

Factors affecting tourism attractiveness of Mount Guntur Garut Indonesia: Discriminant analysis

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Abstract. Mount Guntur Tourism in Garut Regency offers several attractions that involve natural beauty around it. However, not all tourists coming to Garut are interested in visiting the mountain. The aim of the present study is to analyse whether there are different profiles of tourists who are interested and not interested in visiting Mount Guntur and investigates factors affecting the tourists' interest in visiting the destination. To this end, the study applied a survey method through which the questionnaires were distributed to 100 participants, 50 of which were interested, and the other 50 were not. The data were then analysed by using discriminant analysis operated in SPSS 25 software. The results showed that the different profiles of respondents determined based on the interest to visit Mount Guntur could be proven statistically. The factors that make tourists interested or not interested in visiting Mount Guntur are transportation to tourist attractions; scenery; supporting facilities and artificial tourism spots. The results of this study may serve as additional information for tourism managers to improve the marketing strategy of Mount Guntur tourism.

1. Introduction

Indonesian tourism serves as one of the main capitals that may support better development. Currently, various types of uniqueness have been displayed in such a way that tourist objects have a selling value for the passage of tourism activities [1]. Not only enjoying a tourist attraction, tourists may also want to feel a different experience and even want to be involved in the object being enjoyed [2]. Taking this into consideration, therefore, managers should make a tourist attraction worth visiting.

One of the areas in Indonesia that is famous for its tourism objects is Garut Regency, West Java Province. The type of tourism that currently being favoured by many tourists is mountain tourism. Mount Guntur tourism is one of the most sought-after tourism attractions after Mount Papandayan and Mount Cikuray. This was at least based on Google's rating for Mount Guntur which reaches up to 4.5 stars. The number of visitors to Mount Guntur is estimated at around 3,000 visitors per week with 150 groups.

Mount Guntur offers several attractions that involve natural beauty around it. However, despite the potentials that can be offered to the tourists, there remains things that will make tourists not interested in visiting the mountain. The results of the preliminary observation done by the researchers on July 6, 2020, for instance, may justify the claim. The supporting factors that add the appeal to Mount Guntur are available but inadequate. Mount Guntur tourism also faces many challenges related to weather, access, amenities, tourism attractions, tourism institutions and the environment which all are described in Table 1.

Table 1. Observations on Mount Guntur

Destination Weather	a. the weather in Mount Guntur is hotter than that of in Garut city centre; b. the center of attraction is dusty and slippery.
Transportation/ access	The access road to tourist sites is still damaged and rocky.
Amenities	a. there is only a narrow prayer room; b. the guard post is only guarded by one BKSDA officer; c. there is no parking area for tourists; d. the food/drinks in the stalls are less diverse and tend to be the same; e. hiking trails both when ascending and descending are in inadequate; f. there are no trash cans at tourist sites; g. toilets are in no good conditions and inadequate.
Tourism attraction	The natural beauty in Mount Guntur is amazing, but its quality is being degraded by the scattered garbage around the site. This is due to the lack of awareness of the tourists on the environmental cleanliness and the lack of trash bins around the tourist area.
Tourism institution	a. the managers pay less attention to the cleanliness of tourist sites; b. the managers do not provide sufficient information regarding the climbing route at the guard post; c. the managers pay less attention to the facilities available at tourist sites.
Natural and artificial environment	a. the natural environment in the form of natural scenery on Mount Guntur is not too varied compared to Mount Papandayan; b. the artificial area in the form of the PLP Monument located on Mount Guntur is in damaged condition because it is not properly maintained.

This research refers to the results of Vengesayi's research (2009) which discusses tourism destination attractiveness, which consists of attractions, facilities, and people as predictors. In addition, Alamanda *et al.*, (2019) Priatmoko (2017); Rama *et al.* (2019); and Vindiana *et al.* (2020) examine that there is an influence of attractions, social media, and infrastructure on the tourists' visiting decision to the Tourism Village of Pentingsari Yogyakarta. Inspired by the previous studies' findings, the study intends to investigate whether there are differences in factors that make tourists interested and not interested in visiting Mount Guntur, Garut.

