

# Effect of Tourist Characteristic, Marine Tourism Demand, and Number of Visits to the Value Perceptions and Willingness to Pay to Environmental Marine Tourism in Ambon City

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**Abstract.** Development of tourism in this era must balance between supply and demand aspects. The tendency of policy makers pay more attention to aspects of supply than demand aspect will lead to the development of tourist products and services do not get good results. This research examined the relationship between marine tourism demand, characteristics and number of visits to the level of perception and willingness to pay (WTP) for tourists on a marine tourism destination in Ambon city. Respondents come from overseas tourists, domestic and local, amounting to 140 people. The analysis was performed descriptively and further using SEM analysis Amos 19.00 with path analysis. The analysis shows the close relationship between marine tourism demand variables, characteristics, and the number of tourist visits to the perception of value and WTP for tourists. Variable marine tourism demand when connected directly to the tourist perception and WTP tends to correlate negatively than when using a variable as a variable number of tourist visits as a intervening variables. Instead tourist characteristic variables are positively correlated directly or indirectly with the perception of value and WTP for tourists. It is hoped that with this study will motivate tourism policy makers and local communities to be concerned and studied aspects of perception, WTP, marine tourism demand, the number of tourist visits and the characteristics that turned out to be related to each other.

*Keywords: Tourist characteristics, Demand, Perception, WTP, Marine Tourism*

## 1. Introduction

Tourism is one sector whose development began in demand in recent decades because it has the prospect of an increase in national income and welfare of the surrounding community. One of the preferred interests and tourism today is frequented marine tourism. As the capital of the province of Maluku, Ambon city has marine tourism potential is quite large with panoramic coastal and ocean surface or bottom of the sea. But in reality, this potential can not be maximized by the government not only to increase revenue but primarily on the welfare of the surrounding community effort. Currently in Ambon city there are thirty-six (36) potentials for marine tourism destination and a newly developed eight (8) destination. Destination management is done by the government, the private sector and also by the local community (private and group) [1].

Discussing about marine tourism in Ambon city, the tendency of governments and other stakeholders more frequently discussed than the supply side as the potential and the quality of coastal/marine owned, accommodation, transport and others are also in the fact its development although still not done. Aspects of demand of marine tourism rarely mentioned let alone to be developed, whereas the demand side it will largely determine the success of the development of a product, either goods or services products, including marine tourism services. As with the request (demand) for goods and services in general, demand for tourism products was influenced by various factors, and categorized into potential demand and actual demand [2]. During the run tourism activities, tourists will be spending, so it leads directly to the market demand for goods and services (Tourism Final Demand). Furthermore, the



final demand tourists indirectly raise demand for capital goods and raw materials (Investment Derived Demand) to produce meet tourist demand for goods and services. Attempt to meet tourist demand required investment in transport and communications, hospitality and other accommodations, craft industry and consumer product industries, service industries, restaurants, and others [3].

Along with the change of the paradigm of world tourism since the 1980s, the bulk of the tour is to be the pattern traveled individuals or small groups, more flexible on the way traveled and tourists can interact with nature and the higher culture [4-6]. In Indonesia, the shift is seen from the number of tourists interested in ecotourism began to utilize sea, beaches, tropical forests, rivers, lakes, and other forms of the landscape other [7]. Nature tourism is a type of prospective tourist, because in addition to being a source of income for the region in the form of local revenue is also on the state in the form of foreign exchange. Source of income is derived from the money spent by tourists (expenditure) and measured from the time of stay (length of stay), as well as nature tourism can guarantee the preservation of nature and create prosperity for the people [8-9]. Weiler and Hall [10] states that one of the motivations special interest travelers are seeking quality. Quality is motivation in seeking the search for forms of objects and attractions that can provide significant value for the benefit of tourists (rewarding), enrichment or personal development value (Enriching), the value of the challenge or adventure (adventuresome), as well as the value of knowledge or insight new (learning). Damanik [11] also stated that one of the salient trends in the development of the global tourist market is shifting activities and tourist destinations due to changes in global tourist psychographics. This is manifested in the form of changes in tastes, interests, expectations and consumption patterns [12-13]; views or tourist image of a tourist destination [14-16] and on a wider scale changes due to special tourist satisfaction problems [17-18]. Tourism widely regarded as having multidimensional activities of a series of development process. Development of the tourism sector concerning socio-cultural, economic and political

