

The Effect of Authenticity and Iconic Attractions on Visiting Decisions in Sasak Sade Village with Image of Heritage Tourism as a Mediating Variable

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Abstract. This research departs from the need to analyse authenticity and iconic attractions in visiting decisions. In addition, there are inconsistencies in some previous studies. Realism is widely studied to see tourist satisfaction, so there needs to be more marketing management literature in tourism. This study examines the authenticity of heritage tourism, iconic tourist attractions, and image of heritage tourism with tourist visiting decisions to Sasak Sade in Rembitan Village, Pujut District, Central Lombok Regency. This type of quantitative research was used to test the effect of research variables by distributing questionnaires to 100 tourist respondents who visited the research object. The research findings show that authenticity, iconic attractions, and the image of heritage tourism positively and significantly affect visiting decisions. However, the authenticity of Sasak Sade Village tourism only strongly affects the formation of heritage tourism. The heritage tourism image of Sasak Sade Village is formed from its iconic attractions. These findings are expected to concern policymakers such as the Regional Government, Village Government, and tourism managers of Sasak Sade Village to maintain and preserve the ancestral heritage to date and not be eroded by outside cultures.

Keywords: authenticity; iconic attractions; image of heritage tourism; visiting decisions.

INTRODUCTION

Tourism has a strategic position in increasing the country's foreign exchange. The Ministry of Tourism and Creative Economy stated that in 2019, the tourism sector contributed US\$ 16.9 billion in foreign exchange; in 2020, it contributed US\$3.2 billion. This foreign exchange contribution makes the tourism sector a new prima donna for national development. In 2022, the Ministry of Tourism and Creative Economy targets the number of foreign tourists arriving at 1.8 to 3.6 million and the target movement of archipelago tourists to 550 million.

This tourist visit cannot be separated from the tourism industry. Indonesia has many potential resources, such as natural beauty, culture, heritage, and many others [1]. In addition, tourism development is expected to stimulate economic improvement in tourist areas both nationally and regionally to improve the economy at the village

level. Villages in Indonesia are starting to become tourist destinations because they have beautiful nature, culture, and heritage [2]. Like one of the famous tourist destinations, Sasak Sade Village is located in Rembitan Village, Pujut District, Central Lombok Regency, NTB. Sasak Sade Village is a reasonably popular tourist destination because they still maintain and preserve their ancestors. Sasak Sade Village can preserve its heritage by maintaining its authenticity and, until now, still holds firm beliefs, preserving cultural values, traditional houses, and customs. Therefore, Sasak Sade Village reflects the Sasak Tribe of Lombok Island. There is an iconic main attraction in Sade. These, namely traditional house buildings, are still preserved and maintained with characteristic roofs made of reeds, roof horses using bamboo without nails, walls made of woven bamboo, and directly on the ground smeared with cow dung. This heritage is the attraction of tourist destinations in Sasak Sade Village. This can be defined as a form

of tourism based on commercialising historical and socio-cultural assets to attract tourists [3].

Heritage tourism is a very significant component of the tourism sector worldwide, as local traditions, including arts and crafts, lifestyles, cuisine, and dance, as well as built heritage such as buildings, parks, and museums, serve as the main attraction in the heritage tourism industry [4]. The authors [5] state that interest in heritage tourism has grown significantly in recent years and has often become a leading tourism product. This interest growth must align with the preservation of authenticity in heritage tourism.

The research gap in this study lies in the lack of literature that elaborates on authenticity and iconic attractions' impact on tourists' visiting decisions. In addition, this research departs from the inconsistency of previous research results. The use of images of heritage tourism variables is also a novelty of this research. The author [1] shows that tourist attractions positively and significantly affect visiting decisions at the KH. Abdurrahman Wahid Tomb Religious Tourism. These results differ from research conducted by [6], who found that attraction partially has an insignificant effect on visiting decisions at the Bukit Kasih Kanonang tourist attraction.

