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## Improving the Quality of Tourism Facilities and Infrastructure to Increase Revisiting Intention: A Case Study of Gunung Pancar Sentul

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### Abstrak

Wisatawan di era modern lebih mengutamakan pengalaman berwisata, dengan harapan pengalaman berwisata yang mereka rasakan akan berbeda dengan pengalaman berwisata sebelumnya dan tidak dapat ditemukan di destinasi wisata lainnya. Pengalaman yang positif akan memberikan dampak yang baik bagi wisatawan, yaitu munculnya niat untuk berkunjung kembali dan pada akhirnya wisatawan akan melakukan kunjungan kembali. Penelitian ini bertujuan untuk menjawab pertanyaan apakah wisatawan yang pernah berkunjung ke Gunung Pancar memiliki niat berkunjung kembali, niat rekomendasi, dan niat promosi. Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data menggunakan wawancara semi terstruktur kepada wisatawan domestik dan internasional. Klasifikasi ini dimaksudkan untuk memperoleh gambaran apakah terdapat perbedaan persepsi antara wisatawan domestik dan wisatawan internasional, dan apakah wisatawan lokal atau internasional memiliki revisit intention ke Gunung Pancar. Hasil dari penelitian ini menunjukkan bahwa kualitas objek wisata di sekitar Gunung Pancar masih perlu ditingkatkan baik dari segi sarana dan prasarana maupun sumber daya manusianya.

Kata Kunci: *Fasilitas Wisata, Niat Berkunjung Kembali, Gunung Pancar Sentul*

## Abstract

Tourists in the modern era prioritize travel experience, hoping that the travel experience they experience will be different from previous travel experiences and cannot be found in other tourist destinations. A positive experience will have a good impact on tourists, namely the emergence of an intention to visit again and ultimately tourists will make a return visit. This research aims to answer the question whether tourists who have visited Gunung Pancar have a revisit intention, recommendation intention, and promotion intention. This is a qualitative research with a case study approach. The data collection technique uses semi-structured interviews with domestic and international tourists. This classification is intended to obtain an overview whether there are differences in the perceptions of domestic tourists and international tourists, and whether local or international tourists have a revisit intention to Gunung Pancar. The results of this study indicate that the quality of tourism objects around Gunung Pancar still needs to be improved in terms of the facilities, infrastructure as well as the human resources.

*Keywords: Tourism Facilities, revisit intention, Gunung Pancar Sentul*

## INTRODUCTION

As it is known that the tourism sector in Indonesia still occupies a very important role in supporting national development as well as being a very strategic factor for increasing people's income and foreign exchange. Indonesia as we know is a developing country that has various kinds of tourism potential, both natural tourism and cultural tourism because Indonesia has various ethnics, customs and cultures and because of Indonesia's geographical location as a tropical country which produces the beauty of nature and animals. It turns out that tourism can be relied upon to improve people's welfare and national development (Yoeti, 2008, p.4).

Tourism is an integral part of human life, especially regarding social and economic activities. Starting from activities that were previously only enjoyed by a handful of relatively wealthy people at the beginning of the 20th century, they have now become part of human rights. This is happening not only in developed countries but is starting to be felt in developing countries as well. Indonesia as a developing country in its development stage, is trying to build a tourism industry as a way to achieve a balanced balance of foreign trade. Through this industry, it is expected that foreign exchange earnings can increase (Pendit, 2002). According to Yoeti (1987, p.286) the Tourism Office is a tourism agency formed by the government as an agency that is given responsibility for developing and fostering tourism in general, both at the national and regional levels.

The Central Statistics Agency (BPS, 2023) noted that there were 5.47 million foreign tourist visits to Indonesia in 2022. This number increased by 251.28% compared to the previous year of 1.56 million visits. Meanwhile, domestic tourists making tourist trips

recorded 734.86 million visits in 2022. The number increased by 19.82% compared to the previous year of 613.30 million visits (BPS, 2023).

