



February 2023, Vol. 2 No. 1

E-ISSN 2828-0008

P-ISSN 2828-061X

JOURNAL OF MANDALIKA REVIEW

Halal Tourism, Hospitality, Travel, Destination Management and Creative Economy

<https://ejournal.ppl.ac.id/index.php/ma>; DOI : <https://doi.org/10.55701/mandalika>

The Effects of Attraction, Promotion and Accessibility on Revisiting Intention to Tana Toraja, South Sulawesi, Indonesia

Isdar Wahim¹, Jui-Yuan Chu^{2*}, Thao-Trang Huynh-Cam³

¹Lombok Tourism Polytechnic, Praya, Indonesia

²Chaoyang University of Technology, Taichung, Taiwan

³Dong Thap University, Dong Thap, Vietnam

Correspondent email: jychu@cyut.edu.tw

Abstract

Background:

This study aims to determine the effect of attraction, promotion, and accessibility on revisiting intention to Tana Toraja, a mountainous region in South Sulawesi Province, Indonesia.

Methodology:

The data was obtained from a total of 357 respondents who were domestic tourists and chosen randomly to answer a questionnaire in various public places

Findings:

Regression analysis showed that the attraction, promotion, and accessibility have positive effects on tourists' revisit intention to Tana Toraja, South Sulawesi, Indonesia.

Conclusion:

The output from the objective variable analysis can have good implications for the increase in tourist visits to Toraja in the current pandemic situation. From the samples collected, it was found that the average tourist who had visited Tana Toraja was 4.65, which means that these tourists have a strong intention to return to visit.

Keywords: Attraction, Promotion, Accessibility, Revisit Intention.

DOI : <https://doi.org/10.55701/mandalika.v2i1.8>

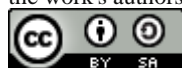
Received : 11 March 2022

Accepted : 16 February 2023

Published : 28 February 2023

Copyright Notice

Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a [Creative Commons Attribution 4.0 International License](#) that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal.



1. INTRODUCTION

In recent years, tourism industry around the world has changed positively by offering new destinations and qualified service which attract tourists to travel from one destination to various destinations around the world (Deng & Bauer, 2002). Similarly, Indonesia has various available tourist destinations which satisfy various tourists' interests. One of these the favorite destinations for tourists who are interested with natural and cultural tourism is Tana Toraja, a mountainous area in the province of South Sulawesi. Tana Toraja is most famous for its beautiful natural scenery, colorfully painted traditional houses, man-made tourist attractions and spectacular funeral ceremony (De Jong, 2013). Therefore, many visitors return to Tana Toraja annually due to its natural and cultural tourist attractions. According to the Central Statistics Agency of South Sulawesi Province, the number of domestic tourists visiting Tana Toraja throughout 2019 was as many as 352,030 people, of which the largest contribution of tourists in December was 51,205 people. Due to the Covid-19 pandemic Tana Toraja has experienced a decrease in the number of tourists.

This research was conducted to test whether the three factors of attraction, promotion, and accessibility had a positive effect on the motivation of tourists to return to Tana Toraja, so this research was conducted at tourist attractions, hotels, restaurants and bus terminals for domestic tourists visiting Tana Toraja from January until March 2021

2. LITERATURE REVIEW

2.1. Revisit Intention

Revisit intention and the increasing number of tourists at specific destinations and tourist sites have attracted many researchers since the research contribution will have a

positive impact on an area that has been considered a potential tourist attraction. Revisit intention is defined as the desire of tourists to allow them to return to repetitive activities at a destination (Baker & Crompton, 2000). Satisfaction and beliefs in recreation are the main points of revisit intention in attraction. Tourists have a strong belief in the destination they choose, are eager to revisit this destination, and eventually, become loyal tourists and have great faith in their choice (Homburg et al., 2013; Maxham & Netemeyer, 2002).

The initial intention of revisiting the destination is the motivation of tourists (L. L. Chang et al., 2014). Thus, the intention to revisit is identical to the natural desire of tourists which is driven by their motivation to determine whether they will revisit. Then, the tourist attractions which are well-managed and high-utilized basing on environmental conservation, facilities, and the needs of tourist will fasten the increasing number of visitors. (Morgan & Lok, 2000). In addition, the destination reputation is the main factor to attract the motivation of tourist revisit intention (Detotto et al., 2021). Hence, the main point of the value of revisit intention is a kind of lifeblood for tourism businesses from consistent economy of the destination (Baniya et al., 2017).

