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1 **How safety and accessibility affect the perception and local tourist experience: case study**
2 **from eastern Indonesia marine tourism spot pre- COVID-19 Pandemic**

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8
9 **Abstract**

10 Eastern Indonesia has enormous marine tourism potential. The main problem is accessibility.
11 Distance between big cities in the country to eastern Indonesia is further and cost more than
12 places in the middle or western parts of the country. Inside the region also poses the same
13 problem, where some local marine tourism spots can be considered accessible. In addition,
14 the lack of infrastructure on marine tourism spots may actually have great impact on safety
15 of tourist, which can all together affect the tourist positive experience. Based on this current
16 condition, this study aimed to measure the impact of accessibility and safety through brand
17 perception to tourism experience. This Study conducted In Kei Islands, which home of up and
18 coming marine tourism spots in the country. This study used path analysis with Smart-PLS,
19 questionnaire is used for data collection with total 120 samples. The result indicated that
20 safety and accessibility have positive and significant effect on tourist experience, what is
21 more, accessibility have positive and significant effect on marine tourism spot' brand
22 perception. This study clearly indicated that access to marine tourism spot can have a bigger
23 impact to visitor positive experience and the brand image perception of the tourism spot,
24 therefore tourism management along with central and local government to optimize the
25 transportation and information related to make it easier for local, domestic and foreign
26 tourists to visit the region.

27 Keywords: Marine Tourism, Tourist, Kei Islands, path analysis, accessibility

28
29 **Introduction**

30 Indonesia is a nation with a wealth of tourist potential, both in terms of natural
31 beauty, ancestral culture and culture, ethnicity and language, culinary traditions, and
32 handicrafts. Indonesia's tourist potential contributes significantly to the economy via foreign
33 currency profits, regional revenue, regional growth, employment, and the expansion of
34 creative industries. According to the Ministry of Tourism, Republic of Indonesia 2016, the
35 tourism sector's contribution to the national Gross Domestic Product (GDP) in 2014 was 9

36 percent, or IDR 946.09 trillion. In 2014, tourism generated 120 trillion rupiah in foreign
37 currency and 11 million job possibilities. There is hope that more people will visit Indonesia
38 because the tourism industry brings in a lot of foreign currency, makes money for the country
39 and the region, and helps to develop the area.

40 Marine ecotourism can allow Indonesia to become the biggest marine tourism
41 destination in the world. According to the World Tourism Center, Indonesia's tourism-related
42 GDP projection for 2007 is 10.1%. This sum is comparable to 67 billion US dollars and employs
43 around 8.5 million people. Marine ecotourism, especially the development of marine tourism
44 on small islands, including the most remote small islands, has the potential to become a major
45 tourist area, like the Ngurbloat Beach, Ngurmunwatwahan Beach, Ngurtavur Sandbar and
46 Bair Islands among marine tourism spots in Kei Islands, Maluku Indonesia.

47 Economically and environmentally, the expansion of maritime tourism is of vital
48 importance. Economically, the growth of marine tourism contributes to an increase in the
49 country's foreign currency profits and an improvement in the local economy. When it is not
50 adequately managed, the usage of this region for marine tourism may be detrimental to
51 marine ecosystems. The development of marine tourism must be managed in accordance
52 with the concept of ecotourism, which is a sustainable approach characterized by landscape
53 management geared toward resource conservation, community cultural management geared
54 toward community welfare, and conservation activities geared toward efforts to maintain
55 present and future sustainable use of resources.

56 The number of tourist visits to Indonesia in 2019 has not grown much compared to
57 the same month in 2018, a situation that was aggravated by the COVID-19 epidemic in 2020–
58 2022. This will therefore have an effect on the expansion of the tourist industry in Indonesia,
59 particularly in terms of its contribution to foreign currency profits and national and regional
60 revenue. Due to several factors, the number of tourists visiting Indonesia has not greatly risen.
61 The management of the growth and management of tourist attractions in different areas of
62 Indonesia is a crucial aspect. The budget allocation is also one of the most influential aspects
63 of tourist growth. According to a study performed by Anggraini (2015) and Kharisma (2012),
64 the distribution of finances and budgets is one of the challenges in establishing the tourist
65 industry. Even if the development planning is thorough and mature, the execution of
66 development will be hindered when there is insufficient financing. Tourism growth is also
67 influenced by the presence of collaboration and coordination between diverse parties.

