THE INCREASING TOURISM VISITS THROUGH TOURISM ATTRACTION AND QUALITY OF EXPERIENCE
(STUDY ON TOURISTS VISITING D'DIEULAND TOURISM OBJECTS)

Rini Anggraeni
Riski Taufik Hidayah
Iman Zulfikar
Sinta Julianti
Virawanti Yuningsih
Steviano Rezgaditya

Rini Anggraeni, Faculty of Economics and Business, Widyatama University
anggraeni.rini@widyatama.ac.id

Riski Taufik Hidayah, Faculty of Economics and Business, Widyatama University
riski.taufik@widyatama.ac.id

Iman Zulfikar, Faculty of Economics and Business, Widyatama University

Sinta Julianti, Faculty of Economics and Business, Widyatama University

Virawanti Yuningsih, Faculty of Economics and Business, Widyatama University

Steviano Rezgaditya, Faculty of Economics and Business, Widyatama University
----

Abstract

The Covid-19 outbreak has caused the tourism industry, especially the D'Dieuland tourist attraction, to experience a significant decline in the number of tourists, both local and foreign. Efforts to increase tourist visits are urgently needed in order to survive and rise from adversity due to the Covid-19 pandemic. The tourism sector in each region competes with each other to increase tourist attraction and customer satisfaction with the quality of the experience. This study aims to increase tourist visits through tourist attraction and quality of experience. The research method used is a verification method with survey techniques to the population, namely tourist who have visited the D'Dieuland tourist attraction which is represented by 100 respondents. The analytical method used is Spearman Rank correlation, Coefficient of the data is IBM SPSS Statistic ver. 20.0. The results showed that the tourist attraction and the quality of the experiences of 76% and 69% had a positive effect on the interest of tourist to visit the D'Dieuland tourist attraction..

Keywords: Tourist attraction, Quality of experience, Request to visit again, D'dieuland, West Bandung Regency.
Introduction

The tourism sector is the economic sector most affected by the Covid19 pandemic[1] this can be seen from the significant decline in the number of local and foreign tourist. Pressure on the tourism sector in Indonesia can be seen from the decline in the number of foreign tourist arrivals in January-May 2020 by 2.9 million tourist visits, a decrease of 53.36 percent from the previous year which was 6.3 million visits [2, 3]. There has also been a decline in domestic tourist visits, especially Indonesians who are reluctant to travel, because they are worried about the impact of COVID-19 [4] to [5-7] data received by Katadata.co.id on April 7, 2020, there were 10,946 tourism businesses affected and 30,421 tourism workers lost their jobs, the occupancy rate of five-star hotels in May 2020 was 14.45%, much smaller than in 2019 which amounted to 43.53%. The decline occurred due to the closure of access for foreign tourists and the implementation of closure policies at various tourist objects in order to minimize the level of transmission that could potentially lead to new clusters of the spread of COVID-19.

The rate of tourist visits to tourist attractions in West Bandung Regency (KBB), which is usually the favorite for tourists from various regions, throughout 2020 fell sharply by 40%. The Head of the KBB Tourism and Culture Office said that the target of visiting 7 million tourists in 2020 was only able to reach 4 million people. The drop in the number of visits to 40% was because during the Covid-19 pandemic there was a PSBB policy and the closure of tourist attractions. Especially during the implementation of the Community Activity Restrictions (PPKM), only about 20% of visits are allowed from 50% of the allowed carrying capacity. In addition, public interest in traveling has also decreased due to unfavorable economic conditions. So even though the tourist attraction has returned to operation, the number of visits is still low. This phenomenon has an impact on the income of tourism managers which has decreased drastically, while business operations continue to increase due to having to implement health protocols [3].

Return visits made by tourists are an important component that needs to be considered by managers of tourist destinations [8-10]. The capacity of tourist destinations to provide good tour packages to tourists will be seen from their interest in revisiting these destinations and their willingness to recommend a destination to others[11-13]. Returning tourists are a stable market for tourist destinations[14].

