

TESTING THE INFLUENCE OF DESTINATION PRODUCTS THROUGH TOURISM DECISIONS ON SUSTAINABLE

Kasful Anwar
Universitas Terbuka

ABSTRACT

Sustainable development underpins sustainable tourism development. Sustainable development involves resource preservation and development. Sustainable development meets the requirements of current and future generations evenly. Sustainable tourism research and development are still relevant in an uncertain and complicated global world. The Otlter test determined whether data might disturb the following analysis strategy. If the minimal sample assumption holds, exclude outlier data. This study will screen participants beyond 10% of the planned minimum sample data limit. Standard factor loadings in individual measurement models exhibit impairment but stabilize at 0.60 or higher. Hence, the observed items measure latent variables in independent and dependent constructs consistently and significantly. Standard factor loadings in individual measurement models exhibit impairment but stabilize at 0.60 or higher. Hence, the observed items measure latent variables in independent and dependent constructs consistently and significantly. Standard factor loadings in individual measurement models exhibit impairment but stabilize at 0.60 or higher. Hence, the observed items measure latent variables in independent and dependent constructs consistently and significantly.

Keywords: *SEM, indicator test, product, tourist, sustainable*

INTRODUCTION

Indonesia's tourism potential can boost tourism destinations. This provides potential for tourism expansion and community needs. Travel is a main demand for the upper middle class and secondary for most groups, as multicausal social stress increases. (Huijbens, 2020). Indonesia expects 20 million international and 270 local tourists in 2019. This target seeks a 15% GDP or 260 trillion foreign exchange contributor. Tourism intends to employ 12.6 million non-productive residents and increase competitiveness for 30 years. (Rahakbauw et al., 2017; Suhartanto, 2020; Susilawati, 2020).

According to the Central Bureau of Statistics (2021), domestic (archipelagic) tourists have become the hope and driving force for Indonesian tourism during the COVID-19 pandemic and a fall in foreign tourists.

Tourism will contribute 4.3% to the 2022 GDP. 4.2% greater than projected 2021 achievement.

Domestic tourists are a valuable asset for the tourism industry, therefore grounded archipelago (local) destinations, especially for indigenous people, must be revolutionized. The government has grounded the tagline "Proud of Traveling in Indonesia". This targets local middle- and upper-class tourists who generally vacation abroad and wish to explore local destinations and travel Indonesia. CNN (2020).

Product quality is also crucial because the tourism business relies on it to sell associated tourist locations. Better tourism products also increase tourists' choice of linked places. Several prior studies found that destination product quality positively impacts tourist decisions (Dahiya & Batra, 2016; Hikmah et al., 2018). Hence, tourism product quality must be improved.

This study's three strategies—social media, destination image, and product quality—are projected to increase tourist destination choices. This helps Tourist Destination Areas sustain tourist visitation (DTW). Consequently, tourism can continue to provide substantial state revenues.

Gorontalo's Tourist Destination Area (DTW) will host this study. Because there are still many misconceptions that the tourism business in this province primarily relies on natural beaches, lakes, and local culture, researchers are interested in exploring this site as a research location (see Figure 1.2). This study attempts to: To examine how tourist decisions affect the sustainability of tourist visit levels in Gorontalo's tourism sites (DTW). To determine the impact of social media on tourist decisions and the sustainability of Gorontalo's tourism sites (DTW). (L. Gao & Bai, 2014; Wen, 2009; Yeung, Morris, 2001).

This comparative study that tests a structural model that combines these four concepts (media social, destination image, destination product, tourism sustainability) is expected to make a significant theoretical contribution to strategic management literature, especially sustainable tourism, by advancing understanding of the role of social media and its influence on destination images and products in travel decisions. This study analyzes new and existing tourism destinations. Sustainable Tourism

A long-term travel notion is sustainable tourism. For the ecological, social, culture, and economy of locals and tourists, now and in the future. (2021). According to (Arida, 2016:19), sustainable tourism is rapidly growing, including the flow of accommodation capacity, local population, and the environment, where tourism development and new investments in the tourism sector should not have a negative impact and can blend with the environment if we maximize the positive and minimize the negative.

