

Community Responses to Nature-based Tourism Promotion Materials in Indonesia

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Abstract

The growth of nature-based tourism has triggered further development of outdoor tourism activities by utilizing natural areas for commercial purposes. This trend is likely related to the role of tourism promotion. However, promotion is still interpreted partially as an effort to convey information persuasively to reach the phase of purchasing. In this study we used more comprehensive and integrated approach. We interpret promotion in seven phases from information sharing up until becoming a tourism promotion agent so that promotion of nature-based tourism destinations is more effective and optimal. This study is aimed at determining the role of promotion on visitor decisions to visit nature-based tourism destinations. A set of questionnaire was distributed to the community by considering the different income level, education, and occupation divided into three categories, namely, the upper, middle, and lower classes. In this study we used 100 respondents to assess printed promotional and audio-visual materials. Data were analyzed using One Score One Indicator System, Kruskal Wallis, and Dunn test. The results of the study showed that out of the seven phases that we examined, differences of opinion occurred in three phases of promotion including recognition and consideration phase, the motivation to enjoy natural tourism services, and willingness to be tourism promotion agent. This indicates differences of opinion over the factors that influence the three categories of respondents regarding the decision to visit a promoted nature-based tourism destination. Higher income shows a better response to the seven phases of the promotion definition of natural tourist destinations. We identified that internal factors including income characteristics, education, and occupation in addition to external factors of promotional materials (such as design and substance) together with attraction (destination attributes) can increase the the decision to visit nature-based tourism destinations. The management implications of this study were relate to consumer behavior on visit decisions as the important factor for the success of the destinations. Also, designing effective promotional activities that are tailored to the perceptions and motivations of consumers in nature-based tourism destinations is important.

Keywords: promotion, promotion materials, nature-based tourism, community perception

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Introduction

Demand for nature-based tourism in Indonesia has fluctuated. This can be influenced by various external and internal factors such as environment, socio-demographic, and psychological processes. Newsome et al. (2013) define natural tourism as tourism in natural areas which occurs in a natural setting and embraces viewing nature as the primary objective. In more recent reviews, Fredman et al. (2012) identify four things related to the definition of nature-based tourism: (1) visitors to natural areas, (2) experience in the natural environment, (3) activities in the form of

participation, and (4) normative aspects related to sustainable development, local impacts, etc. There is no general agreement on the definition of nature-based tourism. However, contemporary literature links it to (1) recreation and adventure (Laarman & Durst, 1987), (2) protected areas and natural destinations (Lang & O'Leary, 1997), (3) elements of nature and nature protection (Hall & Boyd, 2005), (4) activities that directly depend on the natural environment (Mehmetoglu, 2007), (5) spending time in natural areas outside the home environment (Fredman & Tyrväinen, 2010), and (6) tourism that occurs in areas that are

rich in natural facilities and connected activities with natural settings (Lundmark & Muller, 2010).

These discussion topics relate to the explanation that nature-based tourism is a nature-dependent tourism experience, enhanced by nature or nature as part of what makes travel special (Valentine, 1992). Nature-based tourism involves activities, which in some cases depend on nature. In addition, some activities can be carried out in the form of outdoor recreation, and the same activities can be carried out in the context of commercial tourism as nature-based tourism activities (Tangeland & Aas, 2011).

The development of the level of visits to natural attractions in Indonesia based on data from the Ministry of Tourism shows that the number of domestic tourists increased by 5.51% in 2017, and visits in 2016 to natural attractions reached 18.07% (Ministry of Tourism, 2017). Efforts to increase the number of visits to nature-based tourism destinations must continue and be supported by promotional activities. The use of promotional media needs to be optimized and is expected to influence the level of visits. Conventional media such as printed media and audiovisual are still the choice of the Ministry of Tourism to influence the decision to visit natural attractions. The problem is that research to determine the factors that influence the decision to visit natural attractions due to conventional media stimulus has not been done, especially looking at community characteristics of income, education, and occupation while the potential of nature-based tourism in Indonesia is very large. Significant researches looking at a number of variables that influence behavior and purchasing decisions such as age (Collins & Tisdell, 2002a), gender (Collins & Tisdell, 2002b; Meng & Uysal, 2008), family life cycle (Fodness, 1992), household composition (Tangeland & Aas, 2011), nationality (Pizam & Sussmann, 1995; Kim & Prideaux, 2005), education level (Vogt & Fesenmaier, 1998), and cultural background (Ng et al., 2007) have already been done.

The use of media in several studies shows that it can lead to differences of opinion (polarization) of the audience related to a particular discussion. For example, technical layout and interactive strategies lead to opinion polarization in debates on Weibo applications in China. Layout causes fragments in the message structure. Weibo technical design allows simultaneous interaction with multiple audiences (which many users are not aware of) and complicates the debate further, leading to the polarization of opinions from the topics being discussed (Lin & Tian, 2018). The use of both conventional and modern media, such as social media (Lee, 2016; Lin & Tian, 2018), and television (Yuan, 2008) can lead to the dispersal of community opinion. Therefore, this study aims to determine the polarization of the community regarding the nature-based tourism promotion material so that the factors that influence it can be identified. In addition, it is important to know the factors that influence the visit decision to find out consumer behavior related to segmentation of demographic factors in the form of income, education, and occupation. This study also designed an effective promotion of meaning that was more impartial through the seven phases of meaning. It is necessary to know the factors that influence the decision to visit natural

attractions by looking at income, education, and occupation factors towards the seven phases of tourism promotion.