Tourist attraction is a potential that encourages the presence of tourists to a tourist destination. The requirements for tourist destinations, namely the existence of attractions or interesting objects, the availability of tourist facilities, and adequate accessibility (Rani, 2014). A tourist destination must have good accessibility if the aim is to facilitate the arrival of tourists (Pratama, 2016). The quality of service at a tourist attraction can be determined by understanding the customer's perception of the service they receive from the managers or guides of the tourist attraction. The development and construction of supporting facilities for tourism objects so that they can compete in this globalization era is urgently needed, because if the construction of supporting facilities and services for tourists is not carried out, it is not impossible that tourist objects will gradually decline and even no longer be of interest to tourists.

One area that has a tourist attraction because of the potential for very beautiful natural resources, namely, the Bogor Regency area which is in the province of West Java. This is proven by the number of tourist visits which are increasing every year, even reaching 124% of the target by the government, namely 4,130,125 people from the target of only 3,331,000 people (Hidayah, 2015). This increase is also supported by the existence of the Sentul City area in the Bogor Regency area which is a residential area as well as a tourism area and is also known as a "Gunungain city" area with an area of 3000 ha. The area developed by PT Sentul City Tbk is well-known internationally with the existence of a "convention center" and an international standard circuit so that this makes Sentul City an international standard area. Sentul is known for its racing circuits and luxury housing complexes, ranging from nature tourism, educational tourism, to modern tourism which is crowded with visitors.

A natural tourist object which is quite busy to visit in the Sentul area is Gunung Pancar. Apart from the beautiful natural scenery and cool air, visitors can also relieve fatigue by soaking in a comfortable waterfall pool. However, there are still many things that visitors complain about regarding the condition of these tourist attractions, starting from the access road which is still difficult for vehicles to pass, especially during the rainy season, the access road is very slippery, limited public facilities that are really needed such as toilets and changing rooms. The existing problems make visitors who have been there feel dissatisfied and will think again about making a return visit. This should be a concern for the management of tourist attractions because repeat visit behavior has a major influence on the development of tourist destinations (Lau & McKercher, 2004). This is because repeat tourists are more profitable than tourists who only come once because they can also become

intermediaries who recommend destinations positively to colleagues or relatives through word of mouth (Baker & Crompton, 2000; Um, Chon, & Ro, 2006).

This research is aimed at answering the questions: (1) what kinds of tourist attractions does Gunung Pancar have, and (2) do tourists who have visited Gunung Pancar have a revisit intention, recommendation intention, and promotion intention. The results of this study will contribute to local government and stakeholders so that they can evaluate existing facilities in the Gunung Pancar area and can make improvements for tourism development at Gunung Pancar Sentul.

## RESEARCH METHOD

This is a qualitative research with a case study approach. According to Azwar (2015) research with a qualitative approach emphasizes analysis on the process of inferring the dynamics of relationships between observed phenomena, to answer research questions using scientific logic and formal and argumentative ways of thinking. Qualitative research is a method for understanding and exploring meanings that are considered to depart from social or humanitarian issues (Creswell, 2013). There are also qualitative data that can be collected by means of observation, interviews, documentation, and audio-visual materials.

According to Creswell (2014), a case study is a research strategy to investigate something carefully by gathering complete information using various data collection procedures. In addition, case studies are also carried out to gain in-depth understanding and more intensive analysis of something against individuals, groups, or situations (Alsa, 2014). Azwar (2015) states that this more intensive and in-depth case study research is intended to obtain a complete picture of the subject under study with the scope of the research covering the whole of life or only certain aspects.

According to Burns (2000) and Denscombe (2007), a good case study needs to contain a clear vision of the boundaries for the case and provide an explicit explanation of what they are. The case study approach is used more often for qualitative than quantitative research (Denscombe 2007). The case study approach is used to achieve research objectives concerning community participation because, according to Yin (2009), the methodology is useful when identifying certain contemporary events, as it includes direct observation of a social event and allows the researcher to conduct community interviews. The selection of informants was based on purposive sampling.

