The Effect Of Tourism Attractions On Tourists’ Visiting Interest To Penglipuran Village, Bangli District

Y Maulana¹, H Ulinnuha¹*, D L T Chandra¹

¹ Tourism Destination, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia

Email: hana.ulinnuha@binus.edu*

Abstract. Penglipuran tourism village is internationally recognized as one of the cleanest villages in the world. This study aims to determine the effect of tourist attractions on tourist visiting interests. The research method used is descriptive quantitative. Primary data collection using a questionnaire. The data analysis technique used is the simple linear regression analysis. The results of data processing showed a positive influence between the development of tourist attractions with their interest in visiting by 73.3%. This means that if attractions are developed, the interest in visiting will increase. Suggestions for the managers to come up with new attraction ideas by utilizing the local wisdom of Penglipuran villagers.

1. Introduction

The tourism sector is again one of the government's focuses in the future. The government's focus on developing tourism can be seen from the planned budget allocation for tourism of IDR 4.95 trillion in the 2020 State Revenue and Expenditure Budget Plan (RAPBN) or an increase from the 2019 State Budget outlook of IDR 3.89 trillion [1]. Online media launch recently that Tourism Village, also known as rural tourism, is often promoted as an alternative to tourism in Indonesia and even as a way to increase people's income from the tourism sector. This is related to one of the Indonesian government's policies that develop development from the periphery by strengthening regions and villages within the framework of a unitary state which is one of the agendas of President Joko Widodo's Nawacita [2]. One of the districts in Bali that develops rural tourism is Bangli Regency through Penglipuran Tourism Village. The Bangli Level II Regional Government issued a Decree (SK) of the Regent of the Bangli Level II Region No. 115 dated 29 April 1993, which determined the Penglipuran Traditional Village as a tourist attraction or as an area for tourists to visit, tourism potential, and various achievements were the basis for the issuance of the decree [3].

Although the number of tourist visits to Penglipuran Tourism Village is increasing, from 39.255 in 2013 to 262.401 in 2019, the manager should make improvements and develop tourist attractions so that they can support tourism activities. One of them is by highlighting the aspects of local wisdom of the people of Penglipuran Village. Pedford (1996) in [4] notes that the concept of rural tourism must cover the history of rural life such as customs and rural folklore, local and family traditions, as well as values and beliefs, which forms a shared legacy. This is one form of an effort to attract new tourists to visit and attract tourists to visit again (guest repeaters). This is following the results of research [5] which state that the interest in revisiting can increase through the additional variable of tourist attractiveness, namely the more attractive a tourist attraction is, the higher the interest in revisiting tourists. This is in line with the theory in Ko and Liu's research entitled "Factor and Correlation Analysis of Tourism Attraction, Tourist Satisfaction and Willingness to Revisit - Evidence from Mainland Chinese Tourist to Taiwan" with Demographic Variables, Tourism Attraction, Tourist Satisfaction and Willingness to
Revisit. It is analyzed using descriptive statistics obtained the results of tourist attraction have a positive
effect on interest in revisiting.

The objectives to be achieved in this study are to determine the effect of tourist attractions on the
interest in visiting tourists to Penglipuran Tourism Village; and the supporting and inhibiting factors to
increase the interest in visiting tourists to Penglipuran Tourism Village.

2. Literature Review
2.1. Tourism
Goeldner and Ritchie (2003) define tourism as a process of activity and results arising from the
relationships and interactions between tourists, tourism suppliers, local government, local communities,
and the surrounding environment involved in attracting and hosting visitors [6]. This description
explains that tourism has two crucial elements, namely the existence of tourist attractions or attractions
and the efforts of residents to influence tourist interest.

2.2. Tourist Attractions
Tourist attraction in Law no. 9 of 1990 regarding tourism is defined as something that is the target of
tourism which is divided into two, namely: (tourism)
1. A tourist attraction created by God Almighty in the form of natural conditions, flora and fauna.
2. Tourist attractions created by humans in the form of museums, historical relics, cultural arts, agro-
tourism, water tourism, hunting tours, nature adventure tours, recreational parks and entertainment
venues.

