

**THE EFFECT OF DESTINATION IMAGE AND SMART TOURISM TECHNOLOGY
ON INTENTION TO REVISIT THROUGH SOCIAL MEDIA ON MANGROVE
ECOSYSTEM TOURISTS IN ACEH JAYA REGENCY**

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ABSTRACT

This study examines the effect of destination image and smart tourism technology on intention to revisit through social media on tourists from the mangrove ecosystem in Aceh Jaya Regency, Indonesia. The population was tourists who are traveling and tourism actors in Aceh Jaya Regency so the number of samples was not known with certainty. This was the kind of Non-Probability Sampling and to answer this problem the authors used the purposive sampling technique. In this study, there were 23 indicators. The technique of determining the number of samples was by 10 x 23 indicators so that a total of 230 was obtained. Data were collected using questionnaires distributed through social media such as Line, WA, and Instagram. The research model was analyzed using SEM-AMOS. The results reveal that in Aceh Jaya Mangrove Ecosystem tourism, Destination image affects tourists' social media, Smart tourism technology tourists, social media tourists, Destination image tourists intention to visit tourists, Smart tourism technology tourists intend to visit tourists, Social media tourists intend to visit tourists, Destination image tourists intend to visit tourists through social media, and Smart tourism technology tourists intend to visit tourists through social media. These findings also explain that social media acts as a partial mediator in the model. So the results explain that the model of increasing tourist intention to visit the Aceh Jaya Mangrove Ecosystem is a function of increasing its Destination image, increasing its Smart tourism technology, and increasing the role of Social media.

Keyword: Destination Image, Smart Tourism Technology, Intention to Revisit, Social Media.

1. INTRODUCTION

The natural geographical potential in Aceh Province has become one of the centers of attention for various tourists and business people as a destination for visiting and developing businesses in the tourism sector. As one of the mainstay sectors of regional development, tourism is a significant creative industry segment and can encourage rapid economic growth in terms of providing job opportunities, increasing income and living standards as well as supporting other production sectors.

Efforts to increase the promotion and development of tourism in Aceh Province from year to year continue to show very promising prospects for various regional destinations. The increase in the number of visits by foreign and domestic tourists to the province of Aceh with the theme of sharia tourism destinations and marina tourism has provided the impetus for regional tourist destinations to develop. These efforts have resulted in an increase in the number of tourists visiting Aceh where based on statistical data released by the BPS Aceh in 2019 shows an increase in the number of tourists to Aceh from year to year. From this statistical data, it can be seen that the

number of foreign tourists visiting Aceh in 2018 was 33,276 people and in 2019 it increased to 34,465 people.

This condition provides an opportunity for the tourist attraction of Aceh Jaya to absorb the number of tourists visiting Aceh to also visit various tourist destinations on the west coast of Aceh, especially in the Aceh Jaya Regency. By looking at the interest and potential for the development of natural tourism in Aceh Jaya Regency, it is a very big opportunity to increase the number of tourists visiting to travel in various tourist destinations in Aceh Jaya Regency. Concerning these statistics, the opportunity to increase the number of tourist visits in Aceh will make an important contribution to the development of tourist destinations in various regions, especially in Aceh Jaya Regency, however, this is highly dependent on tourists perceptions of tourist destinations in Aceh Jaya Regency.

The development of the tourism sector has now become one of the mainstay sectors of local governments to increase promotion and regional competitiveness. The tourism sector is also one of the indicators of increasing non-tax local revenue, so many local governments have boosted the tourism sector to obtain PAD as well as to provide jobs for the real sector and regional creative industries. As one of the areas that have very prospective natural potential in the tourism sector, Aceh Jaya Regency currently has 45 unspoiled tourist destinations which are grouped into 5 categories of tourist destinations.