D'dieuland is one of the tourist attractions as well as a cafe in Punclut, West Bandung, so it is often referred to as D'dieuland Punclut. D'dieuland comes from the word 'dieu' in Sundanese which means 'here' Land [15]. D'Dieuland is a tourist attraction with a backdrop of cliffs and green nature, and in the distance you will see the city center. In this place, there are various games and outbound rides such as the Gyroscope Flywheel and various other unique photo spots. Just like Disney Land, various exciting rides can be found here.

There are two main elements that determine the development of tourism, namely the attractiveness of the destination and the quality of the experience. Both are the core of tourism activities that encourage tourists to carry out tourism activities. Natural tourist attractions that are not managed properly are one of the main factors that affect tourist satisfaction and at the same time result in the high and low interest in returning tourists[9]. The attraction factor of tourism objects is not enough, but must be managed in line with the development of the quality of the tourism experience. The attractiveness and quality of the experience have an influence on the high and low number of tourist visits [16]. The attractiveness of the destination and the quality of the experience provided by tourism industry players to tourists in a tourist destination will affect tourism activities, one of which is the interest in returning tourists[17, 18].

In an effort to increase tourist visits to D'Dieuland during the Covid-19 pandemic, the researchers conducted a pre-survey of 30 people in Bandung City who had visited D'Dieuland regarding the tourist attraction and quality of experience of the tourist attraction. Presurvey results show that, as many as 73% of visitors consider that D'Dieuland does not have a tourist attraction. Furthermore, 57% of visitors were not

satisfied with the experience they felt after visiting D'Dieuland. Meanwhile, there were as many as 84% of visitors who decided they were not interested in visiting D'Dieuland again.

The problem of the tourism sector in each region is competing with each other to increase the attractiveness of the destination and the quality of the experience, because it will greatly affect the level of tourist visits. Researchers found that D'Dieuland Tourism Object has services that need to be improved, especially in terms of setting the queue of tourists in ordering food or taking pictures at photo spots. In addition, one of the attractions of D'Dieuland Tourism Object, namely photo spots that offer natural beauty, has been imitated by many other tourist objects. In addition, the entrance fee to enjoy the playground provided is quite a lot, so there will be a tendency for tourists to reconsider if they want to revisit the D'Dieuland Tourism Object.

This study aims to measure how much influence is contributed by the attributes of a destination that is the attraction of a tourist destiantion on the interest of tourist to make return visits and how much influence is contributed by the quality of the experience felt by tourists when visiting on the interest of tourists to make return visits. This research is expected to bhe able to provide benefits to help the growth of D'Dieuland Tourism Object after the Covid19 pandemic.

Literature Review

A destination is a location that facilitates visitors to spend their time in a tourism product that is supported by supporting services as well as attractions and tourism resources (Jovicic, 2017). A tourist destination is an intensity in a certain geographical are in which there are components of tourism product and services as well as other supporting elements, susch as tourism industry players, local communities and destination development instutions that from a synergistic system in encouraging the desire of tourists to visit [2, 19-21]. The main components of tourism consist of attraction, accessibility, amenities, ancillary and community[17, 22-24].

Destination attributes can be said as the overall service obtained and felt or enjoyed by tourists in tourist areas [14, 25-27]. Destination attributes are an important source of attraction for destinations Tourists who have a satisfying destination experience from the available destination attributes will have an impact on the formation of positive perceprions of the destination [8, 28]. Diverse destination attributes are forming factors of tourist satisfaction and behavioral intentions [16, 29, 30].

Destiantion attributes are tangible in all types of services, which are received by tourists [23, 24] including local culture, variety of activities, hospitaly, infrastructure, environmental management, accessibility, service quality, geographical structure, attractiveness, of the place and suprastucture [8-10]. Factors such as events and entertainment at a destination are verified as attractive to visitors [4, 5, 22](Mikulić, Krešić, Miličević, erić, & Urkovi, 2016). This study will use six indicators of destination attributes, including place attractiveness, service quality, infrastructure, superstructure, accessibility and environmental management [31].

