Recovery of Post-Pandemic Tourist Visits Rates Through Geopark Destination Attributes

Riski Taufik Hidayah
School of Economics and Business, Telkom University, Indonesia
Email: riskitaufik@telkomuniversity.ac.id,

ABSTRACT

Purpose – The Pongkor National Geopark has a geological peculiarity in the form of an underground gold mine that distinguishes it from other geoparks in Indonesia and the world. The Pongkor National Geopark raised the theme of the evolution of the quarter magmatic arc associated with Pongkor gold mineralization as an icon of geological heritage known to the world. The presence of Geopark status shows that the Pongkor area has prominent geological elements and fulfils archaeological, ecological and cultural values and is able to encourage and empower local communities to contribute in maintaining and improving the function of natural heritage so as to contribute to economic development. However, the COVID-19 pandemic has reduced tourist visits as a consequence of the government's efforts to reduce the spread of the outbreak through closing and restricting tourist areas. The purpose of this study was to analyse the effect of destination attributes on the intention of tourist loyalty in the Pongkor National Geopark Area.

The method used in this research is verification with the population, namely tourists who have visited the Pongkor National Geopark at least 1 time and are willing to make visits in the future. The analytical method used is Spearman rank correlation, coefficient of determination, and t test with a significance level of five percent.

Findings – This research supports previous studies where there is an influence given by the attributes of the destination on the intention of tourist loyalty. The magnitude of the effect given by the destination attribute on loyalty intentions is 57.6%.

Keywords: Destination Attributes, Loyalty Intention, The Pongkor National Geopark.

INTRODUCTION

The COVID-19 pandemic has had consequences for a country's economic decline (Yeh, 2020), where the business sectors hardest hit are transportation, accommodation, and service businesses, all of which are the most important part of the tourism industry (Nugroho & Negara, 2020). The closure of tourism facilities such as hotels, restaurants and tourist areas as well as the cancellation of tourist visits and hotel reservations have had an impact on losses for tourism business actors which have increased unemployment in an area. Workers lost their jobs from the formal sector of tourism such as

hotels, restaurants and tour guides, and 314,833 workers who lost their jobs from the informal sector involved in tourism (Cahyadi & Newsome, 2021). This situation has an impact on the decline in tourism performance which has an impact on the income of a region.

One of the tourism concepts that is expected to be able to improve the economy of an area is the geotourism concept developed by geoparks (Sulistyadi, 2019). Geopark is an area that has prominent geological elements including fulfilling archaeological, ecological and cultural values and is able to encourage and empower local communities to contribute in maintaining and improving the function of their natural heritage (Nikolova & Sinnyovsky, 2019). The Geopark area offers the concept of geotourism which has its own charm for people who want to interact with the earth's environment and provide added value in the formation of knowledge, awareness and appreciation of geological phenomena (Wulung et al., 2019). The Indonesian government states that Indonesia now has 110 geological heritages that have the potential to become global Geoparks, this is supported by the fact that Indonesia is a country rich in natural and cultural resources and its geographical position is located in the ring of fire, making Indonesia unique in its geology. (Krishna Yuliawati et al., 2016).

The performance of tourist destinations needs to be studied to measure the level of effectiveness of a tourist area and its ability to achieve the goals of establishing a Geopark as a tourist area. Figure 1 The level of tourist visits to the Pongkor National Geopark Tourism Area shows a decline. The decline even occurred after the determination of the status of the National Geopark in the Pongkor Area. The determination of the Pongkor Geopark as a National Geopark has not been able to maintain the number of visits which had originally been visited by 1,344,750 tourists at the end of 2018 which decreased by 71.50% to 383,196 tourist visits. When Indonesia was hit by the Covid-19 pandemic at the beginning of 2020, the return visit rate decreased but not too significantly, only by 14.76% to 326,640 tourists at the end of 2020.
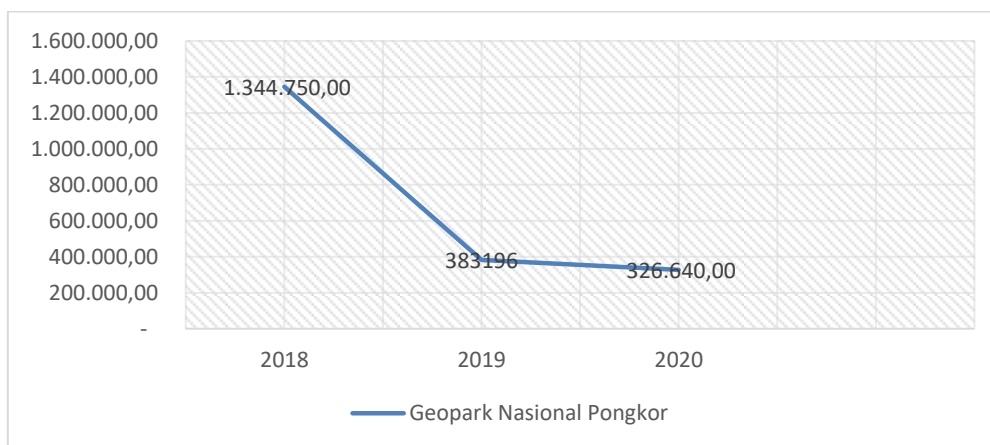