2.2. Attraction

Attractions are the most important component of a tourist destination because they reflect the opinions and feelings of tourists about a destination's ability to satisfy their travel needs (Vengesai, 2003). These attractions are the main motivator for travelers and the core of a tourism product (Hu & Wall, 2005; Swarbroke, 2002). Attraction plays a

vital role in the development of a destination it is one of the indispensable components of tourism destination that attracts tourists and public attention as well as influences the decision to revisit (Hu & Wall, 2005).

According to Inskeep (Inskeep, 1991), attraction is divided into three categories; nature, culture, and special events. Tourist attractions are also contained unique elements in nature, structures, and man-made sites (Ismayanti, 2010; Lertrit, 2004; Marpaung, 2002; Swarbroke, 2002).

Specifically, attraction is anything that has uniqueness, beauty, and value in the destination (Erislan, 2017; Robustin et al., 2018) which is continuously developed for the benefit of sustainable tourism which is closely related to the trust and satisfaction of tourists. Moreover, the destination which has an overall positive image will impact a tourist who presumes that it is equipped with favorable publicity and reputation (Park et al., 2019). The relationship between the quality of tourist attractions and the intensity of satisfaction is very significant due to the experience of tourists (Jin, Naehyun Paul, Lee, Sangmook, Lee, 2015). Meanwhile, attraction in the destination has a strong relationship with the destination reputation then the reputation of destination will increase the trust of tourist revisit intention (Boes et al., 2015). Furthermore, attraction is the main motivation for tourists to return visit a particular destination (Robustin et al., 2018). Hence, the previous findings of many pieces of literature proposed the hypothesis:

H1: Attractions has positive effect on tourist revisit intention.

2.3. Promotion

Promotion is defined as a brand advertising strategy that involves creating one or two advertisements that can be published on some network in print and/or electronic media (A.Belch & E.Belch, 2003). Also, promotion in tourism defined as information about the area's concrete destinations that are of interest to tourists (Molina et al., 2010). Promotion in tourism destination has become a part of important elements to attract more tourists to visit a destination because promotion is a major element in activities that arouse public awareness to do something that is (public relations) in informing tourist attractions to tourists (Chatamallah, 2008). Promotion can also bring great perception for consumers with result in favor of the tourism business to further enhance tourist involvement and purchase intention (A. Y. P. Chang, 2017).

Petrick & Backman, (2002) stated that the positive experiences from travelers that are felt from the attributes, quality of a product being promoted (i.e. attraction) will give a significant effect to increase one's intention to revisit a destination. Also, promotion is an antecedent of a positive destination from a tourist experience perspective (Shi, 2012). Then, the hypothesis pointed out in the following:

H2: Promotion has positive effect on tourist revisit intention.

Promotion is divided into two criteria: transactions and relationship orientation (Pi & Huang, 2011) which will have a positive reciprocal effect because promotion involves a creation in distribution information to tourists (Benjamin, 2010). At tourist attractions, promotion is usually

considered assistance from the public sector which actually handles efforts to increase the target of tourist visits (Felsenstein & Fleischer, 2003). Therefore, promotions and attractions have a close relationship in inviting tourist interest which leads to revisit intention. Then the hypothesis is suggested:

H4: Promotion has positive effect on attractions.

2.4. Accessibility

In developing tourism destinations, accessibility is one of the six (6) important elements which facilitate the success of increasing the number of tourists (Boes et al., 2015). The ease of accessibility in tourism destinations is an advantage to maintain the rate of increase in tourist. Literally, accessibility is defined as an element of external transportation, which allows a destination to be reached and measured by the distance traveled. The concept of the level of destination accessibility is measured based on several variables including the availability of the road network, the number of transportation, length, width, and quality of access (Medlik, 2003; Miro, 2012). Farida (Farida, 2013) mentioned that accessibility was related to the location distance of an area to other areas, especially the distance from the location to service centers related to time and cost.

The quality of access and availability of transportation attract full concern in the rate of mobility of tourists visiting attractions (Mammadov, 2012). Hall, (2004) pointed the availability of transportation for tourists is defined as the feasibility of a destination providing quality transportation to facilitate the movement of tourists from one attraction to another. The

quality of accessibility has a major effect on the satisfaction of tourists visiting a destination (Chin et al., 2018). Through quality effects (i.e. accessibility), the level of tourist satisfaction indirectly affects the behavior or tourist revisit intention (Allameh et al., 2015). This means that this triggers their intention to return to visit. Therefore, this hypothesis is recommended as follows:

H3: Accessibility has positive effect on tourist revisit intention.