In the journal entitled What attracts tourist to a destination? Is it an attraction? Ngwira and Kankhuni
(2018) concluded some notions of tourist attraction or tourist attraction put forward by several tourism
experts and previous researchers as “Some phenomena, experiences, activities, sense of belonging or
feeling offered at specific locations, at a cost or for free that pulls or motivates tourists with a need to
travel out of their usual environments to be satisfied and without which no trip would be made.” [7].
Tourist attraction must meet the requirements in developing the area. According to Maryani in [8], these
requirements include:
1. What to see, namely the place must have different tourist objects and attractions from those of other
regions. In other words, the area must have a special attraction and cultural attractions that can be
used as "entertainment" for tourists. "What to see" includes natural scenery, activities, arts, and
tourist attractions.
2. What to do is the availability of recreational facilities that can make tourists feel at home for a long
time in that place.
3. What to buy, namely a tourist attraction must provide facilities for tourists to shop, mostly souvenirs
and folk handicrafts as souvenirs to take home to their place of origin.
4. Where to arrive, which includes accessibility, how we visit the tourist attraction, what vehicle will
be used and how long it will take to arrive at the tourist destination.
5. Where to stay, namely the availability of lodging for tourists to stay during their vacation. Can be a
star hotel or non-star.

Furthermore, tourism researchers and experts reveal five essential elements that will determine the
success of an attraction. Traditionally this element is referred to as 5 A, covering [9].
1. Access: For a tourist destination to be worth visiting tourists, there must be several ways to get to
the various attractions. This access can be related to transportation, or it can also refer to paths and
cycling paths.
2. Accommodation: If tourists decide to visit the destination for more than a day, there must be a place
where they can stay.
3. Attractions: Tourists rarely visit a place to stay overnight. They usually visit to see what the
destination has to offer in terms of what can be seen, done and experienced. The aspects that attract
a person to visit a destination are referred to as attractions. Attractions can be natural, artificial
beauty, special events, cultural or historical sites, arts and crafts, sports, music or dance, unique
flora and fauna, nightlife, etc. The wider the variety of attractions for a destination, the more tourists
will be interested.
4. Activity: Something tourists can do while at their destination. These activities include; shop, eat, use sports facilities and participate in other outdoor recreational activities.
5. Amenities: The amenities of a destination include the provision of water and electricity, sanitary facilities, safe water for consumption, roads, police and emergency services, post and communication facilities, media, etc. All of this is crucial to ensure tourists are safe while in tourist destinations. Tourists must have access to public facilities for them to feel comfortable and safe.

2.3. Rural Tourism
OECD (1993) in [10] suggests the main characteristics of rural tourism are:
1. Located in a rural area which is a village functionally (small scale company, open space, related to nature, heritage, traditional community practices)
2. Rural scale (buildings, settlements, usually small scale)
3. Traditional in character (developing slowly, connected with local families, often controlled locally)
4. Based on agriculture, village and small town
5. Represents the complex relationship of the rural environment, economy and history, and location. Based on the description above, rural tourism or rural tourism must be developed based on the local wisdom of the local population without changing too many rural components to attract tourists and conserve resources for future generations. Besides, local wisdom also becomes local uniqueness which becomes a differentiating factor (distinguishing factor), in this regards, between Penglipuran tourism village and other tourist destinations.

2.4. Visiting Interest
Philip Kotler, in a book entitled Marketing for Hospitality and Tourism [11] also assumes that interest in visiting can be equated with purchase interest in consumers. So the researchers can conclude that tourists in choosing tourist destinations to visit have many considerations as well as someone who wants to buy something.

This research uses indicators of buying interest or interest in visiting, according to [12] in [13], namely:
1. Transactional interest, namely the tendency of individuals to purchase a product or service. Transactional interest related to tourist visits to the Penglipuran tourist village is indicated by the willingness of individuals to buy entrance tickets and shop for souvenirs in the Penglipuran tourist village.
2. Referential interest, namely the tendency for someone to refer products to others. Referential interest related to tourist visits to the Penglipuran tourist village can be seen from the reviews uploaded to the TripAdvisor platform, which implicitly recommend other individuals/groups to visit Penglipuran tourist villages.
3. Preferential interests, namely interests that describe the behaviour of a person who prioritizes choosing a product. Preferential interest is shown by the selection of Penglipuran tourism villages as their leading destination when they want to visit rural tourist attractions.