68 Marine tourism is a kind of niche tourism that exploits the potential of marine
69 landscapes and coastal places, either directly via activities such as boating, swimming,
70 snorkeling, scuba diving, and fishing, or indirectly through beach sports and picnics to enjoy
71 the sea environment (Nurisyah, 2001). On the one hand, this form of tourism has a positive
72 economic influence on the surrounding community's standard of life. Marine tourism uses
73 coastal areas that are biologically sensitive to natural disasters like floods, erosion, hurricanes,
74 and tsunami waves, as well as the effects of climate change (Rif'an, 2014; Kusmawan, 2013).
75 The beauty of the coastal landscape and the unique environment that surrounds it both
76 contribute to the potential of the expansive coastal region. It is necessary to provide adequate
77 facilities and infrastructure to facilitate the growth of maritime tourism for tourists in need
78 (Hidayat, 2011).

79 In an effort to implement this plan, it is inevitable that a number of obstacles will arise.
80 For the tourism sector, these obstacles are related to accessibility, attractions, and amenities,
81 as well as infrastructure and all necessary accommodations, given that the maritime sector is
82 the one with the greatest emphasis. It has become obligatory for every trip since not only the
83 natural beauty but also the culture and culture of each place are sought for. Therefore, to
84 support the development of marine tourism spots in Kei Island, this study aimed to analyze
85 the impact of accessibility and safety through brand perception to tourism experience. This is
86 important to help unravel problems that currently occur, where the outcome of the study is
87 to help understand what is the main factor that influence the positive experience of tourist
88 when visiting the tourism destination. Furthermore, the structure of the manuscript continue
89 as follows, after the instruction, literature review then material and method will be next parts.
90 Then results and discussion afterwards, where conclusion will be the closing part of this
91 manuscript.

92

93 **Literature Review**

94 **Tourist and Market**

95 According to Weeks et al. (2014), the success of tourism development is determined
96 by five factors: (1) the need for multi-stakeholder and related institutions; (2) the integration
97 of science skills with local knowledge and community-based management; (3) the
98 development of local capacity; and (4) the implementation of multi-stakeholder zoning to
99 balance competing objectives; and (5) participation in learning and governance networks.

100 Tourism needs are strongly tied to users or customers (e.g., tourists). Tourists are considered
101 a market since they are the intended recipients of tourism offerings. Thus, tourist market
102 demand has a significant impact on tourism development.

103 The advent of globalization has altered the behavior of travelers, who now strive to
104 complete all of their daily responsibilities (Sim [et al., 2018](#); Sreejesh [et al., 2016](#); Ye [et al.](#),
105 2015). Ray and tourism are composed of two words. The meaning of each of these terms is'
106 spin'. Tourism is a travel activity or the act of visiting a preferred location. Thus, tourism may
107 be described as a voyage from one chosen area to another (Allan & Altal, 2016; tom Dieck &
108 Jung, 2018). One of the objectives of tourism is to alleviate the monotony of regular activity
109 (Granitz & Forman, 2015). People's interest in tourism activities might range from hiking to
110 mountain climbing, from rural regions to visiting a single tourist destination (Randhawa et al.,
111 2005). (2015).

112

113 **Accessibility and Marine Tourism**

114 As a travel activity, tourism's development must also take accessibility into account,
115 as it relates to how humans reach tourist destinations. According to Baud-Bovvy & Lawson
116 (1998), the road network plays two crucial roles in tourism activities: as a means of access,
117 transportation, and communication between visitors or tourists and recreational attractions
118 or facilities; and as a means of navigating and locating a destination that requires advance
119 planning. in determining the locations that can be visited on the trip. The construction of
120 tourism locations must include accessibility, facilities, and attraction potential. A region's lack
121 of accessibility, facilities, and other supporting infrastructure makes it unsuitable as a tourist
122 destination. These three variables may be used to judge a tourist destination's quality. First,
123 airports, stations, motorways, and others may make it easier for people to reach tourism
124 attractions. Second, visitors will be drawn to hotels, inns, and restaurants that provide
125 regional delicacies. Third, natural resources (natural) such as mountains, lakes, beaches, and
126 hills; cultural tourism attractions such as traditional village architecture, archaeological sites,
127 arts and crafts, rituals, festivals, daily lives, hospitality, and food; and artificial attractions such
128 as sporting events, shopping, exhibitions, and conferences, among others.