The relationship between attraction and accessibility has been discussed extensively in several literatures (Development, 2010; Domínguez Vila et al., 2015; Kastenholz et al., 2012). Simultaneously, accessibility and attractions become the motivation for tourist loyalty and it greatly affects tourist satisfaction (Robustin et al., 2018). In addition, these destination should have separate access to facilitate tourists such as children, seniors, and people with disabilities (Jamaludin & Kadir, 2012). Therefore, accessibility is not only in the form of transportation or location of tourist attractions, but also on existing functions and facilities (S. J. H AL Kahtani, 2011) So, this hypothesis is suggested to reinforce that accessibility has a significant relationship to attractions:

H5: Accessibility has positive effect on attractions

3. METHODOLOGY

3.1. Research framework

The research framework is built as in **Fig.1**. Model presented proposes (Trafimow, 2003) that Attraction

(ATR) had a positive and significant effect on tourist revisit intention (REV) (H 1); Promotion (PRO) had a positive and significant effect on tourist revisit intention (H 2); Accessibility (ACC) had a positive and significant effect on tourist revisit intention (H 3). Then, Promotion (PRO) had a positive and significant effect on tourist attraction (H 4); Finally, accessibility (ACC) had a positive and significant effect on tourist attraction (H 5).

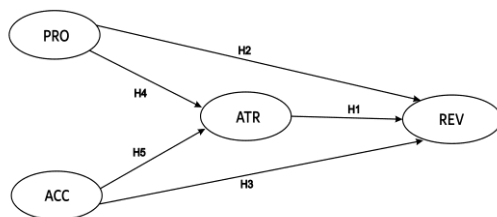


Fig.1 Research Framework

3.2. Data collection and sampling

The data was obtained from a total of 357 respondents who were domestic tourists and chosen randomly to answer a questionnaire in various public places such as tourist attractions, hotels, restaurants, and bus stations. They visited Tana Toraja from January to March 2021. The number of samples distributed survey was 500. However, the questionnaire results were returned from a total of 357 respondents.

3.3. Instruments

This study was developed from a survey which consists of four variables and 29 items. The research variables in the questionnaire were attraction, promotion, accessibility, and revisit intention variables. The attraction variable has eleven items, the promotion includes six items, accessibility consists of seven-item which followed revisit intention in five items.

Natural attractions include the structure of natural beauty,

atmosphere, and authenticity. Then, cultural attractions include traditional ceremonies, traditional houses, dances, and people's lifestyles. Man-made emphasizes the existence of artificial and culinary tourism. To support these three elements is the management of tourist attractions (Ismayanti, 2010; Lertrit, 2004; Swarbroke, 2002). Promotion variables are measured by tourism promotion, advertising, online and offline media promotion, and the power of promotion to attract tourists (A.Belch & E.Belch, 2003; Chatamallah, 2008; Molina et al., 2010). Meanwhile, accessibility is measured by the availability of roads, transportation, location accuracy, directions, information, and availability of access for visitors with disabilities (Medlik, 2003; Miro, 2012). Revisit intention is measured from convenience of traveling, loyalty, enjoyment, recommendations, and the intention to revisit (Homburg et al., 2013; Maxham & Netemeyer, 2002; Rodríguez del Bosque, 2015). In addition, those included in the survey were questions related to demographic profiles such as gender, travel status, age, education, and income. All questions were assessed using a 5-point Likert scale which indicates *strongly disagree* (1) to *strongly agree* (5).

The results in Table 1 show that the Cronbach Alpha value of each variable is 0.763 for the Attraction variable, 0.695. for both the Promotion variable and the Accessibility variable, 0.695, and 0.774 for the Revisit Intention variable. Since the three Cronbach Alpha values was > 0.7. it can be concluded that the three variables all meet the requirement of reliability.