Sustainable tourism research and development are still important in an uncertain and complex global society (Benur & Bramwell, 2015; Bramwell & Lane, 2012; Fodness, 2017; Sharpley, 2009). Sustainable tourism research still needs to reflect the whole scope of sustainability and related challenges, according to experts (Su et al., 2019; A. Weaver, 2017). While over a decade ago (Sharpley, 2009)(p. 5) noted that sustainable tourism research has "very limited evidence of its relevance in practical situations," persistent conflicts have hampered its ability to link meaningfully with field practice. According to (Buckley, 2012:528), the tourist industry has yet to achieve social and environmental sustainability despite being identified over forty years ago. Sustainable tourism and development are still hotly debated ideologically and politically. This has led to many interpretations and definitions to encompass a wide range of interests without a clear common denominator (Bramwell & Lane, 2015, 2017; Gossling, 2009; Hardy & Beeton, 2010; Sharpley, 2009). Many experts believe that the lack of unanimity on the definition and theoretical basis of sustainability proves its intrinsic failure. (Gossling, 2009; Sharpley, 2009; Twining-Ward & Butler, 2002). (Torres-Delgado & Palomeque, 2014) shows that "sustainable tourism" is paradoxical. Hunters (1997) sees these "contradictions" as evidence of an adaptive flexibility that appeals to rhetorical consensus and shows relevance to varied destination situations that gain "weak" and "strong" approaches to sustainable tourism implementation. Yet, a conceptual center re-conceptualizing the concept will not assist achieve sustainability in actuality (C. lee J. Moyle et al., 2018). Per (Bramwell et al., 2008:4). Researchers "are increasingly tasked with delivering impactful research, yet if our research is not impactful then that might be perceived as narcissistic". Disagreement over semantics' definition is not necessarily a problem, but disagreement over its theoretical underpinning poses several basic questions (Sharpley, 2009), such as what should be developed sustainably? (national wealth, local communities, biological diversity) How should sustainable tourist development be evaluated? who leads? what political-economic-social circumstances allow sustainable tourist development?. According to (Z. Liu, 2003), the fragile theoretical foundations underlying the sustainable tourism development debate often lead to arguments that are disjointed, theoretically flawed, and based on weak or incorrect assumptions. (Bramwell et al., 2008) attributes this issue in part to "disciplinary parochialism," suggesting that too many sustainable tourism studies are conducted without considering ideas developed or emerging from the social and natural sciences.

Sustainable tourism research tends to exclusively focus on industry vitality by supporting the tourist-centric notion that tourism drives sustainable development demands. Several studies also neglect social, political, and cultural issues in favor of environmental and economic progress (Bramwell et al., 2008; Hunter, 1997; Z. Liu, 2003; Saarinen, 2006). Sustainable tourism research on festivals, events, museums, or volunteer programs is less relevant to the issue and wider audience. (2017). Since the 1980s, "alternative tourism" and "community-based tourism" have sought to define and promote a more holistic and ethical sustainable tourism. However, these and related aspirations like "hopeful tourism" (Pritchard et al., 2011) and "fair tourism" (Higgins-Desbiolles, 2008) have yet to gain traction within the sector or among consumers, demonstrating the impracticality of "revolutionary" reforms and logic instead of "evolutionary" reforms in the pervasive reality of mass tourism (B. Moyle et al., 2020). "Growing in volume but unchanging in content" is another critique of sustainable tourism research. (Thing, 265). The literature thrives on dispersed and often isolated case studies that do not integrate into theory or significantly aid practice, fragmenting information. (Bramwell et al., 2008; Cheng, 2013; Loulanskia & Loulanski, 2011). Single location case studies in the literature imply that sustainable tourism researchers adopt restrictive methodologies that limit their capacity to extrapolate findings that promote sustainable tourism. Gómez et al. (2015). Case studies are descriptive and rarely promote critical understanding or industrial practice (Bramwell et al., 2008). According to Sharpley (2009), the sustainable tourism discourse has been in circles because to problems in converting the conceptual concepts of sustainable tourism development into a set of realistic and implementable policies and practices that are applicable to tourism. Sustainable tourism research, like any tourism research, is sometimes criticized for its relevance and value to the tourism sector. Bramwell & Lane (2017); Carter & Bramley (2002); Tribe (2008). Sustainable tourism research has inspired new ideas. It's hard to tell if such breakthroughs change the world. Given the vastness of sustainable tourism research, several authors have remarked that the tourism sector pays little direct attention to research and applies few of its ideas. (Bramwell et al., 2008; Bramwell & Lane, 2012; Lane, 2009; Z. Liu, 2003; Michael Hall, 2011; Sharpley, 2009). Given the industry's tendency to prioritize commercial aims over triple bottom line concerns (BD), other variables also call into doubt the sustainable tourism paradigm's implementation. Moyle et al., 2014; Ruhanen, 2019; A. Weaver, 2017). Several examples of "excellent practice" are referenced in the literature and awarded, although these examples represent only a small percentage of tourism locations. (2009). It's also opportunistic, not ethical (DB). 2019). Tourism and sustainability are developing quicker than the tourism industry can implement sustainable improvements, making implementation a major factor. (2012). The concept may also be limited to the tourism business. Sustainable tourism development is "considered as a micro solution to a macro problem" (Sharpley & Jepson, 2011), p. 95. Hence, this comprehensive and prescriptive tourism development strategy cannot account for the global diversity and dynamism of individual tourism contexts.

