

Revisit Intention: Study on the Yogyakarta Heritage Tourism

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Keywords: Attraction, destinations, quality, motivation, satisfaction, and revisit intention.

Abstract: This examination intends to analyze the influence of attraction, destination quality, tourist motivation, and tourist satisfaction on the revisit intention to the Heritage Yogyakarta tourism. The sample used was 200 respondents. The data collection method used was a questionnaire. The analytical tool used is Partial Least Square. The results of the analysis prove the tourist attraction, the quality of tourist destinations, tourist motivation, and tourist satisfaction have a positive and significant effect on the revisit intention on Yogyakarta Heritage tourism.

1 INTRODUCTION

Tourism is a sector that plays an important role in efforts to increase income. This important role is because tourism is a sector that is considered profitable and has the potential to be developed as an asset that is used as a productive source for the Nation and State. Yogyakarta is a city known as a city rich in history and cultural heritage. In the field of tourism, Yogyakarta has a variety of attractions that are visited by many local and foreign tourists. In the tourism map, the Special Region of Yogyakarta ranked second after Bali, and the assessment is based on several factors that are the strength of tourism development in the Special Region of Yogyakarta.

As an effort to increase the number of foreign tourists who travel in Yogyakarta, especially in Heritage Yogyakarta tourism objects, it is necessary to understand tourist attractions, the quality of tourist destinations, motivation, satisfaction of foreign tourists and their influence on post-visit behavior, namely the intention to return as a form of commitment to satisfaction. Felt by foreign tourists visiting the Heritage tourist attraction.

Foreign tourists who are satisfied traveling in Yogyakarta, especially in Heritage Yogyakarta tourism objects, will greatly affect the intention of future visits, while foreign tourists who are dissatisfied will cause customer exit and in the long run, will cause something very influential because it can reduce the number of foreign tourists visiting tourist destinations. The aim of the study in

conducting the effect of tourist attraction, tourist destination quality, motivation, and tourism satisfaction on revisit intention.

2 LITERATURE REVIEW

2.1 Revisit Intention

There is a positive relationship between customer satisfaction, behavior, and performance of the business after the purchase. Customers who are satisfied with their purchases will have a positive effect on behavior after purchase, meaning that consumers who feel that expectations are met before purchase with the performance results felt after purchase will increase purchase commitments such as repurchase intention, percentage of the number of purchases, number of brands purchased.

Repurchase intention is defined as is a strong desire to repurchase (Fullerton and Taylor, 2000). According to Assael (1998), purchase intention is the customer's desire to make repeat purchases in the future. Research conducted by Cronin and Taylor (2000)

Behavioral literature has largely used "intention" as a proxy for actual behavior and continuity using products or services. The concept of revisit intention stems from the intention to behave. Behavioral intention is the intention of visitors to re-visit tourist destinations within a year and their intention to frequently come back to destinations (Baker and Crompton, 2000). Revisit intention is consumer

loyalty in terms of behavior (Sugandini, 2003; Sugandini et al., 2019). Behavioral dimensions of consumer loyalty according to Zeithaml and Bitner (1988) include: talking positive things about the company, revisit intention, recommending destinations to other people; encourage others to do business with that company; consider the company as the first choice in the future. Other factors involved in evaluating behavioral intentions include the desire to recommend to others and positive words. Satisfaction and revisit intention can likewise be impacted by visitor inspiration. Various examinations have investigated the impact of travel motivation on vacation satisfaction (Iso-Ahola, 1989).

Purchase intention, in conjunction with tourist visits in the purchase of tourism services, is called behavioral intention to visit. The development of conceptualization models revisits intention, as stated by Baker & Crompton (2000). Tian-Cole et al. (2002) state that perceptions of service quality and satisfaction are a good predictor of future visitor behavioral intentions.

