


Open Access Article

 <https://doi.org/10.55463/issn.1674-2974.50.6.5>

## The Role of Destination Image in Building Coffee Business Development in Central Aceh through Tourism Packages, Attraction, and Tourist Consciousness

Nasib<sup>1</sup>, Wily Julitawaty<sup>2</sup>, Muhammad Reza Aulia<sup>3</sup>, Ahmad Rizki Harahap<sup>4</sup>, Adelina Lubis<sup>5</sup>

<sup>1</sup> Universitas Mahkota Tricom Unggul, Sumatera Utara, Indonesia

<sup>2</sup> STIE Professional Manajemen College Indonesia, Sumatera Utara, Indonesia

<sup>3</sup> Universitas Teuku Umar, Aceh, Indonesia

<sup>4</sup> Universitas Deli Sumatera, Sumatera Utara, Indonesia

<sup>5</sup> Universitas Medan Area, Sumatera Utara, Indonesia

*Received: March 20, 2023 / Revised: April 21, 2023 / Accepted: May 24, 2023 / Published: June 30, 2023*

**Abstract:** The aims of this study are 1) to analyze the role of the destination image in mediating tour packages for the business development of Gayo Arabica Coffee, 2) to analyze the role of the destination image in mediating attraction towards the development of the Gayo Arabica Coffee business, 3) to analyze the role of the destination image in mediating tourism awareness tourism on the development of the Gayo Arabica Coffee business. The approach in this study is to use a research approach that is descriptive and quantitative in nature. The population and sample used were 200 tourists visiting Central Aceh Tourism during the early 2023 period. The data analysis used in this study is using a Structured equation model (SEM) based on Partial least squares (PLS). The results of the study prove that 1) the destination image has a significant role in mediating tour packages for Gayo Arabica Coffee business development, 2) the destination image has a significant role in mediating attraction for Gayo Arabica Coffee business development, 3) the destination image has a significant role in mediating tourism awareness tourism on the development of the Gayo Arabica Coffee business. Furthermore, scientific novelty, namely the development of the Goyo coffee business, has not been studied empirically, especially the role of the destination image. The implications of the findings of this study indicate that the development of the Gayo Arabica Coffee business is still carried out partially between coffee farmers, tourist destination managers, and the government. Therefore, the innovations carried out by each party do not support each other's contributions in the development of the coffee business in Central Aceh.

**Keywords:** agrotourism development, tour packages, attractiveness, travel consciousness, destination image.

### 通过旅游套餐、吸引力和游客意识，目的地形象在亚齐中部咖啡业务发展中的作用

**摘要：**本研究的目的是 1) 分析目的地形象在调节旅游套餐中对加约阿拉比卡咖啡发展的作用，2) 分析目的地形象在调节加约阿拉比卡咖啡发展吸引力中的作用，3) 分析目的地形象在调节旅游意识旅游对加约阿拉比卡咖啡业务发展中的作用。本研究的方法是使用描述性定量的研究方法。使用的人口和样本是 2023 年初访问中亚齐旅游局的 200 名游客。本研究使用的数据分析使用基于偏最小二乘的结构化方程模型。研究结果证明：1) 目的地形

象在调节加约阿拉比卡咖啡业务发展的旅游套餐方面具有显著作用，2) 目的地形象在调节加约阿拉比卡咖啡业务发展的吸引力方面具有显著作用，3) 目的地形象在调解旅游业对加约阿拉比卡咖啡业务发展的认识方面发挥着重要作用。此外，科学新颖性，即五洋咖啡业务的发展，尚未得到实证研究，尤其是目的地形象的作用。这项研究的结果表明，加约阿拉比卡咖啡业务的发展仍然部分在咖啡农、旅游目的地管理者和政府之间进行。以至于各方进行的创新并不支持彼此对中亚齐咖啡业务发展的贡献。

**关键词：**农业旅游发展、旅游套餐、吸引力、旅游意识, 目的地形象。

## Introduction

Tourism is a sector with great potential in developing the development of a country, both in developed and developing countries [1]. This is because the tourism sector has a high potential to contribute to a country's economic growth through strategic roles such as increasing the need for transportation, accommodation, entertainment, food, or drinks that tourists need [2]. The tourism sector also significantly impacts the community, especially those in locations that are the center of tourist destinations. It is known that the number of tourist visits to Indonesia in 2022 will reach 895.12 thousand. This is, of course, an increase from 2021 of 44.7% [3]. From these data, tourism potential in Indonesia can still make an excellent economic contribution to the country's progress.

Indonesia is one of the largest archipelagic countries with many agricultural products and beautiful natural scenery. This, of course, can be a strong attraction for tourists to visit and enjoy the regions in Indonesia. One of the aspects that can attract tourists to visit is the attraction of food or drink that is typical in certain areas [4-6]. *Coffee* is a typical drink that can be obtained from Indonesia. Based on data from the Central Statistics Agency (BPS), Indonesian coffee exports during 2000–2021 also experienced sharp fluctuations. Fig. 1 shows Indonesian coffee exports for the last 21 years.

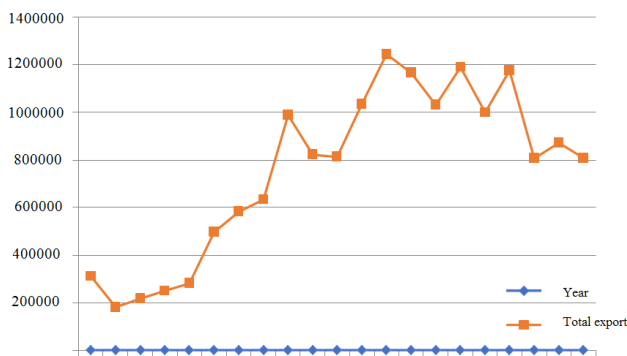


Fig. 1 Indonesian coffee exports in 2000–2021 [7]

From these data, Indonesia is the largest coffee-exporting country in the world, with coffee export data

that continues to increase yearly. Indonesia is the world's fourth-largest coffee-producing country [8]. This is because Indonesia has fertile soil and a suitable climate for growing coffee plants. One of the well-known coffees and a contributor to many coffee exports in Indonesia are Gayo Arabica Coffee originate from Aceh City, Central Aceh District. The expanse of coffee plantations that are very wide and thriving as well as beautiful and beautiful natural destinations can attract tourists to visit, but this is different from reality. Based on the observations and interviews with residents, the number of tourists is still relatively small. Research [9] shows that coffee agrotourism and institutional coordination development have yet to be maximized to attract tourist visits. Coffee and beautiful natural scenery have yet to become an attraction to attract tourists.

The development of the Gayo Arabica Coffee business should be given serious attention to increase the local community's income from tourist visits, but this has yet to go well. The role of regional leaders is also very much needed for developing tourism. Tourist areas need facilities and offers and tour packages that can attract tourists to the area. In research [9], it has been proved that tour packages have a positive and significant effect on tourist satisfaction. Tour packages play an essential role in increasing the satisfaction of visiting tourists so that the hope of visiting again is tremendous. Furthermore, research [10] showed that the implementation of tour packages would only run smoothly if they were carried out correctly and planned adequately, and further research was needed using other research variables.

The attraction of a tourist spot is also very influential in attracting the number of tourists to visit. Gayo Arabica Coffee Agrotourism can be a big attraction to increase the number of visiting tourists. Research conducted by [11] states that attraction significantly affects the interest of visiting tourists. Tourist attractions that offer natural attractions as well as exceptional food or drinks will increase the interest of tourists visiting so that they can increase residents' income [12].

Tourism awareness is one of the factors that can

build coffee business development in Central Aceh. Tourism awareness is a form of awareness within the surrounding community that plays an active role in supporting tourism development [13]. Based on the results of researchers' observations and interviews with the surrounding community, the people of Central Aceh do not yet have a high awareness of existing tourism. Residents should be able to form tourism awareness groups to contribute to the development of existing tourism.