Yet, one of the major features of sustainable tourism, especially since the vacuum of human movement during Covid-19, is how to rearrange tourism that has lost guests and resources in management and destination upkeep. At least, how to boost and repeat visitor visits, especially in new destinations that are not yet popular but have potential comparable to established tourist attractions. Refocusing sustainable tourism development and management techniques need this study.

Ecotourism

Sustainable development underpins sustainable tourism development. Arida (2016) defines sustainable development as development without resource depletion. Sustainable development meets the requirements of current and future generations evenly. Sustainable development improves society to meet human needs and ambitions. Harris in Arida (2016) describes sustainable development as environmental, economic, and social sustainability. Thus,

sustainable tourism requires ecological or environmental development and preservation, economic utilization for local communities, strengthening social and cultural identities of local communities with preservation that adapts to cultural values, and management of sustainable tourism destinations, including planning, management, monitoring, and evaluation in tourist areas.

Potential travelers begin the information-seeking process by recognizing their needs based on past experiences and memories. Prior knowledge is this internal resource. Dissatisfied with their understanding and aware that they face an uncertain decision, they seek more information and examine the impacts of risk (when the probable outcome is known) and uncertainty (which exists when the probable outcome is not known). to discover information. The authors found that potential tourists searching for information about a site felt only uncertainty because they did not know the end result. In this scenario, information search depends more on uncertainty than risk. The risk variable affects alternative evaluation, when all destination information is gathered to imagine possible visit situations. Hence, potential tourists who want to travel but are wary about buying a holiday will research. Holidaymakers are more engaged than other consumers because holidays are intangible and unpredictable, according to Gursoy and Gavcar (2003). First-time visitors engage more (Li et al., 2008). Tourist involvement in holidays best characterizes their behavior during information search, visit, and return. Engagement has been shown to increase motivational intensity, goal familiarity, perceived risk reduction, goal image alteration, ability to absorb new knowledge, and feelings of attachment. where.

Martín, Cossio, and Martín (2008) found that visitors with high psychological participation (desire to travel) but low situational connection (with the place) preserve an image. positive: they would suggest the destination but not return. Nonetheless, visitors with significant psychological and situational participation have a positive image and are happy to promote the place and repeat the experience. It also reveals that highly involved people will spend more time searching for information, accept fewer choices, give more weight to information, digest more complex information, and evaluate the destination's connected products. According to the authors, higher engagement leads to more time spent searching for information, which affects cognitive image gaps. Reisinger (2009) characterizes tourist visiting decisions as the existence of wants, information search, alternative selection, visiting actions, and post-visiting evaluation. According to the authors, higher engagement leads to more time spent searching for information, which affects cognitive image gaps. Reisinger (2009) characterizes tourist visiting decisions as the existence of wants, information search, alternative selection, visiting actions, and post-visiting evaluation. According to the authors, higher engagement leads to more time spent searching for information, which affects cognitive image gaps. Reisinger (2009) characterizes tourist visiting decisions as the existence of wants, information search, alternative selection, visiting actions, and post-visiting evaluation.