Cronin and Taylor (2000) suggested that perceived service quality perception is a cognitive response to the services offered, while overall satisfaction is an emotional response based on the phenomenon of the overall view. This is also corroborated by Bolton and Drew (1991), who provide empirical support for the relationship between perceived quality and value. Their findings indicate that perceived service quality explains most of the variance in service value, and perceived value is a good measure of overall evaluation by tourists of service quality rather than perceived service quality. The relationship between tourist perceptions of price, quality, and value was tested by Zeithaml and Bitner (1988), who reported that service quality would improve perceptions of perceived service value, and would also bring about the intention to repurchase.

The specific benefits of customer satisfaction are said to have a positive relationship with repurchase intentions and have the potential to be a source of future income, especially through repurchases, both cross-selling and upselling. Customer satisfaction can provide several, including the relationship between the company and its customers being harmonious, providing a good basis for repurchase and creating customer loyalty, and forming word-of-mouth recommendation benefits that are beneficial for the company. Customer satisfaction also reinforces behavior towards the brand and most likely will lead to purchases of the same brand

(Assael, 1998). From the perspective of the consumption process, visitor behavior is divided into three stages, namely: pre-visit, during a visit, and post-visit (William and Buswell, 2003). The same thing was stated by Chen and Tsai (2007), which stated that tourist behavior included visiting options, subsequent evaluations, and future intentions of visitor behavior. The next evaluation is the travel experience or the value and satisfaction received by the visitor as a whole, while the intention of future behavior refers to the judgment visitors about being fit to return to the same destination and willingness to recommend it to others. The concept of repurchase intention stems from behavioral intention.

Lin (2012) explains that the intention to visit again is the possibility of tourists to repeat activities or re-visit a destination. Huang and Hsu (2009) suggested that there are four indicators of the intention to visit again, namely: (1) Travel Motivation. Travel motivation is a motivating factor in the attitude of tourists during a visit to a destination due to personal satisfaction such as relaxation, social interaction, or learning culture in tourist destinations and in the intention of wanting to visit again. (2) Past Experience. Past experience is the influence of past tourism experiences on the attitude of tourists during a return visit of a destination and in the intention of wanting to visit again. (3) Perceived Constraint. The perceived constraint is the influence or perceived constraint on the intention of tourists to visit again. (4) Attitude. Attitude is the extent to which the attitude of tourists in mediating the impact of certain factors on the intention to visit again.

2.2 Tourist Satisfaction

According to Sugandini (2003), Sugandini et al. (2019), tourist satisfaction with tourist destinations is related to travel experiences consisting of accommodation, weather, natural environment, social environment, and others. Tourist satisfaction is very closely related to the quality of the tourism products it receives. Loyalty to destinations in terms of the destination image is the main aspect of satisfaction. The return of tourists shows tourist satisfaction to the destinations they visit.

Tourism products in a tourist destination play an important role in satisfying visitors. If the performance of destination tourism products is higher than tourists' expectations, then a positive assessment can be realized (Alegre and Cladera, 2009). However, if the performance of the

destination tourism product is below the expectations of tourists, then a negative assessment occurs. When there are positive assessments, tourists will positively evaluate experiences, and when there are negative ratings, tourists will evaluate experiences in negative ways (Yoon and Uysal, 2005).

Previous research has shown that various aspects of goals contribute, at different levels, to overall satisfaction (Alegre and Cladera, 2009). Therefore it seems appropriate to explain tourist satisfaction with tourist destinations as a complex concept based on tourist perceptions of various aspects of the destination. Both satisfaction and intention to return can also be influenced by tourist motivation. Different studies have examined the possible influence of travel motivation on vacation satisfaction (Iso-Ahola, 1989).

Yoon and Uysal (2005) suggested that travel motivation might have a direct effect on the intention to return. Because tourist satisfaction can influence the choice of destination by potential visitors, this is seen as a key indicator of the performance of a destination and its financial results. The definition of tourist satisfaction has been discussed for more than 30 years, with various approaches in the tourism literature.

