

# **Digital Marketing and Destination Management Models in Shaping Tourist Behaviour**

**Andrinof Chaniago, Muhtosim Arief**

Doctor of Research Student in Management, Binus Business School, Binus University  
Jl. Hang Lekir I No.6, Senayan  
Central Jakarta, DKI Jakarta, Indonesia  
andrinof.chaniago@binus.ac.id, tugas.prof.marief@gmail.com

## **Abstract**

Innovation and digital marketing are seen as the main strategies to encourage the achievement of tourism development. The form of innovation includes marketing promotion through digital media such as websites or social media. Apart from the marketing aspect, tourism management is also no less important to pay attention to in an effort to attract tourists. Better management of tourist destinations can increase tourist satisfaction which has an impact on the quality of the experience and the emergence of the desire to revise and recommend tourist destinations to others. Not only that, destination management is needed to be able to maintain the sustainability of tourist destinations managed through the development and application of technology, including digital marketing through social media. Poor management can reduce the competitiveness of tourist destinations and make tourists reluctant to visit again. The purpose of the study is to determine the role of digital marketing strategies tourist behavior in tourist destinations. With this research, it is hoped that it can be a reference for tourist destination managers in improving tourist behavior to visit their destinations and increasing their income.

## **Keywords**

digital marketing strategies, destination management, tourist behaviour, COVID-19

## **1. Introduction**

The development of Indonesian tourism for the 2020-2024 period is directed by the vision of "tourism and Indonesia's creative economy that is advanced, competitive, sustainable and prioritizes local wisdom in realizing an advanced Indonesia that is sovereign, independent and personality based on mutual cooperation". One of the key words in this vision is the competitive Indonesian tourism. In fact, as explained in the Strategic Plan of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency for 2020-2024, Indonesia's tourism competitiveness is still not strong. The competitiveness of facilities and the competitiveness of Indonesia's tourism business are still relatively lacking when compared to ASEAN countries such as Malaysia, Singapore and Thailand. Indonesia's accessibility competitiveness is also generally lacking. Meanwhile, an assessment based on the Travel and Tourism Competitiveness Index (TTCI) conducted by the World Economic Forum (WEF), Indonesia's TTCI score in 2019 was 4.3 (four point three) and positioned Indonesia in 40th place out of 140 countries assessed.

Another challenge is the decline in people's interest in traveling. Agapa et. all. (2021) found that there was a decrease in people's interest in traveling, both before and after the pandemic. Lew et

al., (2020) revealed that the outbreak of the COVID-19 pandemic had an impact on changing tourism behavior and people's lifestyles. This decrease in tourism behavior certainly has a significant impact on people's incomes that depend on the tourism sector and national income. The total Indonesian tourism workforce in 2019 amounted to 14.96 million people or 11.83% of the total workforce. There are 2,945 tourist attraction companies in Indonesia in 2019, of these, there are 574 tourist attraction companies managed by local governments, 119 tourist attraction companies managed by the authority, and 51 tourist attraction companies managed by the central government. In 2019, the foreign exchange of the tourism sector reached US\$16.9 billion. Then, the data from the Indonesian Tourism Industry Association (GIPI) shows that around 34 million Indonesians depend on the tourism sector (Ryandi 2022).

Global competition in the tourism industry is also a challenge for tourist destinations, including efforts to access ideas, finances, talents, and visitors. Tourist destinations also compete with each other for a share of income, talent, and voice and are determined by the strength of the country's overall image (Elliot et al. 2011) and the competence of tourism destination brands. Unless a destination has distinctive characteristics, with effective positioning and a strong destination image (Michaelidou et al. 2013; Styliadis and Cherifi 2018), it is very likely that the destination will not be able to successfully compete to attract global attention. Innovation and the role of the current digital strategy are the key and main focus to encourage and achieve tourism development goals, among others by promoting through electronic media such as websites or social media (Andrade Yejas 2016). With this strategy, the Government can also conduct an analysis of the most effective media and marketing methods as well as consumer characteristics and behavior (Chaffey et al. 2009; Liam 2021).