Today's tourism locations promote similar items, such as sights, history, and culture (Ateljevic et al., 2007; Blain et al., 2005), which increases substitution and makes consumers more well-traveled and "market-savvy" (Kirby, 2007). Hence, DMOs must use their competitive advantages to establish a distinct identity to keep destinations competitive. (2007). Destination branding increases competitiveness, according to several research (Blain et al., 2005; Crouch, 2011; Yoon & Uysal, 2005). Hence, modern destination managers use branding to combat product parity, substitution, and competition. (NJ Pike, S., & Page, 2014).

Government Interference Tourism

Intervention is dictatorial meddling in another country's internal affairs to maintain or change conditions, situations, or goods. (Parry and Gant) define intervention as a totalitarian country intervening in other countries to preserve or modify conditions. Sustainable tourism policies are one way the government develops tourism.

The government can intervene in tourism development by regulating land use, limiting tourist access to areas prone to damage, protecting local culture, directing environmentally sound tourist behavior, restricting energy use, saving scarce natural resources, reducing pollution, and providing incentives for infrastructure (Martins et al., 2017).

METHODS

Mixed-method research was used. This method uses quantitative and qualitative methods to conduct a similar study. This study will also analyze. This study uses research-based empirical measuring instruments to examine how tourist interaction with social media affects travel planning and destination brand performance in North Sulawesi Province.

Gorontalo Province will conduct this research from design to reporting in June–August 2022.

Population, Sample, and Sampling Method

Population is a generalization of objects/subjects with specified features and attributes determined by research to be analyzed and conclusions formed. Population can also mean the research subject. This study includes North Sulawesi tourists.

DISCUSSION

Validity indicates

Validity indicates a measurement instrument's accuracy. This test validates questionnaire questions. This allows the questionnaire questions to measure the study concept—the relationship between the independent and dependent variables. This test rejects questions with positive r-results that exceed the r-table.

To identify valid and invalid item numbers using the "Corrected Item-Total Correlation" table. Calculated r value. The validity test is valid if $r_{\text{count}} > r_{\text{table}}$ (at a significance level of 5%) and invalid if $r_{\text{count}} < r_{\text{table}}$. Calculating df shows r table value (degree of freedom). The df formula is $n-2$, where n is the number of samples used in the validity test. For this study, $df = 30-2 = 28$, the value of r table for df (28) is 0.374, and the significance of 0.05 two-way hypothesis is 0.374.

Reliability Test

Reliability measures how trustworthy a measurement is. If multiple measurements on the same group of subjects yield similar results and the subject's characteristics have not changed, the measurement results can be believed (Ghozali, 2005). Reliability tests examine the reliability of questionnaires that indicate variables or constructs. If one's replies are consistent, a questionnaire is credible. Besides SPSS, the Cronbach Alpha Coefficient Formula is used to measure questionnaire reliability: (Ghozali, 2005).

This study will employ the Cronbach Alpha coefficient to assess item and question reliability. This study will employ a Cronbach Alpha score of 0.6 to determine whether the set of questions being examined is credible.

If α is close to one, a measurement instrument is reliable. The measuring device is dependable if the alpha coefficient (α) is greater than 0.6. If the alpha is less than 0.2, it is unreliable or has no internal consistency.

(α) Meaning 0.800 – 1.00

Highly

0.600 – 0.799

Tall ≤ 0.400 – 0.599

0.200–0.399

Low ≤ 0.200 Poor

From: (quantitative, qualitative, and R&D research methods, 2016)

Cronbach Alpha tested reliability. The Cronbach Alpha coefficient > 0.60 indicates instrument reliability (if repeated studies are done with different times and dimensions it will produce the same conclusions) and < 0.60 indicates instrument unreliability (if the variables If the research is repeated with different times and dimensions it will produce different conclusions). Internal consistency increases with Cronbach Alpha.