The indicators of tourist satisfaction, according to Sugandini et al., (2019) in his research, mentioned tourist satisfaction consists of five indicators, among others: conformity of the costs incurred with the benefits obtained, tourist satisfaction with the activities/tours displayed, the right decision to visit the tourist area, travelers believe that the activities or attractions are good to visit, tourists, if they are satisfied, will recommend these attractions to other tourists.

2.3 Attraction (A)

Lew (1987) characterizes a tourist attraction all components of a vacationer goal that draws travelers from their perpetual home and allude to the geological and climatic qualities of a specific area, exercises in which sightseers can take part as indicated by the encounters they recollect.

Mayo and Jarvis (1981), characterize attraction as the apparent capacity of an objective to give individual advantages. Gartner (1996) characterizes visitor goals as the focal point of tourist experience and furthermore focuses on management by saying that almost all can progress toward becoming vacation attractions whenever promoted appropriately and enough displayed.

Hu and Ritchie (1993) characterize tourist attraction, an impression of one's feelings, beliefs, and fulfillment for specific people about the desired perception of a destination to address exceptional issues and satisfaction. As indicated by Cooper (1995), tourist attraction has had four-pointers, in particular: Attraction, Accessibilities, Amenities, and Ancillary.

The attractions, as indicated by Mayo and Jarvis (1981), are the apparent capacity of the goal to give individual advantages. Gartner (1996) characterizes traveler goals as the focal point of the visitor experience and furthermore focuses on the significance of the executives by saying that nearly all features can become tourist attractions if marketed properly and adequately presented. A tourist attraction is a decisive element in a tourism offer, strong attraction, and other than others makes a tourist attraction able to motivate tourists to make a revisit intention to a tourist destination.

H1: Tourism attraction influences the satisfaction

H2: Tourism attraction influences the revisit intention

2.4 Destination Quality (DQ)

Quality is a good assumption of the quality of a product or service. Quality is related to service, namely how a service serves its customers well and following consumer expectations. Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. Understanding service quality is defined as consumers' perceptions of the overall quality of service excellence by consumer expectations. Service quality is the expected level of excellence, and control over the level of excellence is to meet customer expectations.

Quality of service is an effort to meet the needs and desires of consumers. If the service received is as expected, the quality of service received by consumers is perceived as superior quality or can be said to be ideal. Conversely, if the service received is lower than expected, the perceived quality of service is less than optimal. Therefore, the quality of service depends on the ability of the service owner to meet consumer expectations consistently.

The quality of tourist destinations is characterized as a gathering of attractions, facilities, and services to tourists (Kim and Brown, 2012), and the mix of these highlights is a travel industry item at the destination level (Zabkar et al., 2010). Zabkar

et al., (2010) featured the presence of two structures for arranging the properties for classifying the attributes of tourist destinations, namely Attractions, Access, Facilities, Additional Services, and Available Packages. In spite of this general characterization, the relevant features of a destination are very setting and the evaluation of the nature of the destination quality must reflect the specific attributes that describe a destination (Zabkar et al., 2010). Past examinations (Lopez-Toro et al., 2010; Eusebio and Vieira, 2013; Moutinho et al., 2012), in this manner, utilized distinctive significant ascribes to survey the destination.

If the quality of a tourist destination is considered good, it will affect the intention to revisit a destination and the willingness of tourists to recommend tourist destinations to others (Eusebio and Vieira, 2013; Kim and Brown, 2012).

Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. The quality of tourist destinations is defined as the location of a group of tourist attractions, tourist facilities and services (Kim and Brown, 2012), and the combination of these features is a tourism product at the destination level (Zabkaret al., 2010).

Behavioral intention is an important area in tourism because good intentions show tourist loyalty (Prayag et al., 2013; Sugandini et al., 2019). If the quality of a tourist destination is considered good, it will affect the intention to revisit a destination and the willingness of tourists to recommend tourist destinations to others (Eusebio and Vieira, 2013; Ozdemiret al., 2012; Kim and Brown, 2012).

