere, and observing the area	Experiences are formed through a sequence of activities
Visual activities	Taking photographs and capturing the atmosphere of the area	Tourism experiences are also produced in visual/digital forms
Consumption activities	Eating, drinking, and choosing culinary venues during the visit	Consumption becomes part of the sequence of tourism experiences
Area elements	Buildings, historical atmosphere, and the visual character of Jalan Tunjungan	Place characteristics strengthen the attractiveness of the experience
Experience constraints	Visitor density, parking, comfort, and cleanliness under certain conditions	Area conditions can strengthen or reduce the quality of the experience

Source: Research data (processed by the researcher, 2026).

Table 1 shows that visitor behavior on Jalan Tunjungan cannot be explained by a single visit motivation. Experiences are formed through the relationship between personal motivation, social context, activity sequences, visual-historical attractions, consumption activities, and area conditions. P1 and P2 primarily demonstrate the recreational and social functions, P3 illustrates the relationship between atmosphere and activities undertaken with a partner, whereas P4 places greater emphasis on

family comfort and P5 demonstrates stronger attention to the character of the area and culinary activities. This pattern indicates that visitors combine non-consumption activities, such as walking, observing the area, and taking photographs, with consumption activities, such as eating and purchasing products. Thus, visitors perceive Jalan Tunjungan not as a tourism space characterized by a single behavioral pattern, but as an experiential space that enables various forms of activity to occur sequentially within a single visit.

Tourism experience as a driver of visitor behavior and consumption activities

The transformation of Jalan Tunjungan into an urban tourism destination has shifted how visitors use the area, from merely passing through to actively experiencing the space. Visitors come to stroll, gather, enjoy the evening atmosphere, take photographs, create social media content, and enjoy culinary offerings. These activities indicate that visits extend beyond recreation to become experiences that combine social, visual, emotional, and consumption dimensions. This pattern is important because visitor activities occur within the same space and often overlap with one another. A person may come to meet friends, walk around and enjoy the area, take photographs, and then purchase food before leaving. Thus, visitor behavior is better understood as a sequence of experiences formed through interaction with the area rather than as isolated actions.



Figure 1. Conceptual representation of visitor experience and behavior on Jalan Tunjungan

Source: Research data and literature synthesis (processed by the researcher, 2026).

Figure 1 is used to summarize the interpretive patterns emerging from the research findings. Its outer layer consists of Visit Motivation, Visitor Activities, Destination Characteristics, and Facilities and Environment, which provide the context in which experiences are formed. The next layer comprises Recreational Experience, Social Experience, Visual Experience, and Consumption Activities as manifestations of experience reflected in visitor behavior, while Visitor Behavior is positioned at the core. This structure is not intended as a causal model subjected to statistical testing, but rather as a conceptual map for interpreting the relationships among the findings. The position of consumption activities within the framework indicates that culinary activities constitute part of the area experience rather than a separate economic activity. Figure 1 therefore helps illustrate how motivation, activities, destination characteristics, and environmental conditions converge in visitor behavior.

The tourism experience on Jalan Tunjungan encompasses more than evaluations of particular facilities or attractions. Visitors experience the atmosphere of the area, appreciate the aesthetics of heritage buildings, interact with others, choose activities, and express their experiences through photography and social media. Godovykh and Tasci (2020), through a critical review of the literature on customer experience in tourism, conceptualized experience as encompassing cognitive, affective, sensory, and conative components that occur before, during, and after travel. This perspective is consistent with the findings from Jalan Tunjungan because visitor behavior reflects experiences occurring simultaneously across multiple dimensions. Walking and enjoying the atmosphere involve sensory responses, gathering relates to social-affective aspects, while photography and activity choices demonstrate cognitive and behavioral engagement. Experience therefore provides a basis for understanding the diversity of visitor behavior.

Visitor motivation serves as the initial entry point that determines how experiences are formed while in the area. The research data show that visitors seek not only recreation, but also social interaction, enjoyable experiences, self-esteem, and opportunities for self-expression. Huseynov et al. (2020) tested a goal-directed behavior model among 457 European tourists by incorporating hedonism, destination experience, and tourism innovativeness. Their findings showed that hedonism and tourism innovativeness significantly influenced tourist desire, while not all dimensions of destination experience had the same effect on behavioral intentions. These findings are consistent with the Jalan Tunjungan context because some visitor activities are voluntary and pleasure-oriented. However, this study did not statistically test these relationships; rather, it identified motivations through visitors' experiences and patterns of activity observed in the field.