The development of the Central Aceh Gayo Arabica Coffee business will be able to increase if there is a destination image. Destination image is everything that is felt by tourists when visiting a tourist object [14]. Research conducted by [15-17] showed that destination image influence tourists' interest in making return visits. This differs from research conducted by [18] in that the destination's image does not influence the intention to visit tourists.

## 1. Literature Review and Hypothesis Test

### 1.1. Coffee Agrotourism Development

Tourism development requires good planning and design [19]. The need for good planning is not only felt by the government, which holds the directing and controlling function, but also by the private sector, which feels the sharper competition, and realizes that the success of this business is also inseparable from the wider environmental situation with support from various sectors [20, 21]. Agrotourism is agricultural tourism with the object of visiting agricultural or plantation areas that are unique and have been developed in such a way that various aspects related to the types of plants cultivated have motivated and attracted tourists to visit them [22]. These aspects include typical types of plants, ways of cultivating and managing their products, use of techniques and technology, aspects of welfare, the natural environment, and the surrounding socio-culture [23].

### 1.2. Tour Packages

Tour packages are a concept where tourists get choices and convenience in enjoying holidays either independently or in groups [24, 25]. A tour package combines several tourism products, at least two products, which are known to form a single price unit that cannot be separated from one another [26, 27]. Meanwhile, tourism products understand the totality of a tourist's experience from when he leaves a place until he returns to where he left off [28, 29]. The tour package consists of the first Ready Made Tour, which is a tour package prepared without waiting for requests from prospective tour participants and prepared by the tour operator. Second, the Tailored Made Tour is a tour package that was prepared after a request from a potential tour participant who was prepared after a

request from a potential tour participant [30].

### 1.3. Attraction

Attraction becomes an attraction and can impress tourists in the form of a sense of satisfaction, comfort, and pleasure to tourists who see it or carry it out. In this case, it can be a natural, cultural, and man-made attraction [31]. Tourist objects with natural beauty attractions are, of course, the leading choice for visitors to see in person [32]. Natural beauty complete if added to an area's typical products or services [33]. Apart from its natural beauty, the concept of coffee Aerowisata can also be provided by providing training directly to tourists about the history of coffee, types of coffee, and the benefits of coffee [34]. The existence of education provided will make a tourist not only enjoy coffee but also understand how to breed, plant, maintain, harvest, and process coffee [35].

### 1.4. Tourism Awareness

Coffee agro-tourism will only succeed if it is supported by public awareness [36]. This tourism awareness is in the form of a host's attitude toward tourists who come to the area [37]. The awareness of tourism in coffee agro-tourism can be achieved by coaching workshops that apply tourism awareness and increase visitor interest [38]. A tourism awareness group is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of *Sapta Pesona* in enhancing regional development through tourism and its benefits for people's welfare [39, 40].

### 1.5. Destination Image

Destination Image has been a critical area of tourism research for more than four decades [16]. Destination image is a perception or impression about a destination that tourists hold about the expected benefits or consumption values, including functional, social, emotional, epistemic, and conditional benefits of a destination [41]. These perceptions or impressions ultimately lead to visit a country as a vacation destination. There are three dimensions of destination image; the first is attribute-holistic, which refers to the continuum of individual elements for overall impression [42]. For example, a destination image consists of beliefs about specific attributes such as accommodation, climate, ease of access, etc., and a more holistic or holistic impression [43]. The second dimension is Functional-Psychological which distinguishes between the part of the image that can be directly observed (e.g., price) and the intangible part (e.g., friendliness) [44]. The third dimension is Common-Unique, which recognizes what is similar about a destination and what differentiates it [45].

## 2. Methodology

This research is quantitative, where all the data obtained are primary. Primary data, namely the data needed in the research, were obtained by distributing questionnaires. All statements in the questionnaire were compiled based on the indicators of each research variable. The variables in this study consist of agrotourism development, tour packages, attraction, travel consciousness, and destination image. Furthermore, the population is all the respondents who are the object of this study, while the sample is 200 respondents. The research was conducted for approximately four months from the beginning of 2023. The data in this study were obtained using Structured Equation Model (SEM) analysis based on partial least squares (PLS). Furthermore, the partial least squares (PLS) method is a method that can analyze data with several stages of conditions. The initial PLS method stage tests the outer model measurement model. The Outer Model was used to test construct validity and measure the reliability of the questionnaire used. Using the PLS method, the next step can measure the structural model or the inner model. The inner model was carried out to determine the effect on each variable in the study.

## 3. Discussion

### 3.1. Research Model Analysis or Outer Model Convergent Validity Test Results

Based on the validity test results which can be seen in the picture above, all indicators in the research model are more significant than 0.50. Furthermore, these results indicate that all research variables are valid and that further testing can occur (Table 1).

Table 1 Validity test results (obtained with SmartPLS)

Indicators	Validity
AD1	0,758
AD2	0,875
AD3	0,785
AD4	0,779
AD5	0,847
TP1	0,764
TP2	0,759
TP3	0,892
TP4	0,854
AT1	0,851
AT2	0,767
AT3	0,811
AT4	0,813
TC1	0,789
TC2	0,810
TC3	0,743
TC4	0,781
DI1	0,754
DI2	0,786
DI3	0,765
DI4	0,856

### 3.2. Reliability Test Results

Based on the results of reliability test which can be seen in Table 2, it can be seen that the average value of composite reliability is more significant than 0.70. This certainly indicates that the indicators in this study are entirely reliable.

Table 2 Reliability test results (obtained with SmartPLS)

Variable	Cronbach's Alfa
Agrotourism Development	0,788
Tour Packages	0,775
Attraction	0,860
Travel Conscious	0,867
Destination Image	0,876

### 3.3. Measurement Model Analysis (Inner Model)

#### 3.3.1. Coefficient or Value (R2)

Based on the data from Table 3 above, the R-square adjusted agrotourism development value is 0.520 or 52.0%; other variables influence the remaining 48.0%. Other variables are certainly not the variables studied in this study, while for the destination image variable, the R square adjusted value is 0.432 or 43.2%; on the contrary, 56.8% is influenced by other variables not included in this study.

Table 3 R-square value (obtained with SmartPLS)

Variable	Nilai R	R Square Adjusted
Destination Image	0,451	0,432
Agrotourism Development	0,560	0,520

#### 3.3.2. Predictive Value of Relevance (Q2)

The next stage is to test the value of Q2. The Q2 value has the same meaning as the coefficient of determination, where if the value of Q2 is greater than 0, it indicates that the model has predictive relevance. Conversely, if the value of Q2 is smaller compared to 0, it indicates that the model has less predictive relevance. In other words, if all Q2 values are higher than 0, the model can be considered a better fit. The results of calculating the predictive value of relevance in this study are as follows:

$$\begin{aligned}
 Q_2 &= 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_n^2) \\
 Q_2 &= 1 - (1 - 0,520) (1 - 0,432) \\
 Q_2 &= 1 - (0,480) (0,568) \\
 Q_2 &= 1 - 0,272 \\
 Q_2 &= 0,728 \tag{1}
 \end{aligned}$$

Based on the calculation results in this study, the Q2 value is 0.728. This indicates that overall the variables in this study, namely, agrotourism development, tour packages, attraction, travel consciousness, and destination image, can contribute authenticity data to the structural model by 72.8%. The remaining 27.2% need further research other than the variables in this study.

### 3.4. Hypothesis Testing

The data analysis results directly show that the tour package is not significant to the destination image at Lake Laut Tawar. The implications of the findings in

this research show that so far, the tour packages available at this travel agency have only been based on the natural beauty destinations in Lake Laut Tawar. Then, the travel agency needs to be integrated between tourist destinations. The travel agency should have promoted Goyo Arabica coffee as a superior product.

Therefore, many tourists only know about Gayo Arabica coffee but need to learn about the tourist destinations in Lake Laut Tawar. The results of this study are different from the results of research conducted by [46-48], who stated that tour packages have a significant effect on destination image.