H3: The quality of the tourist destination affects the revisit intention

2.5 Tourist Motivation (M)

Motivation is the need that drives an individual to act with a particular goal to accomplish satisfaction (Beerli and Martín, 2004). Because the tourism paradigm is related to humans and human nature, investigate why people travel and what they enjoy. Individuals choose to go for various reasons and motives, and this circumstance raises the need to stimulate an attitude or behavior (Fodness, 1994).

Therefore, behavior can be predicted with inner motives, such as desires, which direct people to achieve their goals (Gleitman, 1986). These inner motives have been described as internal impulses or personal needs, which can be psychological, social, and egocentric. Internal motives are associated with encouragement, feelings, and instincts.

In contrast, external impulses are equated with environmental, physical, and social factors from publicity and promotion (Iso-Ahola, 1989). Therefore, external motives involve mental representations, such as knowledge and belief. These concepts assert that people travel because they are encouraged and drawn to do so by several forces or factors.

Researchers have previously found that one of the best ways to understand tourist motivation is to examine and conceptualize tourist behavior using encouragement and attraction (Chang et al., 2015). Individuals are driven by motivational variables to make travel decisions and are drawn based on the attributes of the destination (Uysal and Hagan, 1993). The pull factor refers to the attractiveness of the destination, which motivates people to travel once a decision is made, such as to a beautiful beach or for shopping and entertainment.

The pull factor comes from marketing advertisements, word of mouth, and referrals from friends and relatives. Moreover, attractiveness factors, such as advertising, electronic mass media, spectacle, and entertainment, affect behavior to travel. The driving factors are internal impulses, motivational factors that occur due to imbalances and tensions in the motivation (Fodness, 1994). The driving factor is the state of mind that creates or produces a need to travel, such as the need to escape newness or self-esteem. The need to escape refers to the desire to change speed and move away from one's routine. The need for newness refers to the desire to leave an unknown place or find new experiences, sensations, or adventures.

The need for self-esteem refers to the need for recognition, such as discussing trips abroad with friends who have visited tourist destinations (Oppermann and Chon, 1997). The driving factor arises from the motivational factor, which influences tourists when they search for signs in articles, circumstances, and occasions to impact their choices. Attractive components are components that are propelled by the attractiveness of vacationer goals (Yoon and Uysal, 2005).

Several tourism studies have addressed topics such as travel motivation events (Uysal and Hagan, 1993), travel destinations, and motivation with cultural backgrounds. Push and pull factors work together in stimulating people to travel. Scientists have stressed that people have various motives for searching for travel experiences. Furthermore, several levels of travel must work together for various motivations. Also, motivation can change over time and situations that affect the choice of

tourist destinations. Individuals choose the destination offered, as stated above, although some research has done research on travel motivation and many motivational theories have been used to explain the phenomena of tourism activities and psychological processes in tourism, the results and effects of motivational studies on tourism behavior require more than just understanding — the needs and desires of tourists. In tourism destination management, maximizing travel satisfaction is very important for a successful business.

Motivation is formed because it is influenced by external factors or external factors both driving factors and pull factors that lead to the desire of individuals or groups to visit certain tourist destinations or attractions. said the Motivators included, tourist attraction, financial ability, leisure/leisure, and the influence of others.

“Motivation is the need that drives a person to act in a certain way to achieve the desired satisfaction” (Beerli and Martin, 2004). Because the tourism paradigm is related to humans and human nature, investigate why people travel and what they enjoy. People decide to travel for different reasons and motives, and this situation raises the need to stimulate an attitude or behavior (Fodness, 1994). Yoon and Uysal (2005) suggest that tourist travel motivation has a direct effect on the intention to return.

H4: The motivation of foreign tourists affects the satisfaction

H5: The motivation of foreign tourists affects the revisit intention

2.6 Tourist Satisfaction (S) and Revisit intention (RI)

Satisfaction with tourist destinations relates to travel experiences consisting of accommodation, weather, natural environment, social environment, and others. Tourist satisfaction is very closely related to the quality of the tourism products it receives. The overall impact of satisfaction with various aspects of the goal has on the intention of tourists to visit again or recommend it to others has been analyzed by Alegre and Cladera (2009). Alegre and Cladera (2006) show that tourist satisfaction has a positive effect on revisits intention to destinations.