Kaur (2017) explained the importance of digital marketing in the tourism industry. Through digital marketing, tourists can access various offers and estimate the costs that will be incurred to be able to enjoy facilities in the intended tourist destination. In addition, the application of digital marketing can reach a wider area, the offers provided can not only be seen by local but also foreign tourists at a more affordable cost and in a short time (Saura et al. 2020). With digital marketing, it allows prospective tourists to know the opinions or experiences of tourists who have visited the destination (Živković et al. 2014).

Apart from the marketing aspect, tourist destination management is also no less important to pay attention to in an effort to attract tourists. Better management of tourist destinations can increase tourist satisfaction which has an impact on the quality of the experience and the emergence of the desire to revise and recommend tourist destinations to others (Chen et al. 2020). Not only that, destination management is needed to be able to maintain the sustainability of tourist destinations managed through the development and application of technology (Fyall and Garrod 2020). Poor management can reduce the competitiveness of tourist destinations and make tourists reluctant to visit again (Phi et al. 2022).

This research was conducted with the aim of determining the digital marketing and green destination management models in forming tourist behavior. The novelty in this study lies in the use of destination management variables where these variables are still quite rarely used in pre-

existing studies. With this research, it is hoped that it can be a reference for tourist destination managers in improving tourist behavior to visit their destinations and increasing their income.

## **2. Literature review**

### **Website Marketing**

Marketing is the activity of a company in creating, communicating, delivering and exchanging offers that have value for consumers or society. Meanwhile, the Internet is a digitally created medium. In life, the internet is very easy to find the information needed, purchase goods, and much more that can be done through the internet media. So now the internet has become an important medium for companies or business people in exchanging offers. From this explanation, the name digital marketing has been present in today's digital era. So digital marketing is marketing through digital media in offering a brand owned by a company. Website marketing has a greater impact on the business at the time of writing this guide than any other form of corporate marketing activity, however one of the fundamental barriers for companies operating online is taking action fairly quickly (Wilson 2019). Website marketing is an activity in the field of marketing that utilizes platforms on the internet in reaching target consumers, besides that digital marketing is defined as marketing products or services through the internet.

| <b>Dimension</b>  | <b>Indicator</b>  |
|-------------------|---|
| Message content   | Level of attention                                      |
|                   | Level of attraction                                     |
|                   | The level of purchasing interest                        |
| Message format    | The degree of attractiveness of the image               |
|                   | Degree of color harmony                                 |
| Message source    | Message creation skill level                            |
|                   | Level of trust in the source of the message             |
|                   | The degree of liking for the source of the message      |
| Message structure | The degree of clarity of the words                      |
|                   | The degree of understanding of the words in advertising |
|                   | The level of positively pitched words                   |

### **Social Media Marketing**

Social media is information-containing content, created by people using publishing technology, very accessible and accessible for communication, interaction and interaction with others and with a general audience. Nowadays, the practice of marketing through social media is evolving and is used as a company's marketing tool to promote a brand and brand. Social Media Marketing consists of efforts to use social media to persuade consumers of a company, to use valuable products or services. Neti (2011) social media marketing consists of efforts to use social media to persuade consumers by a company, meaningful product or service, social media marketing is marketing that uses online communities, social networks, marketing blogs and others. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes.

In the world of marketing, social media is considered a platform for companies to build networks and various information. Social media in marketing has resulted in three changes in marketing namely the first social media allows companies and customers to connect in ways that were not possible in the past. Second, social media has changed the way companies interact with customers and influence each other. The third helps companies in improving relationships with customers and helps facilitate decision-making in purchasing (Li et al. 2021). Data from social media can serve as a source for customer analysis, marketing research, and finding new ideas. So that social media marketing is important in the development of new strategic resources that can improve the company's marketing results (Gnizy 2019).

| <b>Dimension</b>                           | <b>Indicator</b> |
|--|------------------|
| Content quality                            | Relevance        |
|  | Timing           |
|  | Quality          |
| Involvement                                | Interaction      |
| Integration with other marketing platforms | Combinations     |

Blanchard (2011)

### **Destination Management**

In the concept of sustainable tourism centered on the quality of life, the role of destination management is considered very important (Mihalic and Kuščer 2021), where the natural and socio-cultural environment of a destination becomes an interesting tourism power for the community to have. Marian, M. (2021), destination management and company performance improvement are closely related, where destination management can encourage increased organizational performance, especially in encouraging organizations to investing in terms of product innovation. In the tourism industry, the investment will of course benefit tourism destinations in terms of requalifying tourism as a product and management can increase employment and income of the people.