Of this number, up to now, only about 16 destinations have formed Tourism Awareness Groups (POKDARWIS) and 4 new tourist destinations have received support for the development of facilities and infrastructure. Meanwhile, several other destinations still really need development support both in terms of physical and non-physical. When viewed from a physical and infrastructure perspective, the main obstacle currently being faced is in the field of access points to get to the location of these tourist destinations in addition to the limited facilities and infrastructure of supporting buildings at these locations to support the development of these destinations as leading tourism.

The tourism potential spread across Aceh Jaya Regency, includes nature tourism, cultural tourism, and religious tourism. Natural tourism groups in Aceh Jaya Regency such as CRU Ie Jeurengheh Sampoiniet tours, Teumbiga Teunom Caves, Ceuraceu Embon Teunom Waterfalls, Mangrove Forest Ecotourism. Mangrove Forest Ecotourism in Aceh Jaya Regency is currently community-based where it is managed directly by the local community to increase tourism potential in Aceh Jaya Regency. In addition, this mangrove ecosystem is very educational for visitors. Tourists always look for information about what tourist objects are in the regional destinations they visit through brochures, newspapers, or information officers. In addition to efforts to increase the number of new tourists, the manager of tourist attractions must try to increase interest in visiting again. The high number of revisit will create a good image of these tourist attractions. Therefore, it is very important for tourist attractions managers and government officials to increase the tourist's intention to revisit through social media marketing, destination image, and smart tourism technology.

It is not easy for a tourist destination to be able to convince and re-image and attract tourists, but this must continue to be pursued because with the right strategy tourists will be loyal to a destination and as much as possible provide excellent service as a form of the positive image of tourist destinations. Technology is playing an increasingly important role in promoting tourist destinations, distributing and marketing tourism, and supporting tourists before and during their

stay in destinations. Social Media Marketing is a form of promoting a variety of business content in various ways to social media users which is usually applied in the form of creating content according to consumer needs, distributing the content in various ways through social media, building networks between social media users, inviting consumer participation both through posting comments, travel reviews, and testimonials.

Apart from that, the perception of the destination (Destination Image), is one of the things that also contribute to the development of tourist destinations. It is very important to innovate in the development of tourist destinations, to make them attractive and have economic value. Tourists don't choose a destination just because of the monuments, beautiful scenery, culture, or cuisine that it holds. All of this is important, but today's tourists want to be presented with unknown destinations and want information about what to do, what to visit, and how to get somewhere using technology. Nowadays, the high and low levels of tourist interest in visiting a tourist destination cannot be separated from the role of information technology.

In many ways, smart tourism can be seen as a logical development of traditional tourism, and more recently it is also known as e-tourism, where the foundation for industrial and consumer technology innovation and orientation is laid earlier with the widespread adoption of information and communication technology (ICT). in tourism. smart tourism is a distinct step in the evolution of ICT in the tourism sector as the physical dimension and tourism managers enter the digital gaming arena, and a new level of intelligence is achieved in the tourism system.

2. LITERATURE STUDY

Intention to Revisit

Intention to Revisit is the adoption of repurchase intention, including one of post-purchase behavior or post-purchase behavior (Som, Marzuki, Yousefi, & AbuKhalifeh, 2012). Another theoretical study by (Fornell, 1992) in (Hendarsono & Sugiharto, 2013) said that satisfied consumers will make repeat visits in the future and also tell others about the perceived product or service. Satisfaction is also a major antecedent of revisit intention (Jang & Feng, 2007) ; (Ramukumba, 2018). (Som et al., 2012) and (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016) define intention to revisit as the desire to visit the same destination for the second time within a certain period. While the definition of intention to revisit. In this study, the definition of experts and previous research related to intention to revisit will be elaborated, and then used to measure the variable intention to revisit (Zeithaml, Bitner, & Gremler, 2018). Four indicators are used to measure the variable of intention to revisit, namely willingness to visit again, willingness to invite, willingness to the positive tale, and willingness to place the visiting destination in priority.