Table 1. Reliability Analysis

Variables	Item	Cronbach α
Attraction	11	0.763
Promotion	6	0.695
Accessibility	7	0.695
Revisit Intention	5	0.774

3.4. Data Analysis

The mean and frequency data were carried out to summarize the demographic profile and status of respondents who visited Tana Toraja. Regression analysis is used to measure the relationship between the tested variables so that the data to be presented is the maximum result of the equation so that it is expected to get significant results between the variables of attraction, promotion and accessibility to the revisit intention variable which is the goal of this study.

4. RESULT

4.1. Results of respondents background

Table 2 shows that 222 out of 357 male respondents dominate the number of respondents (62.5%). Most of the respondents traveled with family (n=196, 54.9%), tour groups (n=126, 35.3%) were followed by traveling individually (n=38, 9.8%). Respondents who are in the age group between 21-30 years (n=143, 40.1%) respondents aged between 31 to 40 years (n=119, 33.3%) are followed by respondents who are under 20 years (n=82, 23.0%) and respondents aged 41-50 years (n=13, 3.6%). Most of the tourists have a bachelor degree (n=120, 33.6%) High School (n=118, 33.1%) Some College Experience (n=104, 29.1%) and as much as a Master Degree (n=15, 4.2%). Respondents with student backgrounds have the highest percentage (n=85, 23.8%) of business

people (n=77, 21.6%) Employee (n=67, 18.8%) others (n=66, 18.5%) Work in Industry (n=34, 9.5%) Government Employee (n=21, 5.9%) Then Agriculture (n=7, 2.0%). Then, respondents with an income of between IDR. 2,000,000-4,000,000 (n=202, 56.6%) of respondents with an income of IDR. 5,000,000-8,000,000 (n=78, 21.8%) <IDR 1,000,000 (n=75, 21.0%) and respondents who earn IDR. 10,000.00 or more (n=2, 6%).

Table 2. Demographic of Respondents

Demographic of Respondents	Frequency	Percentage %
Gender		
Male	222	62.2%
Female	135	37.8%
Travel Status		
Individual	35	9.8%
With Family	196	54.9%
Group Tour	126	35.3%
Age		
<20	82	23.0%
21-30	143	40.1%
31-40	119	33.3%
41-50	13	3.6%
Education		
High School	118	33.1%
Bachelor's Degree	120	33.6%
Some College Experience	104	29.1%
Master Degree	15	4.2%
Occupation		
Student	85	23.8%
Government Employee	21	5.9%
Agriculture	7	2.0%
Business	77	21.6%
Employee	67	18.8%
Work in Industry	34	9.5%
Others	66	18.5%
Income		
<IDR 1,000,000	75	21.0%
IDR. 2,000,000-4,000,000	202	56.6%
IDR. 5,000,000-8,000,000	78	21.8%
IDR. 10,000,00 or more	2	.6%

4.2. Results of Descriptive Variables

Table 3 shows a significant positive result on the willingness to return to visit Tana Toraja. "*I want to come back to Tana Toraja*". The results showed that the overall mean was 4.48 in which the highest mean was 4.65 and the lowest mean was 4.19, respectively. This significant result becomes a reference in the

interpretation of the test results on the destination variable with a focus on question item number 5 so that the satisfaction of tourists who have visited can be seen that from the samples taken most of them intend to return to visit Tana Toraja. This concrete evidence becomes something good to prove that the objective variable produces positive output.

Table 3. Result of Descriptive Tourists Revisit Intention

Item	Mean	Std. Deviation
I feel comfortable traveling in Tana Toraja	4.19	.634
I am very loyal to Tana Toraja	4.36	.655
I've enjoyed Tana Toraja	4.56	.715
I love to recommend Tana Toraja	4.64	.610
I want to come back to Tana Toraja	4.65	.644
Total	4.48	0.47

Table 4 shows the existence of tourist attractions in Tana Toraja. The output produces a concrete attraction representing nature, culture, and man-made which shows the total mean of all items of 4.48. Then, in the cultural item the statement *"Have a traditional house that is still sustainable"*, which mean 4.71 is superior among other items, proving that Tana Toraja deserves to be an extraordinary cultural destination.