Literature Review

Visiting Decision. Ajzen first proposed the theory of Planned Behaviour, a development of the Theory of Reasoned Action (TRA). The theory of Reasoned Action states that the intention to do something is caused by two factors, namely subjective norm and attitude towards behaviour. The authors then added one perceived behavioural control factor, thus changing the Theory of Reasoned Action to the Theory of Planned Behavior. Ajzen and Fishbein then expanded the theory. The Theory of Planned Behavior focuses on individuals' intention to perform certain behaviours. The theory of planned behaviour explains that attitude towards behaviour is essential in predicting an action. However, it is necessary to consider a person's attitude in testing subjective norms and measuring the person's perceived behavioural control. A person's intention to behave will be higher if there is a positive attitude, support from people around and the perception of ease because there are no barriers to behaviour. The author [7] states that behavioural intention is affected by three factors: attitude towards behaviour,

subjective norms and perceived behavioural control. The authors [8] state that purchasing decisions are the evaluation stage of consumers forming brand preferences in the selection and may also include an intention to buy the most preferred brand.

Meanwhile, according to [9], a purchasing decision is a choice of two or more alternative purchasing decision options, meaning that when someone can make a decision, several choices must be available. In tourism, purchasing decisions are assumed to be the same as visiting decisions. Several factors affect a person's visit to a tourist destination, according to [7], namely location, facilities and functions, image or image, price, and services obtained. According to [10], the indicators of purchasing decisions are as follows: 1) Determination to buy after knowing product information; 2) Deciding to buy because of the most preferred brand; 3) Buying because it suits your wants and needs; and 4) Buying because of recommendations from others.

The effect of authenticity on visiting decisions and the image of heritage tourism

Authenticity has been recognised as a projection of expectations, preferences, and images based on tourists' perceptions of a destination [11]. The author [12] defines authenticity as something historical and cultural or connected to the past where tourists answer items that signify history. Authenticity is often associated with the original location of the area, as tourists are motivated by the desire to engage and learn about other people's cultures. Authenticity in heritage tourism is more about visitors' judgments, memories, experiences, and cultural backgrounds [13]. Therefore, authenticity is oriented towards authentic tourism objects, cultural customs, or historic building heritage. In heritage tourism, the more accurate a destination is, the more value is perceived from a destination [14].

The strong desire to feel authenticity is expected to motivate tourists to visit and be directly involved in heritage tourism. So that tourists who think the authenticity of tourism will impact their decision to stay. In addition, perceived authenticity that meets tourists' expectations will contribute to forming a favourable destination image [15]. The availability of information or cues that reflect the historical uniqueness of an area is likely to have a significant impact on tourists' perceptions of authenticity and reinforce the formation of a positive image, authenticity being the most

influential part of shaping destination image [16]. In addition, it is empirically confirmed that authenticity is not only a significant factor that changes tourists' evaluation and perception of heritage destinations [17]. It hypothesises that tourists' perceived authenticity positively affects satisfaction by forming a favourable image. The author [18] argued that consumers' future buying decisions were determined by the degree of authenticity they perceived in products and services. The indicators of authenticity in this study are 1) objective authenticity, 2) constructive authenticity, and 3) existential authenticity.

Based on the analysis above, the hypotheses in this study can be stated:

H1: The better the authenticity, the faster the decision to visit tourists.

H4: The better the authenticity, the better the image of heritage tourism.

Iconic Attractions on visiting decisions and image of heritage tourism. Tourism and heritage attractions have a reciprocal relationship, as tourism can attract visitors to heritage attractions [19]. According to [20], iconic attractions are visitor attractions that represent objects, phenomena, significant figures, or other ideas. A tourist attraction can represent and resemble other tourist objects, concepts, or images in combination with a description of tourists' initial knowledge of the attraction, which is then used as an iconic sign. Many of the main attractions of a tourist destination can be considered flagship and iconic attractions. Flagship attractions are often regarded as attractive to many visitors, while iconic attractions mainly serve as landmarks and can increase the number of visitors to the destination [20]. Attractions can be an attraction that becomes an essential part of one's travel journey, the primary motivation for choosing a tourist destination, or an optional activity selected while at the destination. An attraction is an icon if it is a universally recognised symbol or representation of the location, culture, and heritage. It evokes a strong positive image among tourists and locals [21]. Images and knowledge of destinations that appear in the minds of tourists may include popular attractions because they can shape the image of heritage tourism destinations and the identity of these destinations. The indicators of iconic attractions in this study are 1) iconic based on history, 2) iconic as a symbol, and 3) representing local characteristics.