Figure 1
The Rate of Tourist Visits to the Pongkor National Geopark Tourism Area in 2018-2020
Source: Bappedalitbang Bogor Regency

The decrease was due to restrictions on entry access for foreign tourists and Large-Scale Social Restrictions (PSBB) in the West Java area, which some areas are in the red zone. & Newsome, 2021). The decline in the level of tourist visits will have an impact on the economic achievement and income of a country and if both occur, it will cause further negative impacts (Yeh, 2020) especially those felt by local communities whose livelihoods depend on tourist destinations (Cahyadi & Newsome, 2021). This situation requires efforts to restore the level of domestic tourist visits because this is the most likely to happen in the current situation given the ongoing restrictions (Brouder, 2020; Gössling et al., 2020). Efforts to restore the level of tourist visits in a tourist area by focusing on tourists who have made previous visits are considered to be more efficient (Pratminingsih et al., 2014) with the current situation.

Previous research has found that the intention of tourist loyalty which is reflected in the intention of tourists to revisit and the intention to recommend word of mouth will occur when the destination attributes of a tourist area are good (Chi & Qu, 2008; Ozdemir et al., 2012; Ozturk & Gogtas , 2016). So that this Geopark area is very distinctive and unique which distinguishes the Pongkor National

16

Geopark (GN) from other Geoparks in Indonesia and the world because the theme of the Geopark is, "The evolution of the Quaternary magmatic arc associated with Pongkor gold mineralization as an icon of geological heritage known to the world is expected to attract visits. return tourists.

In its use in the tourism industry, studies on loyalty intentions have been used in various types of tourism objects including creative tourism (Ali et al., 2016; Suhartanto et al., 2019), medical tourism (Sharma & Nayak, 2019a), nature tourism (Moon & Han, 2019), cultural tourism (Chen & Rahman, 2018; Mansour & Ariffin, 2017), museum tourism (Coudounaris & Stapit, 2017), historic site tourism (Chiu et al., 2016; Wu & Li, 2017), rural tourism (Loureiro, 2014) and urban tourism (Papadimitriou et al., 2015). The limited research references related to loyalty intentions in geotourism create a research gap to encourage research on the factors that shape loyalty intentions in the geotourism concept.

This research tries to measure the role of the destination attributes of the Pongkor National Geopark tourist area in the intention of tourist loyalty which will be seen through various indications including the desire to visit again, the desire to recommend and the desire to convey positive information related to a destination.

LITERATURE REVIEW

Destination attributes are fundamental components (Albayrak & Caber, 2013) which include tourist attractions, accommodation, restaurants, shopping areas, transportation, tourist agents, security and participation from local communities (Kwanisai & Vengesayi, 2016). Destination attributes can be the attraction of a destination to attract tourists to visit (Lew, 1987). So it can be said that destination attributes are a combination of all tangible and/or intangible components in a destination that can be an attraction to encourage tourists to visit (J. Kim, 2014; Schlesinger, 2020; Shuib et al., 2015; Singh, 2014). 2019; Whyte et al., 2018). An attraction that is able to encourage interaction and active involvement of tourists through the charm of the destination. The charm of the destination will transform into an experience component when tourists interact directly. The interactions that occur can affect the formation of the tourist experience (Moon & Han, 2018). Tourist destinations need to offer experiences to tourists through the combination of all components of tourism products (Zhang et al., 2018). Tourist perceptions of destination attributes are important for destination managers because they can provide information about the comparison process for selecting destination attributes between tourist areas (J. H. Kim & Ritchie, 2014; Schlesinger, 2020).