Social Media

(Cross, 2013) and (Carr & Hayes, 2015) mention that social media is an internet-based tool that makes it easy for users to interact and present themselves either immediately or delayed, whether it is in a wide audience or not. This encourages the value of user-generated content and the perception of interaction with other people. (Kotler & Keller, 2018) social media disclosure is a facility provided for consumers to share information through text, video, images, and audio between one person and another, one company to another, or even one person to another company. (Handika & Darma, 2018), (Evelina & Handayani, 2018) and (Arrigo, 2018) mention that marketing done through social media allows companies to achieve many goals that go beyond just

having a direct relationship with customers. Another study states that social media marketing refers to a concept that involves a collection of open-source, interactive, and user-controlled online applications that can help users to share experiences as participants in business and social processes (Graesch, Hensel-Börner, & Henseler, 2021). (Orzan, Planton, Ștefănescu, & Orzan, 2016) Indicators to measure social media variables are as follows: (1) Platform reputation and information validity, (2) Informative and up to date, (3) Interactive and Attractive, (4) Affordability, Public Participation, and response, (5) Content and Mastery of technology

Destination Image

(Carlo, Canali, Pritchard, & Morgan, 2009) Destination image is a mixture of objective knowledge, emotions, imagination, prejudices, and general impressions through which an object or place is judged by an individual. Destination image is a mixture of positive and negative perceptions that represent the setting context in which individuals make decisions about which destination to choose among potential alternatives (Carballo, Araña, León, & Moreno-Gil, 2015). Elements of a tourist destination include features such as sites or facilities, natural resources such as landscapes, flora and fauna, or physical conditions such as weather, Social elements such as the friendliness of the locals, the language used, the family structure, occupation, and urban planning are attributes of the destination that form part of the environment.

According to (Carballo et al., 2015) There are nine indicators used to measure destination image variables, namely; 1. Environment, namely the state of the environment in and around the tourist attraction. This includes the safety of tourist sites, cleanliness, the hospitality of residents, and the tranquility of the atmosphere. 2. Nature tourism, is a state of natural tourism or the beauty of the scenery in a tourist attraction. 3. Events and entertainment, namely a variety of events and entertainment presented at tourist attraction locations. 4. Historic/cultural attractions, namely the state of local culture that is the hallmark of a tourist attraction. 5. Infrastructure, namely supporting facilities in and around tourist objects. 6. Accessibility, namely the smoothness or ease of access to reach the location of a tourist attraction. 7. Relaxation, which is a condition or condition where a tourist attraction can help visitors to calm their minds and refresh their bodies. 8. Outdoor activities, namely activities that visitors can do in the open in and around tourist objects 9. Price and value, namely all costs incurred by visitors/tourists while in tourist objects.

Smart Tourism Technology

Smart tourism is all the use of ICT to obtain information related to tourism activities (Nindyati, 2017). Smart tourism is defined as the latest stage of tourism development which is influenced by the evolution of the development of technology and information (Gajdosik, 2018). (Korže, 2019), argued that the industrial revolution 4.0 has affected all fields of science, including economics and industry. Technology is the main supporter of industry 4.0, which also has a tremendous influence on tourism.

(Huang, Goo, Nam, & Yoo, 2017) examines the mechanism of how tourists use smart technology to increase tourism satisfaction. Interactivity Smart Tourism Technology facilitates targeted communication with other users and access to information sharing or real-time communication. In addition, personalized Smart Tourism Technology makes travel decision-making more efficient (Buhalis & Amaranggana, 2014) and provide customized information that accommodates tourism needs. (Lee, Lee, Chung, & Koo, 2018) in his research developed a model

that explains the influence of attributes of intelligent tourism technology and destination experience on tourist pleasure.

