

INFORMATION SEARCHING AND INTENTION TO VISIT TOURIST DESTINATION USING SMART TOURISM TECHNOLOGIES DURING COVID-19

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ABSTRACT

This study aims to examine the influence of intention to visit tourist destinations in Indonesia based on the application of smart tourism technology during the COVID-19 period. This is a type of quantitative research with non-probability sampling method to collect data from 130 respondents. And online questionnaires were distributed in the data collection of this research. The data during this study were analyzed using the Structural Equation Model (SEM). This study shows the results that trust is influenced by information quality, source credibility and accessibility. It is because consumer behavior in the future will be greatly influenced by consumer confidence in the information that they get. And it is hoped that destination managers, marketers and managers of tourism and hospitality organizations can take contributions from this research. And they are expected to be able to integrate information from all online media platforms. So, from these activities, it is hoped that the quality of information conveyed to potential tourists can be directed and can influence potential tourists. Besides, this also affects future decisions.

Keywords: smart tourism, tourism management, consumer confidence, information quality, source credibility, accessibility, intention to visit

Introduction

An unprecedented global disaster has just hit the world, it is the COVID-19 Pandemic. It is the epic proportions, especially for the tourism sector. Thus, based on data from the Indonesian Central Statistics Agency in the third quarter of 2020, the number of foreign tourists visiting Indonesia was only 475,000 people. And it is lower when compared to the previous quarter, with a correction of 1.2 percent (QtQ). So as much as 86% (YoY) decreased the number of foreign tourists. And the effect of decline in foreign tourists also had an impact on the decline in the value of travel services exports (foreign exchange) in the third quarter of 2020. Furthermore, in the third quarter of 2020, the tourism foreign exchange value was 98% (YoY), and this will improve from the previous quarter of 10.6% (QtQ). This condition causes the average expenditure of foreign

tourists per visit to be lower when compared to the previous period, which is USD1,076 (Central Bureau of Statistics, 2020).

The positive impact has become a breath of fresh air for the tourism sector in Indonesia, it when the Large-Scale Social Restrictions (PSBB) policy was implemented, as a form of leniency made by the government in the third quarter of 2020. The reactivation of domestic tourists is a short-term policy strategy to save the tourism industry in the midst of the Covid19 pandemic. Policies such as holding meetings outside the region (especially in 10 Priority Tourism Destinations), enacting joint leave in August as a substitute for the IdulFitri holiday, and providing discounted airplane and train tickets can revive the activities of domestic tourists. This policy was quite effective, indicated by the increase in the number of airplane, trains and ships passengers in the third quarter of 2020. Overall, the number of national transportation passengers in the third quarter of 2020 was 44.7 million people, increased 21 million people compared to the previous quarter. Increased domestic travel activity has also boosted the recovery of the tourism industry, especially in the hotel industry. Room Occupancy Rate (ROR) of star hotels in Indonesia in the third quarter of 2020 increased by 15.4 %compared to the previous quarter (QtQ), although it was still 23.8 points lower compared to the previous year (YoY). The length of stay of tourists decreased, from 1.8 days in the second quarter of 2020 to be 1.7 days in the third quarter of 2020. The increase in the Room Occupancy Rate of Star Hotels is also seen in 5 Super Priority Tourism Destinations (DPSP): Lake Toba (North Sumatra), Lombok (NTB), Labuan Bajo (NTT), Manado Likupang (North Sulawesi), Borobudur Yogyakarta (DIY), Jakarta and Bali (Central Bureau of Statistics Agency, 2019).

The rapid development is currently happening, it has led to trends related to the increase in the tourism industry, Smart Tourism, E-Travel and Augmented Reality Tourism. The concept of technology-based tourism will be created by an organization, because nowadays prospective tourists will look for information related to tourist areas, plan trips and when carrying out their trips using technology assistance. Smart Tourism Technology according to Gretzel et al., (2015)the concept of technology-based tourism has fast internet network connectivity, so that detailed information will be very easy to obtain. This study aims to propose whether the application of smart tourism technology has an effect on the visiting tourists intention to tourist destinations in Indonesia during and after COVID-19.