Jong-hyeong Kim (2014) in his research on domestic tourists stated that there are 10 elements that make up the charm of a destination including local culture, variety of tourist activities, hospitality, infrastructure, environmental management, accessibility, service quality, geography, place relations and superstructure. If previously it was focused on domestic tourists, it is different with (Kiatkawsin & Han, 2017) which states that foreign tourists pay more attention to hospitality, shopping areas, climate, tourist attractions and local cultural traditions.

Loyalty intentions share the same meaning as behavioural intentions (Lee, 2009). The manifestation of loyalty intention is defined as the intention and commitment to have a greater likelihood of being truly loyal to a goal. The future behavioural intention of tourists can be measured by the desire to make a return visit in the future and the willingness to recommend it to others (Chen & Tsai, 2007:1115).

Behavioral intentions are also described as intentions to repurchase and do word-of-mouth marketing (Petrick, 2004:401). This word-of-mouth marketing process is a marketing concept that is carried out to recommend products or services to others. Measurement of loyalty intentions can use the dimensions of the desire of tourists to make repeat visits, intentions to recommend and the desire to promote the attractiveness of destinations and support the development of certain tourist destinations through the delivery of positive information related to certain destinations (K. H. Kim & Park, 2017; Prayag & Ryan, 2012; Suhartanto et al., 2019; Yoon & Uysal, 2005). This study will use three dimensions of loyalty intentions consisting of intention or desire to revisit, intention to recommend

and intention to convey positive information related to the destination (Coudounaris & Stapit, 2017; K. H. Kim & Park, 2017; Sharma & Nayak, 2019b; Suhartanto et al.., 2019).

Based on the explanation above, the writer can formulate the following hypothesis:

H_1 : Destination attributes affect tourist loyalty intentions

METHOD

This research used a quantitative approach because in this research the research data is in the form of numbers and data analysis uses statistical methods. Based on the variables studied, the type of this research is verification research. The population in this study are tourists who have visited the Pongkor National Geopark during the New Normal period or throughout 2020 at least one visit. The number of tourists who visited the Pongkor National Geopark in 2020 was 326,640 tourists.

The number of samples required is at least 5 times the number of indicator variables (Ferdinand, 2014). The number of indicators in this study is 62 indicators, so the minimum number of samples required is 62 x 5 or 311 samples. The sampling method in this study used probability sampling using the proportioned stratified sampling technique.

The analytical method used is Spearman Rank correlation to determine the strong and low relationship between destination attributes and loyalty intentions, measuring the influence contributed by destination attributes to loyalty intentions through the coefficient of determination, and hypothesis testing through t-test with a significance level of five percent.

RESULT AND DISCUSSION

Research result

In an effort to determine the effect of destination attributes on loyalty intentions, it is necessary to first know the relationship between destination attributes and loyalty intentions and the strength or weakness of the relationship. So first, measurements will be made through the Spearman rank correlation test and the following results are obtained:

Table 1. Spearman's rank correlation coefficient

			Destination Attributes	Loyalty Intention
Spearman's rho	Destination Attributes	Correlation Coefficient	1.000	.759[**]
		Sig. (1-tailed)	.	.000
		N	200	200
	Loyalty Intention	Correlation Coefficient	.759[**]	1.000
		Sig. (1-tailed)	.000	.
		N	200	200

**. Correlation is significant at the 0.01 level (1-tailed).

From the output table above, it can be seen that the correlation coefficient (R) is 0.759. This value indicates a strong relationship between destination attributes and tourist loyalty intentions. The value of the correlation coefficient (R) also shows a positive sign, which means that when the destination attribute is improved, it will also have an impact on increasing tourist loyalty intentions.

After knowing the relationship between the variables studied, the researcher will first test the hypothesis to ensure that the proposed hypothesis can be accepted through the t test, then the following results are obtained:

$$t \; count = \; rs \sqrt{\frac{(n-2)}{1-rs^2}}$$

$$t_{count} = 0{,}759 \sqrt{\frac{(200-2)}{1-0{,}759^2}}$$

$t = 16{,}403$

From the calculation results above, it can be seen that the tcount obtained is 16,403. This value will be compared with the ttable value in the t distribution table. With α =5%, the ttable value is 1.97202. From the values above, it can be seen that the value of tcount (16.403) > ttable (1.97202). In accordance with the criteria for testing the hypothesis that Ho is rejected and Ha is accepted, it means that Destination Attributes affect the loyalty intentions of tourists in the Pongkor National Geopark Tourism Area. After knowing the level of correlation and the results of hypothesis testing that confirm the influence of destination attributes on loyalty intentions, the last step is to find out how much contribution the destination attributes make to loyalty intentions. So, to measure this, it is necessary to know by using the calculation of the coefficient of determination and the following results are obtained:

$$\begin{aligned}
KD \quad &= r_{yx}^2 \text{ x } 100\% \\
&= (0{,}759)^2 \text{ x } 100\% \\
&= 57{,}6\%
\end{aligned}$$