Table 4. Result of Descriptive Attraction

Item	Mean	Std. Deviation
Has a very impressive mountain range	4.43	.549
Has a very thick rustic atmosphere	4.54	.629
Has a naturally preserved grave stone	4.55	.614
Has an interesting traditional ceremony	4.60	.513
Have a traditional house that is still preserved.	4.71	.465
Has an outstanding traditional dance type	4.59	.596

Have a unique and rare community lifestyle	4.46	.697
The site of the Jesus statue is very attractive to tourists	4.27	.683
Provide memorable experiences with an appetizing culinary variety	4.30	.781
Management of natural, cultural and Man-made tourist attractions is well managed.	4.43	.617
Human resource management at each tourist attraction is well managed	4.35	.748
Total	4.48	.34

Table 5 shows the total mean of each item is 4.33 from the suitability of each statement item, then the highest mean is 4.59 with the statement *"I feel interested in Tana Toraja from the promotion"* this proves that most tourists feel that the existing promotion has keep them interested. to visit Tana Toraja.

Table 5. Result of Descriptive Promotion

Item	Mean	Std. Deviation
I have seen an interesting tourism promotion about Tana Toraja	4.28	.604
I receive a variety of advertisements	4.25	.736
I received information through online media	4.33	.777
I received information through offline media	4.16	.764
The promotion I read was very interesting	4.41	.700
I feel attracted to Tana Toraja from the promotion	4.59	.731
Total	4.33	.45

Whereas in Table 6, which specifically describes accessibility items, the total mean is 4.44. In statement no.3 the mean 4.59 indicates that *"Available public transportation to Toraja"* is a good achievement for the mobility of tourists in certain destinations in Tana Toraja which provides many alternatives to choose from. headed to Tana Toraja, but the item *"Wheelchairs, handrails provided for visitors with disabilities"* had a very low average compared to other means

on this variable. This means that the quality of access to tourist attractions has not been fully supported.

Table 6. Result of Descriptive Accessibility

Item	Mean	Std. Deviation
There are many roads leading to Tana Toraja	4.36	.655
There is a wide road to the Tana Toraja	4.41	.688
Public transportation is available to go to Tana Toraja	4.59	.676
Finding the location of Tana Toraja through maps is very easy	4.53	.638
Directions from the city center are available to Tana Toraja	4.49	.677
Information about transportation is very easy to get	4.55	.600
Wheelchairs, handrails are provided for disabled visitors	4.22	.754
Total	4.44	.39

4.3. Results of regression the effects of attraction, promotion and accessibility on revisit intention

The regression analysis of Table 7 shows that attractiveness, promotion and accessibility have a significant effect on revisiting intention with value Adjusted $R^2 = 0.402$ -indicating that about 40 percent of the variance in revisiting intentions is accounted for by the above dimensions. The statistical results also show that promotional items stand out as the main dimension significantly predicting revisiting intentions with a standard coefficient of 0.351. Meanwhile, the value of accessibility is of particular concern because the standard coefficient is at 0.105, which means that the impact of revisit intention on accessibility is below the promotion and attraction variables.

Table 7. Multiple Regression Analysis on Revisit Intention

Model	Regression coefficient	Standardized Regression coefficient	t	Sig.	VIF
(Constant)	.366		1.289	.198	
Promotion	.366	.351	7.267	.000	1.393
Accessibility	.125	.105	2.310	.021	1.240
Attraction	.440	.321	6.369	.000	1.514
Model	R²	Adj R²	F	P	
	0.407	0.402	80.834	0.000	

Table 8 shows that promotion and accessibility have a significant effect on attractions in the measurement of the dependent variable and the two-dimensional variable of promotion and accessibility. Promotion item variation again stands out as a significant major dimension for attractiveness with a standard coefficient of 0.426. R^2 shows that about 34% of the attraction variance is calculated by the promotion and accessibility dimensions of the tourist experience.

Table 8. Multiple Regression Analysis; on Attraction

Model	Regression coefficient	Standardized Regression coefficient	t	Sig.	VIF
(Constant)	1.985		10.388	.000	
Promotion	.324	.426	7.267	.000	1.119
Accessibility	.244	.283	2.310	.000	1.119
Model	R²	Adj R²	F	P	
	0.340	0.336	91.024	0.000	

The results of the significance test of each proposed hypothetical path are presented in Fig.2. The findings show that hypotheses 1, 2, 3, 4 and 5 are fully supported with significant results. Hypothesis 1 proposes a direct relationship between attraction and revisit intention. The results show that attraction has a positive and significant contribution to revisit intention ($\beta = 0.321$, $p < 0.01$). Thus, hypothesis 1 is accepted. The promotion and revisit intention paths are positive and significant ($b = 0.351$, $p < 0.01$), that promotion causes revisit intention. Hypothesis 2 is supported. From accessibility and revisit intention, it shows a significant relationship ($\beta = 0.106$, $p < 0.05$) that is, Hypothesis 3 is also accepted. Hypothesis 4 proposes a direct relationship between promotion and

attraction. The result is that the direct relationship between promotion and attraction is significant with accuracy ($\beta = 0.426$, $p < 0.01$). Then, Hypothesis 5 which is proposed between accessibility and attraction shows that the direct relationship between the two is significant. The hypothesis is fully supported by the results ($\beta = 0.283$, $p < 0.05$).