Table 4 Research hypothesis test results (obtained with SmartPLS)

	<b>Statistik T ( O/STDEV )</b>	<b>Nilai P</b>	<b>Conclusion</b>
Tour Packages -> Destination Image	3,429	0,001	Not significant
Tour Packages -> Agrotourism Development	9,132	0,000	Significant
Tour Packages -> Destination Image -> Agrotourism Development	3,112	0,002	Significant
Attraction -> Destination Image	3,234	0,002	Significant
Attraction -> Agrotourism Development	3,430	0,001	Significant
Attraction -> Destination Image -> Agrotourism Development	9,150	0,000	Significant
Travel Conscious -> Destination Image	3,210	0,001	Significant
Travel Conscious -> Agrotourism Development	9,110	0,000	Significant
Travel Conscious -> Destination Image -> Agrotourism Development	3.111	0,002	Not significant

Furthermore, tour packages directly significantly affect the development of Arabica coffee agnosia in Central Aceh. The implications of this study indicate that the travel packages offered by travel agencies are essential in building the tourism industry. So far, tour packages have been managed by the private sector by individual companies with interprovincial autobus businesses. With a tour package, of course, it will help visitors choose business products to visit. The tour package will positively impact the development of the Gayo Arabica Coffee business in Central Aceh by allowing many tourists to visit the area. Of course, they will get to know the coffee product. The results of this study are in line with the results of research conducted by [9, 49, 50], which state that tour packages have a significant effect on the development of agro-tourism. A tour package combines several tourism products owned by an area to attract tourists. Tour packages are also crucial in forming an image of a tourist destination and will also affect the business development of a particular product [10].

Then indirectly, the destination image plays a significant role in mediating tour packages for developing Gayo Arabica Coffee agro-tourism in Central Aceh. The implications of this finding prove that tour packages are considered to significantly contribute to attracting tourism to Central Aceh, namely by making Gayo Arabica Coffee products unique and superior. Travel bureaus can suggest to tourists that a vacation to Central Aceh will get the beauty of Lake Laut Tawar and the pleasure of a cup of black coffee typical of Tanah Gayo. The results of this study are in line with the results of research [51-53], which states that tour packages have a significant effect on the development of coffee agro-tourism through brand image.

Natural attraction has a significant effect on the destination image. The implications of the findings in this study show that the attraction given to Central Aceh tourism is, of course, the beautiful and green natural scenery, and Gayo Arabica Coffee products,

which are the hallmark of the area, can create a positive destination image for visitors. The research results show that attraction has a positive and significant effect on business development [54-56].

Furthermore, the attraction also significantly influenced the development of Gayo Arabica Coffee agnosia in Central Aceh. The implications of the findings prove that the beautiful natural attraction and its produce, namely unique coffee, can provide a positive destination image so that tourists will be interested in visiting. Gayo Arabica coffee can be processed interestingly and correctly, and of course, it becomes a delicious drink and a strong attraction for tourists. The results of this study support the results of research [57-59], which states that attraction has a significant effect on the development of agrotourism.

Then indirectly, the destination image plays a significant role in mediating attraction toward the development of Gayo Arabica Coffee agro-tourism in Central Aceh. The implications of the findings in this study indicate that cultural attractions such as the Aceh Glorious Heritage, which includes Lut Tawar cultural arts performances, Gayo Art Carnival, Gayo Art Village, Decorative Boat Fairs, and Boat Racing Competitions can increase tourists' interest in visiting Lake Laut Tawar. However, the primary purpose of this activity is to introduce to the broader community that Central Aceh has the world's leading product, namely Gayo Arabica coffee. The results of this study are in line with the results of research conducted by [60-62], which states that attraction has a significant effect on the development of agro-tourism through destination image.

Tourism awareness directly significantly affects the destination image at Lake Laut Tawar, Central Aceh. The implications of the findings in this study indicate that this tourism awareness group comes from the managers of tourist object destinations around the Lake Laut Tawar area. In general, the community has yet to consciously participate in tourism awareness group activities. Then, from the elements of the Government

of Aceh Tengah, there still needs to be more nag gran to add photo spots and public facilities such as prayer rooms and bathrooms. The results of this study are in line with the results of research [63-65], which states that tourism awareness has a significant effect on tourist destinations.

Furthermore, it is realized that tourism directly has a significant effect on the development of Gayo Arabica coffee agnosia in Central Aceh. The implication that the researchers found was that awareness and friendliness of the community, especially tourists from outside Aceh Province, still needed to show a positive value. Many people who take advantage of the arrival of tourists from Aceh Province get a hostile reception. This can be seen in vehicle parking fees, entrance tickets to tourist destinations, and the friendliness of traders around Lake Laut Tawar. The results of this study are in line with the results of research conducted by [13, 66, 67], which states that tourism awareness has a significant effect on the development of agro-tourism.

Finally, indirectly, the destination image is considered to play no significant role in mediating tourism awareness toward the development of Gayo Arabica coffee agro-tourism in Central Aceh. The implications of the findings in this study prove that Gayo Arabica coffee is already well known in the eyes of the international community. However, Arabica Style coffee's popularity differs from the fact that there is still much public awareness, especially among traders in the Lake Laut Tawar area. It is hoped that the tourism-aware group can contribute in the form of education to the community to jointly present Gayo Arabica coffee agro-tourism, which maintains local wisdom values. A positive contribution is improving the destination image of a tourist spot so that the level of tourist visits also increases. The results of this study are different from the results of research [68-70] states that destination image has a significant role in mediating tourism awareness toward agro-tourism development.

## 4. Conclusion

Based on the results of the research, testing and the analysis of the data contained in this study, it can be concluded:

1. Tour packages do not influence the destination image. From this, if all the aspects contained in the tour package can be implemented, it can increase the contribution to developing the Gayo Arabica Coffee business in Central Aceh.

2. Attraction has a positive and significant influence on the destination image. Attractions in tourist areas, if applied properly and correctly, will give a good impression or a positive image to tourists who can visit again, increasing the development of the Gayo Arabica Coffee business in Central Aceh.

3. Tourism Awareness positively and significantly influences the destination image. From

this, if all parts contained in tourism awareness can move properly and correctly, it can increase the development of the Gayo Arabica Coffee business in Central Aceh.

4. Tour packages positively and significantly influenced the development of the Gayo Arabica Coffee business. The better implementation of tour packages will increase the development of the Gayo Arabica Coffee business in Central Aceh.

5. Attraction positively and significantly affects the development of the Gayo Arabica Coffee business. the tourist attractions in Central Aceh are beautiful natural scenery, and the typical Aceh Gayo Coffee can become a tourist icon that can enhance the development of the Aceh Gayo Coffee business.

6. Tourism awareness has a positive and significant effect on the development of the Gayo Arabica Coffee business. High tourism awareness for the people of Central Aceh can undoubtedly increase the development of coffee itself.

7. Destination image plays a significant role in mediating tour packages and attractions to the development of Gayo Arabica Coffee agro-tourism in Central Aceh. Meanwhile, the destination image plays a minor role in mediating tourism awareness toward the development of coffee agro-tourism.

Furthermore, the limitation of this study is that it only examines the role of the destination image of a regional product. For further research, it is expected to include the image of a country. This develops the existing destination image so that each country province will be unique in the agro-tourism development sector, which still carries local cultural wisdom.