The tourist industry is an industry that prioritizes the formation of experiences. Experience quality is a consumer's evaluation of the experiences offered in various meeting based on standars of excellence [15, 32]. Experience quality as a specific psychological benefit obtained [4-6]is a representation of how customers emotionally evaluate their experience after participating in tourism activities available in tourist areas [16, 29, 30]. The quality of a memorable destination experience must include seven dimensions including hedonism, refreshment, local culture, meaningfulness, knowledge, engagement and novelty [1, 2, 8, 9]. Previos research proposed that the quality of experience consists of the quality of interaction, the quality of the physical environment, the quality of outcomes, the quality of access and the quality of administration [25, 26]. Meanwhile, other research identified four different components

: immersion, surprise, participation and fun[33, 34]This study will use five indicators of the quality of experience, including the quality of interaction, the quality of the physical environment, the quality of the results, the quality of access and the quality of administration[25, 35].

When consumers get a positive response to past tourist visits, it will bring up a positive view of a destination that has the potential to trigger repeat tourist visits [12, 36]. Interest in revisiting is a person's mental state that reflects a plan to perform several repetitive actions within a certain period of time This definition is assumed to be a direct response to behavior. Its application in research on the definition of revisiting interest is that customers will take repurchase actions in the future as a direct response to post-purchase behavior within a certain period of time[14]Indicators for measuring interest in revisiting include interest in revisiting, plans for return visits; desire to visit again and the possibility of visiting again[2, 3].

Understanding tourist' perceptions of destination attributes is important for destination management organization because tourists choose travel destinations based on a comparison of available destination attributes [32, 36, 37] Destination attributes influence tourist considerations to have an interest in revisiting through memorable travel experiences [15, 17, 32, 36-38]. Tourists want destination products that offer the best quality, performance or innovative features that can provide satisfaction to tourists. Destination attributes such as transportation, security and price greatly affect the interest in revisiting, while other destination attributes such as activities at the destination or sightseeing tours were found to have no effect on interest in revisiting [8-10, 16, 24, 30, 31].

The quality of the experiences plays a significant role as a significant antecedent in influencing the interest of returning tourists. The interest of tourists to revisit takes into account their positive perception of the quality of the experience [17]. Providing unique experiences to tourists can gain a positive impression of tourism experiences and ensure the relationship of tourist destinations with tourists through repeated visits[22] The results of previous studies indicate that tourist satisfaction has a significant influence on the intention to revisit. Thus, the influence of the quality of the tourist experience is important because by improving the quality of the tourist experience, it means that the tourist destination can manage it well so that it creates a good perception for tourists. The presence of a perception that matches or even exceeds tourist expectations will create an intention to revisit the entertainment venue[1, 9, 14, 23, 24, 35]

Based on the description above, the hypotheses that can be taken in this study are :

H1: Destination Attribute Affects Revisit Interest
H2: Experience Quality Affects Revisit Interest

Method

The approach used is verification with the population in this study being the end of the tourist attraction in the Punclut D'Dieuland area, West Bandung Regency with a total sample of 100 respondents. [25]. This study uses purposive sampling technique to determine and meet the criteria that must be met as a material consideration in sampling. The sample used is everyone who has visited the Didieuland tourist attraction at least once. The survey method to obtain primary data sources is in the form of direct responses from questionnaires that contain a series of questions posed to respondents to find out respondents' answers so that it is possible to solve problems. The analysis technique used is validity test, reliability test, Spearman rank correlation coefficient test, coefficient of determination test and hypothesis testing using t test.