Data collection techniques were carried out by semi-structured interviews and observation. Sugiyono (2010), semi-structured interviews are interview guides conducted in an effort to find problems in a more open manner, where the parties involved are invited to

ask for opinions, ideas in depth. While Arikunto (2010), the meaning of semi-structured interviews is a type of interviewing technique that is carried out by first asking the researcher questions that are already structured so that then one by one deepens to extract further in-depth information about the research topic he wants to study. This type of interview is the most suitable in this study because it can obtain information from informants freely. Researchers interviewed 10 visitors who were classified as 5 domestic tourists, 5 foreign tourists. This classification is intended to obtain an overview of whether there are differences in the opinions of domestic tourists and foreign tourists, and whether local or foreign tourists have an interest in visiting natural tourist attractions in Sentul again.

The analysis technique used in this study is data analysis technique according to Miles and Huberman (2014) which includes three activity flows, namely data reduction, data presentation, and drawing conclusions.

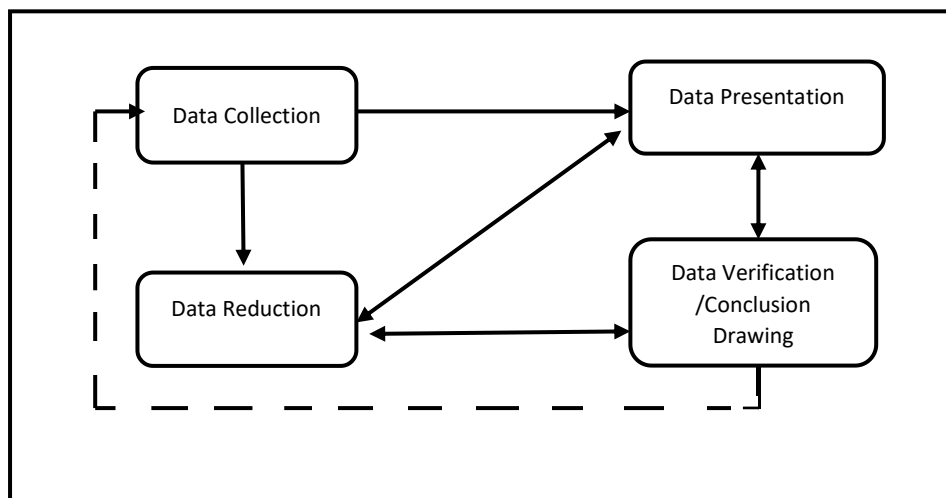


Figure 1 Data Analysis

Source: Miles and Huberman (2014)

Data reduction is defined as a selection process, focusing attention on simplifying, abstracting, and transforming raw data that emerges from written records in the field. Data reduction continues throughout the qualitative research-oriented project. Miles & Huberman (2014) limits a presentation as a collection of structured information that gives the possibility of drawing conclusions and taking action. Better representations are a key means of valid qualitative analysis, which include: various types of matrices, graphs, networks and charts. Drawing conclusions according to Miles & Huberman (2014) is only part of an activity from the complete configuration. The final conclusion does not only occur during the data collection process, but needs to be verified so that it can really be accounted for.