## References

- [1] JUNAIDI, LUBIS Z., EFFENDI I., FADLI A., NASIB, AULIA M. R., and SIREGAR M. P. A. The Effect of Product Quality Perceptions on Purchasing Decision of TSP 36 Fertilizer : Consumer Knowledge and Reference Group as Mediating Variable. *International Journal of Chemical and Biochemical Sciences*, 2022, 22: 119–126. <https://www.iscientific.org/wp-content/uploads/2022/12/16-IJCBS-22-22-16-done.pdf>
- [2] SUAREZ A. N. Impacts of Coffee Shop Business to Tourism Industry in Three Cities of Batangas, Philippines. *Journal of Tourism and Hospitality Research*, 2017, 14(1): 131–145. <https://research.lpubatangas.edu.ph/wp-content/uploads/2017/07/JTHR-2017.1.08.pdf>
- [3] BADAN PUSAT STATISTIK. *Peningkatan kunjungan wisatawan mancanegara pada April 2023 yang tumbuh 276,31 persen dibandingkan April 2022 dan Jumlah penumpang angkutan laut dalam negeri pada April 2023 naik 24,75 persen*. Statistics Indonesia, 2023. <https://www.bps.go.id/pressrelease/2023/06/05/1978/peningkatan-kunjungan-wisatawan-mancanegara-pada-april-2023-yang-tumbuh-276-31-persen-dibandingkan-april-2022-dan-jumlah-penumpang-angkutan-laut-dalam-negeri-pada-april-2023-naik-24-75-persen.html>
- [4] WENG L. The effect of tour interpretation on perceived

- heritage values: A comparison of tourists with and without tour guiding interpretation at a heritage destination. *Journal of Destination Marketing and Management*, 2020, 16: 100431. <https://doi.org/10.1016/j.jdmm.2020.100431>
- [5] KALA D. Examining the Impact of Food Attributes and Restaurant Services on Tourist Satisfaction: Evidence from Mountainous State of India. *Journal of Quality Assurance in Hospitality and Tourism*, 2020, 21(4): 430–453. <https://doi.org/10.1080/1528008X.2019.1672235>
- [6] WAN J. S. A Study on the Impact of Consumers' Awareness of ESG Activities in Coffee Shops on Corporate Image and Long-Term Orientation. *Journal of Logistics, Informatics and Service Science*, 2023, 10(1): 169–188. <https://doi.org/10.33168/JLISS.2023.0209>
- [7] BADAN PUSAT STATISTIK. *Exports of Coffee by Major Countries of Destination, 2000-2021*. Statistics Indonesia, 2022. <https://www.bps.go.id/statistictable/2014/09/08/1014/ekspor-kopi-menurut-negara-tujuan-utama-2000-2020.html>
- [8] PRIMININGTYAS, D. N. The Development Strategy of Dampit Coffee Ecotourism to Improve the Rural Economy (A Case Study in Amadanom Village, Malang Regency, East Java, Indonesia). *IOP Conference Series: Earth and Environmental Science*, 2021, 709(1): 012049. <https://doi.org/10.1088/1755-1315/709/1/012049>
- [9] HULFA I., SRIWI A., and KURNIANSAH R. Strategi Pengembangan Agrowisata Di Perkebunan Kopi Gayo Desa Gunung Suku Kabupaten Aceh Tengah. *Hospitality*, 2020, 9 (2): 271-280. <https://doi.org/10.47492/jih.v9i2.345>
- [10] LUMANAUW N. Manajemen Operasional Paket Wisata Perjalanan Insentif Di PT. Golden Kris Tours (Studi Kasus Rombongan Perusahaan Gunung Madu Lampung). *Journey*, 2020, 2(2): 47–62.
- [11] NURBAETI. Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga Dan Fasilitas Terhadap Minat Berkunjung Wisatawan Di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Ilmu Sosial dan Humaniora*, 2021, 10(2): 269–278.
- [12] BISWAS C., OMAR H., and Rashid-RADHA J.Z.R.R. The impact of tourist attractions and accessibility on tourists' satisfaction: The moderating role of tourists' age. *Geojournal of Tourism and Geosites*, 2020, 32(4): 1202–1208. <https://doi.org/10.30892/GTG.32402-558>
- [13] HUSSAIN A. A future of tourism industry: conscious travel, destination recovery and regenerative tourism. *Journal of Sustainability and Resilience*, 2021, 1(1): 1–25. <https://digitalcommons.usf.edu/jsr/vol1/iss1/5/>
- [14] PUJIASTUTI E.E., NIMRAN U., SUHARYONO, and KUSUMAWATI A. Study On Destination Image, Satisfaction, Trust and Behavioral Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 2017, 1(161): 148–159. <http://dx.doi.org/10.18551/rjoas.2017-01.15>
- [15] WAHYONO R. H. M. Impact of Destination Image, Service Quality, and Location on Visitor Satisfaction through Visitor Decision on Global Waterboom in Pati Central Java. *KnE Social Sciences*, 2018, 3(10): 1195–1207. <https://doi.org/10.18502/kss.v3i10.3202>
- [16] ALCOCER N. H., & RUIZ V.R.R. The role of destination image in tourist satisfaction: the case of a heritage site. *Economic Research - Ekonomska Istrazivanja*, 2020, 33(1): 2444–2461. <https://doi.org/10.1080/1331677X.2019.1654399>
- [17] SAN MARTÍN H., HERRERO A., and DE LOS SALMONES M.M.G. An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 2019, 22(16): 1992–2013. <https://doi.org/10.1080/13683500.2018.1428286>
- [18] PRAYOGO R. R. Exploring of E-Wom, Destination Image and Perceived Value Toward Return to Visit Conceptual Framework E-Wom and Destination Image. *International Journal of Applied Sciences in Tourism and Events*, 2021, 5(1): 32–43.
- [19] LESTARI I., NASIB, CHANIAGO S., AZZAHRA A.S., and EFFENDI I. Trust Identification And Smartphone Purchase Decisions (Structural Equation Modeling Approach). *International Journal of Civil Engineering and Technology*, 2019, 10(02): 1020–1032.
- [20] DJUWENDAH E. Potential Development Strategy for Attraction and Community-based Agrotourism in Lebakmuncang Village. *E3S Web of Conferences*, 2021, 249: 01004. <https://doi.org/10.1051/e3sconf/202124901004>
- [21] WIJAYA P. Y. Prospective Analysis of the Coffee Agrotourism Business. *SOCA: Jurnal Sosial, Ekonomi Pertanian*, 2022, 16 (2): 213–223. <https://doi.org/10.24843/soca.2022.v16.i02.p08>
- [22] MAIMUNAH, S. Coffee Farm Agrotourism Model as Fluctuating Income Solution and Environmental Uncertainty in Kabupaten Bener Meriah and Aceh Tengah. *Budapest International Research and Critics Institute*, 2022, 5 (1): 2656–2670. <https://doi.org/10.33258/birci.v5i1.3875>
- [23] WIYONO, S. N., KUSUMO, R. A. B., SYAMSIYAH, N., ROCHDIANI, D., and KUMORO, P. S. The characteristics and tourism destination criteria of coffee plantation agritourism. *IOP Conference Series: Earth and Environmental Science*, 2021, 892: 012022. <https://doi.org/10.1088/1755-1315/892/1/012022>
- [24] NURDIAWAN O., ARIE PRATAMA F., ADE KURNIA D., KASLANI, and RAHANINGSIH N. Optimization of Traveling Salesman Problem on Scheduling Tour Packages using Genetic Algorithms Optimization of Traveling Salesman Problem on Scheduling Tour Packages using Genetic Algorithms. *Journal of Physics: Conference Series*, 2020, 1477: 052037. <https://doi.org/10.1088/1742-6596/1477/5/052037>
- [25] NUGRAHENI R. S. L. (2021). Preferensi Pengunjung terhadap Paket Wisata Kawasan Ekosistem Esensial Pantai Taman Kili Kili Kabupaten Trenggalek. *Bharanomics*, 2 (2): 201–216. <https://doi.org/10.46821/bharanomics.v2i2.231>
- [26] NATA G. N. M. Knowledge Discovery And Virtual Tour To Support Tourism Promotion. *IAIC Transactions on Sustainable Digital Innovation*, 2021, 2(2): 94–106. <https://doi.org/10.34306/itsdi.v2i2.387>
- [27] ANDAYANI N. L. H. Paket Wisata Pro Lingkungan Sebagai Diversifikasi Produk Wisata Di Desa Tihingan. *Proceedings of the Senadimas Undiksha 2022*, Denpasar, 2022, pp. 951–957. [https://lppm.undiksha.ac.id/senadimas2022/prosiding/file/12\\_4.pdf](https://lppm.undiksha.ac.id/senadimas2022/prosiding/file/12_4.pdf)
- [28] CLEMENTE F., LOPES A., and AMBRÓSIO V. Tourists' Perceptions on Climate Change in Lisbon Region. *Filomena Clemente*, 2020, 11(3): 297. <https://doi.org/10.3390/atmos11030297>
- [29] AMINI D. S., AMINI D. S., and UTAMI L. R. Pelatihan Pengembangan Destinasi Pariwisata melalui Penguatan Paket Wisata di Desa Wisata Bugisan, Prambanan, Klaten, Jawa Tengah. *Prosiding Seminar Nasional Pengabdian Universitas Respati Yogyakarta*, 2022, 1(1): 118–123.