Methods

Research location and time of data collection The study was conducted to evaluate promotional materials both printed media and audiovisuals that have been produced by the Indonesian Ministry of Tourism. The choice of conventional media is because this media is still used in promoting Indonesian tourism, and the budget allocation in producing it is reasonably large and has increased from year to year. Data retrieval and data processing were carried out from July 2017 to May 2018.

Data collection methods Research on the polarization of the public responses to printed promotional materials and audiovisuals used a phenomenological approach (Altinay & Paraskevas, 2008; Haryadi & Setiawan, 2014). This approach is carried out to study human phenomena and social behavior, as an alternative approach that emphasizes a holistic understanding of a phenomenon. The number of samples from this study were 100 people consisting of three groups, namely, the upper class (30 people), the middle class (30 people), and the lower class (40 people). The community chosen as the samples fulfilled the criteria based on their income, education, and occupation. The income criteria were divided into three categories, namely income per capita per month in the lower class group IDR1,840,000.00, middle class IDR1,850,000.00–IDR5,600,000.00, and upper class > IDR6,000,000.00. Determination of the amount of income refers to the standard used by the Central Statistics Agency (*Badan Pusat Statistik*, BPS) in 2018 in which the minimum income of the community to meet national living standards is IDR401,220.00 capita⁻¹ month⁻¹. The figure is the minimum income limit or as a national poverty line, and on average every poor household has 4.59 family members, and the household expenditure to meet living standards reaches IDR1,840,000.00 poor households⁻¹ capita⁻¹ month⁻¹. Families with less than this income are categorized as low-income families (BPS, 2018). The level of work and education in the upper class occupies jobs with quite high positions in private companies or self-employed with a minimum education of higher education. The middle class has tertiary education to high school working as civil servants in government institutions or state-owned enterprises (*Badan Usaha Milik Negara*, BUMN). The lower class has a low education level and irregular employment or as a laborer. Determination of samples to represent population data was carried out by purposive sampling method. Sampling is carried out according to requirements that meet the characteristics, and certain criteria. The questionnaires were distributed by determining their samples to be taken with consideration of the criteria of income, education, and occupation that have been mentioned. Community responses were assessed on seven phases related to the meaning of promotion, namely (1) delivering information, (2) making them aware and remember, (3) making recognition and considering promoted natural attractions, (4) becoming motivated in enjoying natural tourism services, (5) performing actual visits, (6)

appreciating promoted natural attractions, and (7) becoming agents of nature-based tourism promotion.

The assessment of audience response perceptions was measured using a closed-ended patterned questionnaire adapted from One Score One Indicator method with a 1–7 Likert scale (Avenzora, 2008). The research was conducted in three stages. The first stage involved inventory in the form of comprehensive data collection activities on tourism promotion issues in Indonesia. At this stage, a collection of promotional materials, which have been produced by the Ministry of Tourism, namely, printed materials and audio-visual media, was conducted. The inventory process on tourism promotion was carried out through literature studies and library research. Document search was also carried out on the Terms of Framework Reference (*Kerangka Acuan Kerja*, KAK) in the form of budget allocations for the promotion of printed and audio-visual materials in the Ministry of Tourism. This inventory data provides a comprehensive overview of promotional material and the problems that occur so that materials needed to carry out the next research process can be obtained. The second stage was product analysis. At this stage, the mapping of tourism promotion products reviewed and assessed by respondents was carried out. Analysis of promotional products that have been produced by the Ministry of Tourism specifically related to nature-based tourism in the last five years 2011–2016 was also conducted. The promotional materials were analyzed including 31 printed and 16 audio-visual media materials in the form of VCDs (promotional films for Indonesian tourist destinations). The printed materials were divided into 24 booklets and seven tourism map pieces. The selection of printed and audio-visual materials with consideration to the types of promotional material is still being produced by the Ministry of Tourism to date even though the advance of technology and use of social media in promotion have developed very rapidly and budget allocation for both types of promotional material continues to increase from year to year. The third stage involved the psychographic analysis of the respondents. Psychographic aspects see audience perceptions of tourism promotion materials based on seven phases of meaningful promotion. The assessment used a scoring system (One Score One

Indicator) with a Likert scale that is expanded to 1–7, in which the lowest value indicates the worst, and the highest indicates the best. Analysis of the data used in the research was descriptive qualitative analysis with the stages of analysis, namely, data reduction, data presentation, and conclusion drawing. One Score of One Indicator system of data calculation formulae is described in Equation [1]:

$$p = \frac{(\sum R1 \times 1) + (\sum R2 \times 2) + (\sum R3 \times 3) + (\sum R4 \times 4) + (\sum R5 \times 5) + (\sum R6 \times 6) + (\sum R7 \times 7)}{\sum Rt} \quad [1]$$

note: p = value of a parameter; $R1-7$ = number of respondents who chose a scale score between 1 and 7; Rt = total number of the chosen respondents

A statistical test was conducted on the results of the assessment of one score one indicator to determine the significance of polarization of people's perceptions using the Kruskal Wallis test. It was continued with the Dunn test (t -Dunnet) if there was a significant difference between groups of respondents. Further tests (posthoc tests) from ANOVA were carried out on Significant Kruskal Wallis test results. The t -Dunnet further test was used to determine the differences between the two sample groups significantly.