The aims of this research were to find a model relationship of the characteristics of tourists, marine tourism demand, the number of tourists visiting to the tourist perception and willingness to pay for environmental marine tourism in the city of Ambon. It is expected that the study will be useful in the development of marine tourism in the city of Ambon

## **2. Methodology**

### **2.1 Research Methods**

The method used in this study is a survey method, is a survey investigation performed to obtain the facts and symptoms that exist, looking for good information about the real basis of social institutions, economics or politics of a group/region. The rationale for this method because the location is fairly extensive research that requires a special approach anyway. Type of survey method is to implement direct interviews with the respondents and the use of questionnaires as the main data collection instrument.

### **2.2 Study Site**

Location of the study are set intentionally (purposive) considering that the site is the location of marine tourism is included in Ambon city tourism development since 2010, can be broken down as follows: Air Manis and Amahusu beach (Outer Ambon Bay) ; Waimahu, Namalatu, Santai and Pintu Kota beach (South coast of Ambon city) ; Hutumury and Hukurila beach (East coast of Ambon city) can be seen in Figure 1.



**Figure 1. Location of the study**

### 2.3 Sampling Techniques and Data Collection

Population is a generalization region consisting of the object / subject that has certain qualities and characteristics are determined by the investigator to be studied and then drawn conclusions. The sample is part of the number and characteristics possessed by the population. As per the respondents that the purpose of the study will be examined consist of three (3) categories as shown in Table 1.

**Table 1. Respondents Catagorical of Toursts in Ambon City**

No.	Tourist Origin	Number (person)	Percentage (%)
1	Foreign	26	18.57
2	Domestic	41	29,29
3	Localy	73	52.14
<b>Respondent Total</b>		<b>140</b>	<b>100</b>

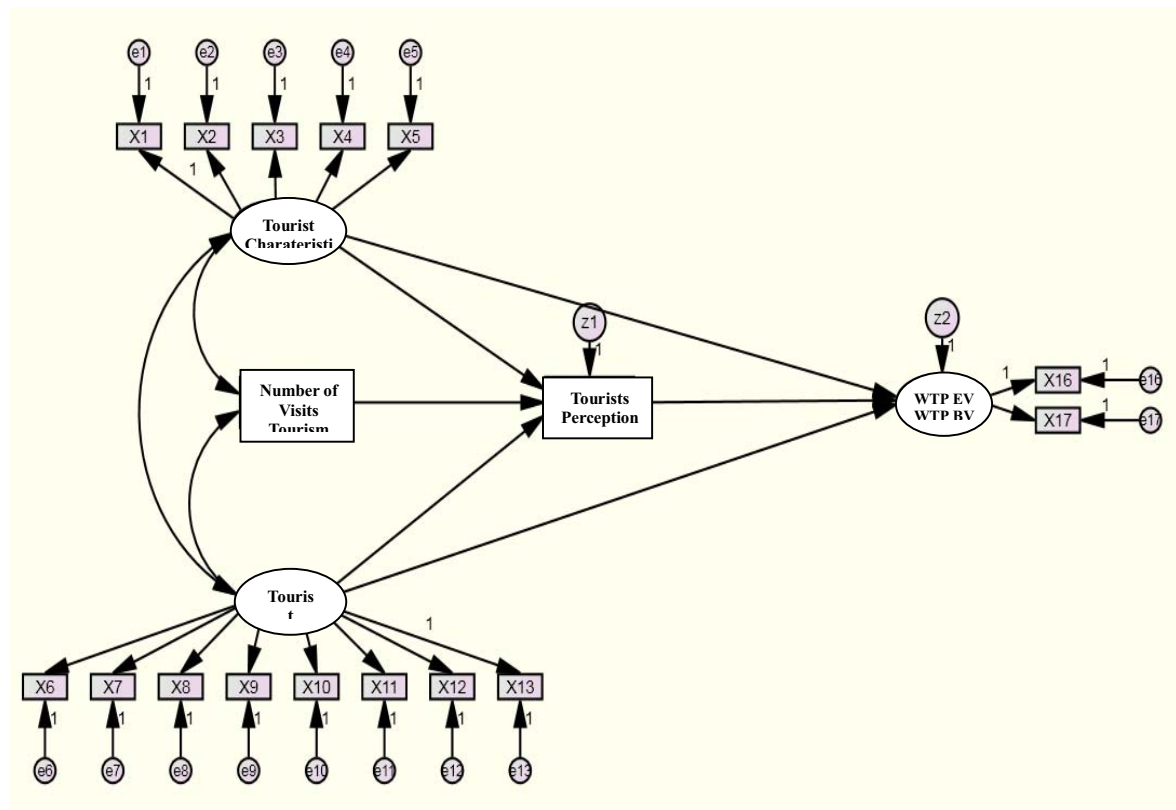
*Sourcess :Primary data, Processed, 2012*