<https://prosiding.respati.ac.id/index.php/psnpm/article/view/486>

[30] LIAO, C., & CHUANG, H.-K. Tourist preferences for package tour attributes in tourism destination design and development. *Journal of Vacation Marketing*, 2019, 313: 230–246. <https://doi.org/10.1177/1356766719880250>

[31] NIAN, S. How Outstanding Universal Value Attractiveness and Tourism Crowding Affect Visitors' Satisfaction? *Behavioral Sciences*, 2023, 13(2): 1–22. <https://doi.org/10.3390/bs13020112>

[32] ČULIĆ M., VUJIČIĆ M. D., KALINIĆ Č., DUNJIĆ M., STANKOV U., KOVAČIĆ S., VASILJEVIĆ Đ. A., and ANĐELKOVIĆ Ž. Rookie tourism destinations the effects of attractiveness factors on destination image and revisit intention with the satisfaction mediation effect. *Sustainability*, 2021, 13(11): 1–16. <https://doi.org/10.3390/su13115780>

[33] FANG S., ZHANG C., and LI Y. (2020). Physical attractiveness of service employees and customer engagement in tourism industry. *Annals of Tourism Research*, 80: 102756. <https://doi.org/10.1016/j.annals.2019.102756>

[34] BISWAS, C. (2020). The impact of tourist attractions and accessibility on tourists' satisfaction: The moderating role of tourists' age. *Geojournal of Tourism and Geosites*, 32(4): 1202–1208. <https://doi.org/10.30892/GTG.32402-558>

[35] GICHUKI G. M., & YOBESIA. (2020). Mice as a Strategy for Tourism Product Diversification in Beach Hotels. *Article in Journal of Tourism*, 21(1): 61–70. <https://www.researchgate.net/publication/350382301>

[36] KUMAR A. Measuring Environmental Responsible Behavior Through Experience Quality , Perceived Value , and Tourist Satisfaction From the Perspectives of Tourists in Natural Sites. *Journal of Global Business Insights*, 2022, 7(2): 166–183.

[37] VOJTKO V. Removing Uncontrollable Factors in Benchmarking Tourism Destination Satisfaction. *Journal of Travel Research*, 2020, 61(1): 136–149. <https://doi.org/10.1177/0047287520971047>

[38] ABBAS M., ABBASI F. A., and KHAN S. (2023). How Tourist Experience Quality, Perceived Price Reasonableness and Regenerative Tourism Involvement Influence Tourist Satisfaction: A Study of Ha'il Region, Saudi Arabia. *Sustainability*, 15: 1340. <https://doi.org/10.3390/su15021340>

[39] SAHABUDDIN M. Tourist Environmentally Responsible Behavior and Satisfaction; Study on the World's Longest Natural Sea Beach, Cox's Bazar, Bangladesh. *Sustainability*, 2021, 13(16): 9383. <https://doi.org/10.3390/su13169383>

[40] PURWANTO A., NOVITASARI D., and ASBARI M. Tourist Satisfaction and Performance of Tourism Industries: How the Role of Innovative Work Behaviour, Organizational Citizenship Behaviour? *Journal of Industrial Engineering & Management Research*, 2022, 3(1): 1–12. <http://dx.doi.org/10.7777.1/jiemar>

[41] NOVIRSARI E., & PRANATA S. P. The Role of Brand Trust in Mediating Brand Image Towards Loyalty of Visitors in Lake Toba. *Journal of Sosial Science*, 2021, 2(5): 610–615. <https://doi.org/10.46799/jss.v2i5.208>

[42] LIANG X., & XUE, J. Mediating effect of destination image on the relationship between risk perception of smog and revisit intention: a case of Chengdu. *Asia Pacific Journal of Tourism Research*, 2021, 26(9): 1024–1037.

<https://doi.org/10.1080/10941665.2021.1941156>

[43] SHIMIZU T., & WU L. Analyzing dynamic change of tourism destination image under the occurrence of a natural disaster: evidence from Japan. *Current Issues in Tourism*, 2020, 23(16): 2042–2058.

<https://doi.org/10.1080/13683500.2020.1747993>

[44] WISKER Z. L., KADIROV D., and NIZAR J. Marketing a Destination Brand Image to Muslim Tourists: Does Accessibility to Cultural Needs Matter in Developing Brand Loyalty? *Journal of Hospitality and Tourism Research*, 2020, 47(1): 84–105.

<https://doi.org/10.1177/1096348020963663>

[45] VIET B. N., DANG H. P., and NGUYEN H. H. Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business and Management*, 2020, 7(1): 1796249.

<https://doi.org/10.1080/23311975.2020.1796249>

[46] JAYA I. P. G. I. T., & PRIANTHARA, I. B. T. Role of Social Media Influencers in Tourism Destination Image: How Does Digital Marketing Affect Purchase Intention? Proceedings of the 3rd International Conference on Vocational Higher Education, Batam, 2020, pp. 9–20.

<https://doi.org/10.2991/assehr.k.200331.114>

[47] GAO C. Design of tourism package with paper and the detection and recognition of surface defects - Taking the paper package of red wine as an example. *Journal of Intelligent Systems*, 2021, 30(1): 720–727.

<https://doi.org/10.1515/jisys-2020-0134>

[48] CAMPRUBÍ R. Advances in Tourism Image and Branding. *Sustainability*, 2023, 15(4): 3688.

<https://doi.org/10.3390/su15043688>

[49] HIDAYAT F. R., HAKIM L., and PARMAWATI R. Analysis of Community-Based Coffee Agro-tourism Sustainability in East Java , Indonesia. *Habitat*, 2023, 34(1): 1–12. <https://doi.org/10.21776/ub.habitat.2023.034.1.1>

[50] BAKHMATOVA G. Development Prospect of Agro-Tourism and Positive Effects of Tourism Activities in Rural Regions. *E3S Web of Conferences*, 2021, 273: 09001. <https://doi.org/10.1051/e3sconf/202127309001>

[51] SONNLEITNER K. *Destination image and its effects on marketing and branding a tourist destination*. Sodertorn University, Stockholm, 2011.

[52] AZTHARI I. G. A. A. The Effect of Brand Image Toward the Guest Decision To Buy Tour Packages At Floressa Bali Tours Denpasar. *Journal of Business on Hospitality and Tourism*, 2017, 2(1): 114.

<https://doi.org/10.22334/jbhost.v2i1.47>

[53] KIM H.-K., & LEE T. J. Brand equity of a tourist destination. *Sustainability*, 2018, 10(2): 431. <https://doi.org/10.3390/su10020431>

[54] GIRISH V. G., PARK E., and LEE C.-K. Testing the influence of destination source credibility, destination image, and destination fascination on the decision-making process: Case of the Cayman Islands. *International Journal of Tourism Research*, 2021, 23(4): 569–580.