According to Kotler, Bowen, Make, (2014), tanggung responsg in the management of tourist destinations is generally owned by many parties such as public and private organizations, which later became better known as Organizational Destination Management (DMO). In some countries, DMO in includes departments and ministries of tourism as well as chambers of commerce, hotel/motel associations, environmental organizations. Destination management organizations (DMO) gain importance among stakeholders as actors who can manage sustainable tourism by coordinating local actors and tourism resources (Day 2011).

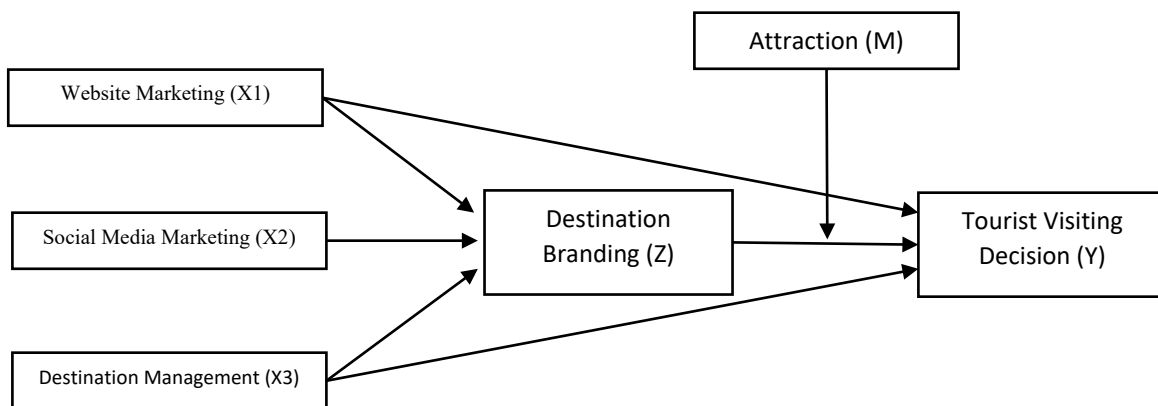
### **Attraction**

According to Soemanto (2017) attractiveness in tourist objects is one of the main capitals that must be owned in an effort to improve and develop Objects and Tourist Attractions. The existence of Objects and Tourist Attractions is the most important link in a tourist activity, this is due to the main factor that makes visitors or tourists to visit tourist destinations is the potential and attractiveness of the tourist object. Tourist attractions or tourist attractions, including efforts to develop Diversity / describe activities in tourist attractions; development of interpretation of

tourist attractions, development of visitor management and increase tourism awareness for the community around the tourist attraction.

| <b>Dimension</b>        | <b>Indicator</b>                        |
|-------------------------|---|
| Natural attractions     | The attraction of natural panoramas     |
| Cultural attractions    | Food appeal                             |
|                         | The attraction of performing arts       |
|                         | Outbound appeal                         |
| Special interest appeal | Camping attractions                     |
|                         | Offroad tourist attractions             |
|                         | The attraction of playing water softgun |

### Frame of Mind



### 3. Research methods

The type of research method chosen is descriptive analysis, as for the notion of analytical descriptive methods according to (Sugiono 2009) is a method that serves to describe or give an idea of the object under study through data or samples that have been collected as they are without doing analysis and Make conclusions that apply to the public. Respondents of this study were domestic and international tourists who were in various tourist sites in Indonesia during the Covid-19 period, and randomly chosen. According to Arifin (2012) research to answer problems that require in -depth understanding in the context of time and situation concerned, carried out naturally and naturally in accordance with objective conditions in the field without manipulation, as well as the types of data collected, especially qualitative data. Qualitative research is a type of research that produces discoveries that cannot be obtained by using statistical procedures or other ways of quantification (measurement) (Strauss and Corbin 1998). Qualitative has a research subject commonly referred to as a resource person. In qualitative research researchers extract data deeply on certain things. Data collection techniques are carried out in a combined manner, data analysis is deductive, and qualitative research results emphasize meaning than

generalization. Data analysis using the Miles and Huberman model research procedures starts from data collection, data presentation, data condensation, and drawing conclusions. Data collection techniques in qualitative research are to make observations, interviews and documentation studies

#### **4. Discussion**

##### **Overview of Tourism Behavior in Indonesia**

Traveller behavior is the process and activity involved when people search for, select, use, evaluate, and dispose of products and services to satisfy their needs and desires. Traveller behavior is a context that can be observed from the past although not always clearly. Tourist behavior is a psychological response that arises in the form of individual actions in an effort to obtain and use products. Factors influencing tourist behavior are cultural factors, social factors, personal factors, and psychological factors.