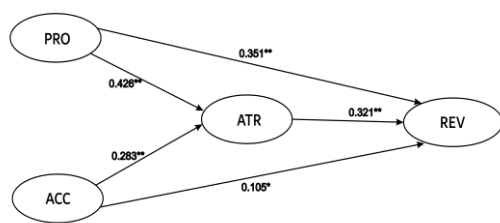


Fig.2 Path coefficients. Note: *p < 0.05; **p < 0.01.

5. CONCLUSION

Optimizing the sustainability of tourism development in Tana Toraja is the main focus in inviting the intention of tourists to travel to Tana Toraja. The earliest effort made by the government regarding the measured variable was the quality of accessibility. Special attention to the availability of good access for tourists with information related to destination access. Hence, the intensity of the intention to return to Toraja is increasing.

The output from the objective variable analysis can have good implications for the increase in tourist visits to Toraja in the current pandemic situation. From the samples collected, it was found that the average tourist who had visited Tana Toraja was 4.65, which means that these tourists have a strong intention to return to visit. This certainly gives a new spirit to further improve the quality of the measured variable aspects, especially the promotional variable which is the main reference for tourists to get good information and the availability of adequate access.

After departing from reviewing a lot of literature and collecting information about the effects of attractions, promotions and accessibility on revisit intention to Tana Toraja, it is clear that these three variables are very important aspects in tourism development, especially on tourist revisit intention. Optimization on each dimension is necessary to determine the achievement of Tana Toraja as a tourist destination that is considered in Indonesia. It is undeniable that promotion variables dominate the results and stand out as part of the significance that has a positive effect on tourist revisit intention. The results of the discussion clearly show that the level of mobility of tourists to Tana Toraja shows high enthusiasm. In addition, attractions and accessibility have made satisfactory results in supporting promotion as the main dimension. Therefore, attraction, promotion, and accessibility are concluded as a significant positive influence on the intention to re-visit tourists as referring to the similar study of Robustin et al., that have been published previously (Robustin et al., 2018).

Regardless of the results obtained, actually, this research still needs to be developed in the future as a reference that is still far from perfect, it is hoped that it can make a major contribution to the development of sustainable tourism in Indonesia, especially in Tana Toraja, South Sulawesi. In a similar study by Ariesta et al., the existence of attraction, promotion, and accessibility values indeed supports tourism sustainability and arouses tourists' appetites to return to Tana Toraja (Ariesta et al., 2020). In the future, it is hoped that there will be updated studies.

REFERENCES

- A.Belch, M., & E.Belch, G. (2003). Advertising and Promotion. In *Encyclopedia of International Media and Communications* (pp. 7–15).