Results and Discussion

Promotional activities for nature-based tourism can utilize promotional media in the form of printed media and audio-visual media. The Ministry of Tourism as the party responsible for introducing the enormous potential of nature-based tourism in Indonesia and the promotional media that have been produced should know to what extent the audience gave responses. The Kruskal Wallis test results showed there were differences in the community opinion in the three phases of obtaining the meaning of nature-based tourism promotion (Table 1). This shows public there are differences in influencing the decision to visit natural tourism destinations among the community.

These differences in opinion can be influenced by differences in understanding nature-based tourism and its supporting factors in the group of respondents. Understanding is also influenced by factors of knowledge, motivation, and perception (Durianto et al., 2003). Knowledge stored in the memory is the primary determinant

Table 1 Results of Kruskal Wallis test related to the audience responses of natural tourism group

Aspects of assessments	<i>p-value</i>
Aspect of information delivery	0.834
Aspect of becoming aware and remembering	0.999
Aspect of being recognized and making considerations	0.065****
Aspect of being motivated to enjoy tourism services	0.078****
Aspect of performing actual visits	0.345
Aspect of appreciating promoted object tourism	0.486
Aspect of becoming a tourism promotional agent	0.089****

Significant ***** =1%, **** =5%, *** =10%, ** =15%, * =20%, =25%

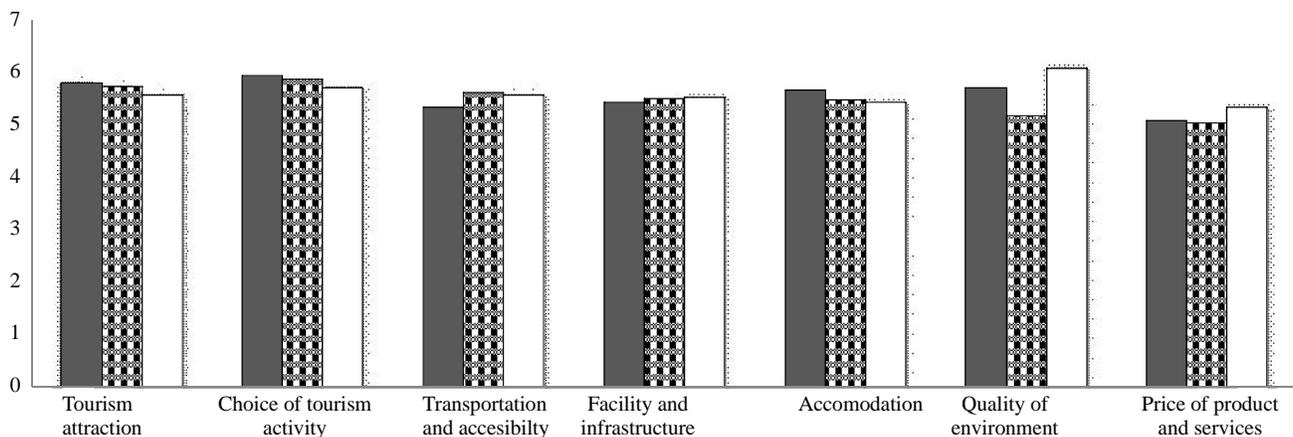
in understanding. Knowledge also increases the ability of consumers to understand a message, and it can be influenced by psychological and external input factors in the form of promotional materials, which make fragmented opinions among groups of respondents. Polarization and extremity are the fundamental characteristics of the attitude and assessment processes in social interaction situations (Lee, 2016). In this context, it can be interpreted that polarization that occurs between groups of respondents does not describe individual opinions. Extreme disagreements occur between groups of respondents as a form of the attitude of the respondent groups due to the stimuli of natural tourism promotion materials and socio-demographic factors. The results of the meaning of each promotion function related to natural tourism promotion materials are as follows.

Analysis of the first phase-promotional materials in the delivery of information Based on the criteria that have been designed, the polarization of the audience responses does not occur with the assessment of promotional materials in delivering information. The results of the Kruskal Wallis test statistic also show that there are no significant differences between groups of respondents ($p\text{-value} = 0.834 > = 5\%$). This can be interpreted that all aspects of assessments were considered clear in delivering information on promoted nature-based tourism destinations. The differences in the characteristics of respondents from income, education, and occupation did not cause differences of opinion in evaluating promotional materials in delivering information so that the influence on the decision to visit a nature-based tourism destination was positive. The assessment of the respondents of the community regarding promotional materials in delivering information can be seen in Figure 1.

Based on Figure 1, the assessment of the average community is rather clear for the six aspects of assessment related to promotional materials. The average rating is lower regarding the price aspects of nature-based tourism products and services. This shows that respondents of the upper, middle, and lower classes will consider the price or costs that will be incurred before deciding on tourism activities. Information on prices of tourism products and services in

nature-based tourism destinations is not clearly stated in printed and audio-visual materials. This is supported by Alfred (2013) and Djeri et al. (2014) studies. The research of Djeri et al. (2014) at the information seeking stage, the respondents' income influenced the decision when choosing a tourist destination especially those that are very influential in accordance with the level of income related to information on promos or discounts. Low-income groups in the process of gathering information on tourist destinations are very significant and influential. Alfreds (2013) notes that prices influence consumer purchasing decisions and consumers will consider prices in purchasing situations. Prices will also be one of the comparative indicators where purchasing decisions are related to the ability of consumers to pay. Yuan and McDonald (1990) mention that budget is ranked as the highest for all countries, which are part of a study of motivations and expectations of potential visitors in Canadian National Parks. There are seven pull factors and cost ranked highest as consideration for visiting nature-based tourism destinations in Canada. For the various explanations above, it can be interpreted that promotion materials, in general, can provide clear information about nature-based tourism destinations and services related to their activities. However, price information is considered rather clear by community respondents due to information on costs or prices related to tourism products and services nature are not all listed in promotional materials.