Result and Discussions

In a effort to determine the effect of destination attributes and experience quality on interest in revisiting, it is necessary to know in advance the existence of a relationship between each of these variables and how strong or low the relationship is. So first, measurements will be made through the Spearmen rank correlation test and the following result are obtained:

Table 1

SPEARMAN RANK CORRELATION RESULTS

			Attribute Destination	Experience Quality	Revisit intention
Spearman's rho	Attribute Destination	Correlation coefficients Sig. (1- tailed) N	1.000 100	.860 .000 100	.870 .000 100
	Experience Quality	Correlation coefficients Sig. (1- tailed) N	.860 .000 100	1.000 100	.830 .000 100
	Revisit intention	Correlation coefficients Sig. (1- tailed) N	.870 .000 100	.830 .000 100	1.000 100

Based on the calculation of the Spearman Rank correlation in table 2, the correlation coefficient value is 0.870. This means that the Destination Attribute has a very strong relationship with Return Interest because it is in the interval 0.80 – 1.000. The correlation value is positive which indicates that the relationship is unidirectional. Where the better the Destination Attribute, the higher the Return Interest.

Based on the result of the Spearman Rank correlation calculation in table 2, the correlation coefficient value is 0.830. This mean that the Destination Image has a very strong relationship with revisit interest because it is in the interval 0.80 – 1.000. The correlation value is positive which indicates that the relationship is unidirectional. Where the better the image of the destination, the higher the interest in visiting again

Coefficient of determination (R²) used to measure how far the ability of the independent variabel to contribute or influence the variable. The following are the results obtained by the author in the partial test of the coefficient of determination of the Destination Attribute on the Interest in Returning and the Quality of Experience on the Interest in Returning.

The correlation value obtained between the Destination Attributes and the Interest in Returning is 0.870. Thus, the coefficient of determination can be calculated as follows:

$$Kd = (rs)^2 \text{ x } 100\%$$

$$Kd = (0,870)^2 \text{ x } 100\%$$

$$Kd = 75,69 \text{ } \%$$

From the results of the above calculation, it can be seen that the value of the coefficient of determination obtained is 75.69 percent. This show that the Destination Attribute contributes 75.69 percent to revisit interest while the remaining 24.31 percent is a contribution from other variables no examined where the influence of the Destination Attribute has a very high or strong influence on revisit interest.

The correlation value obtained between Quality of Experience and Interest in Returning is 0.830. Thus, the coefficient of determination can be calculated as follow:

$$Kd = (rs)^2 \text{ x } 100\%$$

$$Kd = (0{,}830)^2 \text{ x } 100\%$$

$$Kd = 68{,}89\%$$

From the results of the above calculation, it can be seen that the coefficient of determination pbtained is 68.89 percent. This show that Destination Image contributes 68.89 percent to revisit interest while the remaining 31.11 percent is a contribution from other variable not examined. Where the influence of the Destination Attribute has a high influence on the Interest in Returning.

To find out how the influence of Destination Attributes on Interest in Returning by referring to the t_{count} value obtained is 17.467. This value will be compared with the t_{table} value in the t distribution table. With α=5%, the t_{table} value is 1.653. From the values above it can be seen that value of t_{count} (17.467) > t_{table} (1.653). in accordance with the criteria for testing the hypothesis that hypothesis-1 can be accepted, it means that the Destination Attributes have a positive effect on Visiting Interest.

To find out how the effect of the Quality of Experience on the Interest in Returning with reference to the t_{count} obtained is 14.7313. This value will be compared with the t_{table} value in the t distribution table. With =5%, the t_{table} value is 1.653. From the values above, it can be seen that the value of t_{count} (14.7313.) > t_{table} (1.653). In according with the criteria for testing the hypothesis that hypothesis-2 can be accepted, it means that the quality of experience has a positive effects on revisit interest.