Research in the field of travel and tourism industry is closely related to the desire and behavior of tourists in choosing tourist destinations. Visitor behavior plays an important role in tourism both in concept, industry, economy and demand inquiry that influences intentions and decisions in choosing the tourist destination to visit. In other words, the more tourists come to the tourist attraction, the more developed and advanced tourist destinations will be (Yuliari and Riyadi 2019). Tourists have certain behaviors that can be observed before, during and after a trip or visit to an area that is a direct result of the interaction between personal and environmental variables that indicate a person's reaction to the influence of both variables. Therefore, the behavioral tendencies of tourists can be defined as the way tourists behave, act and respond to a natural place that will determine the desires and decision patterns in visiting natural destinations. A higher trend will result in higher visitation rates which will ultimately encourage the sustainable growth of the tourism industry so that it can support a country's economy.

The tourism industry needs to study the behavior of tourists to predict the sustainability of its business. Based on several studies, it shows that the behavior of tourists in determining tourist destinations is influenced by several things. First, the specific factors of tourist decision-making are age, gender, marital status, income, education, lifestyle, personal values, travel motivation. Second, Specific factors of alternative tourist destinations such as the attributes of tourist destinations which include tourist attractions, tourism resources, facilities, services, and accessibility of tourist destinations. Furthermore, the third is situational factors which include weather conditions, cultural conditions of tourist destinations, and social conditions such as political conditions in the selection of tourist destinations.

Wachyuni and Kusumaningrum (2020) examined the behavior of tourists during the pandemic. The results of his research showed that the tourist attraction to the types of tourism is very diverse, but dominated by natural tourism by (66%). The beauty of nature is greatly missed during the period of lockdown by most people. This is related to the respondent's intrinsic motivation for the need to get out of the pressure during quarantine. There are two motivations for tourists to travel, namely intrinsic motivation and extrinsic motivation. Intrinsic motivation is motivation that is influenced by the need to break away from the stresses and living conditions of tourists in their native places. Then respondents' responses to this statement can be generalized

because this pandemic is happening in all countries. The majority of the desired tour duration is the short period, which is 1-4 days. This is a new trend in the new normal conditions.

The three aspects of tourist destinations that tourists most expect are safe, clean, and beautiful. This represents the type of tourism that the majority of tourists want to visit, namely natural tourism. Safe and clean are the demands of tourists during the pandemic and after. However, this pandemic has changed the way tourists look at it to be more aware of safety and hygiene. The beauty aspect symbolizes the psychological needs of tourists who want to escape from anxiety and tension during the pandemic. People's desire to travel can be seen from the answers of respondents (55%) who agreed-strongly agreed that they had planned where they would travel after the pandemic. Furthermore, researchers conducted a survey with sentimental questions related to the history of the number of patients infected with COVID-19 in the destination area. As many as (50%) of respondents agree – strongly agree with choosing tourist destinations where there are fewer COVID-19 patients. In line with tourist demands on the safety aspects of the destination. This means that the number of patients infected with the coronavirus in the country will affect the number of tourist visits after the pandemic ends. Therefore, all countries must formulate strategies to increase tourist confidence in the safety of destinations.

### **The Role of Digital Marketing in Tourism Objects**

Digital Marketing Tourism is an effort to promote and market an area / tourist attraction using digital media. Based on information from internet users, Indonesia was ranked in the top 6 in the world until 2018. Data from the Ministry of Tourism shows that 63% of all travel activities are currently searched, booked and sold online and 50% of online travel sales use more than one gadget, even about 200 more ulasan about traveling candy has been posted on Trip Advisor. Indeed, Indonesia is currently not as sophisticated as its neighboring countries that have already implemented Big data such as Japan, Germany, and the United States.

