

Sustainability and tourist satisfaction in Bromo Mountain, Indonesia

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Abstract

The aim of the development tourism is a new phenomenon in the economic country growth. Tourism sustainability able to promote the economy and local-society welfare. The purpose of this study is to develop the model of perceived sustainability, destination image, visit experience, perceived value and tourist satisfaction in marketing tourism perspective. The questionnaire is distributed to the tourist who makes a visit to Bromo mountain. There are 197 people is obtained by the convenience sampling method, then the data analyzed using smart pls. The empirical result by the PLS-SEM shows that the perceived sustainability and destination image has an impact on tourist satisfaction. But, unable to influence the perceived value. For further, perceived value and visit experience influence the tourist satisfaction.

Keywords: Perceived Sustainability, Destination Image, Visit Experience, Perceived Value, Tourist Satisfaction

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