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132 **Perceived brand of tourism destination**

133 In enhancing tourist marketing, image is a significant demand-influencing aspect. A
134 destination brand image is a collection of sentiments, ideas, beliefs, and favorable views of
135 visitors towards specific locations, in which the image of this destination influences a person's
136 choice to come (Lee and Jeong, 2018). Several elements contribute to the image of a location,
137 including (1) cognitive image, where cognitive learning is defined as a (active) process in which
138 a person forms associations between concepts, learns the sequence of concepts, solves
139 problems, and receives input; (2) affective images are based more on feelings than on beliefs
140 and knowledge of objects; (3) conative image is a person's ideas and attitudes toward a
141 specific location or how a person uses the information they have to take action (Lee and
142 Jeong, 2018).

143

144 **Facilities, infrastructure and customer experience**

145 Physical facilities are another factor that influences whether or not a consumer will
146 make a purchase or utilize a product or service. These purely physical capabilities have some
147 impact on the physical surroundings (buildings, equipment, logos, colors, and other forms).
148 Tickets, covers, labels, and other such items may also be included in the list of available
149 services (Sicilia et al., 2016). However, Kotler and Armstrong (2012:62) explain that physical
150 evidence is what may influence customers to use the items that they have purchased; thus,
151 their viewpoint is contradicted by this one. Therefore, the existence of tangible proof may
152 also be a significant factor in the judgments that customers make about the items that are on
153 sale (Karjaluoto et al., 2016; He et al., 2018).

154 Tourism development must be supported by various facilities and services provided
155 by various parties, including the community, entrepreneurs, and central and local
156 governments. These facilities and services include: 1) transportation development, which
157 includes route planning and the availability of transportation equipment; 2) technology
158 development in the form of an application-based internet containing information on tourism
159 destinations; and 3) communication development (Wilopo & Hakim, 2017). To make sure that
160 the tourism industry will last, all areas of transportation development need to be thought
161 about.

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164 **Location of Marine Tourism spot**

165 Elbedweighy et al. (2016) discovered that the place dimension is a series of companies
166 that have links with all activities to distribute products or services where the status of the
167 owner is from the provider to the consumer. These researchers discovered that the place
168 dimension is a collection of companies with ties to all product distribution activities. Where,
169 Iyer et al. (2016) shared the same view, which is a proportion to be use in order to operate a
170 company in the area of services and goods as a distribution channel. As a result, the definition
171 of the location or place itself is derived from the site at which the service is provided. This
172 location plays a crucial role in ensuring that customers get the quality of service that they
173 expect. Because of this choice, you need to give some consideration to the specifics of how
174 this service will be delivered to clients and where exactly it will be deployed. A location also
175 serves as the habitat or environment in which the service will be provided once it has been
176 delivered. This can't be separated from the value of the service and the benefits it gives.

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178 **Conceptual framework**

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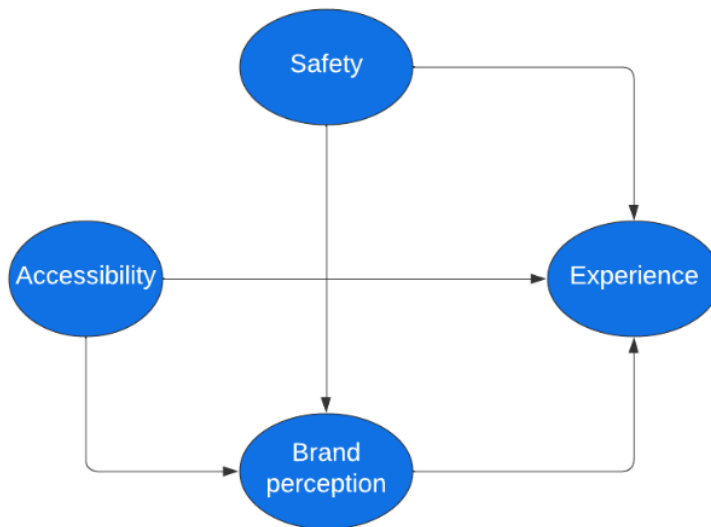
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Figure 1. Conceptual Framework