Analysis of second phase-promotional materials makes tourists aware and remember A polarization of public responses does not occur in the assessment of promotional material to make aware and remember of promoted nature-based tourism destinations. The Kruskal Wallis test also showed no significant differences between groups of respondents ($p\text{-value} = 0.999 > = 5\%$). These values indicate that all aspects of the assessment made the community respondents aware and remember the promoted destinations. The assessment of the respondents of the community regarding the perception of promotional materials made tourists aware and remember the nature-based tourism promoted.



Highly not clear (1); not clear (2); slightly not clear (3); neutral (4); slightly clear (5); clear (6); highly clear (7); upper class (■), middle class (▨); lower class (□).

Figure 1 Perception of community respondents on aspect of information delivery.

Based on the respondents' assessment, the promotional materials from the design and substance aspects received an influential assessment (score 6) in making aware and remember (Figure 2). Purnomo (2011) also states that promotional materials can increase awareness and reach visitors when looking for "something to see and something to do" for the first visit. In line with the disclosure of Likmalatri (2014), attractive designs can increase audience awareness and memory of natural tourist destinations promoted as visual communication that can deliver messages as effectively as possible.

Meanwhile, the average value of the price aspect is considered to be fairly influential (score 5) by the respondent group to be aware and remember the promoted natural attractions. Price is the amount of money charged for a product or service. More broadly, the price is the sum of all values that customers provide to benefit from owning or using products and services (Kotler & Armstrong, 2007). This price for most people still occupies the top spot for determinants in purchasing decisions for an item or service. The results of the assessment show that the design and positive image obtained the highest average score. Therefore, the promotional materials generally affect the groups of upper, middle, and lower class respondents, and make them aware and remember promoted natural attractions.

Analysis of third phase-promotional materials makes people recognize and consider natural tourism The polarization of community responses occurs to make them recognize and consider promoted nature-based tourism destinations (Figure 3). The Kruskal Wallis test also shows that there are significant differences between groups of respondents ($p\text{-value} = 0.065 < = 10\%$) in recognizing and considering promoted nature-based tourism destinations. In this selection of assessment aspects in the stage of recognizing and considering, there are factors of socio-demographic characteristics and several factors of stimulation of promotional material that affect the respondents.

The recognition stage is caused by several factors including new needs that are influenced by sociodemographic characteristics such as increased income, which encourages the need for travel. The same assessment is shown by the upper-class and middle-class respondents in recognizing and considering natural attractions that are promoted because they are influenced by aspects of tourist attractions. In this context, the recognition and consideration stages are influenced by pull factors. Pull factors in the form of destination attributes (attractions, objects, attractions, and tourist activities) are influential in making visits to tourist destinations (Buhalis, 2000; Mill & Morrison, 2009; Sediyo & Adomaitiene, 2016). In addition, it is also influenced by driving factors (push factors) in the form of personal attributes such as conformity with personal characteristics and influential physical abilities to do actual visit.

The stage of recognition in the explanation of Belch & Belch (2003) will be influenced by the needs, desires, and new products offered through promotion. The aspect of financial ability and willingness to get an assessment is reasonably influential because of the need, desire, or influence of nature-based tourism products on the group of respondents offered by promotional materials. Based on the explanation above, it can be interpreted that differences of opinion in the upper, middle, and lower classes of society can be influenced by different abilities related to the needs, desires, and promoted nature-based tourism products so that they influence recognition and consider mainly related to driving factors (push factors) and pull factors from promoted nature-based tourism destinations.

Analysis of fourth phase-motivation to enjoy travel services The polarization of the audience response occurs in the assessment of motivation to enjoy tourism services in promoted natural attractions (Figure 4). The Kruskal Wallis test also shows that there are significant differences between groups of the community ($p\text{-value} = 0.078 < = 10\%$). On this matter, it indicates that the motivation of the respondents in the community is influenced by differences of opinion among