## RESULTS AND DISCUSSION

### a. Tourist Attraction

Tourist attractions on Gunung Pancar are: hot springs, camping in the pine forest area, outbound, trekking, camping, glamping (glamorous camping), biking, pre-wedding photo spots. The conditions of each area are very attractive, with cool weather and surrounded by many beautiful trees. This attraction makes both international and domestic tourists feel very happy and always want to come back. However, apart from attractive places, tourist attractions must also be equipped with facilities and infrastructure needed by visitors, such as toilets, prayer rooms, food and drink stalls, souvenir sales, trash cans, parking areas, and access roads. It is unfortunate that, in the tourist area of Gunung Pancar, supporting facilities are still limited. Supporting facilities for tourism objects on Gunung Pancar that already exist:

1. Toilet; Even though new toilets have been built in tourist areas around Gunung Pancar, the supply of clean water is often lacking. There are no officers who clean the toilet all the time so that the condition of the toilet is not kept clean. Garbage bins are left full and not quickly disposed of and cleaned up. Some of the closets even look dirty and damaged.
2. b. Mushola or mosque; For Indonesians, places of worship are very important aspects that must be present in every tourist attraction. In the tourist area of Gunung Pancar, visitors still find it difficult to find a prayer room because there are no tourist attractions in the area, so tourists have to leave the area and look for mosques in residential areas. Because it is located in a residential area, you can imagine how full it will be when prayer times arrive, so tourists often have to queue long enough to take ablution water. In addition, in residential areas, there are no mosques that are large enough so that tourists feel uncomfortable.
3. Food stalls; In the tourist area, we can find areas to eat and drink. There are quite a number of food stalls where tourists can rest while eating and drinking there. But unfortunately, this culinary tour is still not well organized. The menu that is sold is almost all the same, so tourists don't get many choices. In addition, hygiene is also not maintained properly. These food and beverage sellers are people or residents who live around tourist attractions. Their involvement is good enough, but it's a shame the manager has never provided training or workshops on how to provide good service to tourists so they feel satisfied and comfortable.
4. Rubbish bin; The trash bins provided around tourist attractions are still relatively few and not all of the trash bins provided are separate trash bins for wet and dry waste so it can

be concluded that managers are not fully concerned about environmental issues.

"The trash bins provided by the management are still very few and they do not differentiate between organic and inorganic waste. In addition, there are many trash cans that are full but have not been removed or cleaned by the officers so that they look dirty and unhygienic. Though travel is the most appropriate means to educate the public. Besides that, after camping, I also saw a lot of trash left by tourists. One of the reasons is because the manager does not give warnings to tourists in the form of bulletin boards to maintain cleanliness and dispose of trash in the space provided. (EH- Traveler from the Netherlands)

5. Parking area; In several tourist attractions on Gunung Pancar, a large parking area is available. However, in several other objects the parking area is still limited and has not been specially made so that if it rains, the surrounding roads will also be flooded. It's a pity, for parking matters, the manager hands it over to local residents without clear rules, without cards or parking tickets so prices can vary. If the money given by tourists is considered too small, the parking controller will usually ask for more, and this triggers conflict and inconvenience for tourists.
6. Access road; Some of the access roads to the Gunung Pancar tourist attraction are good. Previously it was still rocky, but now it has been paved. But in several destinations around Gunung Pancar, the access road is still not good, it hasn't been paved so that if it rains, the road will be flooded. The footpaths in the Gunung Pancar area at several points are still damaged and destroyed which endanger visitors who are having fun. The thing that most tourists complain about is buying multiple tickets, as complained by the following tourists.

"First, we have to buy tickets to enter the Gunung Pancar Natural Tourism Park owned by Perhutani. The price is IDR 5,000 per person on weekdays and IDR 7,500 per person on weekends. Since we came by car, we also have to pay Rp. 10,000 for four-wheeled vehicles. After that, we had to pay an entrance ticket for Gunung Pancar Hot Springs of IDR 20,000 per person. The ticket is paid at the entrance to this tourist area. But it turns out, to be able to soak in hot springs, we again have to pay. There is a public pool that costs IDR 10,000 per person and a private pool IDR 100,000 per group per hour. Very disappointing. The government should manage the ticketing system properly with fixed ticket prices. Don't let visitors be disappointed and reluctant to come back again." (AM-tourists from Bandung)

## b. Tourism Activities

Around Gunung Pancar tourist attractions, there are various activities that foreign and domestic tourists can do, including camping in the pine forest area, outbound, trekking, camping, glamping (glamorous camping), biking, pre-wedding photo spots. In general, tourists feel happy and satisfied when doing these activities. But unfortunately, the very limited number of officers often makes it difficult for tourists to ask for help if there are problems with their activities.