Smart Tourism Technology which is often used in tourism is Information Communication Technology (ICT) which is the basis. Meanwhile (Korže, 2019) revealed some of the most important technologies in Smart Tourism Technology are divided into several groups, namely: Internet of Things, Big Data, Augmented Reality, Virtual Reality, Mixed Reality, Technology-based Business Models, Mobile Technology, Artificial Intelligent and Robots, Chatbots. According to (Nindyati, 2017), There are several indicators to measure Smart Tourism Technology, the indicators of which are as follows: 1. Increasing the comfort of both domestic and foreign tourists. 2. Following the personalized demand from tourists. 3. The emergence of common sharing. 4. Effective and intensive use of various resources. 5. There is a role and support from the community

Paradigm and Hypotheses

The conceptual framework in this research is illustrated by the chart below:

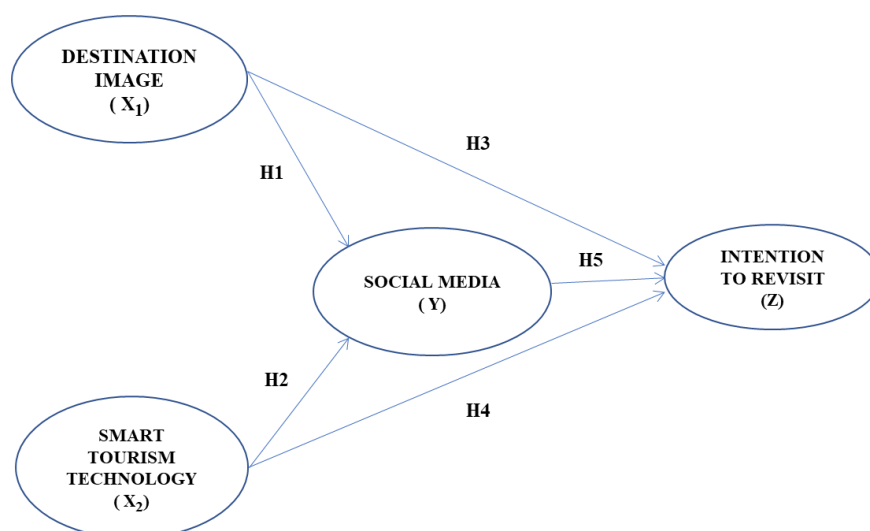


Figure 1. Conceptual Framework

H1: Destination image affects the social media of tourists of Aceh Jaya Mangrove Ecosystem.

H2: Smart tourism technology affects the social media of tourists of Aceh Jaya Mangrove Ecosystem.

H3: Destination image affects tourists' intention to visit the Aceh Jaya Mangrove Ecosystem.

H4: Smart tourism technology affects tourists' intention to visit the Aceh Jaya Mangrove Ecosystem.

H5: Social media affects tourists' intention to revisit the Aceh Jaya Mangrove Ecosystem.

H6: Destination image indirectly affects intention to revisit through social media of tourists of Aceh Jaya Mangrove Ecosystem.

H7: Smart tourism technology indirectly affects the intention to revisit through the social media of tourists of Aceh Jaya Mangrove Ecosystem.

3. METHOD

This research was conducted on the Mangrove Ecosystem in Aceh Jaya Regency, Indonesia, with the objects were destination image, smart tourism technology, social media, and intention to revisit. The population was tourists who are traveling and tourism actors in Aceh Jaya Regency so the number of samples was not known with certainty. This was the kind of Non-Probability Sampling and to answer this problem the authors used the purposive sampling technique (Sugiyono, 2017). In this study, there were 23 indicators. The technique of determining the number of samples was by 10×23 indicators so that a total sample of 230 people was obtained. Data were collected by distributing questionnaires linked through the Google Form application. Dissemination of the questionnaire was carried out using social media applications such as Line, Whatsapp, Instagram, and Facebook. Data processing was carried out sequentially, the first was data examination, the second was tabulation and the third was model test analysis where the data were processed and the results are analyzed and interpreted with the Structural Equation Model (SEM) method through the AMOS software.