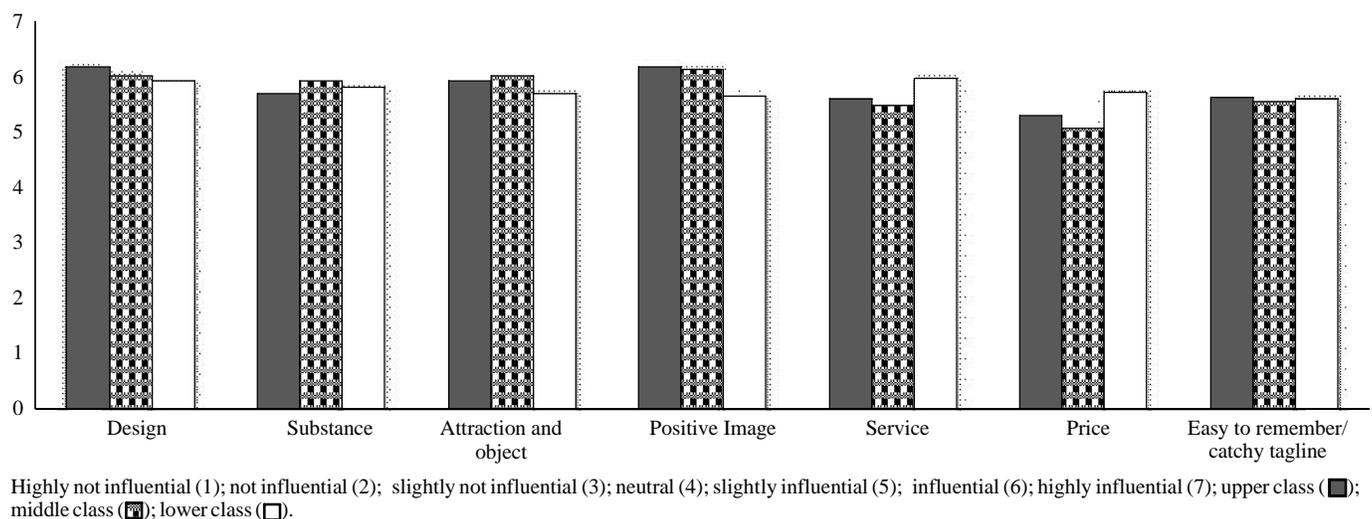


Figure 2 Perception of the community regarding promotion media making them aware and remember.

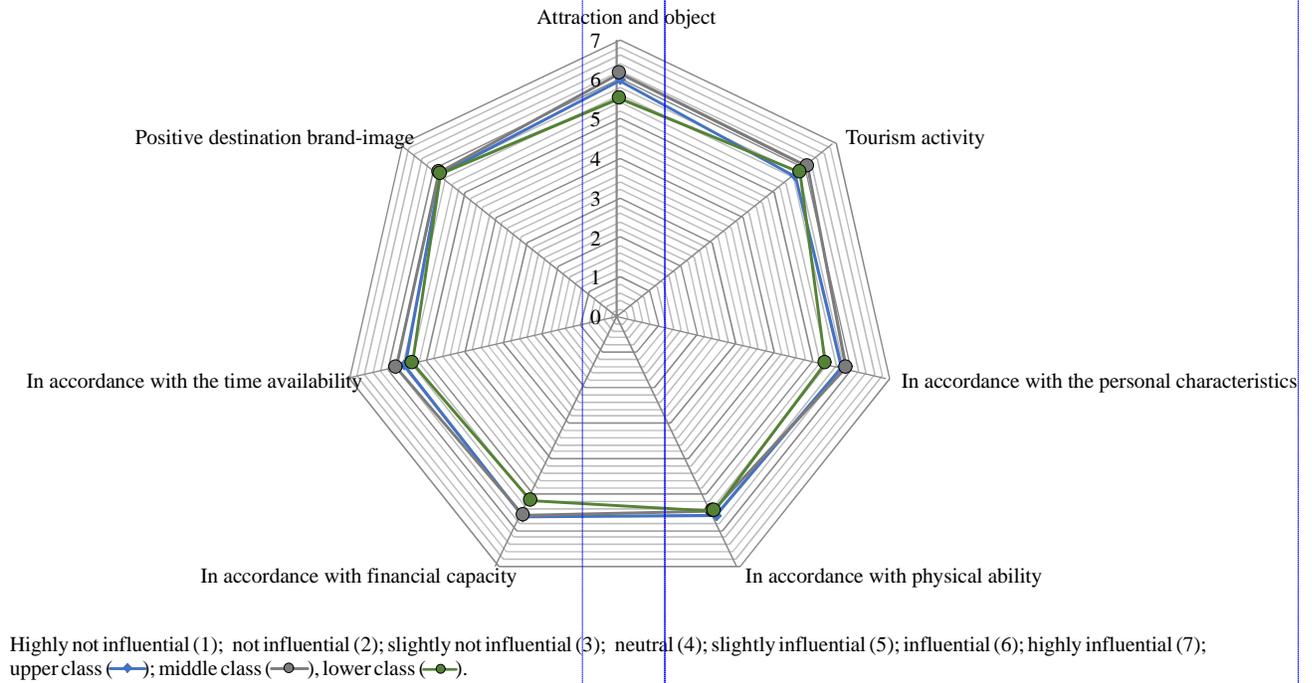


Figure 3 Dynamics of polarization audience responses to recognize and consider promoted natural attractions.