Based on the above calculations, it can be seen that there is an influence of 57.6% which is contributed by the destination attribute to the loyalty intentions of the Pongkor National Geopark tourists. While 42.4% was contributed by other variables that were not examined in this research.

Discussion

The results of Hypothesis 1 testing are related to the influence of destination attributes on loyalty intentions. These conditions can indicate that the better the attributes of the destination, the better the intention of tourist loyalty will be. The facts show that the main attraction of Geopark tourism today is the diversity of types of natural tourism, which is the attribute that is the main concern to attract the attention of tourists. Empirically, it can be seen that the tourist attractions in the Pongkor National Geopark such as underground mines, Mount Salak and Mount Gede and Mount Sanggabuana have very distinctive landscape conditions, the Malasaru terracing with a landscape that shows the pattern of paddy fields in hilly areas and the presence of waterfalls *(Curug)* such as Curug Sawer, Curug Love and Curug Lontar which are located in the Cianten River. These results are in accordance with previous research by Rama & Wulung, (2019) which stated that the concept of tourism from Geotourism is to utilize and commercialize geological elements such as landscapes, rocks, fossils, minerals and waters which are added with educational elements in them.

In addition, the attractiveness of the Pongkor National Geopark lies in the presence of the local community. Local communities who still uphold their traditions and culture and show them to visiting tourists so that they become a tourist attraction. The presence of the *Kasepuhan Urug* indigenous community in the Pongkor National Geopark who still maintains local wisdom which is an inseparable part of people's lives. The research findings are in accordance with previous research found by Moon & Han (2018) that tourism activities that allow the creation of interaction with local communities are able to open an opportunity to be able to explore their customs, traditions and culture as well as the opportunity to experience the daily activities of the local community firsthand. Thus,

interaction with the local community is able to form a tourist activity that provides an authentic and memorable experience for tourists who visit the tourist area.

The results of this research are also in line with research conducted by Schlesinger (2020) which states that destination attributes have the ability to form a perception so that it can encourage tourists who have visited to make return visits in the future as well as encouragement to recommend a destination, both of which are indicator of tourist loyalty. In addition, Singh (2019) states that the presence of destination attributes that can facilitate the occurrence of a travel experience can encourage tourists to make return visits which is the strongest indicator of tourist loyalty.

CONCLUSION

Based on the theoretical description and the results of the discussion of research that has been carried out using verification analysis of Increasing Tourist Loyalty Intentions Through Geopark Destination Attributes, it can be concluded that there is an influence given by destination attributes on tourist loyalty intentions in the Pongkor National Geopark Tourism Area in West Java Province. This shows that tourist destinations that have good destination attributes will have an impact on tourist loyalty intentions.

However, researcher see the need for improvement in the Pongkor National Geopark Tourism Area, as in loyalty intentions, there are some factors that need to be improved related to increasing tourist intentions to visit again. The Geopark Management Agency needs to search for attractions in the Geopark tourist area that have the highest to lowest levels of visits. This is necessary to map which destinations need to be developed. Thus, they have a balanced ability to attract the attention of tourists. The wide coverage area in each Geopark Tourism Area in West Java allows tourists not to be able to visit all tourist attractions in one visit. The promotional program can also highlight destinations that often escape the attention of tourists, thus giving rise to reasons for returning to the Geopark tourist area.

The management needs to activate community-based tourism by prioritizing the active involvement of the community and communities in each tourist area. His involvement is in the form of forming small businesses that are able to offer souvenirs and services and assistance to tourists. The involvement of the local community and community is able to offer closer relationships and relationships with tourists because of their understanding of the background of the area that becomes a tourist area.