<https://doi.org/10.1002/jtr.2427>

[55] NURAZIZAH G. R., & MARHANAH S. Influence of Destination Image and Travel Experience Towards Revisit Intention in Yogyakarta as Tourist Destination. *Journal of Indonesian Tourism, Hospitality and Recreation*, 2020, 3(1): 28–39. <https://doi.org/10.17509/jithor.v3i1.23016>

[56] TAVITIYAMAN P. The influence of smart tourism applications on perceived destination image and behavioral intention: The moderating role of information search



- behavior. *Journal of Hospitality and Tourism Management*, 2021, 46: 476–487. <https://doi.org/10.1016/j.jhtm.2021.02.003>
- [57] ISMAIL, A. Y., NAINGGOLAN, M. F., and TURNIP, A. Innovation to speed up the Development of Rose Picking Agro-Tourism in Gunung Sari. *IOP Conference Series: Earth and Environmental Science*, 2020, 466: 012035. <https://doi.org/10.1088/1755-1315/466/1/012035>
- [58] SAROINSONG F. B. Supporting plant diversity and conservation through landscape planning: A case study in an agro-tourism landscape in Tampusu, North Sulawesi, Indonesia. *Biodiversitas*, 2020, 21(4): 1518–1526. <https://doi.org/10.13057/biodiv/d210432>
- [59] JAFARUDDIN N. Variables Influencing the Potency of Community Based Coffee Agro-Tourism in Mount Galunggung, Tasikmalaya, Indonesia. *Pelita Perkebunan*, 2020, 36(3): 267–276. <https://doi.org/10.22302/iccri.jur.pelitaperkebunan.v36i3.454>
- [60] WICAKSANA I. P. W. The Influence of Destination Brands on the Satisfaction and Revisit Intention of Foreign Tourists at the Agro-tourism of Ceking Rice Field Terrace in Bali. *E-Journal of Tourism*, 2020, 7(2): 265. <https://doi.org/10.24922/eot.v7i2.64595>
- [61] HASYIM M. Branding The Coffee of Toraja: Positive Image and Tourism Attraction. *Journal of Positive School Psychology*, 2022, 6(3): 6784–6791. <https://www.journalppw.com/index.php/jpsp/article/download/4077/2678>
- [62] VUKOLIĆ D., GAJIĆ T., PETROVIĆ M. D., BUGARČIĆ J., SPASOJEVIĆ A., VELJOVIĆ S., VUKSANOVIĆ N., BUGARČIĆ M., ZRNIĆ M., KNEŽEVIĆ S., RAKIĆ S. R., DRAŠKOVIĆ B. D., and PETROVIĆ T. Development of the Concept of Sustainable Agro-Tourism Destinations — Exploring the Motivations of Serbian Gastro-Tourists. *Sustainability*, 2023, 15(3): 1–16. <https://doi.org/10.3390/su15032839>
- [63] LU J. The influence of a firm's CSR initiatives on brand loyalty and brand image. *Journal of Competitiveness*, 2020, 12(2): 106–124. <https://doi.org/10.7441/joc.2020.02.07>
- [64] DEDEOG˘LU B. B. Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 2020, 26(1): 33–56. <https://doi.org/10.1177/1356766719858644>
- [65] SHANTI J. Examining the impact of environmentally sustainable practices on hotel brand equity: a case of Bangalore hotels. *Environment, Development and Sustainability*, 2022, 24(4): 5764–5782. <https://doi.org/10.1007/s10668-021-01682-9>
- [66] YOON J. U. S. Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible tourism intention. *Journal of Tourism and Cultural Change*, 2021, 19(3): 345–361. <https://doi.org/10.1080/14766825.2019.1707217>
- [67] ECK T., ZHANG Y., and AN S. A Study on the Effect of Authenticity on Heritage Tourists' Mindful Tourism Experience: The Case of the Forbidden City. *Sustainability*, 2023, 15(10): 7756. <https://doi.org/10.3390/su15107756>
- [68] ASHRAF M. S. Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, 2020, 29(1): 54–71. <https://doi.org/10.1002/bse.2350>
- [69] SUDIGDO A. The impact of islamic destination attributes on Saudi Arabians' decision to visit Jakarta: Tourism destination image as a mediating variable. *International Journal of Religious Tourism and Pilgrimage*, 2020, 8(3): 15–30.
- [70] LI S. How does self-image congruity affect tourists' environmentally responsible behavior? *Journal of Sustainable Tourism*, 2020, 28(12): 2156–2174. <https://doi.org/10.1080/09669582.2020.1800717>
- 参考文献:**
- [1] JUNAIDI, LUBIS Z., EFFENDI I., FADLI A., NASIB, AULIA M. R., 和 SIREGAR M. P. A. 产品质量认知对三重过磷酸钙 36 肥料购买决策的影响：消费者知识和参考组作为中介变量。国际化学与生物化学科学杂志, 2022, 22: 119–126. <https://www.iscientific.org/wp-content/uploads/2022/12/16-IJCBS-22-22-16-done.pdf>
- [2] SUAREZ A. N. 咖啡店业务对菲律宾八打雁三座城市旅游业的影响。旅游与酒店研究杂志, 2017, 14(1): 131–145. <https://research.lpubatangas.edu.ph/wp-content/uploads/2017/07/JTHR-2017.1.08.pdf>
- [3] BADAN PUSAT STATISTIK. 2023 年 4 月外国游客入境人数较 2022 年 4 月增长 276.31%，2023 年 4 月国内海上运输旅客人数增长 24.75%。印度尼西亚统计局, 2023. <https://www.bps.go.id/pressrelease/2023/06/05/1978/peningkatan-kunjungan-wisatawan-mancanegara-pada-april-2023-yang-tumbuh-276-31-persen-dibandingkan-april-2023-dan-jumlah-penumpang-angkutan-laut-dalam-negeri-pada-april-2023-naik-24-75-persen.html>
- [4] WENG L. 导游解说对感知遗产价值的影响：在遗产目的地有和没有导游解说的游客的比较。目的地营销与管理杂志, 2020, 16: 100431. <https://doi.org/10.1016/j.jdmm.2020.100431>
- [5] KALA D. 检查食品属性和餐厅服务对游客满意度的影响：来自印度山区的证据。酒店与旅游质量保证杂志, 2020, 21(4): 430–453. <https://doi.org/10.1080/1528008X.2019.1672235>
- [6] WAN J. S. 消费者对咖啡店环境社会政府活动的认知对企业形象和长期定位的影响研究。物流、信息学和服务科学杂志, 2023, 10(1): 169–188. <https://doi.org/10.33168/JLISS.2023.0209>
- [7] 巴丹中央统计局. 2000-2021 年主要目的地的咖啡出口。印度尼西亚统计局, 2022. <https://www.bps.go.id/statictable/2014/09/08/1014/ekspor-kopi-menurut-negara-tujuan-utama-2000-2020.html>
- [8] PRIMININGTYAS, D. N. 改善农村经济的丹皮特咖啡生态旅游发展战略（以印度尼西亚东爪哇省玛琅摄政区阿玛达诺姆村为例）。物理研究所会议系列：地球与环境科学, 2021, 709(1): 012049. <https://doi.org/10.1088/1755-1315/709/1/012049>
- [9] HULFA I., SRIWI A., 和 KURNIANSAH R. 亚齐中部古农部落村加约咖啡种植园农业旅游发展战略。款待, 2020, 9 (2): 271-280. <https://doi.org/10.47492/jih.v9i2.345>