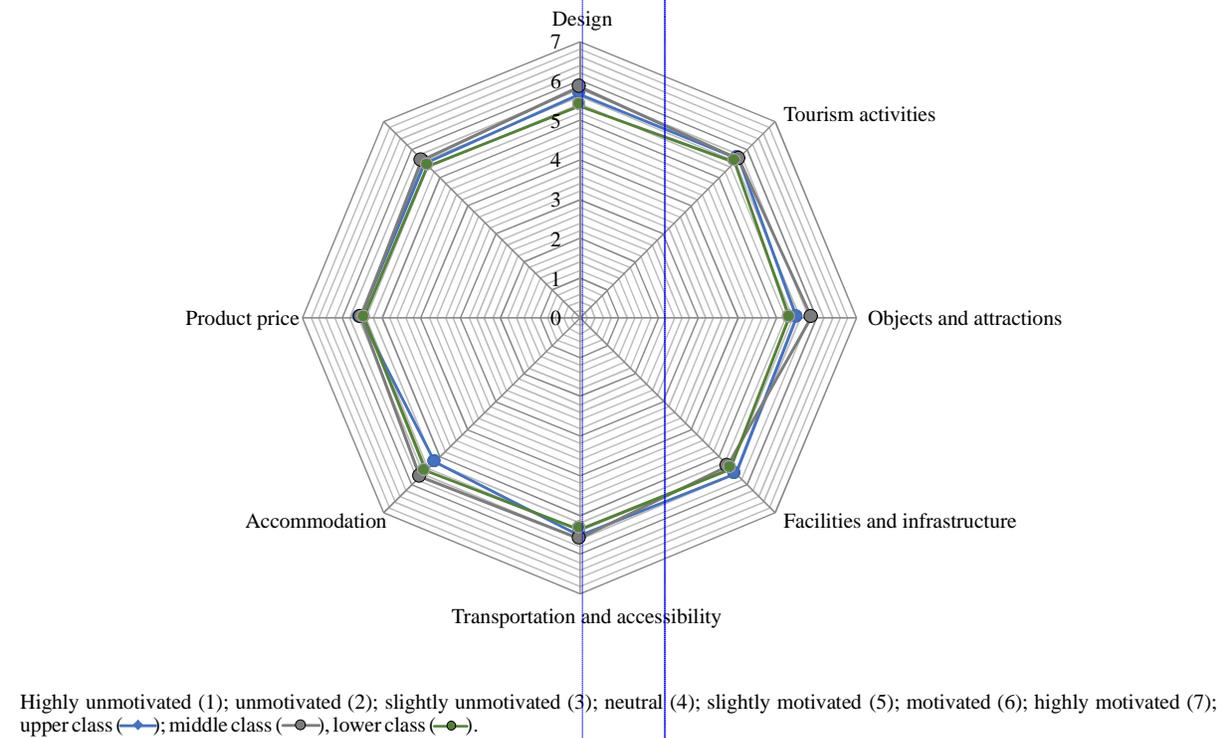


Figure 4 Dynamics of polarization audience responses on the motivation to enjoy travel services.

groups of respondents in addition to the promotional materials and pull factors from the promoted nature-based tourism destinations.

Differences in consumption and the decision to make purchases are affected by income. As stated by Alma (2004), different income will also make a difference in consumption patterns. Regarding the motivation of respondents, the upper-class and middle-class categories are influenced by media promotion (design) tourism activities and natural tourism objects and attractions that are promoted (Figure 6). Decrop (2015) mentions that promotion factors can be external inputs that influence the motives of tourists to choose a destination.

Pull factors, such as objects and attractive tourist attractions, tourism activities, accommodation, transportation, accessibility, and product prices are factors that motivate the community respondents to enjoy tourism services. In the context of community motivation, the differences of opinion can be influenced by income and external factors in the forms of promotional media and pull factors found in printed and audio-visual promotion media, thus influencing the motivation of the community respondents to enjoy natural tourism services.

Analysis of fifth phase-conducting actual visit The polarization of community response does not occur to conduct actual visits to the promoted natural attractions (Figure 5). The Kruskal Wallis test also shows no significant differences between groups of people ($p\text{-value} = 0.345 > = 5\%$). This can be interpreted as all aspects of assessment have a positive influence on respondents in the community to do actual visits to the promoted nature-based tourism destinations.

Factors that influence the highest average value for actual visits to the promoted nature-based tourism destinations due to the pull factors include attractive attractions and tourism objects (5.8) and exciting and new choices of activities and tourist programs (5.9) for respondents in the community. Pull

factors are external forces that cause an individual to choose a destination and influence the decision to travel (San Martín & Rodríguez del Bosque, 2008). These attracting factors are characterized based on the terms of the characteristics or attributes of the destination (Klenosky, 2002). Edwin et al. (2017) also state that nature-based tourism destination interesting visitor because of the diversity of flora, fauna, and uniqueness of the natural forest landscape.

Referring to this nature destination trip, physical abilities get the highest average value that affects the group of respondents to travel. This is because most trips to natural tourist destinations, such as conservation areas, protected areas, and other natural areas, require excellent stamina and physical strength, especially with tourism activities such as climbing. Hence, people travel because they are driven by internal strength and drawn by external forces from tourist destinations (Cha et al., 1995). Based on the explanation above, it can be interpreted that the community respondent groups in conducting actual visits are influenced by destination attributes and internal factors, especially physical abilities related to nature-based tourism activities.

Analysis of the sixth phase- appreciating promoted natural attractions The polarization of the public response does not occur in appreciating the promoted natural attractions. The Kruskal Wallis test also shows that there is no significant difference between the community groups ($p\text{-value} = 0.486 > = 5\%$). This indicates that (1) promotional media factors in the form of printed material and audio-visual media can increase appreciation for promoted nature-based tourism destinations and that (2) pull factors influence the respondent group of the community to appreciate the promoted natural attractions.