Sampling size has an important role in the interpretation of the data, since this study uses data analysis with Structural Equation Modeling (SEM), the sample size provides a basis for estimating the sampling error (Byrne, 2010). Hair et al (2010) provide a guide number of samples required to estimate the SEM based on a number of variables, indicators and number of communities. The number of samples should by 5 (five) times the number of indicators that are observed and technical indicators used Maximum Likelihood Estimation (MLE) requires samples ranged 100-200 samples. In a study of tourists there are 17 indicators are researched to fit his criteria then  $17 \times 5 = 85$  samples, so that tourist respondents numbering 140 people have more than the minimum criteria required. Observation of the tourist respondents rely entirely done with the questionnaire as the main data collection that has previously been tested for validity and reliability in a preliminary study. The questionnaire includes questions about the characteristics of

various tourists, tourists demand function, the perception of tourists and the economic value of environmental WTP marine tourism (Existence value and Bequest value).

#### 2.4 Processing and Data Analysis

To review and find models the relationship between the characteristics of tourists, tourists demand function and the number of tourist arrivals to the value / level of perception and WTP for tourists (Existence value and Bequest value) of marine tourism destinations in the city of Ambon. Furthermore, to more clearly seen in the form of path diagrams of SEM Amos 19:00 as in Figure 2.



**Figure 2. path diagrams of SEM Amos**

- Where :
- X<sub>1</sub> = Age rating, in units of years
  - X<sub>2</sub> = Tourists Education, in units of years
  - X<sub>3</sub> = Tourists Income per month, in units IDR/Month
  - X<sub>4</sub> = Gender/Sex (1 = Female ; 2 = Male)
  - X<sub>5</sub> = Job type rating (1 = Student ; 2 = Household mothers ; 3 = Civil Official ; 4 = Private employees/self-employed and 5 = Lecturer/Researcher
  - X<sub>6</sub> = Distance shelter travelers with tourist sites ( Km )
  - X<sub>7</sub> = Time tourists traveled in location ( hours)
  - X<sub>8</sub> = Number of Tourists Group i to location j (person )
  - X<sub>9</sub> = Categories of Stay (1= family ;2=homestay ;3=Lodge Bed/Inn; 4= Hotel)
  - X<sub>10</sub> = Main Goals tourists traveled to the location (1 = Panoramic ; 2 =Recreation/ Sports Beaches ; 3 = Water Sports ; 4 = Culinary ; 5 = Snorkling/Diving)
  - X<sub>11</sub> = Leisure time in units of days/month
  - X<sub>12</sub> = Travel Cost to locations such as marine tourism (IDR/trip)
  - X<sub>13</sub> = Travel Cost Subtitution: Travel Expenses of other region (Liang Beach,

Central Maluku District) in units IDR/trip

$X_{14}$  = Number of Tourist Arrivals during the year 2012 at the tourist sites Ambon (frequency/year)

$Z_1$  = Average value tourists perception with Likert Scale (1 = Not Strongly support ; 2 = Not support ; 3 = Self-support ; 4 = Support ; and 5 = Strongly supports).

$Z_2$  = Willingness to pay (WTP) consisting of :

$X_{16}$  = Average WTP for Existence value in units of IDR/month .

$X_{17}$  = Average WTP to value the heritage(Bequest value) in units of IDR/month.