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The improved accessibility to marine tourism destinations would positively alter travelers' views of these tourist destinations and enhance their experiences at marine tourism destinations. Similarly, travelers' feeling of security and comfort while visiting that region. Consequently, the hypothesis for this investigation is as follows:

- 196 H1: Accessibility positively and significantly influences visitor experiences.
- 197 H2: Accessibility has a positive and significant impact on the brand impression
198 of marine tourist destinations among visitors.
- 199 H3: Accessibility has a positive and significant impact on tourist experiences
200 through visitor brand perceptions of maritime tourism destinations.
- 201 H4: Safety has a significant and positive impact on visitor experiences.
- 202 H5: Safety has a significantly positive impact on the brand image of maritime
203 tourist destinations among visitors.
- 204 H6: Safety has a positive and significant influence on tourist experiences
205 through the brand perception of maritime tourism destinations as
206 perceived by visitors.

207

208 **Material and Method**

209 This study is a quantitative analysis using the interview technique and a questionnaire-
210 based instrument. This questionnaire is meant to gather data that is used to explain the
211 variables in question. This research uses SmartPls 4.0 to measure the degree of validity.
212 According to (Ghozali & Latan, 2015), validity is the degree to which study findings (1) properly
213 reflect the data gathered (internal validity) and (2) may be translated or extrapolated to other
214 settings (external validity). The purpose of validity testing is to establish whether the
215 statement items included in the study can accurately measure the research variables.
216 Examining content validity and construct validity constitutes testing validity. Content validity
217 is the degree to which an instrument's measurements can accurately reflect all of the qualities
218 of the variable. Content validity is judgmental. Purposive sampling is the Non-Probability
219 Sampling approach used since the population is sampled based on specific criteria in order to
220 meet the goals of this investigation. This study's respondents were visitors to marine tourist
221 locations in the Kei Islands; a total of 120 respondents were eligible for inclusion.

222 This study used path analysis to view direct and indirect effect. This research model
223 benefit greatly from the use of PLS for the confirmation of previously established causal
224 linkages (Ringle et al 2005). We utilized the Smart PLS M2 Version 2.0 software to do a Partial
225 Least Squares (PLS) analysis on the data and then drew inferences from the results. There are
226 three coefficients in this study: the load, weight, and route coefficients. The bootstrap
227 technique is used to establish their significance level (Gil-Garcia 2008).

228 **Results**

229 It was shown in Table 1 that 59,02 percent of the respondents in this survey were
 230 female, where 40,08 and that the vast majority of them were in their 20s to 40s was about
 231 60,09 percent. Also, 50,08 percent of the survey participants had high school graduates and
 232 40,08 had college degrees. While the respondents' largest percentage level of respondents
 233 occupation as part-timers, lawyers and civil servants, it was around 72.13 percent. The
 234 median monthly income for respondents was less than 1 million IDR, 38.03%. The survey also
 235 found that more than half of the people who answered had been to the marine tourism spot
 236 in the area at least once a month.

237 Table 1. Respondents' characteristics
 238

<i>Variable</i>	<i>Frequency</i>	<i>Percentage</i>
Sex		
Male	49	40,08
Female	71	59,02
Age		
< 20	20	16,07
20-30	38	31,07
30-40	35	29,02
40-50	17	14,02
> 50	10	8,03
Education		
No education and elementary	1	0,80
Junior high	2	1,07
High school	61	50,08
College	49	40,08
Job		
Entrepreneur	25	20,08
Civil servant	43	35,08
Police/Army	6	5,00
Retired	1	0,80
Others (Lawyers, Part Timer, etc)	45	37,05
Income		
< IDR. 1.000.000	46	38,03
IDR. 1,000,000- IDR. 2,000,000	18	15,00
> IDR. 3,000,000 – IDR. 4,000,000	17	14,02
> IDR. 4,000,000 – IDR. 5,000,000	22	18,03
> IDR. 5,000,000	17	14,02
Number visitation per month		
< 2	65	54,02
2-3	38	31,07
4-5	14	11,07

> 5

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2,05

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240 In this research, a composite reliability more than 0.70 and an extracted average
241 variance larger than 0.50 are utilized to assess the model's fit. Table 2 displays the results of
242 the model fit for this investigation. Each of the constructs in this research have values more
243 than 0.7 and less than 0.5 for AVE value for the model to be valid. Each construct appears to
244 have correlations that are fewer than the **average variance recovered by indicators** assessing
245 **that construct**, demonstrating appropriate **discriminant validity** for which **the** constructs were
246 analyzed as showed on Table 3.