Literature Review and Hypothesis Development

Social media, websites and mobile applications have been widely used by travelers in searching for information since before COVID-19. Furthermore, when there is the coronavirus, online information comes first, it is because of the context of working remotely. So, the use of website can be increased to support travel search, for example related to the live chat function(MacSween & Canziani, 2021). Where consumers, before the final purchase intention, they will try to obtain information, that is then useful in forming intentions(Capriello et al., 2013). Ajzen & Fishbein, (1975) argue that a strong psychological intention will be able to help in inferring subsequent behavior, this is in

accordance with the theory of planned behavior. This theory was used by Y. Li & Shang, (2020) in a previous study, where a critical situation has been experienced by the tourism industry and knowing tourists' intentions in ordering travel services as a measure in measuring the impact of COVID-19 (MacSween & Canziani, 2021). The basis that will be used in making decisions for consumers, it is the search for information. So, in the case of COVID-19, previous travel-related information is often a dilemma for most consumers, and is often not considered an external source (MacSween & Canziani, 2021). Trusted search engines and travel websites are relied on by consumers to prepare themselves (Petersen et al., 2017). The quality of reliable information is an important element for traveler before deciding to visit a tourist destination (J. Li et al., 2020). In addition, if a website or social media provides honest and quality information related to tourism, it will make customers trust this information (Berhanu & Raj, 2020). Furthermore, online tourist information has an important role for customers and business people, especially in an effort to find the attraction of tourist destinations (Sotiriadis, 2017). Hypotheses have been formulated as follows.

H1: The positive effect is shown by the quality of information on trustworthy.

In decision making, there is a deliberate information search process and it helps the cognitive "heuristic" or "analytical" process (Dunwoody & Griffin, 2014). The modern traveler's decision in considering a trip usually comes from recommendations from friends and relatives, from online and also from comments related to information provided by several parties. Chung & Buhalis, (2008) argued that when a tourist makes the final decision on destination choice, the most significant information comes from online interpersonal influence - online word of mouth (e-WOM). In addition to the above factors, there are also other factors related to booking a trip, it is perceived risk and trust. Negative events on a trip will cause a destination to be evaluated and avoided by tourists (Stepchenkova et al., 2019). The risks that arise from multi-dimensional construction, it includes the possible heterogeneous implications that tourists have in making decisions. And it can be more than one dimension of risk, which it can lead tourists to modify their evaluation of the destination and their intentions when they want to travel. Negative word of mouth does not have effect on bookings by travelers, because they trust websites that provide trusted messages (Pappas, 2016). The sense of risk can be reduced when the website is easy to navigate (Mohseni et al., 2018). So, the source of trip must be realized as a form of improvement where later, it can be observed and will eventually lead to an increase in the level of individual confidence to make travel bookings.

H2: Positive effect of source credibility on trust.

Park et al. (2007) stated that the trust and credibility of reviews submitted by online consumers is more trusted than reviews from product and service providers. It is related to the assumption that information submitted from consumers is more honest. In

addition, a finding reveals that tourism organizations present and post content or information related to travel reviews that are less attractive, when it compared to what is reviewed by online travel users, they present more reliable reviews(Fotis et al., 2012). Tourists trust User-generated content (UGC) more, when compared to official websites from tourism, tour operators and travel agents.(Fotis et al., 2012). High credibility and trusted sources of information are shown by online reviews and recommendations, rather than conventional visitor reviews on travel 2.0. This is because it is independent and disinterested people who post the content, and usually this is based on their original experience(Fotis et al., 2012). But on the other hand, it is possible that the online content cannot be trusted, because what is conveyed in the post can be fake, and it only contains someone's personal interest(K.-H. Yoo et al., 2009). So, considering it, a consumer must be more careful before they assume what is conveyed by the user is true or not. It is because there is the convenience of an internet user in posting any information without verification, editing or fact checking.