ACKNOWLEDGMENT

REFERENCES

Albayrak, T., & Caber, M. (n.d.). *Current Issues in Tourism The symmetric and asymmetric influences of destination attributes on overall visitor satisfaction*. *October 2014*, 37–41. https://doi.org/10.1080/13683500.2012.682978

Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel and Tourism Marketing*,

33(1), 85–100. https://doi.org/10.1080/10548408.2015.1038418

Brouder, P. (2020). Reset redux : possible evolutionary pathways towards the transformation of tourism in a COVID-19 world. *Tourism Geographies*, *0*(0), 1–7. https://doi.org/10.1080/14616688.2020.1760928

Cahyadi, H. S., & Newsome, D. (2021). The post COVID-19 tourism dilemma for geoparks in Indonesia. *International Journal of Geoheritage and Parks*, *9*(2), 199–211. https://doi.org/10.1016/j.ijgeop.2021.02.003

Chen, H., & Rahman, I. (2018). Cultural tourism : An analysis of engagement , cultural contact , memorable tourism experience and destination loyalty ☆. *Tourism Management Perspectives*, *26*(October 2017), 153–163. https://doi.org/10.1016/j.tmp.2017.10.006

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624–636. https://doi.org/10.1016/j.tourman.2007.06.007

Chiu, W., Zeng, S., & Cheng, P. S. T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism, and Hospitality Research*, *10*(2), 223–234. https://doi.org/10.1108/IJCTHR-07-2015-0080

Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology and Marketing*, *34*(12), 1084–1093. https://doi.org/10.1002/mar.21048

Gössling, S., Scott, D., Hall, C. M., Gössling, S., Scott, D., & Pandemics, C. M. H. (2020). Pandemics , tourism and global change : a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, *0*(0), 1–20. https://doi.org/10.1080/09669582.2020.1758708

Kiatkawsin, K., & Han, H. (2017). An alternative interpretation of attitude and extension of the value – attitude – behavior hierarchy : the destination attributes of Chiang. *Asia Pacific Journal of Tourism Research*, *0*(0), 1–20. https://doi.org/10.1080/10941665.2016.1276466

Kim, J. (2014). The antecedents of memorable tourism experiences : The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, *44*, 34–45. https://doi.org/10.1016/j.tourman.2014.02.007

Kim, J. H., & Ritchie, J. R. B. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, *53*(3), 323–335. https://doi.org/10.1177/0047287513496468

Kim, K. H., & Park, D. B. (2017). Relationships Among Perceived Value, Satisfaction, and Loyalty: Community-Based Ecotourism in Korea. *Journal of Travel and Tourism Marketing*, *34*(2), 171–191. https://doi.org/10.1080/10548408.2016.1156609

Krishna Yuliawati, A., Nur Pribadi, K., & Sapari Dwi Hadian, M. (2016). *Geotourism Resources as Part of Sustainable Development in Geopark Indonesia*. *15*, 962–965. https://doi.org/10.2991/gcbme-16.2016.178

Kwanisai, G., & Vengesayi, S. (2016). *DESTINATION ATTRIBUTES AND OVERALL DESTINATION SATISFACTION IN ZIMBABWE*. *21*, 17–28.

Lee, T. H. (2009). A Structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure Sciences*, *31*(3), 215–236. https://doi.org/10.1080/01490400902837787

Lew, A. A. (1987). A framework of tourist attraction research. *Annals of Tourism Research*, *14*(4),

553–575. https://doi.org/10.1016/0160-7383(87)90071-5

Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, *40*, 1–9. https://doi.org/10.1016/j.ijhm.2014.02.010

Mansour, J. S. A., & Ariffin, A. A. M. (2017). The Effects of Local Hospitality, Commercial Hospitality and Experience Quality on Behavioral Intention in Cultural Heritage Tourism. *Journal of Quality Assurance in Hospitality and Tourism*, *18*(2), 149–172. https://doi.org/10.1080/1528008X.2016.1169474

Moon, H., & Han, H. (2018). Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tourism Management Perspectives*, *28*(August), 71–82. https://doi.org/10.1016/j.tmp.2018.08.002

Moon, H., & Han, H. (2019). Tourist experience quality and loyalty to an island destination: the moderating impact of destination image. *Journal of Travel and Tourism Marketing*, *36*(1), 43–59. https://doi.org/10.1080/10548408.2018.1494083

Nikolova, V., & Sinnyovsky, D. (2019). Geoparks in the legal framework of the EU countries. *Tourism Management Perspectives*, *29*(November 2018), 141–147. https://doi.org/10.1016/j.tmp.2018.11.007

Nugroho, Y., & Negara, S. D. (2020). COVID-19 ' s Impact on Micro, Small, & Medium Enterprises and Tourism in Indonesia. *ISEAS Yusof Ishak Institute*, *124*, 1–11.