"There are many activities that can be done in the tourist area of Gunung Pancar. I love camping in pine forests and cycling. I also like outdoor activities. It's just a shame, for the outbound equipment provided by the manager, I don't think it has shown excellent security. I'm still scared to do the flying fox. I also saw very few officers around the Gunung Pancar tourist spot. This makes tourists not know where to ask for help if there is a problem." (RS – Travelers from Denmark)

### 1. Something that can be bought

In the tourist area of Gunung Pancar there are several small shops selling souvenirs. This shows that the manager has involved Micro Small Medium Enterprises (MSME) to empower the community around the tourist area. But unfortunately, the souvenirs sold are not varied, only in the form of T-Shirts and snacks. Even then, the number is still very limited and the lack of souvenir sellers will reduce the impression and need for tourists to take them home. Tourists hope that the types of souvenirs being sold can be more varied so that there are choices to be shared with family or relatives in their place of origin.

### 2. Means of Transportation

Public transportation facilities to Gunung Pancar are still very rare. Even if there are, the number of vehicles is limited and the frequency is still very rare so that tourists who do not bring their own vehicles have to wait up to 2 hours before a vehicle goes to Gunung Pancar. Managers must think about public transportation for tourists so that it will provide convenience and comfort for tourists.

### 3. Lodging

Tourists visiting the tourist destination of Gunung Pancar can stay at hotels around the city of Bogor. The distance is not too far and quite representative. If there are visitors who want to spend the night around Gunung Pancar, they can rent tents or stay at guest houses around the area.

From the results of the interviews above, it can be concluded that the main tourism object on Gunung Pancar is already good, but there are still many supporting facilities

that need to be improved because this is an aspect that many tourists complain about. This is in line with the statement of Rajaratnam, et al. (2014) which states that in tourism activities, service is important to give a positive impression to tourists, because tourism is an activity that sells services or services to tourists (Sari, 2008). A good service can create satisfaction for tourists (Rajaratnam et al, 2014).

Table 2 Results of Interviews with Foreign and Domestic Tourists regarding repeat visits based on the dimensions put forward by Baker and Crompton in Chung-Hslen Lin (2012) and according to Cheng & Lu (2013)

Aspects	International Tourists	Domestic Tourists
Recommendation Intention	<ul style="list-style-type: none"> <li>a. Yes, I will recommend to family, relatives and friends.</li> <li>b. Yes, I will provide recommendations to family, relatives and friends, but also convey the shortcomings, so they are not surprised and disappointed.</li> <li>c. Because I've had a bad experience (forced to pay for a ticket at IDR 200,000, even though tickets for foreign tourists are IDR 150,000) – I'm embarrassed to recommend it to friends or family</li> </ul>	<ul style="list-style-type: none"> <li>a. With all the beauty on Gunung Pancar, of course will recommend to family and friends.</li> <li>b. I will give recommendations to family and friends, but I will also convey which are the must see and visit areas around Gunung Pancar and which should not be visited.</li> <li>c. Having had an unpleasant experience (forced to pay parking fees of up to IDR 100,000) - I would not recommend this place to friends and family</li> </ul>
Revisiting Intension	<ul style="list-style-type: none"> <li>a. Yes, I definitely will visit again</li> <li>b. I will visit again as the beautiful view is second to none</li> <li>c. Even though I had an unpleasant experience, I still want to visit again with the</li> </ul>	<ul style="list-style-type: none"> <li>a. Yes, I will visit again</li> <li>b. The cost is relatively cheap in comparison with other tourist destinationations, although you have to pay for the entrance ticket several times</li> <li>c. I still want to visit Gunung Pancar again, even though I</li> </ul>