These motivations are then translated into concrete activities that make the area experience more diverse. Visitors use Jalan Tunjungan for leisurely strolling,

gathering, enjoying performances, taking photographs, enjoying culinary offerings, and creating content. Coelho et al. (2018) examined the travel experiences of Brazilian tourists using an exploratory qualitative approach and grounded theory based on travel narratives. Their study identified three dimensions of experience—personal, relational, and environmental—and emphasized the processes of *ambiance*, *socialization*, and *emotions and reflection* in shaping meaningful experiences. These findings reinforce the results of this study because visitor activities on Jalan Tunjungan bring together personal needs, social interaction, and environmental characteristics. Leisurely strolling may constitute a personal experience, gathering creates a relational experience, while the evening atmosphere and heritage buildings form part of the environmental experience.

Social experience becomes increasingly important because some visitors do not come to engage in activities individually, but use the area as a shared space. Conversing, gathering with family or friends, walking together, and enjoying the atmosphere indicate that interaction is itself part of the experience. Kim and Chen (2019) used a mixed-methods approach involving in-depth interviews and a survey of 318 respondents to identify the dimensions of memorable travel experience. They identified four main dimensions: *novelty*, *social interaction*, *destination enthusiasm*, and *learning*, while memorable experiences also influenced social, self-related, and direct-experience reminiscence functions. These findings reinforce the Jalan Tunjungan study because *social interaction* emerges as a tangible component of visitor activities. Although this study did not directly measure visitors' memory, social interaction represents one condition that can make experiences of the area more meaningful.

The character of Jalan Tunjungan as a heritage area provides a distinctive cultural and spatial context for these social experiences. Visitors do not simply meet and converse, but do so amid historic buildings, pedestrian pathways, street activities, and the atmosphere of an area that has undergone revitalization. Chen and Rahman (2018) examined 320 individuals who had visited cultural tourism destinations and used structural equation modeling to test the relationships among *visitor engagement*, *cultural contact*, *memorable tourism experience*, and *destination loyalty*. They found that visitor engagement increased *cultural contact*, which subsequently enhanced memorable tourism experiences and was associated with destination loyalty. The findings from Jalan Tunjungan share an emphasis on active engagement but differ in context. Interaction in Tunjungan occurs primarily through everyday social activities in a heritage public space rather than through formal cultural contact.

The heritage character can also shape emotional responses through visitors' perceptions of authenticity and perceived value. Zhang et al. (2022) studied tourists at Nanjing Quarry Park, China, an industrial heritage destination, using field questionnaires and an S-O-R-based model. Their study of 303 respondents showed

that authentic experiences and *perceived value* can evoke emotions, generate memories, and subsequently relate to environmentally responsible behavior. The findings from Jalan Tunjungan did not quantitatively measure authenticity, emotions, or environmental behavior and therefore cannot be equated directly with those findings. However, the study helps explain how heritage characteristics can acquire meaning through visitor experiences. In this study, heritage buildings, lighting, and the atmosphere of the area constitute elements that are perceived and subsequently translated into activities such as walking, enjoying the atmosphere, and taking photographs.

These visual experiences subsequently develop into sharing behavior through social media. Photographic and content-creation activities indicate that visitors do not merely enjoy the area for themselves, but also produce digital representations of the experiences they obtain. Han and Bae (2022) analyzed 442 domestic heritage tourists in South Korea using structural equation modeling to examine the relationships among authenticity, nostalgia, and social media experience-sharing behavior. Their findings showed that *existential authenticity* and *personal nostalgia* significantly predicted sharing behavior. The Jalan Tunjungan findings are consistent in terms of the emergence of experience-sharing behavior, but differ in emphasis. The data in this study more strongly demonstrate the appeal of visual elements, atmosphere, and self-expression than personal nostalgia. Thus, a heritage area can become a source of content not only because it evokes nostalgia, but also because it provides visually appealing experiences.

The role of digital media becomes increasingly evident when tourism experiences do not end after visitors leave the destination's physical space. Visitors to Jalan Tunjungan use photography and social media to record and express the experiences they obtain while in the area. Armutcu et al. (2023) developed a tourist behavior model in the context of digital marketing and social media using data from Turkey. Their study showed that perceptions of the quality and accessibility of *tourist destination online content* positively influenced behavioral intentions, while satisfaction served as a mediator. The findings from Jalan Tunjungan reveal a different but complementary direction. Armutcu et al. emphasized the influence of digital information on tourists' decisions, whereas this study found that visitors produce content after experiencing the area. Social media thus functions as an extended space for expressing destination experiences.

The consumption dimension emerges when recreational and social experiences continue into culinary activities. Visitors enjoy food not in a space separate from the tourism experience, but while enjoying the atmosphere, interacting with others, and spending time in the area. Sthapit et al. (2019) studied 321 international tourists who had experienced local food in Rovaniemi, Finland, and developed a *memorable local*

food experience model. They examined the effects of *servicescape*, *novelty seeking*, *experience co-creation*, *choice overload*, and *experience intensification* on food experience memory. The results showed that these factors contributed to the formation of memorable local food experiences. These findings are consistent with the Jalan Tunjungan context because culinary activities are not only related to food products, but also to the spatial context and experience in which food is consumed. The difference is that this study views culinary activities as part of the sequence of activities within the area rather than as a specific food-experience object.