H3: The positive effect that interactivity has on Trustworthy.

Human safety and health safety are crucial issues in the discussion of risk and sensitivity in the tourism industry, as it can result in harm to the tourism destination when the publicity is not good. And tourists can cancel their plans when they see that the destination is at risk(Sönmez & Graefe, 1998). And from the research that the researchers did, it can be concluded that the effect of risk perception on tourist satisfaction and also their intention to return to a destination, it was found that tourists will be more careful when the destination they are going to has a risk, and they are less likely to come again(Yüksel & Yüksel, 2007). The paradigm shift in the tourism industry occurs as a result of advances in information and communication technology(Mariani et al., 2018). As, internet technology is used by professionals and travelers today to facilitate e-tourism(Casillo et al., 2019). For example, the decision-making process in tourism consumption is often used by the internet by tourists and consumers. And it is proven that the way individual tourists behave is changed by internet technology. In addition, internet technology is also used in the introduction of a better and more comfortable version of the tourism industry, which will result in clear travel planning and information sharing(Gretzel et al., 2020). The increasing technology is now very attractive to all sectors, including the transformation that is taking place in the tourism industry. It is because industry 4.0 appears in almost all sectors(Gretzel et al., 2020).Rapid developments occur in the tourism industry in this era of innovation, especially in the service sector related to the tourism experience. In the current era, access to information related to tourist sites, accommodation, public facilities and transportation can be done via the internet. And this can help consumers in terms of consumer confidence with the information obtained (Machackova & Smahel, 2018). Accessibility is not just related to information but how the tools on the website are easy to use and not take a long time to use, will encourage consumers to continue using the website. This is because they feel comfortable and trust the information available (De Carvalho et al., 2016).

H4: positive effect of having accessibility to trust.

The process of making tourist decisions must consider the risks that tourists will feel while traveling. The details will be passed through a series of stages before a potential tourist decides to travel. These include, among other things, the desired tourist destination, the cycle that is created that will make tourists loyal, the premium owned by a place and an increase in the opinion of the tourists themselves. Repeat visits are the form of loyalty shown by tourists to tourist destinations that are in accordance with their measurements. Brand preferences regarding travel and hospitality companies have a further role to play, especially with regards to the choice of where to travel later (Spanaki et al., 2021). So, after being studied in more detail, it turns out that tourism-related companies also have an important influence in making travel decisions (Almeida-Santana & Moreno-Gil, 2018). One of the most influential is the tour operator, where the choice of tour packages offered will influence tourists in making decisions. For travelers bundling cheap flight packages, accommodation and inclusive food and beverage services are attractive. And if the marketing is done well, then this will be of great benefit for the promotion of the destination and the local economy (Baniya et al., 2019).

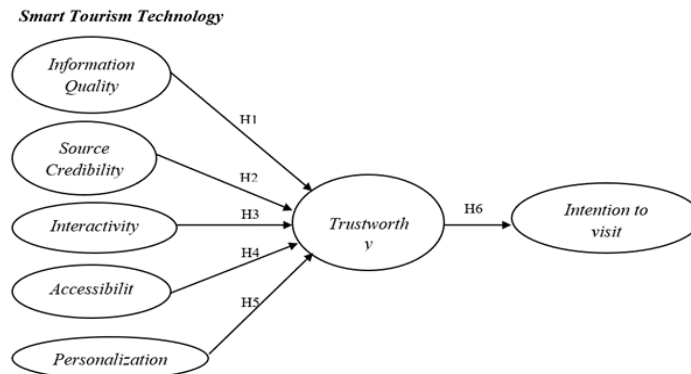
The traveler experience can be obtained from adventurous tourism and the activities involved. So, based on the level of risk and hazard of these activities will be calculated. However, the more tourists who go on adventure trips, the more people will try to find new things and further increase in risk factors also occurs. And consumer loyalty will emerge when their trust in personal information and services is high (Marchesani et al., 2017).