The highest average value that influences the response of the community to appreciate the nature-based tourism object being promoted is the beauty and uniqueness of the attractions of nature-based tourism destinations (5.9), tourism activities (5.8), printed material design (5.8), and the

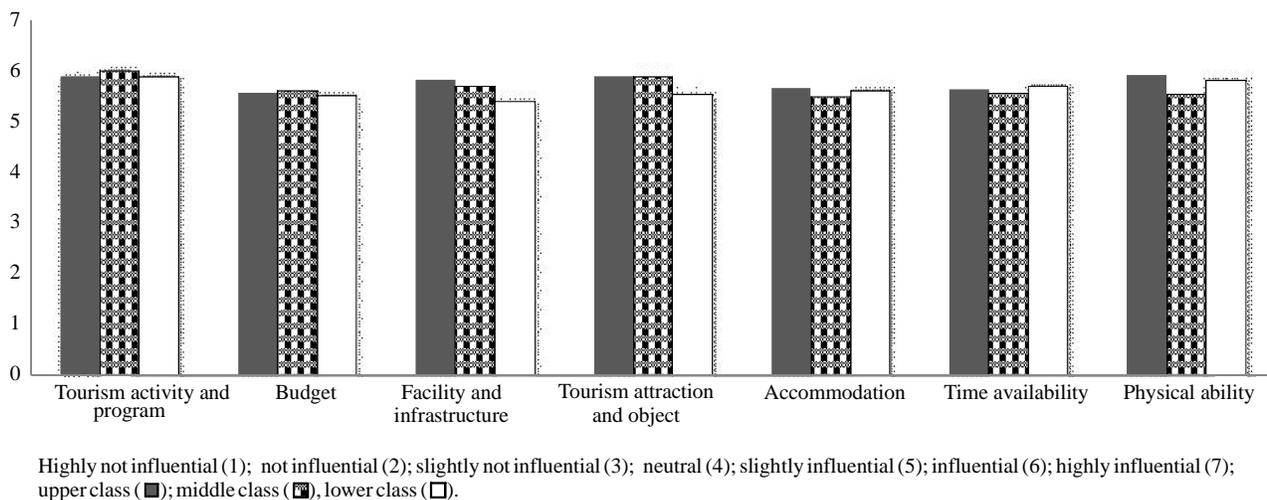


Figure 5 Perception of community respondents to conduct actual visit to the promoted natural tourism.

image of nature-based tourism object (5.8). The four aspects affect the respondents of the community to appreciate natural attractions that are promoted through printed material and audio-visual media (Figure 6).

These assessments are in accordance with the statement of Chiu et al. (2016) on the image in the tourism field as a form of trust and impression of the destination based on information processed from various sources. In this research,

the source of questions is the promotion of nature-based tourism media. Appreciation can also be influenced by associations with products and services stored in the memory or experience of the respondents with regard to destinations and positive nature-based tourism activities. The design aspects of printed and audio-visual material also support the visualization of images of destinations and nature-based tourism activities, so that they ultimately enhance a more positive image of natural attractions.

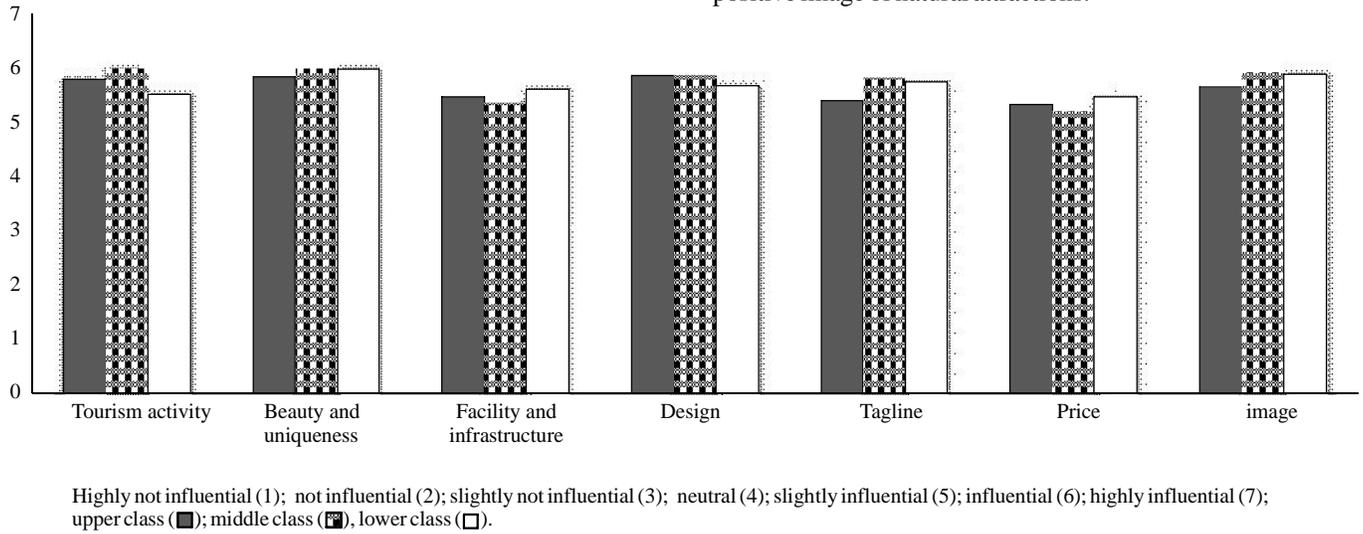


Figure 6 Perception of community respondents on appreciating promoted natural attractions.