2. Literature Review

Tourism Marketing

Tourist behavior

Tourist behaviour can be defined as how individuals, groups and organizations select, purchase, use and utilize goods, services, ideas or experiences to satisfy their needs and wants [5]. Morrison (2019) defines tourist behavior as the processes and activities involved when people search for, select, use, evaluate, and dispose of products and services to satisfy their needs and desires. Basically, every tourist has a unique concept of behavior particularly when it comes to travelling decisions since traveling is an intangible investment activity that is closely related to income and expenses, is not ordered instantly (except for business tourists) and also involves planning decisions [7].

According to Dwivedi et al. (2021), a company will find it easier to create programs and carry out promotions if the company can understand and fulfil the needs and desires of consumers. Therefore, companies must first identify consumers' behaviours in order to find out their wants and needs. Among the factors that influence tourists' behaviours, travel distance has been found to be a critical one since it is directly related to tourists' choice to visit a destination and their behavioral patterns after they arrive. Studies have shown that distance can have both positive and negative effects on the choice of destination [9]. On the one hand, distance can discourage tourists from travelling to a destination because of factors such as higher airfare costs, longer travel time, perceived risks, and uncertainty [10]. On the other hand, distance can be the very reason that encourages tourists to travel far from home, because remote destinations often imply exotic and more appealing cultures and landscapes.

Tourist attraction

Nature tourism is a type of tourism whose object of exploration is natural beauty. The charm of natural tourism such as mountains, highlands, lowlands, beaches, lakes, and so on, is influenced by several things, namely: climate condition, topography and ecology, unique flora and fauna [11]. Tourist attractions play a critical role in the growth and success of tourism and tourism sector [12]. The tourist attraction management must consider administration, maintenance and development, education and communication, marketing and public relations, and so on because the visiting process should always be the main priority for tourist experience [13]. According to Mustelier-Puig et al. (2018), the quality of interactions (IQ) influences both satisfaction with tourism services and overall visitor satisfaction (OTS) with the location. Unplanned tourism activities can increase the number of attractions that can be enjoyed by tourists [15].

Formica & Uysal (2006) state that the attractiveness of a tourist destination can be distinguished based on the competitiveness of the destination. It also depends on the relationship between the availability of existing attractions and their perceived importance, and the ability to provide benefits to the tourists (demand). Meanwhile, the destination competitiveness, according to Vengesai et al. (2009), relies on the availability of resources and the ability of the destination to use these resources effectively.

Tourist Decision

- 3. It is critical for tourist marketers to be aware of the attitudes and opinions of company owners, community members, and government officeholders while designing and implementing a marketing plan [18]. Decision making is a procedure to recognize and choose solutions that are in accordance with the demands of the situation [19]. Udayana et al. (2021) state that purchasing decisions can also be viewed in the light of visiting decisions; thus, the theory concerning purchasing decisions is also used in visiting decisions. According to Peter & Olson (2010), purchasing decision is an integration process that combines knowledge to evaluate the available alternative behaviours and choose one of them. That way, tourists carry out a process of channelling choices to the various tourist destinations.**
- 4. R.-Toubes et al. (2020) identify climate as an important factor that can affect the tourists' decision in choosing a destination. Travelers may consider climate at three different levels during the decision-making process, namely:**
 - 1) In the planning stage;

- 2) After the decision phase, when the tourists look for the climatic conditions briefly before the trip; and
- 3) A week before the trip.

5. Methodology

The present study utilized a quantitative approach since it intends to investigate the factors that attract tourists to visit Mount Guntur, Garut. To be specific, the study was conducted under the descriptive method as it intends to describe and interpret the factors that attract tourists to come to Mount Guntur, Garut. This study was confirmatory in nature since it attempted to confirm the truth of the theory regarding the factors that can attract tourists to come to Mount Guntur, Garut.

In the study, the researcher acted as a non-participant observer in a way that he did not involve in any data intervention. In fact, the primary data were obtained from the interviews and questionnaires. In regard to the unit of analysis, this study employed individual unit of analysis. In its implementation, the study was a cross-section because the data were collected in the period July to December 2019. The population of this study is both the local and non-local tourists who know about the tourist attraction of Mount Guntur, Garut either through visit or just from the news. In total, the population were 100 respondents, where 50 of them were categorized as tourists who are interested in visiting, and the other 50 respondents were identified as those who are not interested by asked them before they being asked more to fill out a questionnaire.