Explorative interest describes the behaviour of a person who is always looking for information about the product he is interested in and looking for information to support the favourable properties of the product. In connection with this research, explorative interest is shown by the individual's desire to find information via the internet about Penglipuran tourism village. The actions can be asking questions and considering stories of experiences of other people who have visited, and are interested in finding official social media accounts for the Penglipuran tourism village. The mentioned activities are expected to provide a clearer picture of the village Penglipuran tours before finally deciding to visit.

3. Research Methods
The method in this research is descriptive in which research was conducted to provide a more detailed description of the phenomenon of tourist village attractions that were developed in order to increase tourist visits to the Penglipuran tourist village. The descriptive method was chosen because this research continues to exploratory research that has provided basic ideas [14]. This research uses a quantitative approach, which is looking at normative patterns or patterns that are universal. The collection of information and primary data was carried out through distributing questionnaires to respondents in this
study who were tourists visiting Penglipuran Tourism Village. The population in this study were domestic tourists who visited Penglipuran tourism village, Bangli Regency from October 2019 - December 2019. The sample was determined using the Slovin formula and produced a sample of 100 people. The sample determination in this study adopted a non-probability sampling technique. It is a sampling technique that did not provide the same opportunity/opportunity for each element or member of the population to be selected as a sample, with the type of sampling in this study using the purposive sampling method, namely assigning respondents to be the sample based on specific criteria.

This study uses two variables, namely tourist attractions (independent) and visiting interest (dependent). This research is expected to provide an overview for the stakeholders of Penglipuran Tourism Village, what kind of attraction development will further increase the interest in visiting tourists to Penglipuran Tourism Village. The attraction development indicator refers to the guidelines for developing rural tourism by the Ministry of Tourism - Indonesia. It analyzes respondents' responses to the sub-variable indicators of what to see, what to do, what to buy, what to arrive, and what to stay. Visiting interest variable utilize sub-variables of transactional interest, referential interest, preferential interest and explorative interest.

The data analysis technique used is simple linear regression analysis. Data analysis in this study was carried out utilizing validity and reliability testing, classical assumption test, coefficient of determination, correlation coefficient, simple linear regression and hypothesis testing.

4. Result And Discussion

Profiles of the respondents are presented as follows:

| Table 1. Profile of the respondents |
|-----------------------------------|
| Gender                            |
| Male 48%                          |
| Female 52%                        |
| Age                               |
| 17-25 y.o. 22%                    |
| 26-35 y.o. 34%                    |
| 36-45 y.o. 30%                    |
| >46 y.o. 14%                      |
| Education                         |
| SMA/SMK 23%                       |
| D3 24%                            |
| S1 37%                            |
| S2 16%                            |
| Occupation                        |
| Students 6%                       |
| Entrepreneur 37%                  |
| Employee 48%                      |
| Others 9%                         |

An overview of the measurement basis of each research variable was carried out using a Likert scale. In this study the data were measured using a continuum scale ranging from scores 1 to 5. Each score represents responses that are 'strongly disagree', 'disagree', 'neither disagree nor agree', 'agree', to 'strongly agree'. The purpose of variable descriptive analysis is to identify and ensure that the respondents' responses indicate certain characteristics or trends. Descriptive analysis of this variable will show the tendency of respondents' responses to be seen from the mean or average value of each statement in the two variables. The analysis requirements for each statement are as follows:
1. Calculate the average value for each item of the two variables
2. Describe the category of each mean score by calculating the interval from the Likert scale score.
   The Likert scale has the lowest weight value is 1 and the highest weight is 5, then the intervals of this scale are:
   \[ \text{Interval} = \frac{\text{maximum score} - \text{minimum score}}{\text{interval class}} \]
   \[ \text{interval} = \frac{5-1}{2a5} = 0.8 \]
Table 2. Tourism Attraction Development Variable Score Category (X); Visiting Interest Variable (Y)

| Score Category | 1.00 – 1.79 | 1.80 – 2.59 | 2.60 – 3.39 | 3.40 – 4.19 | 4.20 – 5.00 |
|----------------|-------------|-------------|-------------|-------------|-------------|
| Category       | Very disinterested | Disinterested | Neutral | Interested | Very interested |