Aspects	International Tourists	Domestic Tourists
	hope that in the future Gunung Pancar will be managed better	had an unpleasant experience. The hope is that in the future the management will improve
Promotion Intention	<ul style="list-style-type: none"> <li>a. Yes, I will promote through social media</li> <li>b. Yes, I will upload my videos on YouTube to promote Gunung Pancar</li> <li>c. To promote the place, maybe I won't do it because the management isn't good enough. I'm afraid to let other people down</li> </ul>	<ul style="list-style-type: none"> <li>a. Yes, I like to write on blogs, including about my experiences at Gunung Pancar</li> <li>b. I will promote via social media and create content about Gunung Pancar. I have uploaded it on YouTube</li> <li>c. I will think again about promoting because I had an unpleasant experience at that place</li> </ul>

From interviews with foreign and domestic tourists regarding repeated visits, it turned out that both foreign and domestic tourists said that they would make a return visit to the Gunung Pancar tourist spot because the beautiful scenery and cool weather made tourists feel satisfied spending time with friends and family there. However, there are still tourists who complain about the facilities at Gunung Pancar such as cleanliness issues, buying multiple tickets, culinary tours that have not been arranged neatly, toilets that are far and not clean, trash bins that have not been sorted according to type, but tourists in general still want to return to Gunung Pancar.

In fact, on average they want to recommend friends and family to visit these tourist attractions. Many of them have also created content about their vacation experience and have uploaded it on social media. But for tourists who have had unpleasant experiences such as extortion of parking fees, being forced to pay for tickets at inflated prices, they don't want to promote these tourist attractions to friends and family for fear of experiencing the same thing they experienced. However, despite experiencing trauma due to the unpleasant treatment of some local people, tourists are still interested in visiting again, hoping that if

they visit again, the conditions have changed, the management of tourist attractions has gotten better.

Therefore, it is very important to provide a good impression and experience for tourists visiting a tourist destination. This is in line with the statements of Zhang, Wu, and Buhalis (2017) who revealed the importance of tourist experience in determining interest in visiting a destination again. Especially for local tourists the tendency to make a return visit to a destination can be due to consideration of attractions or experiences that were missed during their first visit or to relive experiences that have been experienced (Tan and Wu, 2016).

## CONCLUSION

The results of this study indicate that the quality of tourism objects around Gunung Pancar still needs to be improved. This is evidenced by the many complaints from both domestic and foreign tourists regarding the condition of the facilities and infrastructure of these tourist attractions, which generally appear to be poorly maintained, not clean and hygienic, not safe, and lack the support of human resources. In addition, the irresponsible behavior of local people will also give a distinct impression to visiting tourists so that they will remember it as an unpleasant experience.

Re-visit intention can occur if the tourist obtains satisfaction after evaluating the results of the previous visit. Objects and attractions that give satisfaction to tourists will give a distinct impression to them, giving rise to the desire to return to visit on other occasions. Not only that, a pleasant experience when visiting will also encourage tourists to recommend their friends and relatives to visit the place. They will also upload interesting videos and photos during their visit to these tourist spots. From content and writing uploaded on blogs or other social media, tourists have also helped carry out promotions so that Gunung Pancar tourist attractions can be widely known not only domestically but also abroad. Conversely, for tourists who have had an unpleasant experience when visiting Gunung Pancar, they still have the desire to visit again and hope that if they come in the future, the situation and conditions and management of Gunung Pancar tourist attractions will be more organized. However, these tourists are reluctant to carry out promotions and recommendations to friends or relatives for fear that they will experience something like what happened to them. The limitation of this research is that this research does not discuss in detail how the government, in this case the manager of regional tourist attractions, prepares the surrounding community to be ready to receive visits from both domestic and foreign tourists, so that they can maintain their attitudes and behavior.

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