Statistical Methods

Because abnormal data may impact the factor structure that underlies data analysis, and one of the key assumptions for SEM analysis is data normalcy (Andy Field, 2005; Olkin & Sampson, 2001), assuming the statistical values of skewness and kurtosis are twice the SE of that value. Statistically, data is regularly distributed if slope and kurtosis are within 2SE. The Otlter test determined whether data might disturb the following analysis strategy. If the minimum sample assumption is met, outlier data should be excluded. This study will screen participants beyond 10% of the planned minimum sample data limit.

Modelling

The measuring model tests the scale item-construct hypothesis. Combining content, social, and process gratification to analyze product gratification and brand equity. (2012). According to CFA results from earlier studies, this component's size is unidimensional, hence this approach was employed (Bagozzi & Edwards, 1998). All models underwent CFA testing. CFA shows that brand association and brand loyalty are correlated over 0.90 in all three cases. Since this is the correlation between the independent variable (brand association) and the dependent variable (brand loyalty), multicollinearity is not a concern (Hair et al., 2014). Standard factor loadings in individual measurement models exhibit impairment but stabilize at 0.60 or higher. Hence, the observed items measure latent variables in independent and dependent constructs consistently and significantly.

CONCLUSION

Standard factor loadings in individual measurement models exhibit impairment but stabilize at 0.60 or higher. Hence, the observed items measure latent variables in independent and dependent constructs consistently and significantly.

REFERENCES

- [1] Andy Fields. (2005). *Discovering Statistics with SPSS*. Sage.
- [2] Ateljevic, I., Pritchard, A., & Morgan, N. (2007). The critical turn in tourism studies: Innovative research methods. In *The Critical Turn in Tourism Studies: Innovative Research Methods*. <https://doi.org/10.4324/9780080470986>
- [3] Bagozzi, RP, & Edwards, JR (1998). A General Approach for Representing Constructs in Organizational Research. *Organizational Research Methods*, 1(1), 45–87. <https://doi.org/10.1177/109442819800100104>
- [4] Benur, AM, & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2015.02.005>
- [5] Blain, C., Levy, SE, & Ritchie, JRB (2005). Destination branding: Insights and practices from [6] destination management organizations. *Journal of Travel Research*. <https://doi.org/10.1177/0047287505274646>
- [7] Bramwell, B., & Lane, B. (2012). Towards innovation in sustainable tourism research? In *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2011.641559>

- [8] Bramwell, B., & Lane, B. (2015). What drives research on sustainable tourism? In *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2014.970407>
- [9] Bramwell, B., & Lane, B. (2017). Interpretation and sustainable tourism: The potential and the pitfalls. In *Managing Heritage and Cultural Tourism Resources: Critical Essays, Volume One*. <https://doi.org/10.4324/9781315249933-11>
- [10] Bramwell, B., Lane, B., McCabe, S., Mosedale, J., & Scarles, C. (2008). Research perspectives on responsible tourism. In *Journal of Sustainable Tourism*. <https://doi.org/10.2167/jost163e.0>
- [11] Buckley, R. (2012). Sustainable tourism: Research and reality. In *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2012.02.003>
- [12] Carter, RW, & Beeton, RJS (2004). A model of cultural change and tourism. *Asia Pacific Journal of Tourism Research*. <https://doi.org/10.1080/1094166042000311282>
- [13] Carter, RW, & Bramley, R. (2002). Defining Heritage Values and Significance for Improved Resource Management: An application to Australian tourism. *International Journal of Heritage Studies*. <https://doi.org/10.1080/13527250220000/18895>
- [14] Cheng, TM, C. Wu, H., & Huang, LM (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2012.750329>
- [15] CNN Indonesia. (2020). Sandiaga Uno Reveals Strategy to Boost Tourism in 2021.
- [16] Crouch, GI (2011). Destination competitiveness: An analysis of determinant attributes. *Journal of Travel Research*. <https://doi.org/10.1177/0047287510362776>
- [17] Dahiya, KS, & Batra, DK (2016). Tourist decision making: Exploring the destination choice criteria. *Asian Journal of Management Research*, 7(2), 140–153. <https://www.researchgate.net/publication/325192595%0Ahttp://ipublishing.co.in/ajmrvol1no1/volseven/EIJMRS7012.pdf>
- [18] Fodness, D. (2017). The problematic nature of sustainable tourism: some implications for planners and managers. In *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2016.1209162>
- [19] Gao, L., & Bai, X. (2014). Online consumer behavior and its relationship to atmospheric induced flow websites: Insights into online travel agencies in China. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2014.01.001>
- [20] Gómez, M., Lopez, C., & Molina, A. (2015). A model of tourism destination brand equity: The case of wine tourism destinations in Spain. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2015.05.019>
- [21] Gossling, S. (2009). Carbon neutral destinations: A conceptual analysis. In *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580802276018>
- [22] Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2014). *Multivariate Data Analysis*. Pearson Education Limited.
- [23] Hardy, A., & Beeton, RJS (2010). Journal of Sustainable Sustainable Tourism : An Overview of the Concept and its Position in Relation to Conceptualizations of Tourism. *Journal of Sustainable Tourism*.
- [24] Higgins-Desbilles, F. (2008). Justice Tourism and Alternative Globalization. *Journal of Sustainable*