Based on the analysis above, the hypotheses in this study can be stated:

H2: The better the iconic attractions, the faster the decision to visit tourists.

H5: The better the iconic attractions, the better the image of heritage tourism.

Image of Heritage Tourism on Visiting Decisions. Heritage tourism is a very significant component of the tourism sector worldwide, as local traditions, including arts and crafts, lifestyles, cuisine, and dance, as well as built heritage such as buildings, parks, and museums, serve as the main attraction in the heritage tourism industry [4]. Authors [22] suggest that destination image is the totality of impressions, beliefs, ideas, expectations, and feelings towards a place over time. Thus, destination image refers to how individual solid beliefs, opinions, and expressions from various sources of information about a tourist destination can affect their visiting decisions. Authors [23] describe the key to success in positioning a destination as creating and managing a unique destination and knowing the perception of the image of a tourism destination. An image is not formed by itself but by a person's perception of an object [24]. A tourist destination image can be formed from advertising and word of mouth, visits to tourist destinations, experiences created from tourist destinations, and satisfaction with visiting destinations [25]. A destination image can be formed before visiting because of getting information about tourist objects and after gaining experience in these tourist destinations.

In the context of heritage tourism, there are still not many studies that explain the image of heritage tourism. The image of heritage tourism is conceptualised as the experience of tourists travelling on cultural heritage sites that are still preserved over time. Heritage is our legacy from the past, what we live today, and what we will pass on to future generations [26]. This preserved heritage has the potential to be developed and publicised as tourism. Heritage tourism combines various elements such as cultural, urban, industrial, rural, culinary, and ethnic heritage. Heritage tourism includes archaeological sites with historical value and cultural centres with natural and environmental significance [5]. Interest in heritage tourism has grown significantly in recent years and is often the flagship product of tourism. Indicators of the image of heritage tourism in this study are 1) historical background, 2) entertainment, and 3) convenience.

Based on the analysis above, the hypotheses in this study can be stated:

H3: The better the image of heritage tourism, the faster the decision to visit tourists.

H6: The image of heritage tourism mediates the relationship between authenticity and visiting decisions.

H7: The image of heritage tourism mediates the relationship of iconic attractions to visiting decisions.

The conceptual framework in this study can be seen in the figure below:

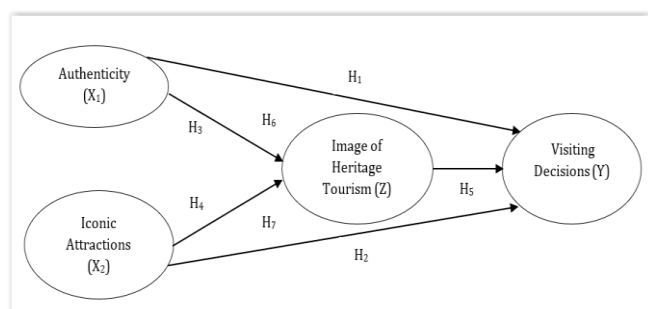


Figure 1 – Conceptual framework

METHODS

This type of research is quantitative. The population in this study were all tourists who had visited Sasak Sade Village, Rembitan Village, Pujut District, and Central Lombok Regency. The sample in this study was 100 respondents with the criteria

of having visited Sasak Sade Village and aged more than 17 years. Because the population is unknown, the sampling technique is non-probability sampling with a purposive sampling approach. Data collection was carried out by distributing questionnaires at the research location. In this study, each research variable is measured by a score that refers to the Semantic Differential scale and data testing using Smart PLS v 3.2.9.