Table 3. Descriptive Analysis of Tourist Attraction Development Variable

| Statements                                                                                   | Average | Classification |
|-----------------------------------------------------------------------------------------------|---------|----------------|
| I am interested in the natural beauty that is well maintained and clean in the tourist village of Penglipuran. | 4.41    | Very interested |
| I am interested in the uniqueness of the typical settlement pattern.                          | 4.24    | Very interested |
| I am interested in watching Hindu religious ceremonies and events being carried out by the people of Penglipuran village. | 4.35    | Very interested |
| I will capture the moment of traveling to the Penglipuran tourist village and upload it on social media. | 4.39    | Very interested |
| I am interested in listening to residents' stories about the philosophy of the typical Penglipuran village house building pattern. | 3.39    | Neutral |
| I am interested in traveling around rural areas via trekking routes                           | 3.37    | Neutral |
| I will buy food and drinks typical of Penglipuran tourism village, namely purple sweet potato klepon and loloh cemcem which are sold in people's homes. | 4.28    | Very interested |
| I am interested in buying Balinese handicrafts in Penglipuran Village.                        | 4.33    | Very interested |
| Access to the Penglipuran tourist village is easy to find and to be passed by various types of land transportation. | 4.34    | Very interested |
| I have the option of staying in the Penglipuran tourist village area in the form of guest houses and homestays | 4.11    | Interested |

Table 3 shows that the highest average lies in statement no.1, which is 4.41. It means that environmental and natural aspects are the most dominant element of attraction in arousing the interest of tourists to visit Penglipuran tourist village.

Table 4. Descriptive Analysis of Visiting Interest Variable

| Statements                                                                                   | Average | Category |
|-----------------------------------------------------------------------------------------------|---------|----------|
| I want to pay for the entrance and parking ticket to enjoy Penglipuran tourist village.      | 4.43    | Very Interested |
| I am interested in hiring the services of a village as a local guide to guide around the Penglipuran tourist village. | 3.38    | Neutral |
| I want to take photos and videos for me to upload on my social media                           | 4.41    | Very interested |
| I will advise my family and relatives to visit Penglipuran tourist village when on vacation in Bali. | 4.44    | Very interested |
| I will provide testimonials/reviews on trip advisor about my experience of visiting Penglipuran tourist village. | 3.99    | Interested |
| I am interested in visiting the Penglipuran tourist village after seeing photos or videos uploaded by someone on social media. | 4.5     | Very interested |
I want to know the natural beauty of Penglipuran tourism village directly 4.48 Very interested
I will seek information about Penglipuran tourist village before deciding to visit 4.36 Very interested
I will consider recommendations from other tourists to come to visit Penglipuran tourist village 4.18 Interested
I will look for official social media accounts belonging to the Penglipuran tourist village to give a clearer picture before deciding to visit 4.42 Very interested

The table above shows the highest in statement no. 6, which is related to the interest of tourists to visit the Penglipuran tourism village arises because they see photos/videos uploaded by someone on social media. Then it is followed by statement no. 7 related to the interest of tourists to see first hand the beauty of the natural scenery of the Penglipuran tourist village. Both statements get the category of 'very interested' from tourists. This shows that tourists tend preferential interest, namely the interest in making something the main choice to buy/visit (Ferdinand, n.d.).

The results of the validity test of the Tourist Attraction variable instrument (X) state that each item of the statement proposed in this study is declared valid because each Pearson bivariate correlation or r-count > r-table is at a significance level of 0.05 with a value of r table 0.195.