Structural equation model (SEM) was a second-generation multivariate analysis technique that combined factor analysis and path analysis that allows researchers to simultaneously test and estimated the relationship between exogenous and endogenous multiple variables with many indicators [19-23]

### 3. Results and Discussion

#### 3.1. Respondents Characteristic

In accordance with the purpose of the first study examines the characteristics of travelers on marine tourism destination in the city of Ambon then there were 140 tourists who responded to the study with characteristics as summarized in Table 2.

**Table 2. Tourists characteristics data recapitulation respondents in Ambon, 2015**

No	Categories	Information					
1	<b>Tourists origin</b>	Foreigns	Domestics	Local	-	-	-
	person	26	41	73	-	-	-
2	<b>Age Rating(years)</b>	15 - 24	25-34	35-44	45-54	55-64	> 64
	person	28	36	40	22	10	4
3	<b>Education (years)</b>	Junior HS	Senior HS	Diploma	Scholar	Double-degree	-
	person	8	59	21	40	12	-
4	<b>Occupation</b>	Student	Housewife	Entreprnuer	Civil Servant	Employee free	Lecturer/ Researcher
	person	28	7	32	39	25	9
5	<b>Income (IDR)</b>	< 2499999,-	< 4999999,-	< 7999999,-	< 9999999,-	> 9999999,-	-
	person	19	43	21	16	20	-
6	<b>Gender</b>	Male	Female	-	-	-	-
	person	76	64	-	-	-	-
7	<b>Familly status</b>	Fathers	Mothers	Child	-	-	-
	person	48	38	54	-	-	-

*Sources : Primary Data, Processed in 2015*

To work seen varies with the highest respondent worked as a teacher and civil servant is 39 (27.86 %) while the lowest is the retired and housewives (7 people or 0.05%). Fixed income earned from work respondents also varied with the largest revenue in the range of IDR.2.499.999,- 4,999,999,- was 43 respondents (30.71%). Gender and family status of the respondent is a factor that also plays an important role in one's tour. The biggest unknown is traveling men by 76 people while women numbered 64 people, while the status of the child respondents in the largest family traveled with 54 people, 48 people attended the respondent 's father, while the housewife by 38 people.

#### 3.2 Description of Travel Demand, Total Visits, Perception and WTP Tourists

Tourists in tourist travel has its own preferences satisfy her liking. Tourists desire will be realized when managing marine tourism destination is able to accommodate the wishes and expectations. To determine travel demand, the number of tourist arrivals, tourist perception and WTP to the marine environment of tourist destinations in the city of Ambon, can be seen in Table 3. It is seen a variety of

data about tourists who will show the actual demand patterns tourists. The results showed that tourists prefer destinations that can be accessed by both and has maritime tourism facility. Location was the most visited coastal Latuhalat village contained three marine tourism destinations (Santai, Namalatu and Waimahu). Distance of residence will affect tourists with access to a designated tourist destination.

**Table 3. Data Recapitulation Tourists Demand, Number of Visits, Perception and Environment WTP value Tourists in Ambon City, 2015**

No	Categories	Information				
1	Travelled location	Air Manis	Amahusu	Pintu Kota	Latuhalat	Hutumury
	person	14	19	14	61	18
2	Dwelling distance (Km)	< 500	500 - 1500	1500 - 2500	2500 - 3500	> 3500
	person	71	31	19	03	16
3	Travelling long time (Minute)	≤ 120	121 - 180	181 - 240	241 - 300	> 300
	person	14	24	36	49	17
4	Total group	≤ 2	3 - 4	5 - 6	7 - 8	> 8
	person	25	54	36	8	7
5	Stay Category	Family	Homestay	Lodge/Inn	Hotel	-
	person	51	37	29	23	-
6	Main goals trips	Panoramic view	Beach sports	Water sports	Culinary	Snorkling/ Diving
	person	20	33	19	38	30
7	Leisure times	≤ 5 days	6 - 8 days	9 - 11 days	12 - 14 days	> 14 days
	person	40	30	37	22	11
8	Travel cost Ambon(IDR)	≤ 250.000,-	< 750000	< 1250000	<1750000	>1750000
	Orang	54	51	10	05	20
9	Travel cost substituted (IDR)	≤ 250.000,-	< 750000	< 1250000	<1750000	>1750000
	person	64	45	7	12	12
10	Number of visits	1	2-4	5 -7	8-10	>10
	person	30	61	20	15	14
11	Tourists Perception	140 - 250 (Not Strongly S.)	252 - 364 (Not Suport)	364 - 476 (Self Suport)	476 - 588 (Suport)	588 - 700 (Strongly S.)
	person	-	-	26	86	28
12	WTP of the Existance value (IDR)	≤ 25.000,-	25000 - 100000	100000- 175000	175000 - 250000	> 250000
	person	60	54	19	05	02
13	WTP of the Bequest value (IDR)	≤ 25.000,-	25000 - 100000	100000- 175000	175000 - 250000	>250000
	person	55	60	12	11	02