H6: Tourist satisfaction affects the revisit intention

3 RESEARCH METHODS

This research is a quantitative study using survey methods. This research was conducted at the Heritage tourist attraction in Yogyakarta. The population in this study is all foreign tourists visiting tourist objects in Yogyakarta Heritage. This study uses a method of non-probability sampling, while the sampling method used is convenience sampling. Jumlah of sample is 200 people.

4 RESULTS

Table 1 shows the characteristic of respondents.

Table 1: Characteristics of Respondents

Description	%
Gender	
Women	48
Men	52
Employment of Private Employees	37
Students / Students	25
Civil Servants	7
Entrepreneurs	25
Others	6
Country of Origin	
Argentina, Canada, Philippines, Portugal, Qatar,	5
Belgium, Denmark, England, France, Germany, Netherlands, Italy.	42
China, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand.	32
Spain, Hungary, Russia	12
USA	6

Figure 1 seen the results of data analysis using Partial Least Square regarding the influence of attraction, quality of destinations, tourist motivation and satisfaction of foreign tourists towards the revisit intention

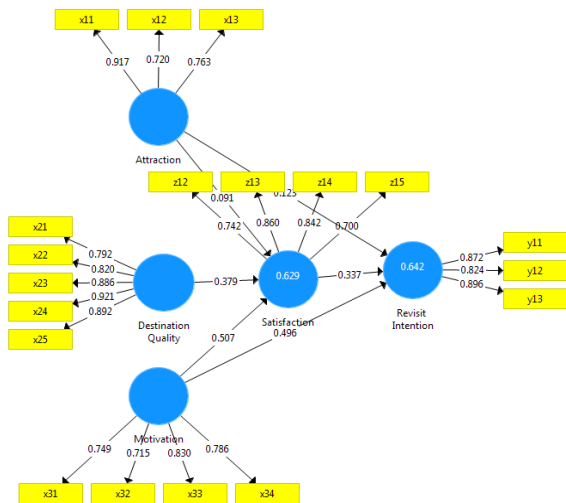


Figure 1. The models of Revisit Intention on foreign tourists Heritage

The result of indirect effects for each mediating variable can be seen in table 2.

Table 2. Indirect effects

	Specific Indirect Effects
A → S → RI	0,031
DQ → S → RI	0,128
M → S → RI	0,171

Based on the analysis of data obtained, R² (Satisfaction) of 0.629 and R² (Revisit Intention) of 0.642. The value for Q² (predictive relevance) is 0.667. Table 3 shows the p-values for each relationship.

Table 3. p-value

	Original Sample (O)	P Values
A → RI	0,123	0,003
A → S	0,091	0,024
DQ → S	0,379	0,000
M → RI	0,496	0,000
M → S	0,507	0,000
S → RI	0,337	0,000

a. The coefficient of determination (R²)

The coefficient of determination (R²) shows that satisfaction is influenced by Attraction, Destination quality, and motivation for the remaining 62.9% by 37.1%, influenced by other factors that are not

included in the model. While revisit intention is influenced by attraction, motivation, and satisfaction by 64.2%, the remaining 35.8% is influenced by other factors not found in the model.

b. Q-square predictive relevance (Q²)

Satisfaction, Attraction, Destination quality, and motivation influence revisit intention of 66.7%, and the model in this study can not detect the remaining 33.3%.

c. P-value

All variables have a p-value of less than 0.05 so all relationships that exist are significant and all proposed hypotheses are supported

5 CONCLUSIONS

Based on the results of research that has been done, the researcher can draw the following conclusions: (1) the attractiveness of tourism has a positive and significant effect on satisfaction and revisit intention. (2) The quality of the destination had a positive and significant effect on satisfaction. (3) The motivation of tourists had a positive and significant effect on satisfaction and revisit intention. (4) Tourist satisfaction had a positive and significant effect on revisit intention

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