**Table 5. Result of Validity Test of X Variable Tourist Attractions**

| Questions Item | Correlation | r-table | p-value | status |
|----------------|-------------|---------|---------|--------|
| Item 1         | .828        | 0.195   | .000    | Valid  |
| Item 2         | .699        | 0.195   | .000    | Valid  |
| Item 3         | .689        | 0.195   | .000    | Valid  |
| Item 4         | .833        | 0.195   | .000    | Valid  |
| Item 5         | .823        | 0.195   | .000    | Valid  |
| Item 6         | .722        | 0.195   | .000    | Valid  |
| Item 7         | .833        | 0.195   | .000    | Valid  |
| Item 8         | .810        | 0.195   | .000    | Valid  |
| Item 9         | .352        | 0.195   | .000    | Valid  |
| Item 10        | .288        | 0.195   | .004    | Valid  |

**. Correlation is significant at the 0.01 level (2-tailed).  
*. Correlation is significant at the 0.05 level (2-tailed).**

Based on the results of the validity test of the Tourist Visiting Interest Variable (Y) instrument in table 1.3 below, each statement item proposed in this study is declared valid because each Pearson bivariate correlation or r-count > r-table is at a significance level of 0.05 with a value of r table 0.195.

**Table 6. Result of Validity Test of Y Variable Visiting Interest**

| Questions Item | Correlation | r-table | p-value | status |
|----------------|-------------|---------|---------|--------|
| Item 1         | .832        | 0.195   | .000    | Valid  |
| Item 2         | .746        | 0.195   | .000    | Valid  |
| Item 3         | .701        | 0.195   | .000    | Valid  |
| Item 4         | .680        | 0.195   | .000    | Valid  |
| Item 5         | .833        | 0.195   | .000    | Valid  |
| Item 6         | .672        | 0.195   | .000    | Valid  |
| Item 7         | .718        | 0.195   | .000    | Valid  |
| Item 8         | .791        | 0.195   | .000    | Valid  |
| Item 9         | .790        | 0.195   | .000    | Valid  |
| Item 10        | .250        | 0.195   | .012    | Valid  |
**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

**Table 7. Reliability Test**

| Variable                  | Cronbach’s Alpha | Limit Coef. Alpha | Status  |
|---------------------------|------------------|-------------------|---------|
| Tourist Attraction (X)    | 0.87             | 0.70              | Reliable|
| Visiting Interest (Y)     | 0.88             | 0.70              | Reliable|

Based on the table above, it can be stated that the Cronbach's Alpha value of all items in the tourist attraction development variable and tourist visiting interest is respectively more than 0.70. This says that all variable items in the research instrument are proven reliable. So it can be concluded that the respondents' answers to the statements used are consistent and reliable.

**Table 8. Normality Test**

| One-Sample Kolmogorov-Smirnov Test | Unstandardized Residual |
|------------------------------------|-------------------------|
| N                                  | 100                     |
| Normal Parameters                  |                         |
| Mean                               | 0E-7                    |
| Std. Deviation                     | 3,88103232              |
| Absolute                           | .060                    |
| Most Extreme Differences           |                         |
| Positive                           | .060                    |
| Negative                           | -.054                   |
| Kolmogorov-Smirnov Z               | .599                    |
| Asymp. Sig. (2-tailed)             | .865                    |

a. Test distribution is Normal.
b. Calculated from data.
Source: data processed from SPSS output

Normality decision making uses the one-sample K-S normality test with residual data. If the value is Asymp. Sig. > 0.05, the data is normally distributed. From the table above, Asymp. Sig. amounting to 0.865 > 0.05, the researchers can conclude that the data is normally distributed.

**Table 9. ANOVA Table**

| Sum of Squares | df | Mean Square | F    | Sig. |
|----------------|----|-------------|------|------|
| Visiting Interest* |    |             |      |      |
| Between Groups   | (Combined) | 1703,396 | 21  | 81,114 | 4,937 | .000 |
| Linearity        | 1493,661 | 1    | 1493,661 | 90,917 | .000 |
| Deviation from Linearity | 209,735 | 20  | 10,487  | .638  | .871 |
| Within Groups    | 1281,444 | 78  | 16,429  |       |      |
| Total            | 2984,840 | 99  |         |       |      |

Based on table 9, the researcher got the Sig. Linearity model is 0.000 < 0.05. So the researchers can conclude that the data between variables is linear and meets the linearity requirements.