The role of digital marketing is very influential to bring in tourism, and what is being intensive is the implementation of E-tourism (IT enabled tourism / electronic tourism), which is a system in the field of tourism, in the form of various tourism services to customers in the form of telematics and making the implementation of tourism marketing more accessible. E-tourism is a modern way of promotion and the latest information about tourism that is sought after by tourists, such as tourist attractions, hotels, travel agents, and events that can be accessed 24 hours anytime, anywhere and anyone. E-tourism is an online interactive system that makes it easier for tourists to get information and make reservations for some of the tourism elements that are available such as hotels and travel agents. E-tourism has a principle that is aligned with its use, namely in increasing tourism development. There are three elements that are prerequisites for e-tourism, namely ICT (Information and Communication Technologies), Tourism and Business, as well as support from the government

#### **1. Website**

A website or web is an information page provided through the internet so that it can be accessed throughout the world as long as it is connected to the internet, there is a dynamic static website. A dynamic website is a web that can be inputted, updated, and deleted its content by a web admin at any time while a static websiste that cannot be directly input, updated and deleted by a

web admin must be the website creator or who understands the web. Websites are made with a CMS (content management system) or framework or programming themselves either professionally. Websites that have been created later in SEO (search engine optimization) to improve the ranking of the website and are easy to find on search engines such as on google, yahoo, bing or other search engines.

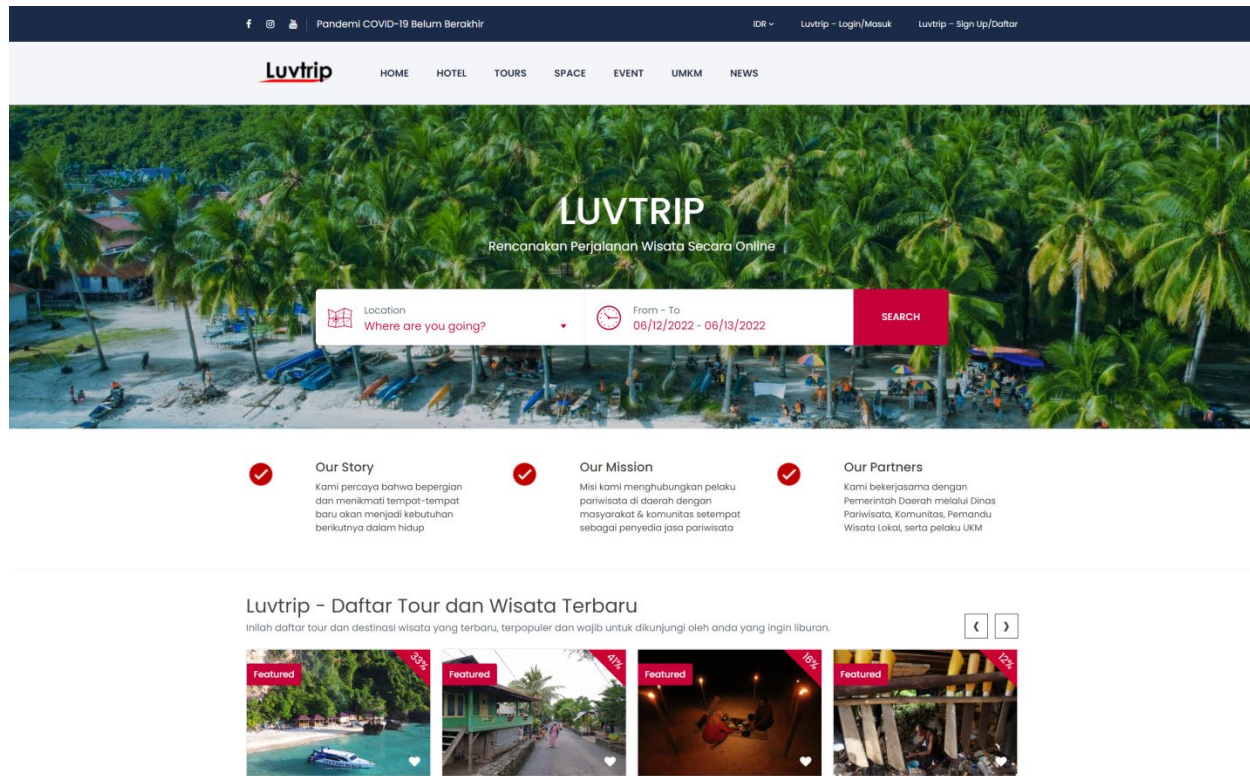


Figure 1. Examples of Luvtrip websites

An e-tourism website is such a website that contains content information, images or videos such as tourist attractions, hotels, tours and others. Or there is a focus website in one of the business fields such as hotels, travel, rent car or others.