Didieu Land presents tourism with the natural beauty of the mountains, cool air and a calming atmosphere, this is supported by the results of an influential questionnaire in the statement "D'Dieuland presents natural beauty", not only that the facilities and quality of experience are rated very well besides that respondents agree that traveling in DDieuLand during a pandemic is quite safe because visitors are now very aware of the importance of implementing health protocols coupled with the provision of health protocol supporting facilities. Thus it can be concluded that the respondents agree that D'DieuLand is a very appropriate tourist destination to enjoy the natural atmosphere of the mountains and do not hesitate to visit for the second time.

D'DieuLand is an interesting destination to visit because of the location of D'DieuLand which is in the Bandung city area which is famous for being cool and beautiful. Besides that, D'DieuLand provides various kinds of games and education, besides that other supporting facilities are adequate, making D'Dieuland the choice of morning respondents for traveled and would not hesitate to visit again.

Conclusion

This research aims to measure how big the contribution given by the destination attributes and the quality of the tourist experience to the interest of tourists to revisit the D'Dieuland tourist attraction. The results of the research found that the destination attribute had an influence of 75.69% on the interest of tourist to revisit, while the quality of the experience had an influence of 68.89% on the interest of tourists to revisit. Therefore, these results confirm that the attributes of the destination and the wuality of the experience are important components that can encourage tourists to make return visits.

This research also recommends to D'dieuland to improve the ticket sales system in two ways, namely online or offline. Online ticket sales using the D'dieuland website, to enter the location only by scanning the barcode of the ticket that has been ordered to reduce queues in tourist areas. In addition, the researcher recommends that the manager of the D'dieuland tourist attraction should improve the facilities or facilities and infrastructure by providing signs or instructions for the location of the tourist facilities available in D'dieuland, this is considering the tourist area is wide enough to

make it easier for tourist to find the location. destination tourist area. And the management of D'dieuland should add different and unique rides from other tourist attractions and hold performances such as live music, competitions for children, and provide free souvenirs for visitors who will leave the tourist site.

Acknowledgement

References

1. Škare, M., D.R. Soriano, and M. Porada-Rochoń, *Impact of COVID-19 on the travel and tourism industry.* Technological Forecasting and Social Change, 2021. **163**: p. 120469.DOI: https://doi.org/10.1016/j.techfore.2020.120469.
2. Cervera-Taulet, A., C. Pérez-Cabañero, and W. Schlesinger, *Experience management as an innovative approach in emerging Mediterranean destinations.* Journal of Business Research, 2019. **101**: p. 536-547.DOI: https://doi.org/10.1016/j.jbusres.2018.11.037.
3. Chairunnisa, F. and M.R. Siregar, *THE EFFECT OF PHYSICAL RISK AND PSYCHOLOGICAL RISK ON RETURN INTENTION MEDIATED BY COGNITIVE IMAGE ON TOURISTS IN THE CITY OF BANDA ACEH.* Jurnal Ilmiah Mahasiswa Ekonomi Manajemen, 2019. **4**(3): p. 375-390.
4. Kartiko, N.D., *Tax incentives in response to the impact of the COVID-19 pandemic on the tourism sector.* Jurnal Pajak Dan Keuangan Negara (PKN), 2020. **2**(1): p. 124-137.
5. Karayilan, E. and G. Cetin, *Tourism destination: Design of experiences*, in *The handbook of managing and marketing tourism experiences*. 2016, Emerald Group Publishing Limited.DOI: https://doi.org/10.1108/978-1-78635-290-320161004.
6. Kumar, P. and M.J. Polonsky, *In-store experience quality and perceived credibility: A green retailer context.* Journal of Retailing and Consumer Services, 2019. **49**: p. 23-34.DOI: https://doi.org/10.1016/j.jretconser.2019.02.022.
7. Pratami, A., A. Tohirin, and K. Pratama, *BANK LENDING DECISION AND BUSINESS CYCLES: ARE INDONESIAN ISLAMIC BANKS DIFFERENT?* International Journal of Economics and Finance Studies, 2021. **13**(1): p. 215-234.
8. Sangpikul, A., *The effects of travel experience dimensions on tourist satisfaction and destination loyalty: The case of an island destination.* International Journal of Culture, Tourism and Hospitality Research, 2018. **7**: p. 32-65.DOI: https://doi.org/10.1108/IJCTHR-06-2017-0067.
9. Schwaighofer, V., *Tourist destination images and local culture: using the example of the United Arab Emirates*. Vol. 15. 2013: Springer Science & Business Media.DOI: https://doi.org/10.1007/978-3-658-04521-0.
10. Singh, R. and J. Singh, *Destination attributes to measure tourist revisit intention: A scale development.* Global Business Review, 2019. **20**(2): p. 549-572.DOI: https://doi.org/10.1177/0972150918825329.
11. Aji, R.R., R.W.D. Pramono, and D.H. Rahmi, *Contribution of the Tourism Sector to the Regional Economy in East Java Province.* Jurnal Planoearth, 2018. **3**(2): p. 280726.DOI: https://doi.org/10.31764/jpe.v3i2.600.
12. Hasan, M.K., et al., *The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism.* International Journal of Culture, Tourism and Hospitality Research, 2019. **15**(4).DOI: https://doi.org/10.1108/IJCTHR-11-2018-0151.
13. Ridwansyah, R., et al., *THE IMPACT OF THE SUPERVISORY STRUCTURE ON THE FINANCIAL PERFORMANCE OF SHARIA RURAL BANKS IN INDONESIA.* International Journal of Economics and Finance Studies, 2021. **13**(1): p. 25-42.