- <https://doi.org/10.1016/B0-12-387670-2/00002-9>
- Allameh, S. M., Pool, J. K., Jaber, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 191–207. <https://doi.org/10.1108/APJML-12-2013-0159>
- Ariesta, D., Sukotjo, E., & Suleman, N. R. (2020). The Effect Of Attraction , Accessibility And Facilities On Destination Images And It ' s Impact On Revisit Intention In The Marine Tourism Of The Wakatobi Regency. *International Journal of Scientific & Technology Research*, 9(03, March 2020), 9. www.ijstr.org
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Baniya, R., Ghimire, S., & Phuyal, S. (2017). Push and Pull Factors and their effects on International Tourists' Revisit Intention to Nepal. *The Gaze: Journal of Tourism and Hospitality*, 8, 20–39. <https://doi.org/10.3126/gaze.v8i0.17830>
- Benjamin, B. (2010). Promoting an Emerging Tourism Destination. *Global Journal of Management and Business Research*, 10(1), 21–28.
- Boes, K., Buhalis, D., & Inversini, A. (2015). Conceptualising Smart Tourism Destination Dimensions. *Information and Communication Technologies in Tourism 2015, February*, 391–403. https://doi.org/10.1007/978-3-319-14343-9_29
- Chang, A. Y. P. (2017). A study on the effects of Sales Promotion on consumer involvement and purchase intention in Tourism industry. *Eurasia Journal of Mathematics, Science and Technology Education*, 13(12), 8323–8330. <https://doi.org/10.12973/ejmste/77903>
- Chang, L. L., Backman, K. F., & Huang, Y. C. (2014). Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention. *International Journal of Culture, Tourism, and Hospitality Research*, 8(4), 401–419. <https://doi.org/10.1108/IJCTHR-04-2014-0032>
- Chatamallah, M. (2008). “Public Relations” Strategy in Tourism Promotion: A Case Study with a “Marketing Public Relations” Approach in Banten Province. *Mediator: Jurnal Komunikasi*, 9(2), 393–402. <https://doi.org/10.29313/mediator.v9i2.1120>
- Chin, C. H., Law, F. Y., Lo, M. C., & Ramayah, T. (2018). The Impact of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention to Rural Tourism Destination in Sarawak: The Moderating Role of Local Communities' Attitude. *Global Business and Management Research*, 10(2), 115–127.
- de Jong, E. (2013). Making a Living between Crises and Ceremonies in Tana Toraja. In R. Hoefte (Ed.), *BRILL* (Vol. 284).
- Deng, J., & Bauer, T. (2002). Evaluating natural attractions in tourism. *Annals of Tourism Research*, 29(2), 422–438.
- Detotto, C., Giannoni, S., & Goavec, C. (2021). Does good governance attract tourists? *Tourism Management*, 82(July 2019), 104155. <https://doi.org/10.1016/j.tourman.2020.104155>
- Development, R. (2010). *Tourism and accessibility : An integrated approach*. 30, 666–677. <https://doi.org/10.1016/j.apgeog.2010.01.008>
- Domínguez Vila, T., Darcy, S., & Alén González, E. (2015). Competing for

- the disability tourism market - A comparative exploration of the factors of accessible tourism competitiveness in Spain and Australia. *Tourism Management*, 47, 261–272. <https://doi.org/10.1016/j.tourman.2014.10.008>
- Erislan. (2017). The role of tourist attraction & uniqueness of resources on value creation in the tourist destination. *International Journal of Business and Globalisation*, 19(2), 191–199. <https://doi.org/10.1504/IJBG.2017.085926>
- Farida, U. (2013). Pengaruh Aksesibilitas Terhadap Karakteristik Sosial Ekonomi Masyarakat Pedesaan Kecamatan Bumijawa Kabupaten Tegal. *Jurnal Wilayah Dan Lingkungan*, 1(1), 49. <https://doi.org/10.14710/jwl.1.1.49-66>
- Felsenstein, D., & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385–392. <https://doi.org/10.1177/0047287503041004007>
- Goffi, G. (2013). A Model of Tourism Destination Competitiveness: The case of the Italian Destinations of Excellence. *Turismo y Sociedad*, 14(0), 121–147.
- Guiver, J., & Stanford, D. (2014). Why destination visitor travel planning falls between the cracks. *Journal of Destination Marketing and Management*, 3(3), 140–151. <https://doi.org/10.1016/j.jdmm.2013.11.005>
- Hall, C. M. (2004). *Space-time accessibility and the tourist area cycle of evolution: The role of geographies of spatial interaction and mobility in contributing to an improved understanding of tourism*, in *The Tourism Life Cycle: Conceptual and Theoretical Issues*, ed. R. Butl.
- Homburg, C., Stierl, M., & Bornemann, T. (2013). Corporate social responsibility in business-to-business markets: How organizational customers account for supplier corporate social responsibility engagement. *Journal of Marketing*, 77(6), 54–72. <https://doi.org/10.1509/jm.12.0089>
- Hu, W., & Wall, G. (2005). Environmental management, environmental image and the competitive tourist attraction. *Journal of Sustainable Tourism*, 13(6), 617–635. <https://doi.org/10.1080/09669580508668584>
- Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development*. Van Nostrand Reinhold, 1991.
- Ismayanti, I. (2010). *Pengantar pariwisata* (1st ed.). Grasindo.
- Jamaludin, M., & Kadir, S. A. (2012). Accessibility in Buildings of Tourist Attraction: A case studies comparison. *Procedia - Social and Behavioral Sciences*, 35(December 2011), 97–104. <https://doi.org/10.1016/j.sbspro.2012.02.067>
- Jin, Naehyun Paul, Lee, Sangmook, Lee, H. (2015). 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*, 113(November 2012), 101–113. <https://doi.org/10.1002/jtr>
- Kastenholz, E., Eusébio, C., Figueiredo, E., & Lima, J. (2012). Accessibility as competitive advantage of a tourism destination: The case of Lousã. *Advances in Culture, Tourism and Hospitality Research*, 6, 369–385. [https://doi.org/10.1108/S1871-3173\(2012\)0000006023](https://doi.org/10.1108/S1871-3173(2012)0000006023)
- Lertrit, S. (2004). *Late Prehistoric and Early Historic Ceramic Chronology for Central Thailand*. 5–37.
- Mammadov, R. (2012). The Importance of Transportation in Tourism Sector. 7th Silk Road International Conference “Challenges and Opportunities of