4. RESULT

The structural between variables is figured as follows:

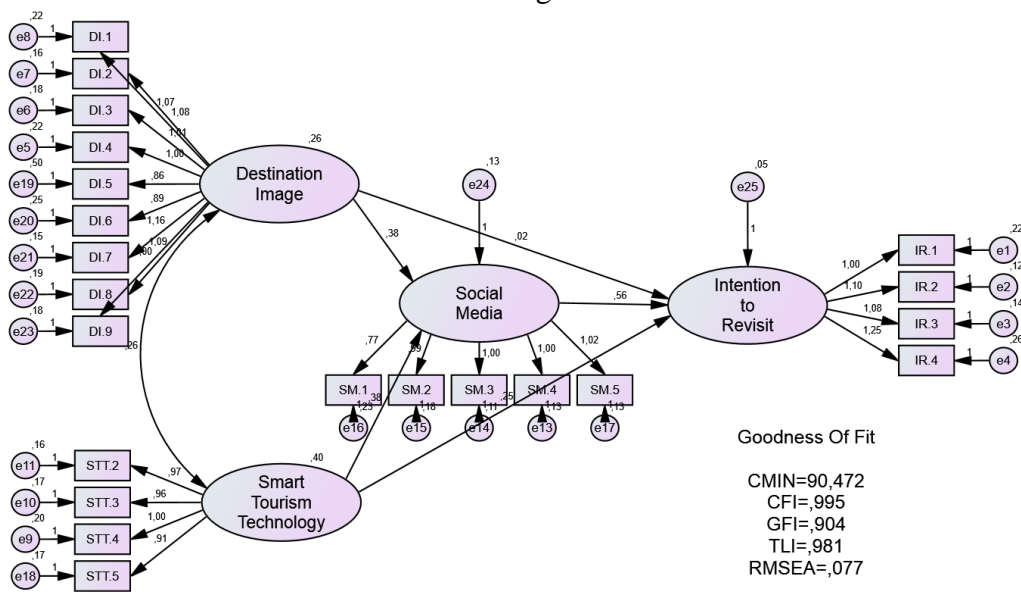


Figure 2. SEM Model

The results of testing the model after going through the fulfillment of SEM assumptions are contained below.

Table 1. Hypothesis Test Results

Endogen		Exogen	Estimate	S.E.	C.R.	P
Social_Media	←	Destination_Image	.385	.114	3.374	***
Social_Media	←	Smart_Tourism_Technology	.380	.093	4.088	***
Intention_to_Revisit	←	Destination_Image	.516	.090	6.178	***
Intention_to_Revisit	←	Smart Tourism Technology	.254	.078	3.274	.001
Intention_to_Revisit	←	SocialMedia	.556	.084	6.643	***
Social_Media	←	Destination_Image	.385	.114	3.374	***

Source: Primary Data, 2022 (processed)

From the test results, the disclosure can be described as follows:

1. Destination Image Effect on Social Media

Testing the destination image effect on social media produces an estimated value 0.385 with significance 0.001. This explains that the destination image on social media has a significant effect. This is interpreted from the results in the form of a significant probability value of 0.001 (<0.05) and C.R 3.374 (> 2.0). Thus H_{a1} is accepted and H_{o1} is rejected, which means: destination image has a significant influence on social media on tourists from the Mangrove Ecosystem in Aceh Jaya Regency. The coefficient value for the effect of destination image on social media is positive (0.114), this indicates that if the destination image increases, it will increase the quality of social media content for tourists from the Mangrove Ecosystem in Aceh Jaya Regency.

2. Smart Tourism Technology Effect on Social Media

Testing the smart tourism technology effect on social media produces an estimated value 0.380 with significance 0.001. With this, it reveals that smart tourism technology has a significant effect on social media. This is interpreted from the results in the form of a significant probability value of 0.001 (<0.05) and C.R 4.088 (> 2.0). Thus, H_{a2} is accepted and H_{o2} is rejected, which means: smart tourism technology has an influence on social media for tourists to the mangrove ecosystem in Aceh Jaya Regency. The coefficient value for the influence of smart tourism technology on social media is positive (0.093), this indicates that if smart tourism technology increases it will also increase social media activities on mangrove ecosystem tourists in Aceh Jaya Regency.