**Sources : Primary data , processed in 2015**

Variable number of tourist arrivals was used as an intervening variable to bridge the demand characteristic variables tourists and tourist travelers with the assumed level of perception will affect travelers WTP value marine tourism on the environment. There are 30 respondents who first visited tourist destinations in the city of Ambon marine while most tourists have visited the city of Ambon 2-4 times the 61 people. The number of visits over 10 times and only had 14 people who are local tourists .

There were 15 questions to be indicators of the traveler 's perception. This study uses Measurement Scale (Likert Scale) with 5 (five) criteria for assessment of the lowest score of 1 (Strongly Supports) to the highest score of 5 (Very Supports). Respondents rating the sample in this study was (n) = 140 was the lowest score of 1 x 140 = 140 and the highest total score was 5 x 140 = 700. From the analysis of the data turned out to be the largest number of tourist perceptions within the range of values that "It



supports" the 86 respondents, while for Scoring value " Not Very Supports and Not Supports " was not answered by the respondents .

WTP values of the respondents about the Existence value environment based on the standard tourist revenue each respondent and submitted the game offers (Bidding Games) by first giving statements about the existence of marine tourism for the community and environment. After that respondents give the appropriate level of income. From the values given by the value of the largest number of turns on < IDR.25.000,-/month by 60 respondents, while only 2 respondents were WTP the value of the environment where marine tourism over IDR 250.000,-. The average value where the respondent is IDR.57.814,29. As was the case with Existence values, the WTP value inheritance (Bequest Value) also have a value that is not too different. They differ only in the number of respondents who were WTP the value of the inheritance. In the range of < IDR.25.000,- from 60 respondents on the existence value to 55 people for the value of the inheritance. Different changes also in the range of values IDR.175.000 - 250,000,- which amounts to 5 to 12 respondents in the WTP values of respondents inheritance. (bequest value). The average Bequest value was IDR.62.210,71.

### 3.3 SEM for Research Marine Tourism

Study aspects of travel demand in the form of a causal relationship of the indicators of the exogenous variables travelers personal aspects, demand and the number of tourist arrivals, tourist perceptions about marine tourism destinations in the city of Ambon, and the WTP tourists for marine tourism environment changes due to the utilization of the limited the existence value and bequest value. For answering the goal of this study also used path analysis with SEM with Amos SPSS 19.00, because in addition to examine the relationship of exogenous and endogenous variables will also see a causal relationship between variables. The results obtained path analysis can be seen in Figure 3.