The data were analysed by conducting discriminant analysis. There were 10 factors tested, namely the destination weather (X_1); destination-specific weather (X_2); transportation to tourist attractions (X_3); travel expenses (X_4); existing natural beauty (X_5); difference in customs and culture (X_6); completeness of facilities and infrastructure (X_7); availability of supporting facilities (X_8); destination natural area (X_9), and destination artificial area (X_{10}). To test the variables, stepwise estimation method was used. The significance was determined by using Wilk's Lambda, while the accuracy was examined by using Case wise Diagnostics which was then interpreted and validated by the discriminant function. Of the 100 respondents, 65% are male and 35% are female tourists. In regard to the type of work they do, 53% are young people, 23% are private employees, 21% are retirees and the rest are civil servants. In this study, the investigated participants were a group of people who were interested and uninterested in visiting the aforesaid Mount. A value of 0 is given to the respondents who aren't interested, while a value of 1 is given to those who are interested in visiting. The researcher divided the respondents into two groups with the help of SPSS 24 Software. Then the grouped data were analysed by using discriminant grouping variables. The decision taken was one that focused on whether tourists were interested or not interested in visiting Mount Guntur, Garut.

3. Result and Discussion

Group Analysis

Table 1 shows the results of analysis to the group of 50 respondents who gave 0 (not interested) and that of the other 50 who gave 1 (interested). In the variable of destination weather (X_1), the average score of group 1 is 4.28, while group 0 is 2.96. This means that in regard to the X_1 the not interested group is lower than the interested group ($0 < 1$) and so on.

Table 1. Group Statistic

Group Statistics		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
0	X_1	2.96	.925	50	50.000
	X_2	2.86	.808	50	50.000

	X ₃	2.34	.658	50	50.000
	X ₄	2.76	.847	50	50.000
	X ₅	3.42	.859	50	50.000
	X ₆	2.86	.756	50	50.000
	X ₇	2.54	.813	50	50.000
	X ₈	3.02	.742	50	50.000
	X ₉	2.98	.869	50	50.000
	X ₁₀	2.60	.782	50	50.000
	X ₁	4.28	.730	50	50.000
	X ₂	3.98	.685	50	50.000
	X ₃	3.66	.717	50	50.000
	X ₄	4.02	.742	50	50.000
1	X ₅	4.28	.701	50	50.000
	X ₆	3.54	.838	50	50.000
	X ₇	3.68	.844	50	50.000
	X ₈	4.46	.646	50	50.000
	X ₉	3.96	.727	50	50.000
	X ₁₀	3.82	.720	50	50.000
	X ₁	3.62	1.062	100	100.000
	X ₂	3.42	.934	100	100.000
	X ₃	3.00	.953	100	100.000
	X ₄	3.39	1.014	100	100.000
Total	X ₅	3.85	.892	100	100.000
	X ₆	3.20	.865	100	100.000
	X ₇	3.11	1.004	100	100.000
	X ₈	3.74	1.001	100	100.000
	X ₉	3.47	.937	100	100.000
	X ₁₀	3.21	.967	100	100.000

Box' M Test

The Box' M test was carried out to test the variance of each variable. The assumption that must be fulfilled is that the group covariance matrices of each variable are relatively similar. To test the similarity of variances, Box' M numbers were used with a significance value of 0.05. The results showed that the p-value is 0.075 (> 0.05), which means that H_0 is accepted. This means that the variance of the data group is homogeneous; thus, discriminant analysis can be carried out.

Table 2. Box's M

Box's M		17.775
F	Approx.	1.699
	df1	10
	df2	45915.538
	Sig.	.075

Tests null hypothesis of equal population covariance matrices.