- Tourism. <https://doi.org/10.1080/09669580802154132>
- [25] Wisdom, Randa Payangan, O., Razak Munir, A., & Jusni. (2018). The Effects of Tourism Products, Service Quality and Destination Uniqueness to the Satisfaction and Loyalty of Tourists in South Sulawesi. *Scientific Research Journal (SCIRJ)*, VI(I), 91–100. www.scirj.org
- [26] Huijbens, EH, & Jóhannesson, GT (2020). urban tourism. In *Handbook of Urban Mobilities*. <https://doi.org/10.4324/9781351058759-32>
- [27] Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of Tourism Research*. [https://doi.org/10.1016/s0160-7383\(97\)00036-4](https://doi.org/10.1016/s0160-7383(97)00036-4)
- [28] Kemenparekraf.go.id. (2021). Tourism Destinations Based on Sustainable Tourism in Indonesia. Ministry of Tourism and Creative Economy of the Republic of Indonesia. <https://kemenparekraf.go.id/ragam-pariwisata/Destination-Wisata-Berbasis-Sustainable-Tourism-di-Indonesia>
- [29] Kirby, A. (2007). Holidays with the Hun: The male tourist and his murderous itinerary. *Journal of Tourism and Cultural Change*. <https://doi.org/10.2167/jtcc073.0>
- [30] Lane, B. (2009). Rural tourism: An overview. In *The SAGE Handbook of Tourism Studies*. <https://doi.org/10.4135/9780857021076.n20>
- [31] Liu, TC, & Chen, CS (2002). An analysis of private health insurance purchasing decisions with [national health insurance in Taiwan. *Social Science and Medicine*. [https://doi.org/10.1016/S0277-9536\(01\)00201-5](https://doi.org/10.1016/S0277-9536(01)00201-5)
- [32] Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580308667216>
- [33] Loulanskia, T., & Loulanski, V. (2011). The sustainable integration of cultural heritage and tourism: A meta-study. In *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2011.553286>
- [34] Martín-Santana, JD, Beerli-Palacio, A., & Nazzareno, PA (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 62, 13–25. <https://doi.org/10.1016/j.annals.2016.11.001>
- [35] Martins, Z., Paturusi, SA, & Surya, IBK (2017). The Government's Role in Developing Tourism Potential in the Metiaut Branca Area, Dili. *Journal of Master of Tourism (JUMPA)*, 3, 372–386. <https://doi.org/10.24843/jumpa.2017.v03.i02.p12>
- [36] Michael Hall, C. (2011). Policy learning and policy failure in sustainable tourism governance: From first- and second-order to third-order change? *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2011.555555>
- [37] Morgan, NJ, Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*. <https://doi.org/10.1177/135676670300900307>
- [38] Moyle, BD, McLennan, C. lee J., Rohanen, L., & Weiler, B. (2014). Tracking the concept of sustainability in Australian tourism policy and planning documents. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2013.839694>
- [39] Moyle, C. lee J., Moyle, BD, Chai, A., Hales, R., Banhalmi-Zakar, Z., & Bec, A. (2018). Have Australia's tourism strategies incorporated climate change? In *Journal of Sustainable Tourism*.