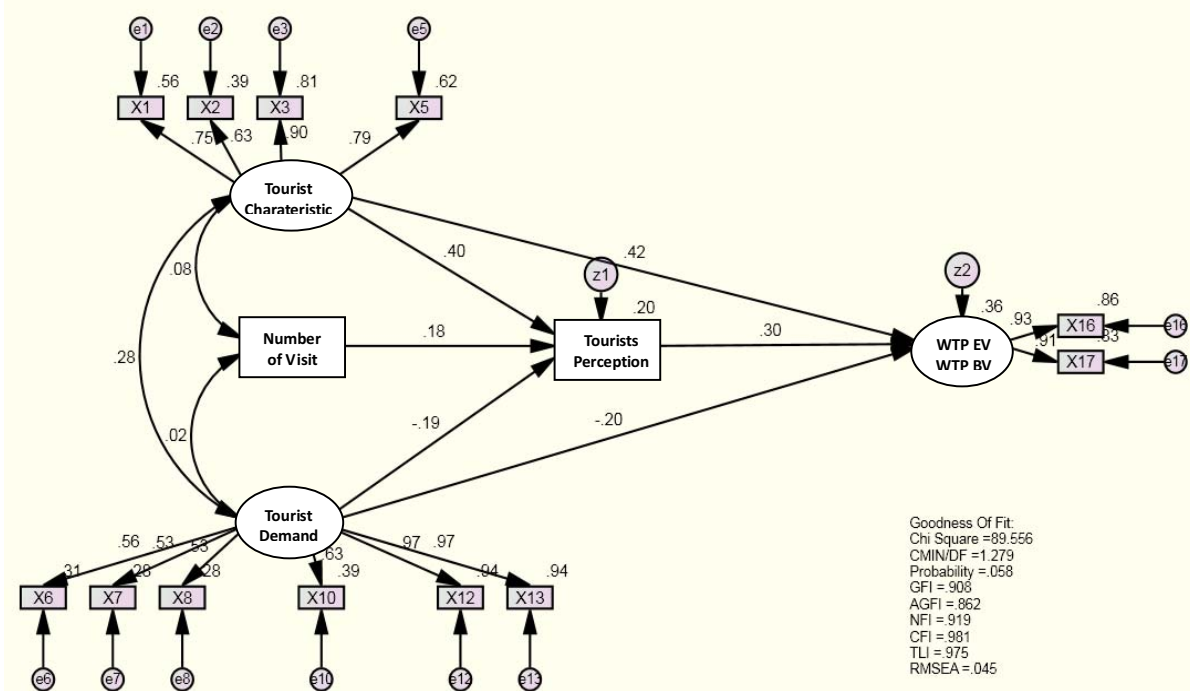


Figure 3. Casual relationship of Tourists with SEM Amos 19.00

Based on Figure 3, shown the existed of a relationship between variables that influence - the personal aspects of the exogenous variables ( $X_1$  -  $X_5$ ) and tourist demand ( $X_6$  -  $X_{13}$ ) with the perception of the endogenous variables ( $Z_1$ ) and WTP tourists ( $Z_2$ ) the existence of WTP values ( $X_{16}$ ) and bequest value of tourism environment ( $X_{17}$ ). It was assumed that the size of the level of perception and tourist WTP values are very dependent on the number of tourist visits conducted on marine tourism destination in the city of Ambon, because it was so in this study, there was one variable that mediated endogenous variables intervening intended. The results that intervening variables have a positive influence on the level of perception which in turn influence the WTP variable tourists. There were 3 indicator for weakening the overall corrected model was built because it has a low loading factors ( $< 0.5$ ), which is an indicator of gender ( $X_4$ ) ; category of stay ( $X_9$ ) and the leisure time ( $X_{11}$ ). Effect of latent constructs aspects of tourist demand in the picture above gives a negative effect on the perception and willingness to pay for tourists, this suggests that the higher demand of tourists with a variety of existing indicators that the lower the WTP and the perception of tourists on the environment of marine tourism in the city of Ambon. Instead latent constructs personal aspects tourists with indicators (age, income, occupation and education) have a positive influence on tourist perceptions and WTP.

Correlational relationships also occur in tourists latent constructs personal aspects and aspects of tourist demand with a variable number of tourist visits, this suggests that these three variables have a relationship that mutually affect one another especially between aspects of the personal aspects tourists demand. In the picture above also looks confirmatory factor analysis (CFA) with the results of goodness of fit which indicates that the overall rating is a model of research on "fit model" is acceptable. The results of the CFA model testing tourists construct the boundary value and criteria can be seen in Table 4.

**Table 4. Variable Testing Results CFA Tourists**

No	Goodness Of Fit Index	Cut off value	Result	Criteria
1	$\chi^2$ - Chi Square	$< 91.236$	88.56	Good Fit
2	Significance Probability	$\geq 0,05$	0,06	Good Fit
3	DF	$\geq 0$	70	Over Identified
4	GFI	$\geq 0,90$	0,91	Good Fit
5	AGFI	$\geq 0,90$	0,90	Good Fit
6	CFI	$\geq 0,90$	0,98	Good Fit
7	TLI	$\geq 0,90$	0,98	Good Fit
8	CMIN/DF	$\leq 2,0$	1,28	Good Fit
9	RMSEA	$\leq 0,08$	0,05	Good Fit