**Table 10. Glejser Test**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|---------------------------|---|------|
| B     | Std. Error                  | Beta                      |   |      |
From the output, it can be seen that the Sig. Tourism attraction development variable (0.343) > 0.05. Due to the Sig. greater than 0.05 means that the data in this study do not have symptoms of heteroscedasticity. So the researchers concluded that the research data had passed the classical assumption test so that it was eligible for simple linear regression.

**Table 11. Simple Linear Regression Analysis Results**

| Model   | Coefficients       | Standardized Coefficients | t     | Sig  |
|---------|--------------------|---------------------------|-------|------|
|        | Unstandardized Coefficients |                           |       |      |
|        | B                  | Std. Error                | Beta  |      |
| 1      | (Constant)         | 9.090                     | 2.798 | 3.249 |.000 |
|        | Tourist Attraction | .733                      | .074  | .707  | 9.908 |.000 |

a. Dependent Variable: Visiting Interest

Source: data processed from SPSS output

In general, the simple linear regression equation is $Y = a + bX$. Following are the results of a simple linear regression analysis. $a = a$ is a constant number of unstandardized coefficients, in this case, the value is 9.090. This is a constant number which means that if there is no development of attractions (X), then the consistent value of Visiting Interest (Y) is 9.090, $b = b$ is the number of regression coefficients. In this case the value is 0.733. This figure shows that every 1% increase in the level of attraction development (X), the interest in visiting tourists (Y) will increase by 0.733.

The results of the correlation test by concerning at the Pearson Correlation value of 0.921 are positive, which states that the two variables have a strong and positive linear relationship. Judging from the coefficient of determination, the adjusted $r^2$ value is 0.495. This means that the ability of the independent variable, Development of Tourist Attractions (X) to explain the amount of variation in the Tourist Visiting Interest variable (Y) is 49.5%, so that the remaining 50.5% is influenced by other variables that researchers do not appear in this study.

**Table 12. T-Test Result**

| Model   | Coefficients       | Standardized Coefficients | t     | Sig  |
|---------|--------------------|---------------------------|-------|------|
|        | Unstandardized Coefficients |                           |       |      |
|        | B                  | Std. Error                | Beta  |      |
| 1      | (Constant)         | 9.090                     | 2.798 | 3.249 |.002 |
|        | Tourist Attraction | .733                      | .074  | .707  | 9.908 |.000 |

a. Dependent Variable: Visiting Interest

Source: data processed from SPSS output

Based on table 12, t value of the attraction development variable (X) is 9.908 > t table 1,660, then $H_0$ is rejected. It indicates that the development of tourist attractions affects tourists’ visiting interests to Penglipuran Tourism Village. Accordingly, the more developing attractions in Penglipuran Tourism Village, the tourists’ visiting interest will increase.

**5. Conclusion and Recommendation**

The current study constructs the fundamental concept of simple regression, which explains the causal interrelationship between tourism attractions and tourists’ visiting interest. The effect of tourist
attractions on the tourists’ visiting interests to Penglipuran Tourism Village can be seen from the regression coefficient value of 0.733. When the development of tourist attractions increases by one unit, the interest in visiting tourists to Penglipuran Tourism Village will rose as much as 0.733. The regression coefficient is positive, which means that tourist attractions (X) have a positive influence on the interest in visiting tourists (Y) to the Penglipuran tourist village. Hence, if the authorities improve the attractions in Penglipuran Tourism Village, subsequently the interest of tourists to visit the Penglipuran tourist village will increase. This is primarily for the maintenance of beauty and cleanliness of nature in the site, which has the highest score in tourists’ attraction development variable. Yet, there is 50.5% of the information on tourists’ visiting attractions explained by other factors than tourism attractions, which could be a focus for further study.

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