<https://doi.org/10.1080/09669582.2017.1387121>

- [40] Nunkoo, R., & Ramkissoon, H. (2012). Structural equation modeling and regression analysis in tourism research. *Current Issues in Tourism*, 15(8), 777–802. <https://doi.org/10.1080/13683500.2011.641947>
- [41] Olkin, I., & Sampson, AR (2001). Multivariate Analysis: Overview. In *International Encyclopedia of the Social & Behavioral Sciences* (pp. 10240–10247). Elsevier. <https://doi.org/10.1016/B0-08-043076-7/00472-1>
- [41] Pike, S., & Page, SJ (2014). Destination Marketing Organizations and Destinations. *Tourism Management*.
- [42] Pritchard, A., Morgan, N., & Ateljevic, I. (2011). Hopeful tourism. A New Transformative Perspective. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2011.01.004>
- [43] Rahakbauw, SD, Teniwut, WA, Renjaan, MR, & Hungan, M. (2017). Increase Economic Valuation of Marine Ecotourism Spots in Small Islands. *IOP Conference Series: Earth and Environmental Science*, 89(1). <https://doi.org/10.1088/1755-1315/89/1/012037>
- [44] Ruhanen, L., Moyle, C. lee, & Moyle, B. (2019). New directions in sustainable tourism research. In *Tourism Reviews*. <https://doi.org/10.1108/TR-12-2017-0196>
- [45] Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2006.06.007>
- [46] San Martín, H., & Rodríguez del Bosque, IA (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263–277. <https://doi.org/10.1016/j.tourman.2007.03.012>
- [47] Sharpley, R. (2009). Tourism development and the environment: Beyond sustainability? In *Tourism Development and the Environment: Beyond Sustainability?* <https://doi.org/10.4324/9781849770255>
- [48] Sharpley, R., & Jepson, D. (2011). Rural tourism A spiritual experience? *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2010.05.002>
- [49] Quantitative, qualitative, and R&D research methods, Alfabeta, cv. ____ (2016).
- [50] Suhartotanto, D., Kusdibyo, L., Chen, B., Dean, D., & Setiawati, L. (2020). Predicting consumer behavior in the tourism industry: Comparing Structural Equation Modeling (SEM) and multiple regression. *IOP Conference Series: Materials Science and Engineering*, 830(3). <https://doi.org/10.1088/1757-899X/830/3/032090>
- [51] Susilawati, S., Falefi, R., & Purwoko, A. (2020). Impact of COVID-19's Pandemic on the Economy of Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v3i2.954>
- [52] Torres-Delgado, A., & Palomeque, FL (2014). Measuring sustainable tourism at the municipal level. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2014.09.003>
- [53] Tribe, J. (2008). The art of tourism. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2008.07.003>
- [54] Twining-Ward, L., & Butler, R. (2002). Implementing std on a small island: Development and use of sustainable tourism development indicators in samoa. *Journal of Sustainable Tourism*.

<https://doi.org/10.1080/09669580208667174>

- [55] Weaver, A. (2017). Complementary Contrasts in a Mobile World: 'In-Betweenness' and the Selling of Duty-free Products. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2086>
- [56] Weaver, DB, & Moyle, BD (2019). 'Tourist stupidity' as a basic characteristic of 'smart tourism': challenges for destination planning and management. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2019.1637611>
- [57] Wen, I. (2009). Research in brief: Factors affecting the online travel buying decision: A review. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/09596110910975990>
- [58] Yeung, RMW, & Morris, J. (2001). Food safety risk: Consumer perception and purchase behavior. *British Food Journal*. <https://doi.org/10.1108/00070700110386728>
- [59] Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2003.08.016>