*Sources : Primary data, processed in 2015*

Furthermore, to determine the influence of indicators endogenous constructs in research on these tourists can be seen in Table 6. of the regression weights. Based on Table 5, seen a significant influence on the overall indicator constructs endogenous, it is characterized by the value of  $P < 0.05$  or there are asterisks (\*\*\*) . Observed endogenous construct



indicators that give the highest positive value of Critical Ratio is Travel Cost marine tourism to the city of Ambon with the value 28.968 ( $X_{12}$ ) followed by indicators of WTP (Bequest value) marine tourism environment ( $X_{17}$ ) = 11.117 and tourist revenues ( $X_3$ ) at 10.275. In this study also looks a casual relationship between endogenous constructs (latent variables) that negatively impact tourists that demand aspects (indicators  $X_6 - X_{13}$ ) with a value of -2.27 for indicators of tourist perception and value of -2.412 relation to the latent constructs WTP to value the existence and bequest value. It can be interpreted, in the event of tourists such as changes in demand for one unit, then the perception of tourists and willingness to pay on the value of the marine environment of tourist destinations to be decreased by 2,272 tourist perception and assessment of IDR.2,412 for WTP value.

**Table 5. Variable Regression Weights perception, personal aspects, aspects of demand, the number of tourist visits and WTP at Marine Travel Destinations.**

Variable		Variable	Estimate	S.E.	C.R.	P	Label
Tourists Perception	<---	Number of Tourists Visits	.024	.010	2.366	.018	par_11
Tourists Perception	<---	Tourists Demand	-.075	.033	-2.272	.023	par_12
Tourists Perception	<---	Tourists Characteristic	.020	.004	4.434	***	par_13
WTP EV_dan BV	<---	Tourists Perception	.661	.181	3.658	***	par_10
WTP EV_dan BV	<---	Tourists Characteristic	.045	.011	4.142	***	par_14
WTP EV_dan BV	<---	Tourists Demand	-.173	.072	-2.412	.016	par_15
X1 Tourists Age	<---	Tourists Characteristic	1.000				
X2 Tourists Education	<---	Tourists Characteristic	.204	.028	7.198	***	par_1
X3 Tourists Income	<---	Tourists Characteristic	.099	.010	10.275	***	par_2
X5 Tourists Job	<---	Tourists Characteristic	.138	.015	9.027	***	par_3
X13 Travel Cost substituted	<---	Tourists Demand	1.000				
X12 Travel Cost Ambon	<---	Tourists Demand	.980	.034	28.968	***	par_4
X10 Main Goal Traveled	<---	Tourists Demand	.566	.062	9.144	***	par_5
X8 Total Group	<---	Tourists Demand	1.523	.214	7.130	***	par_6
X7 Long Time Traveling	<---	Tourists Demand	.138	.019	7.184	***	par_7
X6 Dwelling Distance	<---	Tourists Demand	1.168	.152	7.691	***	par_8
X16 Bequest Value	<---	WTP EV_dan BV	1.000				
X17 Existance Value	<---	WTP EV_dan BV	.962	.087	11.117	***	par_9

*Sources : Primary data, processed in 2015*

#### 4. Conclusions

There 4 of 5 (five) characteristics of respondents rating, which has significant influence were age, education, income and employment, while gender of respondents had no influence in the perception and WTP for tourists. There is a positive correlation between the characteristics of tourists with the number of tourists and tourism demand. Tourist Demand constructs have a significant influence on the perception and WTP. Construct categories of stay and leisure time, does not have a significant influence. Casual relationship model latent constructs respondent characteristics, travel demand and the number of tourist visits as intervening variable the level of perception and WTP or tourists showed a very close relationship positively (construct characteristics of respondents and the number of tourist visits) or negatively (construct tourist demand).

Research constructs such as tourists characteristics and travel demand should be a custodian of the data base for policy decisions on programs and activities of marine tourism in the city of Ambon which is often overlooked when compared to marine tourism supply function is always performed. Knowledge of consumer opinion of the tourists perceptions about tourist destinations in the city of Ambon and the WTP value (existence and Bequest value) of marine tourism environment shows a strong intention of tourists to the situation and condition of marine tourism in the city of Ambon. This needs to be a constructive input for the development of marine tourism.

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