Canonical Discriminant

Table 3 is a summary of canonical discriminant whose value is used to measure the degree of relationship of the discriminant results which can be explained by the effect of independent variable on the dependent variable studied. The canonical correlation value is 0.811 which if it's squared, it gained 0.6577. This means that 65.77% of the independent group variance can be explained from the formed discriminant model. The canonical correlation value shows the relationship between the discriminant value and the group. The value is 0.811 which is approaching the number 1 (the magnitude of the correlation is between 0 - 1) indicating a quite high relationship.

Table 3. *Summary of Canonical Discriminant*

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.923 ^a	100.0	100.0	.811

Wilks' Lambda test

Table 4 shows that the Chi-Square significance value is 0.000 (<0.05), which means that there is a significant difference between the two groups of respondents based on the four independent variables. These variables include: X₃ (transportation to tourist attractions); X₅ (the existence of natural beauty); X₈ (availability of supporting facilities), and X₁₀ (destination-artificial area).

Table 4. Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.342	102.984	4	.000

Structure Matrix

The Structure Matrix table shows the order of characteristics that most distinguishes the level of interests. Variable X₈ (availability of supporting facilities) is the most distinguishing variable which is then followed by X₃ (transportation to tourist attractions), X₁₀ (destination-surficial area) and then X₅ (existing natural beauty). Table 5. indicates that there is a correlation between the independent variables and the formed discriminant function. Variable X₈ (availability of supporting facilities) has the highest correlation (0.754). If there is a var with the sign "a", then the variable is not included in the discriminant analysis process.

Table 5. *Structure Matrix*

	Function 1
X ₈	.754
X ₃	.698
X ₄ ^a	.596
X ₁₀	.591
X ₉ ^a	.512
X ₇ ^a	.508
X ₁ ^a	.439
X ₅	.399
X ₂ ^a	.377
X ₆ ^a	.181

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions. Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

Canonical Discriminant Function Coefficients

Table 6. shows the discriminant function with the following equation: $Z \text{ score} = -7.435 + 0.727 X_3 + 0.371 X_5 + 0.709 X_8 + 0.367 X_{10}$. This function serves helpful information in analyzing the group decisions that the participants will belong to; the first group (not interested decision) or the second group (interested decision). There are two different groups, namely the uninterested group which is in the negative centroid (mean group) (-1,373) and the interested group which is the positive centroid (1,373).

Table 6. Canonical Discriminant Function Coefficients

	Function 1
X_3	.727
X_5	.371
X_8	.709
X_{10}	.367
(Constant)	-7.435

Unstandardized coefficients

Discriminant Test Equation

Table 7 indicates a model that can be used to categorize the respondents into the groups that are interested and uninterested in visiting the Mount Guntur, Garut. To be specific, the model can be explained as follows:

- For the respondents who are not interested in Mount Guntur tourist attraction, the equation is:
 $D = -21,318 + 3,535 (X_3) + 4,808 (X_5) + 3,693 (X_8) + 2,069 (X_{10})$
- For respondents who are interested in Mount Guntur tourist attraction, the equation is:
 $D = -41,732 + 5,530 (X_3) + 5,826 (X_5) + 5,640 (X_8) + 3,076 (X_{10})$
- To determine difference between the two groups, the equation is:
 $D = -7,435 + 0,727 (X_3) + 0,371 (X_5) + 0,709 (X_8) + 0,367 (X_{10})$

Table 7. Classification Function Coefficient

	Y	
	0	1
X_3	3.535	5.530
X_5	4.808	5.826
X_8	3.693	5.640
X_{10}	2.069	3.076
(Constant)	-21.318	-41.732

Fisher's linear discriminant functions

To predict the respondent group, the formula used is

$$Z_{ce} = \frac{Z_A + Z_B}{2}$$

Z_{ce} = Cutting score for the same size group;

ZA = Centroid group A;

ZB = Centroid group B

Then the value of the cutting score is as follows:

$$Z_{ce} = \frac{[(-1,373) + 1,373]}{2}$$

$$= 0,000$$

Based on the calculation, the limiting value is 0.000. If the value is lower than 0.000, then it is in the 0 category (not interested). However, if the value is above the 0.000, it is in the 1 category (interested). Therefore, respondent 1 whose discriminant score is 0.2255 belongs to category 1, while respondent 51 with a discriminant score of -0.39604 is classified into category 0. Essentially, the category of each respondent can be directly determined by looking at which centroid that the discriminant score of each object is closer to.