Consumption activities also demonstrate that visitors actively shape their experiences rather than merely receive experiences provided by the destination. Visitors choose venues, determine activities, interact with others, produce content, and combine various activities within a single visit. Lončarić et al. (2019) surveyed 425 Croatian residents who had traveled and used PLS-SEM to examine the role of *market mavens* in *tourist experience co-creation*. They found that *market mavens* tended to share experiences and engage in co-creating tourism experiences, and that such engagement was associated with loyalty to service providers when the process involved travel professionals. The Jalan Tunjungan findings are consistent in terms of active participation, but this study does not identify *market mavens* or examine loyalty. *Co-creation* in this study is more appropriately understood as an informal process through which visitors collectively shape experiences through social, visual, recreational, and consumption activities.

The experiences formed during a visit may also influence how the destination is perceived after the activities have ended. Li et al. (2021) tested an *Experience–Image–Satisfaction–Loyalty* model involving 375 Chinese tourists who took a bus tour after visiting an ecotourism destination in Western Australia. Using PLS-SEM, the study found that *acting*, *fun learning*, and emotional experiences influenced destination image, while tourism experience had an indirect effect on loyalty through destination image and satisfaction. These findings help frame the Jalan Tunjungan experience as a process that can shape evaluations of the area. Visitors who enjoy the atmosphere, facilities, heritage characteristics, and activities in the area obtain experiences that subsequently become a basis for interpreting the destination. However, this study did not measure *destination image*, *satisfaction*, or *loyalty*, so these relationships serve only as a theoretical perspective rather than an empirical claim about Jalan Tunjungan.

Meaningful experiences are also associated with a destination's ability to generate experiences that remain in visitors' memories. Melón et al. (2021) examined the antecedents and consequences of *memorable tourist experiences* through an online survey of 328 customers of a hotel chain in Spain and used structural equation modeling. The study positioned *destination image* and *tourist engagement* as antecedents, while satisfaction, revisit intention, and recommendation intention were

positioned as consequences of the experience. The results emphasized the importance of memory in forming memorable tourism experiences. The Jalan Tunjungan findings demonstrate conditions that enable such experiences to emerge through visitor engagement in social, recreational, visual, and consumption activities. However, this study did not directly measure memory, *revisit intention*, or recommendation intention. Its contribution lies in mapping the experiences encountered by visitors while in the area.

Overall, the findings indicate that visitor behavior on Jalan Tunjungan is formed through layered experiences, ranging from personal motivation, recreational activities, and social interaction to responses to visual characteristics and culinary consumption. This relationship does not mean that every visitor experiences all dimensions simultaneously, but rather indicates that the area provides opportunities for various forms of experience to emerge within a single setting. Environmental conditions are also an important part of this process. Pedestrian pathways, heritage buildings, lighting, and supporting facilities encourage visitors to stay and engage in activities of their choice, whereas crowding, illegal parking, and suboptimal cleanliness can reduce comfort. Thus, the central significance of these findings lies in the emergence of Jalan Tunjungan as both an experiential space and a consumption space, where tourism activities and consumption behavior occur as integral parts of the experience of the area.

Conclusion

Visitor behavior on Jalan Tunjungan demonstrates that tourism experiences are formed through the interconnectedness of recreational activities, social interactions, visual experiences, and consumption activities. Visitors do not simply come to enjoy the area, but use the space to walk, socialize, enjoy culinary offerings, take photographs, create content, and spend time with people close to them. These patterns emerge because Jalan Tunjungan offers a combination of accessibility, a heritage atmosphere, the quality of pedestrian spaces, supporting facilities, and a social atmosphere that enables visitors to obtain diverse experiences within a single visit. Thus, consumption activities such as enjoying culinary offerings and making purchases become part of the tourism experience rather than standing alone as separate activities. These findings indicate that the transformation of Jalan Tunjungan from a mobility corridor into an urban tourism space has also changed how people use, experience, and interpret the area as a public space.

This study contributes by positioning visitor behavior as the result of the intersection between tourism experiences and the characteristics of urban space, while also demonstrating that consumption can be embedded in the process of experiencing a destination rather than being understood merely as an economic activity. Practically, the findings emphasize the importance of area management that can maintain the

quality of visitor experiences through pedestrian comfort, cleanliness, facilities, parking management, and preservation of the area's visual character. Nevertheless, this study is limited to the context of Jalan Tunjungan and a small number of informants, meaning that the perspectives obtained do not encompass the full diversity of visitors. Future research is recommended to involve more diverse visitor groups and compare several urban tourism destinations to determine whether the patterns of experience, behavior, and consumption activities identified in this study also emerge in other public-space contexts.

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