- [10] LUMANAUW N. 有限责任公司奖励旅游套餐的运营管理。黄金克里斯旅游 ( 马杜楠榜山公司集团 ) 案例研究 ) . 旅行, 2020, 2(2): 47–62.
- [11] NURBAETI. 旅游景点、可达性、价格和设施对参观坦格朗市奇蓬多湖旅游对象的游客兴趣的影响。社会科学人文杂志, 2021, 10(2): 269–278.
- [12] BISWAS C., OMAR H., 和 RASHID-RADHA J.Z.R.R. 旅游景点及可达性对游客满意度的影响: 游客年龄的调节作用. 旅游与地质遗址地质杂志, 2020, 32(4): 1202–1208. <https://doi.org/10.30892/GTG.32402-558>
- [13] HUSSAIN A. 旅游业的未来: 有意识的旅行、目的地恢复和再生旅游。可持续发展与复原力杂志, 2021, 1(1): 1–25. <https://digitalcommons.usf.edu/jsr/vol1/iss1/5/>
- [14] PUJIASTUTI E.E., NIMRAN U., SUHARYONO, 和 KUSUMAWATI A. 目的地形象、满意度、信任与行为意向研究。俄罗斯农业和社会经济科学杂志, 2017, 1(161): 148–159. <http://dx.doi.org/10.18551/rjoas.2017-01.15>
- [15] WAHYONO R. H. M. 通过游客决策对中爪哇帕蒂全球水热目的地形象、服务质量和位置对游客满意度的影响。丰富知识, 增强社会科学能力, 2018, 3(10): 1195–1207. <https://doi.org/10.18502/kss.v3i10.3202>
- [16] ALCOCER N. H., 和 RUIZ V.R.R. 目的地形象在游客满意度中的作用: 以遗产地为例。经济研究, 2020, 33(1): 2444–2461. <https://doi.org/10.1080/1331677X.2019.1654399>
- [17] SAN MARTÍN H., HERRERO A., 和 DE LOS SALMONES M.M.G. 目的地品牌资产和游客满意度的综合模型。当前旅游业的问题, 2019, 22(16): 1992–2013. <https://doi.org/10.1080/13683500.2018.1428286>
- [18] PRAYOGO R. R. 探索电子口碑、目的地形象以及回访概念框架电子口碑和目的地形象的感知价值。国际旅游与活动应用科学杂志, 2021, 5(1): 32–43.
- [19] LESTARI I., NASIB, CHANIAGO S., AZZAHRA A.S., 和 EFFENDI I. 信任识别和智能手机购买决策 ( 结构方程建模方法 ) 。国际土木工程与技术杂志, 2019, 10(02): 1020–1032.
- [20] DJUWENDAH E. 勒巴克穆南村景点和社区农业旅游的潜在发展战略。E3S 会议网络, 2021, 249: 01004. <https://doi.org/10.1051/e3sconf/202124901004>
- [21] WIJAYA P. Y. 咖啡农业旅游业务的前瞻性分析。社会杂志、农业经济学, 2022, 16 (2): 213–223. <https://doi.org/10.24843/soca.2022.v16.i02.p08>
- [22] MAIMUNAH, S. 咖啡农场农业旅游模型作为贝纳尔梅里亚区和亚齐中部的收入波动解决方案和环境不确定性。布达佩斯国际研究与评论研究所, 2022, 5 (1): 2656–2670. <https://doi.org/10.33258/birci.v5i1.3875>
- [23] WIYONO, S. N., KUSUMO, R. A. B., SYAMSIYAH, N., ROCHDIANI, D., 和 KUMORO, P. S. 咖啡种植园休闲农业的特点及旅游目的地标准 物理研究所会议系列: 地球与环境科学, 2021, 892: 012022. <https://doi.org/10.1088/1755-1315/892/1/012022>
- [24] NURDIWAN O., ARIE PRATAMA F., ADE KURNIA D., KASLANI, 和 RAHANINGSIH N. 使用遗传算法优化旅行团调度问题的旅行商问题 使用遗传算法优化旅行团调度问题的旅行商问题。物理学杂志: 会议系列, 2020, 1477: 052037. <https://doi.org/10.1088/1742-6596/1477/5/052037>
- [25] NUGRAHENI R. S. L. (2021). 游客对特伦加勒克摄政区基利基利海滩公园基本生态系统区旅游套餐的偏好。巴拉经济学, 2 (2): 201–216. <https://doi.org/10.46821/bharanomics.v2i2.231>
- [26] NATA G. N. M. 知识发现和虚拟旅游支持旅游推广。独立会计师关于可持续数字创新的投资顾问交易, 2021, 2(2): 94–106. <https://doi.org/10.34306/itsdi.v2i2.387>
- [27] ANDAYANI N. L. H. 蒂兴安村旅游产品多样化的环保旅游套餐。2022 年登巴萨塞纳迪马斯·乌迪克沙论文集, 2022, 第 951–957 页. <https://lppm.undiksha.ac.id/senadimas2022/prosiding/file/124.pdf>
- [28] CLEMENTE F., LOPES A., 和 AMBRÓSIO V. 游客对里斯本地区气候变化的看法。菲洛梅娜·克莱门特, 2020, 11(3): 297. <https://doi.org/10.3390/atmos11030297>
- [29] AMINI D. S., AMINI D. S., 和 UTAMI L. R. 通过加强布吉桑旅游村、普兰巴南、克拉登、中爪哇省的旅游套餐进行旅游目的地开发培训。日惹雷斯帕蒂大学国民服务研讨会论文集, 2022, 1(1): 118–123. <https://prosiding.respati.ac.id/index.php/psnpm/article/view/486>
- [30] LIAO, C., 和 CHUANG, H.-K. 旅游目的地设计开发中游客对跟团旅游属性的偏好 假期营销杂志, 2019, 313: 230–246. <https://doi.org/10.1177/1356766719880250>
- [31] NIAN, S. 突出的普世价值吸引力和旅游拥挤度如何影响游客满意度? 行为科学, 2023, 13(2): 1–22. <https://doi.org/10.3390/bs13020112>
- [32] ČULIĆ M., VUJIČIĆ M. D., KALINIĆ Č., DUNJIĆ M., STANKOV U., KOVAČIĆ S., VASILJEVIĆ Đ. A., 和 ANĐELKOVIĆ Ž. 新秀旅游目的地吸引力因素对目的地形象及重游意愿的影响与满意度中介效应可持续发展, 2021, 13(11): 1–16. <https://doi.org/10.3390/su13115780>
- [33] FANG S., ZHANG C., 和 LI Y. (2020). 旅游业服务人员的外表吸引力和客户参与度。旅游研究年鉴, 80: 102756. <https://doi.org/10.1016/j.annals.2019.102756>
- [34] BISWAS, C. (2020). 旅游景点及可达性对游客满意度