Although the Z Score already shows clear results on the group decisions, the interviews indicate different findings. There was a change in regard to the tourist interest in visiting Mount Guntur, Garut. The number of respondents who were initially interested were 50 people. Then it changed into 52 people with the remaining 48 people decided not to be interested.

Therefore, it can be concluded that the people's scores which were determined through statistical processing fall into different categories. The plausible explanation to the finding is that perhaps at the time of the interview, the respondents decided to be interested, but later on when they were at the time of filling out the questionnaire, the respondents changed their decisions to not being interested or vice versa.

After the discriminant function was obtained and the classification test was carried out, the study conducted another analysis to determine the accuracy of the classification. It can be seen from Table 8 that in the original column, the number of people in group 0 is as many as 45 respondents or 90.0% with 3 respondents (6.0%) moved to group 1. Meanwhile, 47 respondents (94.0%) were in decision group 1 and 5 respondents (10.0%) from that group moved to decision group 0. Based on this, the accuracy of the discriminant function can be calculated by: (45+47)/100 = 0.92 or 92%.

Table 8. Classification Results

		Y	Predicted Group Membership		Total
			0	1	
Original	Count	0	45	5	50
		1	3	47	50
	%	0	90.0	10.0	100.0
		1	6.0	94.0	100.0
Cross-validated ^b	Count	0	45	5	50
		1	3	47	50
	%	0	90.0	10.0	100.0
		1	6.0	94.0	100.0

a. 92.0% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 92.0% of cross-validated grouped cases correctly classified.

The results of this study support the finding of the previous research conducted by Sahara et al. (2016) which found that the driving and pulling factors of tourist visits are tourist facilities (attractions in artificially created tourism, accommodation, transportation, etc.). It also supports another study conducted by Priatmoko (2017) which shows that tourist attractions have a positive and significant effect on the tourist' visiting decision.

Furthermore, the results of this present study also support the findings of Vengesai et al. (2009) which found that tourist attractions and facilities affect the attractiveness of a destination. The results of this study are also in accordance with those of Utama et al. (2016) study which identify transportation, natural areas, and facilities at tourist sites as the important factors that attract tourists to visit a destination.

However, the results are not in line with the research conducted by Saputri et al. (2018). The study showed that the city branding variable has a more significant effect on visiting decisions. Similarly, the study also did not share the same agreement with that of conducted by Dahiya (2016) in which the researcher claimed that the contributing factors to the tourist visit are the comfort factor, climatic conditions, the existence of an event, and food.

4. Conclusion

The test results indicate that the difference of respondents' profiles based on interest in the Mount Guntur can be proven statistically. The factors that contribute to the interest and disinterest of the tourists to visit Mount Guntur are transportations, the existing natural beauty, the availability of supporting facilities, and destination-superficial areas. Transportations and parking space for private vehicles of tourists in Mount Guntur are limited. The parking space is indeed on the process of construction, yet according to the local community, the land position is still in dispute. It is recommended that the parking lot be realized in the near future so that the problem can be overcome. In addition, considering the far distance between the parking lot and the tourist sites, it is hoped that the collective modes of transportation such as kolbak cars and buses are open to tourists so that the problem related to the distance can be solved.

As the destination natural beauty becomes one of the determining factors to tourists' interest, the existing natural beauty at Mount Guntur must be protected carefully, especially from the waste problem. In addition, it must also be protected from forest fires either done intentionally or unintentionally. Even though there are things that are beyond human control, the people should remain aware of the importance of protecting the environment. In regard to the availability of supporting facilities, it is hoped that the manager pays more attention to the inadequate facilities such as the toilets and trash cans. It is also important to provide a special parking area for the tourists who visit the tourist attractions of Mount Guntur Garut. The finding on the artificially created destination factor suggests that the managers provide more artificial spaces such as instagramable photo spots to attract more tourists to visit the destination. Future research can further investigate the same research topic by using Confirmatory Factor Analysis (CFA) to investigate the discriminant model that could describe the factors that affect the interest of the tourists in visiting Mount Guntur, 6Garut.

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