## 2. Social Media

Social media is an online media whose users can share, participate and create content of text content, images, videos or for online streaming. Three popular social media used in industry 4.0

- a. Facebook
- b. Instagram
- c. Twitter
- d. Youtube

This social media was before as a place to find friends, chat, share videos. The development of social media as digital media in the business world as a promotional medium, followers by uploading images or content that will be promoted on a web base or mobile basis. With the



existence of social media to promote tourism faster and in real time and can be seen by social media users.

### 3. Onlive Adv

Online advertising is advertising that is made online or on a website to attract customers. With the existence of online advertising media, we are faster to market tourism by placing advertisements on websites that provide places to place online advertisements.

### 4. Mobile Application

Mobile application is a mobile application specifically designed for smart phones and tablets. There are 4 mobile application platforms, namely android, ios, windows 8 and windows phone. Applications developed based on mobile are like booking flight tickets or hotels which can be done via smart phones. With the development of mobile, we now get all information from mobile and transactions can be done mobile. The mobile application supports Industry 4.0 which has been integrated with each other as long as hotel bookers can be done mobile without the intermediary of hotel staff from the check-in process to the check-out process.

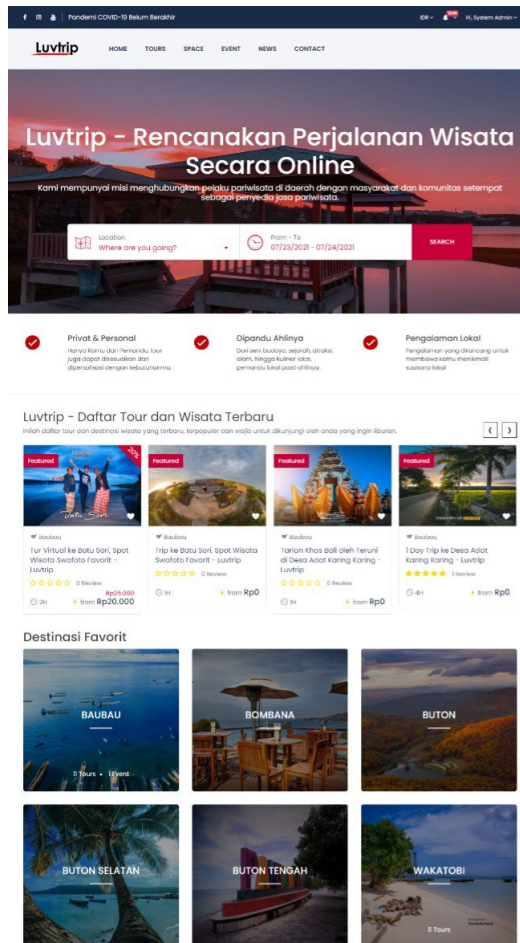


Figure 3. Luvtrip Apps View

With an integrated and updated system in real time, be it in the form of content, images, animations or videos or sounds, it will make it easier to promote tourism digitally. One side will pamper customers or tourists to find the desired places without the need to go to a travel agent anymore. And the business side will reduce operational costs, faster and more professionally and the information conveyed can be directly the whole world knows about it.

## **5. Conclusion**

The use of digital marketing turned out to be able to revive the condition of tourism in Indonesia. The use of digital marketing in the industrial era of the digital economy plays a very important role in increasing tourism promotion. Digital marketing is a must because this generation is often used whether realized or not. Digital marketing applications that will be used include websites, social media, online advertising, web forums, mobile applications. Digital marketing in the future there will be an application that makes it easier forwan tours to travel with an automated system and the existence of multilingual. The use of digital marketing in the era of tourism will not only change the industrial paradigm, but also work, how to communicate, shop, transact, and lifestyle.

The use of digital marketing in digital marketing helps increase the satisfaction and experience of tourists while participating in tourism tours. Tourist behavior will be formed so that the tourist trips carried out give a memorable impression to tourists. This can increase tourist destinations so that it can boost the country's economy.

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