H5: Positive effect personalization has on Trustworthy.

Before the final purchase occurs when consumers obtain information and form intentions (Capriello et al., 2013). And when a traveler goes abroad, it is on internet searches that they will depend (Pesonen & Pasanen, 2017). Consumers and businesses desperately need online travel information when they want to attract tourists (Sotiriadis, 2017). Purchases from a particular website are influenced by purchase intentions originating from the online environment. Consumer intentions can predict consumer behavior, thus consumer desires are reflected in consumer buying intentions to buy online must be recognized (Chen et al., 2010). Chiu, Chang, Cheng, and Fang (2009) state that there are data on 360 PC home buyers who will identify customer repurchase intentions in the online shopping environment. And from these results, the significant positive effects were felt, it is including perceptions of ease for using, trusting, enjoyment, and benefits on data related to predictors of repurchase intention. And the hypothesis based on this research is:

H6: The positive effect is shown by the trustworthiness of visiting intentions.

Research Model:



Source: Yoo et al., (C. W. Yoo et al., 2017) and Huang et al., (Huang & Zhou, 2018)

Research Methodology

This research used quantitative research methodology. The target population is domestic tourists who collect information in making decisions. They are domestic tourists who traveling in home country and have a travel time in last 6 months and do not have a specific purpose to earn income. The specific criteria were domestic travelers who have vacation time of approximately 6 days and age over 17 years old, because at the age of 17 a person already has an Identity Card and able to own it because he is considered an adult. 256 responses were received, of which 130 responses were valid and thus used for the further analysis. The time frame in this study was from April to June 2020. This study used non probability sampling and judgmental sampling technique.

To obtain primary data sources, the questioners distributed via online. A five-point Likert scale was used to measure each item, with guidelines strongly disagree denoted by 1 and strongly agree denoted 5. So, there were 30 respondents who took part in this trial, and it was ensured that the questions were not ambiguous and there were no technical errors, which could hinder data collection. Then SPSS was used to test the validity and reliability of this research instrument. And finally in order to gain clarity a small number of questions were refined after the pilot study. It uses Google form as a questionnaire in the main research. Version 8.80 of the Lisrel software on the SEM technique was used in this data processing.

Result

Model of Measurement

Analysis of Validity and Reliability

Table 1. Analysis of Validity

No	Variables	Indicators	SLF	t-value	Result
1	Information Quality	IQ1	0,74	9,92	Valid
		IQ2	0,83	11,46	Valid
		IQ3	0,55	7,05	Valid
2	Source Credibility	SC1	0,87	12,44	Valid
		SC2	0,95	14,39	Valid
		SC3	0,91	13,32	Valid
		SC4	0,47	5,58	Not Valid
3	Interactivity	INT1	0,84	11,26	Valid
		INT2	0,66	8,10	Valid
		INT3	0,60	10,53	Valid
4	Accessibility	AC1	0,86	11,91	Valid
		AC2	0,89	12,68	Valid
		AC3	0,79	10,50	Valid
		AC4	0,70	8,91	Valid
5	Personalization	PS1	0,61	7,88	Valid
		PS2	0,85	11,82	Valid
		PS3	0,56	7,13	Valid
6	Trustworthy	TR1	0,83	**	Valid
		TR2	0,85	11,96	Valid
		TR3	0,80	10,90	Valid
		TR4	0,78	10,55	Valid
		TR5	0,80	10,82	Valid
		TR6	0,82	11,23	Valid
7	Intention to Visit	IV1	0,90	**	Valid
		IV2	0,95	18,09	Valid
		IV3	0,92	16,77	Valid

Table 2. Reliability Test Results

Variables	CR \geq 0,70	VE \geq 0,50	Result
Information Quality	0,75	0,61	<i>Reliable</i>
Source Credibility	0,85	0,65	<i>Reliable</i>
Interactivity	0,92	0,60	<i>Reliable</i>
Accessibility	0,88	0,66	<i>Reliable</i>
Personalization	0,72	0,47	<i>Not Reliable</i>
Trustworthy	0,92	0,70	<i>Reliable</i>
Intention to Visit	0,94	0,85	<i>Reliable</i>

The result show that all of the construct reliability values meet the requirements. As for the value of the total variance extracted, there are 6 variables that meet the requirements because the value was above 0.50. The result show that from a total of 7 variables, 6 variables are reliable and 1 variable is unreliable.