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Table 2. Measurement model

<i>Construct</i>	<i>Items</i>	<i>Loadings</i>	<i>CR</i>	<i>AVE</i>
Brand Perception	E1	0,624	0.867	0.524
	E2	0,742		
	E3	0,820		
	E4	0,678		
	E5	0,914		
Safety	S1	0,893	0.769	0.558
	S2	0,721		
	S3	0,615		
Accessibility	AC1	0,803	0.873	0.581
	AC2	0,866		
	AC3	0,530		
Experience	E1	0,832	0.792	0.565
	E2	0,788		
	E3	0,691		
	E4	0,669		
	E5	0,702		
	E5	0,643		

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Table 3. Discriminant validity of constructs

	Brand Perception	Experience	Safety	Accessibility
Brand Perception	0,763			
Experience	0,450	0,724		
Safety	0,417	0,725	0,752	
Accessibility	0,556	0,656	0,483	0,747

253

254 R squared values of 0.647% indicate that over 64% of the model's variables are
255 explicable. The result also demonstrates the indirect relationship between the criteria
256 employed to support our conclusions. This table demonstrates that hypotheses 1 and 2 are
257 supported, since accessibility has a favorable and substantial effect on visitor experiences.

258 tourists' brand perception of maritime tourism locations. The same conclusion was found for
 259 Hypothesis No. 4, which states that safety has a substantial and beneficial effect on tourist
 260 experiences. Other hypotheses were not statistically significant in which being rejected.

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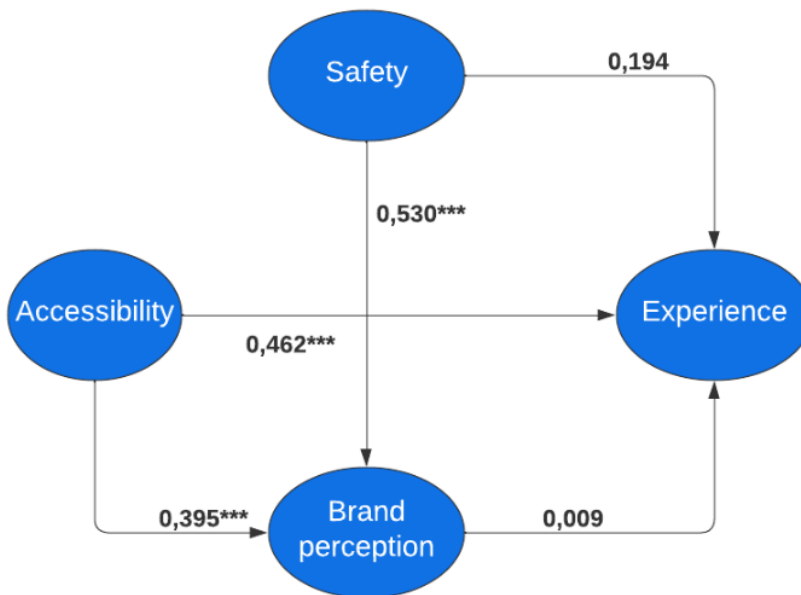
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Table 4. Path coefficients

	Coefficient	P values	Hypothesis	Decision
Accessibility -> Experience	0,462	0.001	1st	Accepted
Accessibility -> Brand Perception	0,395	0.005	2nd	Accepted
Accessibility -> Brand Perception -> Experience	0,002	0,942	3rd	Rejected
Safety -> Experience	0,530	0.000	4th	Accepted
Safety -> Brand Perception	0,194	0,116	5th	Rejected
Safety -> Brand Perception -> Experience	0,002	0,942	6th	Rejected

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Note: *p < 0.05; ** p < 0.01.