3. Destination Image Effect on Intention to Revisit

Testing the destination image effect on intention to revisit produces an estimated value of 0.516 with significance 0.001. With this, it figures that the destination image on the intention to revisit has a significant effect. This is interpreted from the results in the form of a significant probability value of 0.001 (<0.05) and C.R 6.178 (> 2.0). Thus H_{a3} is accepted and H_{o3} is rejected, which means the destination image influences tourists' intention to revisit Mangrove Ecosystem in Aceh Jaya Regency. The coefficient value for the effect of destination image on intention to revisit is positive (0.090), this indicates that if the destination image increases, it will also increase the intention to revisit tourists from the Mangrove Ecosystem in Aceh Jaya

Regency.

4. Smart Tourism Technology Effect on Intention to Revisit

Testing the smart tourism technology effect on intention to revisit produces an estimated value 0.254 with significance 0.001. With this, it explains that smart tourism technology has a significant effect on intention to revisit. This is interpreted from the results in the form of a significant probability value of 0.001 (<0.05) and C.R. 3,274 (>2.0). Thus, Ha4 is accepted and Ho4 is rejected, which means: smart tourism technology influences the intention to revisit tourists from the Mangrove Ecosystem in Aceh Jaya Regency. The coefficient value for the influence of smart tourism technology on intention to revisit is positive (0.078), this indicates that the increasing smart tourism technology will further increase the intention to revisit the Mangrove Ecosystem tourists in Aceh Jaya Regency.

5. Social Media Effect on Intention to Revisit

Testing the social media effect on intention to revisit produces an estimated value 0.556 with significance 0.001. This means that social media has a significant effect on intention to revisit. This is interpreted from the results in the form of a significant probability value of 0.001 (<0.05) and C.R 6.643 (>2.0). Thus, Ha5 is accepted and Ho5 is rejected, which means that social media influences tourists' intention to revisit the Mangrove Ecosystem in Aceh Jaya Regency. The coefficient value for the influence of social media on the intention to revisit is positive (0.084), this indicates that if the influence of social media increases, it will increase the intention to revisit tourists from the Mangrove Ecosystem in Aceh Jaya Regency.

6. Destination Image Effect on Intention to Revisit with Social Media as Mediation

Calculation of the p-value on the path of the destination image's indirect effect on intention to revisit through social media as mediation can be done using the Sobel Test Calculator with the following results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.385	Sobel test: 3.00825121	0.07115762	0.00262756
b	0.556	Aroian test: 2.98137555	0.07179907	0.00286957
s _a	0.114	Goodman test: 3.03586703	0.07051033	0.00239845
s _b	0.084	Reset all	Calculate	

Figure 3. Sobel Test for Hypothesis 6

From the results of the Sobel test on the significance level test of the mediating variable, the z-value 3.008 was obtained with P 0.002 at a significance level of 0.05. Because the z is 3.008 < 1.96 and p-value (0.002) < Sig (0.05) it can be said to have a significant effect. For more details, the results of the calculation can be seen below.