Structural Models Goodness of fit

Table 3. The results of overall fit model absolute fit analysis:

Goodness of Fit	Result	Conclusion
Absolute Fit		
Statistic Chi –Square (X2)	1055,86	<i>Poor Fit</i>
P-value \geq 0,05	0,000	
Goodness of Fit Index (GFI)	0,61	<i>Poor Fit</i>
Standardized Root Mean Square Residual (SRMR)	0,14	<i>Good Fit</i>
Root Mean Square Error of Approximation (RMSEA)	0,146	<i>Good Fit</i>
Expected Cross-Validation Index (ECVI)	9,24	<i>Good Fit</i>
ECVI for Saturated Model	5,44	
ECVI for Independence Model	83,78	

The results of fit test for the poor category are shown by the results of the chi-square and p-value. This is because the chi-square value was 1055.86, while for the test conditions, the smaller the value of chi-square, the better. For the p value = 0,000 it does not meet the test requirements where the p value should be \geq 0.05. The results of the score from the Goodness of Fit Index (GFI) was the poor fit test category, with a GFI

value = 0.61. The test requirements to be in the good fit category if the GFI value \geq 0.90. The results of the value of Standardized Root Mean Square Residual (SRMR) are in the good fit test category, with a value of SRMR = 0.14. Where the test requirements to be the good fit category are SRMR value \geq 0.05. The results of the value of the Root Mean Square Error of Approximation (RMSEA) are in the good fit test category, with a value of RMSEA = 0.146. Where the test requirements to be the good fit category are the RMSEA value \geq 0.10. The results of the value from the Expected Cross-Validation Index (ECVI) are in the good fit test category, with an ECVI value = 9.24. Where the test requirements to be the good fit category are the smaller the ECVI value and the closer to the saturated ECVI, the better.

Table 4. The results of the analysis of the overall fit of the model on incremental fit

Goodness of Fit	Result	Conclusion
Incremental Fit		
Non Normal Fit Index (NNFI)	0,90	<i>Good Fit</i>
Normsed Fit Index (NFI)	0,90	<i>Good Fit</i>
Adjusted Goodness of Fit Index (AGFI)	0,52	<i>Poor Fit</i>
Relative Fit Index (RFI)	0,87	<i>Marginal Fit</i>
Incremental Fit Index (IFI)	0,91	<i>Good Fit</i>
Comparative Fit Index (CFI)	0,91	<i>Good Fit</i>
Goodness of Fit		
Parsimony Fit		
Parsimony	0,77	<i>Good Fit</i>
Goodness of Fit (PGFI)		
Akaike Information Criterion (AIC)	Model = 1191,86 Saturated = 702,00 Independence = 10807,18	<i>Poor Fit</i>
Consistent Akaike Information Criterion (CAIC)	Model = 1454,86 Saturated = 2059,50 Independence = 10907,74	<i>Good Fit</i>

The results of the value of the Comparative Fit Index (CFI) are in the good fit test category, with a value of CFI = 0.91. Where the test requirements to be the good fit category are the CFI value ≥ 0.90 . From the three measurements, the majority of the test criteria of this study are good fit, these are 9 good fit criteria, 1 marginal fit and 4 poor fit criteria.

Hypothesis Test

The result of the hypothesis test can be seen from the t-value between one latent variable and another, where the required t-value is ≥ 1.96 . The t-value will show the effect of each hypothesis on the existing latent variables so that it can be seen whether the effect is significant or not.