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Figure 3. Path model

269 **Discussion**

270 Prior to the COVID-19 pandemic, the requirements of tourist customers were focused
 271 on physiological include recreational need. During the pandemic, however, the necessity for
 272 security and physical survival takes precedence. Restrictions on preventing the spread of this

273 infection make security an absolute necessity. When the government's approach is one of
274 large-scale social restrictions, the tourist sector does not create room for new products.
275 Travelers postpone and cancel their purchases.

276 Consumer demands are seen as the primary determinants and originators of their
277 purchasing and consuming behavior. According to Setiadi (2003), the needs of tourists are
278 dominated by: a) physiological, as basic needs; b) security, with regard to physical survival
279 and safety; c) appreciation and ownership, the need to be accepted by others; d) self-
280 expression; e) self-actualization; f) the search for variety; the maintenance of the selected
281 level of physiological arousal and stimulation, which is frequently expressed in a variety of
282 ways. According to Sangadji and Opiah (2013), tourist consumer behavior as evidenced by
283 purchase choices is impacted by psychological elements based on changes in consumer
284 attitudes in reacting to tourism industry producers.

285 When visiting tourism spot, security and comfort are anticipated to be steady,
286 resulting in a sense of serenity without anxiety. Security and comfort are judged using the
287 following indicators: sense of security, namely the sensation of safety while visiting tourist
288 attractions either alone or in groups, and with one's personal goods. The cleanliness of a
289 tourist attraction's location and the availability of adequate garbage cans the atmosphere of
290 a tranquil tourist site is tranquil and brings joy to each visitor. When tourist locations can offer
291 high-quality experiences, it may boost visitor satisfaction and interest, particularly among
292 international travelers (Rajaratnam, et. al., 2015).

293 The growth of tourism in a local, regional, or national area is closely tied to the growth
294 of the economy in that area or country. This is because the growth of tourism is always done
295 for the benefit of the people as a whole. If a tourist destination is well-developed, it will have
296 a positive effect on the area because it can create many jobs for the people who live there. If
297 tourism facilities and infrastructure are built in the area, workers will be drawn to projects
298 like building roads to tourist attractions, bridges, power plants, clean water supplies,
299 recreation areas, tourist attractions, tourist transportation, terminals, hotels, restaurants,
300 travel agencies, boutiques, shopping centers, souvenir shops, other entertainment places.

301 With the improvement of tourism, a location becomes more developed and the
302 demand of visitors to visit tourist sites with diverse amenities and other exciting activities
303 increases (Koranti et al., 2017). One of the factors taken into consideration in the evaluation
304 is tourist perception, followed by tourist replies and wishes, as well as the demand for tourist

305 facilities and services given by tourism service providers and received by visitors
306 (Pattinasarany, et al., 2019).

307 Therefore, to effectively manage maritime tourism in the Kei Islands, both the central
308 government and the regional government need to focus their attention on two primary
309 elements. The first piece of information is connected to everything and everything that is
310 associated with the location of the marine wizard. This includes details on how to get to the
311 area; plans of the location; information on the facilities; and charges for utilizing the
312 amenities. Second, access to the site of the pointers from both outside of the city and from
313 inside the region of the Kei Islands to each marine tourist spot. It is important to do this in
314 order to keep marine tourism spots in this area competitive and to help them get back on
315 their feet quickly so that they can grow.

316

317 **Conclusion**

318 Eastern Indonesia is distant from main cities and more expensive than the center and
319 west. Some maritime tourist destinations are available within the area. Lack of infrastructure
320 at maritime tourism locations may also influence visitor safety, which might damage their
321 good experience. This research measured the influence of accessibility and safety on tourist
322 experience via brand impression. This study was done in Kei Islands, a hotspot for marine
323 tourism. This study showed that access to marine tourism spots can have a bigger impact on
324 visitor positive experience and brand image perception, so tourism management along with
325 central and local government should optimize transportation and information to make it
326 easier for local, domestic, and foreign tourists to visit the region. Central and regional
327 governments must focus on two elements when managing maritime tourism in the Kei
328 Islands. First, information on the marine wizard's site, including access, plans, amenities, and
329 costs. Second, access to maritime tourist locations from beyond the city and the Kei Islands.
330 This is crucial to retain competitiveness and boost marine tourism in this area.

331

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