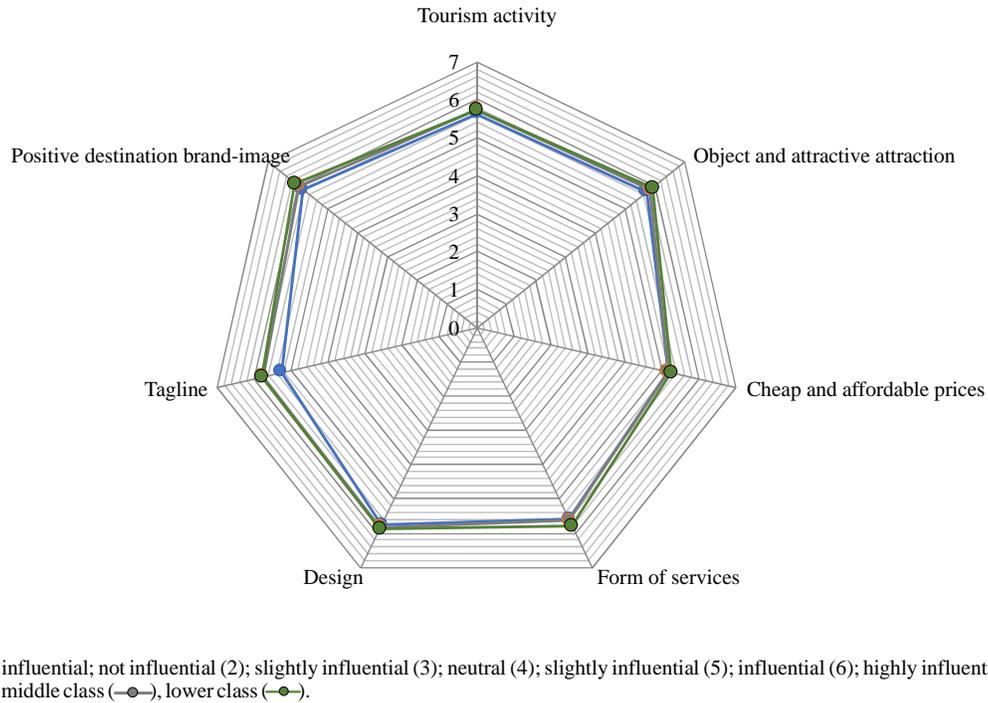


Figure 7 Dynamics of polarization audience responses becoming a tourism promotion agent.

Analysis of seven phase-becoming a tourism promotion agent The polarization of community response occurs in the assessment of being a promotional agent for promoted natural attractions (Figure 7). The Kruskal Wallis test also shows that there are significant differences between groups of the community (p -value = 0.089; $\alpha = 10\%$). The respondent group of the community is evaluated to be slightly influential (score 5) from the aspect of the cheap and affordable assessment of prices. Six other aspects affect the community group to become agents of nature-based tourism promotion.

The role of nature-based tourism promotion agents needs to be optimized, especially in influencing tourist visit decisions. Sutisna (2006) mentions several factors that influence tourist decisions, i.e., environmental, personal, and psychological variables. These environmental variables are classified into cultural and social. Social factors are factors in the scope of the environment surround tourists including referral groups and families. Friends, co-workers, and neighbors can also be categorized as reference groups that can directly or indirectly influence tourist decisions. Families in this regard relate to the most important consumer purchasing organizations in society, and family members become the most influential primary reference groups in a broad scope.

Conclusion

Community perceptions, related to promotional materials both printed and audio-visual, show that there were differences of opinion that occurred in three phases of the seven phases assessed regarding the meaning of promotion. Factors of income, education, and occupation influence the opinion formation in the third phase of promotional material, which made it recognized and considered nature-based tourism destinations. The fourth phase was motivated to enjoy nature-based tourism services, and the seventh phase became agents of nature-based tourism promotion. Fragmented public opinion as a form of attitudes and social interactions among groups of respondents. Extreme dissent does not always indicate the attitude of individuals related to making decisions to visit nature-based tourism destinations. There are a number of factors that influence decisions and choices regarding nature-based tourism destinations. This includes demographic characteristics, especially the level of income, education, and occupation of respondents. Different knowledge factors among respondents regarding nature-based tourism. Factors that can influence the decision to take a trip come from pull factors in the form of attributes of a promoted nature-based tourism destination as well as driving factors. Personal attributes, design aspects, and interesting message substances can influence the decisions of the community to travel to nature-based tourism destinations. Management implications regarding purchasing behavior are far more complex related to income levels, education, and consumer occupation. Segmentation of nature-based tourism consumers based on socio-demographic characteristics, such as income, education, and occupation, is very important for tourism service providers in tourist destinations and consumers who will travel to nature-based tourism

destinations. The government, in this case, the Ministry of Tourism, and nature-based tourism service providers can utilize this research to design more effective promotional activities tailored to the needs and preferences of consumers. In addition, upper-class groups, based on their level of income, can increase their role by paying more as an effort to preserve the natural environment of the tourist areas and enhance a pleasant tourist atmosphere. Information regarding insights and understanding of consumer behavior is very important for the success of tourist destinations.

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