Table 5. Hypothesis Test

Hypothesis	Path	T-value	Result
1	<i>Information Quality – Trustworthy</i>	2,33	Data support H1
2	<i>Source Credibility – Trustworthy</i>	2,46	Data support H2
3	<i>Interactivity – Trustworthy</i>	0,14	H3 not supported
4	<i>Accessibility – Trustworthy</i>	4,79	Data support H4
5	<i>Personalization – Trustworthy</i>	0,51	H5 not supported
6	<i>Trustworthy – Intention to Visit</i>	6,13	Data support H6

Based on data processing, the t-value of the hypothetical relationship between Information Quality and Trustworthy was t-value 2.33 which is above of the t-table ≥ 1.98 , so the proposed hypothesis is accepted. This is in line with Berhanu & Raj (Berhanu & Raj, 2020) that before consumers make certain decisions, they tend to search for the information they need so when they get information that is considered quality he/she will be able to create consumer trust, this explains that the quality of information can affect consumer confidence. The t-value of the hypothetical relationship between Source Credibility and Trustworthy is 2.46 is above the t-table ≥ 1.98 , so that the proposed hypothesis is accepted. This is in line with Machackova & Smahel (2018) that information sources that have high credibility and are known by many customer will create consumer confidence. The t-value of the hypothetical relationship between Interactivity and Trustworthy is 0.14, which is below the t-table ≥ 1.98 , so that the proposed hypothesis is rejected. However, these results are different from the study by Woo & Chang (2005), Bao et al. (2016) and Boateng et al. (2018) that increasing consumer confidence in websites or social media providers of information requires

positive interaction between the sites. web and consumer. The ability of a website and social media to respond to consumers' additional information needs in real time can boost consumer confidence. Based on the data processing, the t-value of the hypothetical relationship between Accessibility and trustworthy is 4.79 which is above the t-table ≥ 1.98 , so that the proposed hypothesis is accepted. These results is in line with De Carvalho et al. (2016). The t-value of the hypothetical relationship between Personalization and Trustworthy is 0.51, which is below the t-table ≥ 1.98 , so the proposed hypothesis is rejected. However, these results are different from Piccoli et al. (2017)that when a website and social media provide consumers with information and services that are personalized based on their needs, they will become more loyal and have a high sense of trust. So, from this it can be concluded that, personalization of information has a positive relationship with consumer trust. Based on the results of data processing carried out, where the t-value of the hypothetical relationship between Trustworthy and Intention to Visit is 6.13, which is above the t-table ≥ 1.98 , so the proposed hypothesis is accepted. However, these results are different from Abubakar & Ilkan (2016)that consumer confidence in the information they get tends to affect consumer behavior in the future. Tourist information (for example information about a tourist attraction) that has high integrity will affect the intention of future consumer visits.

Discussion

A key success factor in the travel and hospitality sector is trust, and it is also very important for online marketing. In this study, it was revealed that the trust of tourism information sources originating from social media gave a positive perception of visitors. And as a result, any recommended information from social media will be trusted by visitors. And it is the duty of tourism and hospitality actors to provide quality important information, so that the website only presents information that can be trusted because of its detail, accuracy and up-to-date. For example, related to information about tourist attractions, accommodation and transportation, all information obtained from websites or social media, this is an important thing to encourage potential tourists to travel in the future. And boosting consumer confidence in the credibility of information sources is important.

Where respondents were also asked about comments and reviews related to tourist destinations on social media. And the result is that social media is more reliable than traditional media. Furthermore, regarding trust in reviews, the results show that positive responses are shown by reviews and comments from friends on social media, based on the results of the one sample T-test and descriptive frequency. And sure enough, the top ranking order is shown from the suggestions and recommendations given by friends and relatives. All of this is a result of the influence of social media on the respondents. Visitors are greatly helped by the existence of social media websites related to travel and tourism, such as TripAdvisor, VirtualTourist, and IgoUgo, with these sites visitors will find it easier to decide and plan a trip, it is because of the complete information presented there. Furthermore, regarding the review of tourist attractions, it shows a positive contribution to the assessment of prospective tourists in the future, it is the

effect of a trusted source about information from social media that causes a positive response.