- Sustainable Economic Development in Eurasian Countries*," 381–386.
- Marpaung, H. (2002). Pengetahuan Kepariwisata. In *Alfabeta* (p. 231). Alfabeta.
- Maxham, J. G., & Netemeyer, R. G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57–71. <https://doi.org/10.1509/jmkg.66.4.57.18512>
- Medlik, s. (2003). *Dictionary of Travel, Tourism and Hospitality* (3rd ed.). Butterworth-Heinemann.
- Miro, F. (2012). *Pengantar Sistem Transportasi*. Erlangga.
- Molina, A., Gómez, M., & Martín-consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management*, 4(5), 722–728.
- Morgan, D. J., & Lok, L. (2000). Assessment of a comfort indicator for natural tourist attractions: The case of visitors to hanging rock, victoria? *Journal of Sustainable Tourism*, 8(5), 393–409. <https://doi.org/10.1080/09669580008667375>
- Park, D., Lee, G., Kim, W. G., & Kim, T. T. (2019). Social network analysis as a valuable tool for understanding tourists' multi-attraction travel behavioral intention to revisit and recommend. *Sustainability (Switzerland)*, 11(9). <https://doi.org/10.3390/su11092497>
- Petrick, J. F., & Backman, S. J. (2002). An Examination of the Construct of Perceived Value for the Prediction of Golf Travelers' Intentions to Revisit. *Journal of Travel Research*, 41(1), 38–45. <https://doi.org/10.1177/004728750204100106>
- Pi, W., & Huang, H. (2011). Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach. *African Journal of Business Management*, 5(11), 4403–4414. <https://doi.org/10.5897/AJBM10.1426>
- Robustin, T. P., Sularso, R. A., & Suroso, I. (2018). The Contribution of Tourist Attraction , Accessibility and Amenities in Creating Tourist Loyalty in Indonesia. *Journal of Business and Economics Review*, 3(4), 92–98.
- Rodríguez del Bosque, A. P. I. R. (2015). CORPORATE SOCIAL RESPONSIBILITY AND CUSTOMER LOYALTY: EXPLORING THE ROLE OF IDENTIFICATION, SATISFACTION AND TYPE OF COMPANY. *Journal of Services Marketing*, Vol. 29 Iss 1 Pp, 29(1). <https://doi.org/http://dx.doi.org/10.1108/JSM-10-2013-0272> Downloaded
- S. J. H AL Kahtani. (2011). *Measuring accessibility to tourist*. December 2011. https://www.researchgate.net/publication/257603174_Measuring_accessibility_to_tourist_attractions
- Shi, H. (2012). The efficiency of government promotion of inbound tourism: The case of Australia. *Economic Modelling*, 29(6), 2711–2718. <https://doi.org/10.1016/j.econmod.2012.06.019>
- Swarbroke, J. (2002). The Development and Management of Visitor Attractions. In *Reed Educational and Professional Publishing Ltd 1995,2002* (2nd ed.). Butterworth-Heinemann.
- Trafimow, D. (2003). Hypothesis Testing and Theory Evaluation at the Boundaries: Surprising Insights from Bayes's Theorem. *Psychological Review*, 110(3), 526–535. <https://doi.org/10.1037/0033-295X.110.3.526>
- Vengesai, S. (2003). A CONCEPTUAL MODEL OF TOURISM DESTINATION COMPETITIVENESS AND ATTRACTIVENESS. December, 637–647.