14. Zhang, M., et al., *Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities: The perspective of service ecosystem.* Internet Research, 2017. **8**.DOI: https://doi.org/10.1108/IntR-06-2016-0148.

15. Fernandes, T. and T. Pinto, *Relationship quality determinants and outcomes in retail banking services: The role of customer experience.* Journal of Retailing and Consumer Services, 2019. **50**: p. 30-41.DOI: https://doi.org/10.1016/j.jretconser.2019.01.018.

16. Sondakh, P.M.N., *Service, Security and Attractiveness Affect Tourist Interests Visiting Natural Tourism Objects of Mount Mahawu, Tomohon.* Jurnal Berkala Ilmiah Efisiensi, 2016. **16**(1).

17. Morrison, A.M. and R.C. Mill, *The tourism system: An introductory text.* Vol. 16. 1985: Prentice-Hall.

18. Santoso, I.H. and S. Kristiyanto, *THE EFFECT OF INFLATION AND WAGES ON UNEMPLOYMENT IN EAST JAVA PROVINCE.* International Journal of Economics and Finance Studies, 2021. **13**(2): p. 65-81.

19. Baniya, R., S. Ghimire, and S. Phuyal, *Push and pull factors and their effects on international tourists' revisit intention to Nepal.* The Gaze: Journal of Tourism and Hospitality, 2017. **8**: p. 20-39.DOI: https://doi.org/10.3126/gaze.v8i0.17830.

20. Boes, K., D. Buhalis, and A. Inversini, *Smart tourism destinations: ecosystems for tourism destination competitiveness.* International Journal of Tourism Cities, 2016. **17**.DOI: https://doi.org/10.1108/IJTC-12-2015-0032.

21. Setianingrum, A., *ISLAMIC BENCHMARK IN BANKING PRICING TO OVERCOME BUSINESS CYCLE IN NEW NORMAL.* International Journal of Economics and Finance Studies, 2021. **13**(2): p. 22-44.

22. Mukherjee, S., A. Adhikari, and B. Datta, *Quality of tourism destination–a scale development.* Journal of Indian Business Research, 2018. **7**(2).DOI: https://doi.org/10.1108/JIBR-07-2017-0104.

23. Nastabiq, M. and H. Soesanto, *THE EFFECT OF DESTINATION ATTRACTIVENESS, DESTINATION SERVICE QUALITY AND TOURIST SATISFACTION ON THE INTENTION OF REVISIT TO KOTA LAMA SEMARANG.* International Journal of Economics, Business and Accounting Research (IJEBAR), 2021. **5**(2).