Personalization of information is an important factor in the concept of smart tourism technology. It means the ability of a website or social media to provide specific information according to consumer needs so as consumers access information they will receive personalized information according to their needs. Based on previous research, it is stated that personalization of information tends to create consumer confidence in the information provided and it will help consumers in making decisions. In this study, respondents considered that websites or social media did not provide personalized information to their users. Based on the opinion of the respondents, it is shown that information from destination management organizations, marketers and managers of tourism and hospitality organizations tends to be too broad, and they are less sensitive to consumer desires. In this study personalization has no effect on trustworthiness, even though based on previous research, personalized information is able to create consumer trust compared to information generated randomly.

The positive impact on visitor intentions can be influenced by the level of confidence in the content of the information provided. Because the desire of visitors will appear when information related to tourist locations, travel routes, accommodation, and culinary can be trusted. Moreover, the information of the uniqueness of tourist destination to be explored related to natural, geographical conditions, the social life of the community will be a special attraction and this will encourage potential tourists to make decision. Increasing consumer confidence related to clear and detailed information regarding tourist destination locations will be able to improve the quality of long-term relationships between consumers and the websites / social media used so that they are able to affect visit intention.

Conclusion, Practical implications and Limitations of the study

This study shows that the positive level of agreement shown by visitors to the trust of information sources originating from social media. It is because they see what is presented on this trusted social media site. Good quality information affect consumer confidence. The quality of information provided by destination management organizations, marketers and managers of tourism and hospitality organizations is important.

Reviews of tourist objects has a positive contribution to the assessment of potential tourists in the future. Respondents show a positive perception towards the trustworthiness of social media travel information sources. Personalization of information tends to create consumer confidence in the information provided and it will help consumers in making decisions. Trust in the content of the information provided has a positive impact on the intention to visit.

The combination of traditional and social media is very much needed in the preparation of an integrated marketing strategy in a tourism and hospitality organization, because of this as a practical implication. And to compensate for this, a marketer should adopt a segmented marketing approach, for example digital marketing to bridge the youth

segment. Or traditional marketing to bridge the older segment. And in the realm of digital marketing, one of the main agendas carried is related to social media in relation to the credibility of information in travel and tourism. Some respondents thought that the reviews posted on social media may be false or biased, this is because some local residents provide false data with the aim of giving a positive image for their country, even though on the other hand they actually have a negative experience. Furthermore, various ways can be done by visitor contact personnel to obtain data related to real experiences, and this can be done with e-WOM and WOM. The discussion related to the results of this research is related to tourism and hospitality entities, where they must post real and comprehensive information through their travel applications and websites. Furthermore, based on what they post will cause comments from visitors, and this can help an organization in promoting their company and tourism destination.

The management and development of tourist destinations that are competitive and can also attract adequate visitors in a sustainable manner, then an integrated and collaborative effort between relevant agencies is needed in this regard. Including stakeholders in the tourism and hospitality sector, where the main dimensions of destination competitiveness include accommodation, transportation which is included in the infrastructure and facilities dimension, then natural and cultural resources. international openness and safety and security.

One of limitations from this study lies in the collection of data from domestic tourists, from which the unique characteristics of the population will be obtained. And a useful extension can be made by exploring data from foreign tourists. While the relationship between focus constructs, this study adopted cross-sectional data. And we are fully aware that there are still many limitations faced by this model. Longitudinal study is one of the studies that can fill the gap in the future. In this study, a richer description and explanation of the well-being experienced will be provided through a longitudinal analysis based on several time intervals. In addition, employing structural equation modeling and confirmatory factor analysis at larger sample sizes will also be an important avenue for future studies.

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