- 的影响:游客年龄的调节作用. *旅游与地质遗址地质杂志*, 32(4): 1202–1208. <https://doi.org/10.30892/GTG.32402-558>
- [35] GICHUKI G. M., 和 YOBESIA. (2020). 老鼠作为海滩酒店旅游产品多样化的策略. *旅游杂志上的文章*, 21(1): 61–70. <https://www.researchgate.net/publication/350382301>
- [36] KUMAR A. 从自然景观游客的角度, 通过体验质量、感知价值和游客满意度来衡量环境责任行为. *全球商业洞察杂志*, 2022, 7(2): 166–183.
- [37] VOJTKO V. 消除旅游目的地满意度基准测试中的不可控因素. *旅游研究杂志*, 2020, 61(1): 136–149. <https://doi.org/10.1177/0047287520971047>
- [38] ABBAS M., ABBASI F. A., 和 KHAN S. (2023). 游客体验质量、感知价格合理性和再生旅游参与如何影响游客满意度: 沙特阿拉伯哈伊勒地区的研究. *可持续发展*, 15: 1340. <https://doi.org/10.3390/su15021340>
- [39] SAHABUDDIN M. 游客对环境负责的行为和满意度; 对孟加拉国科克斯巴扎尔世界上最长的天然海滩的研究. *可持续发展*, 2021, 13(16): 9383. <https://doi.org/10.3390/su13169383>
- [40] PURWANTO A., NOVITASARI D., 和 ASBARI M. 游客满意度和旅游业绩: 创新工作行为、组织公民行为如何发挥作用? *工业工程与管理研究杂志*, 2022, 3(1): 1–12. <http://dx.doi.org/10.7777.1/jiemar>
- [41] NOVIRSARI E., 和 PRANATA S. P. 品牌信任在调节品牌形象与多巴湖游客忠诚度方面的作用. *社会科学杂志*, 2021, 2(5): 610–615. <https://doi.org/10.46799/jss.v2i5.208>
- [42] LIANG X., 和 XUE, J. 目的地形象在雾霾风险感知与重游意愿关系中的中介作用——以成都为例 *亚太旅游研究杂志*, 2021, 26(9): 1024–1037. <https://doi.org/10.1080/10941665.2021.1941156>
- [43] SHIMIZU T., 和 WU L. 自然灾害发生下旅游目的地形象动态变化分析——来自日本的证据 *当前旅游业的问题*, 2020, 23(16): 2042–2058. <https://doi.org/10.1080/13683500.2020.1747993>
- [44] WISKER Z. L., KADIROV D., 和 NIZAR J. 向穆斯林游客营销目的地品牌形象: 文化需求的可及性对于发展品牌忠诚度重要吗? *酒店与旅游研究杂志*, 2020, 47(1): 84–105. <https://doi.org/10.1177/1096348020963663>
- [45] VIET B. N., DANG H. P., 和 NGUYEN H. H. 重新审视意图和满意度: 目的地形象、感知风险和文化接触的作用. *令人信服的商业和管理*, 2020, 7(1): 1796249. <https://doi.org/10.1080/23311975.2020.1796249>
- [46] JAYA I. P. G. I. T., 和 PRIANTHARA, I. B. T. 社交媒体影响者在旅游目的地形象中的作用: 数字营销如何影响购买意愿? *第三届国际职业高等教育会议论文集*, 巴淡岛, 2020年, 第9-20页. <https://doi.org/10.2991/assehr.k.200331.114>
- [47] GAO C. 纸质旅游包装设计及其表面缺陷检测与识别——以红酒纸质包装为例 *智能系统杂志*, 2021, 30(1): 720–727. <https://doi.org/10.1515/jisys-2020-0134>
- [48] CAMPRUBÍ R. 旅游形象和品牌的进步. *可持续发展*, 2023, 15(4): 3688. <https://doi.org/10.3390/su15043688>
- [49] HIDAYAT F. R., HAKIM L., 和 PARMAWATI R. 印度尼西亚东爪哇基于社区的咖啡农业旅游可持续性分析. *栖息地*, 2023, 34(1): 1–12. <https://doi.org/10.21776/ub.habitat.2023.034.1.1>
- [50] BAKHMATOVA G. 农业旅游发展前景及乡村旅游活动积极效应. *E3S 会议网络*, 2021, 273: 09001. <https://doi.org/10.1051/e3sconf/202127309001>
- [51] SONNLEITNER K. 目的地形象及其对旅游目的地营销和品牌的影响. *斯德哥尔摩索德托恩大学*, 2011.
- [52] AZTHARI I. G. A. A. 品牌形象对客人决定在弗洛雷萨巴厘岛旅游登巴萨购买旅游套餐的影响. *酒店与旅游商业杂志*, 2017, 2(1): 114. <https://doi.org/10.22334/jbhost.v2i1.47>
- [53] KIM H.-K., 和 LEE T. J. 旅游目的地的品牌资产. *可持续发展*, 2018, 10(2): 431. <https://doi.org/10.3390/su10020431>
- [54] GIRISH V. G., PARK E., 和 LEE C.-K. 测试目的地来源可信度、目的地形象和目的地魅力对决策过程的影响: 开曼群岛案例. *国际旅游研究杂志*, 2021, 23(4): 569–580. <https://doi.org/10.1002/jtr.2427>
- [55] NURAZIZAH G. R., 和 MARHANAH S. 目的地形象和旅行体验对日惹旅游目的地重游意愿的影响. *印度尼西亚旅游、酒店和休闲杂志*, 2020, 3(1): 28–39. <https://doi.org/10.17509/jithor.v3i1.23016>
- [56] TAVITIYAMAN P. 智慧旅游应用对感知目的地形象和意向的影响: 信息搜索行为的调节作用. *酒店与旅游管理杂志*, 2021, 46: 476–487. <https://doi.org/10.1016/j.jhtm.2021.02.003>
- [57] ISMAIL, A. Y., NAINGGOLAN, M. F., 和 TURNIP, A. 创新加快沙里山玫瑰采摘农业旅游发展. *物理研究所会议系列: 地球与环境科学*, 2020, 466: 012035. <https://doi.org/10.1088/1755-1315/466/1/012035>
- [58] SAROINSONG F. B. 通过景观规划支持植物多样性和保护: 印度尼西亚北苏拉威西岛坦布苏农业旅游景观案例研究. *生物多样性*, 2020, 21(4): 1518–1526. <https://doi.org/10.13057/biodiv/d210432>
- [59] JAFARUDDIN N. 影响印度尼西亚打横加隆贡山社区咖啡农业旅游效力的变量. *种植园灯*, 2020, 36(3): 267–276. <https://doi.org/10.22302/iccri.jur.pelitaperkebunan.v36i3.454>

- [60] WICAKSANA I. P. W. 目的地品牌对巴厘岛策庆梯田农业旅游外国游客满意度及重游意愿的影响 旅游电子杂志, 2020, 7(2): 265. <https://doi.org/10.24922/eot.v7i2.64595>
- [61] HASYIM M. 托拉雅咖啡品牌化：正面形象和旅游景点。积极学校心理学杂志, 2022, 6(3): 6784–6791. <https://www.journalppw.com/index.php/jpsp/article/download/4077/2678>
- [62] VUKOLIĆ D., GAJIĆ T., PETROVIĆ M. D., BUGARČIĆ J., SPASOJEVIĆ A., VELJOVIĆ S., VUKSANOVIĆ N., BUGARČIĆ M., ZRNIĆ M., KNEŽEVIĆ S., RAKIĆ S. R., DRAŠKOVIĆ B. D., 和 PETROVIĆ T. 可持续农业旅游目的地概念的发展——探索塞尔维亚美食游客的动机。可持续发展, 2023, 15(3): 1–16. <https://doi.org/10.3390/su15032839>
- [63] LU J. 公司的企业社会责任举措对品牌忠诚度和品牌形象的影响。竞争力杂志, 2020, 12(2): 106–124. <https://doi.org/10.7441/joc.2020.02.07>
- [64] DEDEOG˘LU B. B. 社交媒体分享对目的地品牌知名度和目的地质量的影响。假期营销杂志, 2020, 26(1): 33–56. <https://doi.org/10.1177/1356766719858644>
- [65] SHANTI J. 研究环境可持续实践对酒店品牌资产的影响：以班加罗尔酒店为例。环境、发展和可持续发展, 2022, 24(4): 5764–5782. <https://doi.org/10.1007/s10668-021-01682-9>
- [66] YOON J. U. S. 评估旅游高档化体验、态度和责任的旅游意图的感知价值之间的关系。旅游与文化变迁杂志, 2021, 19(3): 345–361. <https://doi.org/10.1080/14766825.2019.1707217>
- [67] ECK T., ZHANG Y., 和 AN S. A 真实性对遗产游客正念旅游体验的影响研究——以故宫为例。可持续发展, 2023, 15(10): 7756. <https://doi.org/10.3390/su15107756>
- [68] ASHRAF M. S. 模拟游客对生态友好目的地的访问意图：对可持续旅游运营商的影响。商业战略和环境, 2020, 29(1): 54–71. <https://doi.org/10.1002/bse.2350>
- [69] SUDIGDO A. 伊斯兰目的地属性对沙特阿拉伯人访问雅加达决定的影响：旅游目的地形象作为中介变量。国际宗教旅游与朝圣杂志, 2020, 8(3): 15–30.
- [70] LI S. 自我形象一致性如何影响游客的环保行为？可持续旅游杂志, 2020, 28(12): 2156–2174. <https://doi.org/10.1080/09669582.2020.1800717>