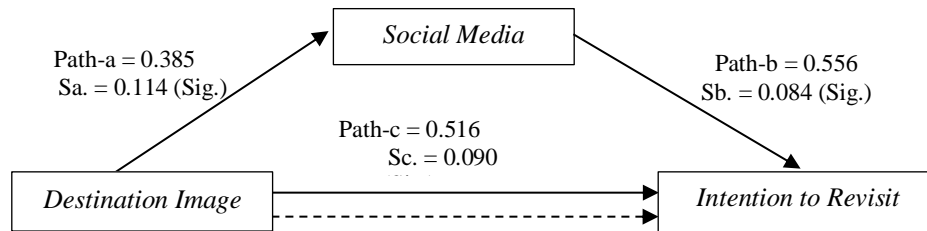


Figure 4. Social Media Mediation Model of Hypothesis 6

From the calculation of the Sobel test, the result is 3,008 indicating a significant Sobel test result because the calculated Sobel test is >1.96 . So that social media mediating the effect of destination image on intention to revisit is fully mediating. Where this shows that the destination image variable is not able to directly affect the intention to revisit variable without involving social media variables. Thus, H_{a6} is accepted and H_{o6} is rejected, which means that social media mediates the relationship between destination image and intention to revisit tourists from the Mangrove Ecosystem in Aceh Jaya Regency.

7. **Smart Tourism Technology Effect on Intention to Revisit with Social Media as Mediation**

The calculation of the P-value on the path of the smart tourism technology's indirect effect on the intention to revisit through social media as mediation can be done using the Sobel Test Calculator with the following results:

	Input:	Test statistic:	Std. Error:	p-value:
a	0.380	Sobel test: 3.47689872	0.0607668	0.00050725
b	0.556	Aroian test: 3.44851881	0.06126688	0.00056367
s_a	0.093	Goodman test: 3.50599103	0.06026256	0.00045491
s_b	0.084	Reset all	Calculate	

Figure 5. Sobel Test of Hypothesis 7

The results of the Sobel test on the significance level test of the mediating variable resulted in a z-value of 3.476 with P 0.005 at significance 0.05. Because the z is $3.476 < 1.96$ and $P (0.005) < Sig (0.05)$ it can be said to be significant. For more details, the results of the calculation can be seen below.

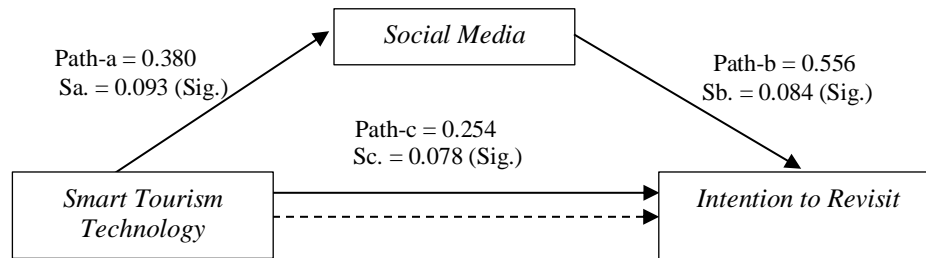


Figure 6. Social Media Mediation Model of Hypothesis 7

From the calculation of the Sobel test, the result is 3,476, indicating a significant Sobel test result because the calculated Sobel test is > 1.96 . So social media that mediates the influence of smart tourism technology on the intention to revisit is fully mediating. Where this shows that the smart tourism technology variable is not able to directly influence the intention to revisit the variable without involving social media variables. Thus, Ha7 is accepted and Ho7 is rejected, which means that social media mediates the relationship between smart tourism technology and the intention to revisit tourists from the Aceh Jaya Mangrove Ecosystem.

6.CONCLUSION

The results reveal that in Aceh Jaya Mangrove Ecosystem tourism, Destination image affects tourists' social media, Smart tourism technology tourists, social media tourists, Destination image tourists intention to visit tourists, Smart tourism technology tourists intend to visit tourists, Social media tourists intend to visit tourists, Destination image tourists intend to visit tourists through social media, and Smart tourism technology tourists intend to visit tourists through social media. These findings also explain that social media acts as a partial mediator in the model. So the results explain that the model of increasing tourist intention to visit the Aceh Jaya Mangrove Ecosystem is a function of increasing its Destination image, increasing its Smart tourism technology, and increasing the role of Social media. These findings produce academic value after going through scientific testing and can be used as theoretical references and the development of new research models in the future. These results can also be used by practitioners, especially the subject of this research, namely policymakers related to tourism in the Aceh Jaya Mangrove Ecosystem.

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