24. Nusantini, N.L.A., *Destination Attributes That Affect Tourist Loyalty Visiting the Sanur Area.* Jurnal Master Pariwisata (JUMPA). https://doi. org/10.24843/jumpa, 2016. **5**(2): p. v02.DOI: https://doi.org/10.24843/JUMPA.2016.v02.i02.p03.

25. Wu, H.-C. and C.-H. Ai, *Synthesizing the effects of experiential quality, excitement, equity, experiential satisfaction on experiential loyalty for the golf industry: The case of Hainan Island.* Journal of Hospitality and Tourism Management, 2016. **29**: p. 41-59.DOI: https://doi.org/10.1016/j.jhtm.2016.05.005.

26. Wu, H.-C. and T. Li, *A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists.* Journal of Hospitality & Tourism Research, 2017. **41**(8): p. 904-944.DOI: https://doi.org/10.1177/1096348014525638.

27. Sun, R. and C. Park, *INTERACTIONS BETWEEN THE EXCHANGE RATE OF RMB/USD IN THE ONSHORE AND OFFSHORE MARKETS: EVIDENCE FROM THE COMPARATIVE ANALYSIS ON '8.11' EXCHANGE RATE REFORM IN CHINA.* International Journal of Economics and Finance Studies, 2021. **13**(1): p. 318-339.

28. Ramseook-Munhurrun, P., V.N. Seebaluck, and P. Naidoo, *Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: case of Mauritius.* Procedia-Social and Behavioral Sciences, 2015. **175**: p. 252-259.DOI: https://doi.org/10.1016/j.sbspro.2015.01.1198.

29. Statistik, B.P., *Development of National Tourism and Transportation December 2019.* Berita Resmi Statistik, 2020. **13**: p. 1-16.

30. Subrahmanyam, A., *Relationship between service quality, satisfaction, motivation and loyalty: A multi-dimensional perspective.* Quality Assurance in Education, 2017. **9**(3).DOI: https://doi.org/10.1108/QAE-04-2013-0016.

31. Ozturk, U.A. and H. Gogtas, *Destination attributes, satisfaction, and the cruise visitor's intent to revisit and recommend.* Tourism Geographies, 2016. **18**(2): p. 194-212.DOI: https://doi.org/10.1080/14616688.2015.1124446.

32. Eom, T., H. Han, and H. Song, *Discovering the perceived attributes of CBT destination travelers in South Korea: A mixed method approach.* Tourism Management, 2020. **77**: p. 104013.DOI: https://doi.org/10.1016/j.tourman.2019.104013.

33. Jin, N., S. Lee, and H. Lee, *The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors.* International Journal of Tourism Research, 2015. **17**(1): p. 82-95.DOI: https://doi.org/10.1002/jtr.1968.

34. Jovicic, D.Z., *Current Issues in Tourism From the traditional understanding of tourism destination to the smart tourism destination, 3500*. 2017.

35. Wang, Y.-H., J.-H. Chiu, and Y.-S. Jia-Yu Liou, *Recreation benefit, recreation experience, satisfaction, and revisit intention–evidence from Mo Zai Dun Story Island.* Journal of Business & Economic Policy Vol. 2, 2015. **6**(2).

36. Hoffman, D.L. and T.P. Novak, *Marketing in hypermedia computer-mediated environments: Conceptual foundations.* Journal of marketing, 1996. **60**(3): p. 50-68.DOI: https://doi.org/10.2307/1251841.

37. Hidayah, R.T., *The influences of tourism experience and destination image on the intention of local tourists to revisit to Ciletuh-Palabuhanratu Geopark.* Journal of Advanced Research in Dynamical and Control Systems, 2019. **11**(3): p. 574-79.

38. Inskeep, E., *Tourism planning: An integrated and sustainable development approach*. Vol. 14. 1991: John Wiley & Sons.