Ozdemir, B., Aksu, A., Ehtiyar, R., Çizel, B., Çizel, R. B., & Içigen, E. T. (2012). Relationships Among Tourist Profile, Satisfaction and Destination Loyalty: Examining Empirical Evidences in Antalya Region of Turkey. *Journal of Hospitality Marketing and Management*, *21*(5), 506–540. https://doi.org/10.1080/19368623.2012.626749

Ozturk, U. A., & Gogtas, H. (2016). *Destination attributes , satisfaction , and the cruise visitor ' s intent to revisit and recommend. 6688*(March). https://doi.org/10.1080/14616688.2015.1124446

Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. (Kiki). (2015). Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. *Journal of Travel Research*, *54*(3), 302–315. https://doi.org/10.1177/0047287513516389

Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). *Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention : A Case of Bandung – Indonesia. 5*(1). https://doi.org/10.7763/IJIMT.2014.V5.479

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, *51*(3), 342–356. https://doi.org/10.1177/0047287511410321

Rama, S., & Wulung, P. (2019). *Geotourism Reinterpretation towards Natural Tourist Attractions in Bandung Basin , West Java , Indonesia. 259*(Isot 2018), 278–282.

Schlesinger, W. (2020). Exploring the links between destination attributes , quality of service experience and loyalty in emerging Mediterranean destinations. *Tourism Management Perspectives*, *35*(June 2019), 100699. https://doi.org/10.1016/j.tmp.2020.100699

Sharma, P., & Nayak, J. K. (2019a). The role of destination image as a mediator between tourists' emotional experiences and behavioral intentions: A study of wellness tourism. *Journal of Destination Marketing and Management*, *January*, 1–12. https://doi.org/10.1016/j.jdmm.2019.02.002

Sharma, P., & Nayak, J. K. (2019b). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, *21*(4), 504–518. https://doi.org/10.1002/jtr.2278

Shuib, A., Mahdzar, M., Ramachandran, S., Herman, S., & Afandi, M. (2015). *The Role of Destination Attributes and Memorable Tourism Experience in Understanding Tourist Revisit*

Intentions. *December 2017*. https://doi.org/10.5829/idosi.aejaes.2015.15.s.205

Singh, R. (2019). *Destination Attributes to Measure Tourist Revisit Intention : A Scale Development*. *12*(12). https://doi.org/10.1177/0972150918825329

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2019). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, *0*(0), 1–13. https://doi.org/10.1080/13683500.2019.1568400

Sulistyadi, B. (2019). *THE IMPACT OF SITE ATTRACTION AND SERVICE QUALITY ON LOYALTY THROUGH SATISFACTION : A CASE STUDY IN GUNUNG SEWU UNESCO GLOBAL GEOPARK , INDONESIA*. *25*(2).

Whyte, L. J., Packer, J., Ballantyne, R., Whyte, L. J., & Packer, J. (2018). Cruise destination attributes : measuring the relative importance of the onboard and onshore aspects of cruising and onshore aspects of cruising. *Tourism Recreation Research*, *0*(0), 1–13. https://doi.org/10.1080/02508281.2018.1470148

Wu, H. C., & Li, T. (2017). A Study of Experiential Quality, Perceived Value, Heritage Image, Experiential Satisfaction, and Behavioral Intentions for Heritage Tourists. In *Journal of Hospitality and Tourism Research* (Vol. 41, Issue 8). https://doi.org/10.1177/1096348014525638

Wulung, S. R. P., Yuliawati, A. K., & Hadian, M. S. D. (2019). *Geotourism Potential Analysis of North Kalimantan*. *259*(Isot 2018), 283–287. https://doi.org/10.2991/isot-18.2019.63

Yeh, S. S. (2020). Tourism recovery strategy against COVID-19 pandemic. *Tourism Recreation Research*, *0*(0), 1–7. https://doi.org/10.1080/02508281.2020.1805933

Yoon, Y., & Uysal, M. (2005). *An examination of the effects of motivation and satisfaction on destination loyalty : a structural model*. *26*, 45–56. https://doi.org/10.1016/j.tourman.2003.08.016

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, *8*(June), 326–336. https://doi.org/10.1016/j.jdmm.2017.06.004