This study targeted 100 respondents who visited the Sasak Sade Village tourist destination, Rembitan Village, Central Lombok Regency. Respondents in this study were dominated by men as much as 62%, the respondents' jobs were self-employed primarily at 31%, the respondents' visiting time was between 30-60 minutes, the average amount of respondent spending when visiting ranged from Rp. 100,000 to 200,000, as much as 39%, and the regional distribution was dominated from outside NTB, as much as 69%, foreign tourists, as much as 10% and tourists from NTB, as much as 19%.

Instrument and Measurement Model. The measurement model or outer model explains the construct validity and reliability of all variables in the hypothesis model. Construct validity and reliability are presented on the loading factor, composite reliability and Average Variance Extracted (AVE). In the measurement model, validity and reliability are good if the loading factor and AVE do not exceed the 0.5 limit. In contrast, composite reliability and Cronbach's alpha show a satisfactory value if it is above 0.7. [27].

Table 1 – Measurement Table

Indicator Item	Outer Loadings	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Authenticity				
The authenticity of Sade can be seen from the architectural design that is still maintained.	0,650	0,904	0,873	0,612
The authenticity of Sade is portrayed in the way of life of the local community, which is still practised in daily life.	0,838			
The authenticity of Sade is portrayed in the customary traditions that are still practised in daily life.	0,870			
The authenticity of Sade is portrayed in the cultural traditions that are still practised in daily life	0,832			
The authenticity of Sade made me feel connected to its history	0,787			
The authenticity of Sade provides a unique spiritual experience	0,628			
The authenticity of Sade's customs energises me to get involved in local cultural practices	0,813			

Indicator Item	Outer Loadings	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Iconic Attractions				
Sade traditional house is an icon that tells about the life of the local community since ancient times	0,846	0,917	0,887	0,688
Sade traditional house is a symbol of the relationship between man and his God	0,649			
Sade's traditional house as a symbol of close family ties	0,697			
Sade traditional houses that are maintained imply the pride of the local community	0,892			
Sade traditional house illustrates the value of mutual respect between guests and homeowners	0,857			
Sade traditional house illustrates the simplicity of local people in daily life	0,888			
Image of Heritage Tourism				
Sade has a famous historical heritage value.	0,789	0,885	0,844	0,564
Sade has a historical heritage that is still preserved by the local community	0,647			
Sade features many local cultural attractions as tourist entertainment	0,687			
Sade provides a place to shop for local speciality products	0,829			
Sade has friendly locals	0,861			
I feel comfortable enjoying heritage tourism in Sade	0,863			
Visiting Decision				
I feel confident deciding to visit Sade after getting the information	0,800	0,902	0,874	0,537
I feel confident to visit Sade after getting the information.	0,775			
I was quick to decide to visit Sade after getting the information	0,819			
I decided to visit Sade because I was interested in the heritage it has	0,913			
I decided to visit Sade because I liked the heritage it had	0,834			
I visited Sade Tourism because I have a travelling routine	0,744			
I visited Sade Tourism because I have a desire to travel	0,889			
I visited Sade Tourism because of the need to travel	0,885			
I decided to visit Sade because I got a recommendation from other people	0,745			

From the results of the concurrent validity test by looking at the outer loading value, it was found that there were 3 statement indicators with a value below 0.6, so the statement item was eliminated in further testing. The AVE value obtained by each construct shows a value above 0.5 so that it is included in the excellent category. Meanwhile, the four research variables, the Cronbach alpha and composite reliability values, show that all variables have a value greater than 0.7, so they are reliable.

Measurement Model. The figure below is a model scheme in the PLS programme tested. From the scheme, it is explained that there are four variables, namely the variables of Authenticity (X1), Iconic Attractions (X2), Image of Heritage Tourism (Z), and Visiting Decisions (Y).

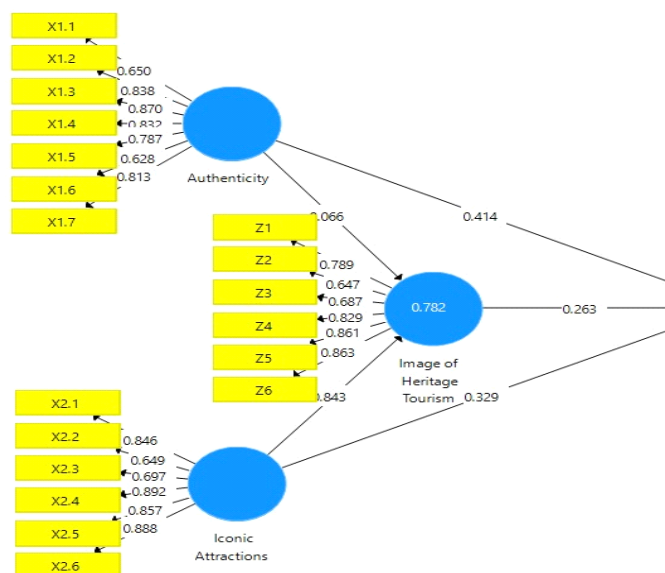


Figure 2 – Schematic of PLS Measurement Model

RESULTS AND DISCUSSION

The R^2 value illustrates how much the ability of the independent variable to explain the dependent variable. The output result of the R^2 value of the visiting decision is 0.729. These results indicate that the construct variables of authenticity, iconic attractions, and image of heritage tourism can explain the visiting decision construct variable by 72.9%. In comparison, the remaining 27.1% is affected by other factors not included in this research variable. From the results of the R^2 value of 72.9%, it is included in the strong enough category.

Hypothesis Test Results. Hypothesis testing can be done through the t-statistic and probability values through Bootstrapping in PLS. The t-statistic value and p-value of each hypothesis in this study are shown in the following table:

Table 2 – Interpretation of Hypothesis Test Results

Hypothesis	Effect between Variables	t-statistics	P-Values	Result
H1	Authenticity → Visiting Decision	5,29	0	Significant
H2	Iconic Attractions → Visiting Decision	3,189	0,002	Significant
H3	Image of Heritage Tourism → Visiting Decisions	2,4	0,018	Significant
H4	Authenticity → Image of Heritage Tourism	0,957	0,341	Not Significant
H5	Iconic Attractions → Image of Heritage Tourism	14,176	0	Significant
H6	Authenticity → Image of Heritage Tourism → Visiting Decision	0,666	0,507	Not Significant
H7	Iconic Attractions → Image of Heritage Tourism → Visiting Decision	2,52	0,013	Significant

The effect of authenticity on visiting decisions. Authenticity positively and significantly affects the decision to visit tourists to Sasak Sade Village. This means that the authenticity or authenticity of the tourist attraction affects the speed at which tourists decide to visit Sasak Sade Village. Authenticity gained through experience by engaging in tourism activities in Sasak Sade Village is essential in accelerating tourists' decision-making. This is also the opinion of [4], who recognise that tourists' intrinsic interest in the culture and heritage of a tourist destination becomes a force of attraction that affects their choice of tourist destination and is also associated with the experience. Previous research also shows that authenticity significantly improves the quality of heritage tourism, and authenticity has a fundamental effect on tourists' intention to visit heritage sites [3] so that tourists can quickly decide to visit the heritage tourist destination of Sasak Sade Village.

The effect of iconic attractions on visiting decisions. Iconic attractions positively and significantly affect the decision to visit tourists to Sasak Sade Village. Iconic attractions owned by Sasak Sade Village are the main attractions that can represent objects and symbols to accelerate tourist decision-making. The main attraction owned by Sasak Sade Village is the heritage of traditional houses, which are iconic and have become the pride of residents because they are still preserved today. This is also in line with [20], that featured attractions are often considered attractive to many visitors, while iconic attractions mainly function as landmarks and can increase the number of visitors to tourist destinations.

The effect of the image of heritage tourism on visiting decisions. The image of heritage tourism has a positive and significant impact on tourists' decision to visit Sasak Sade Village. The image of

heritage tourism owned by Sasak Sade Village is the beliefs, feelings, impressions and expectations of tourists towards the traditional and cultural heritage that is still preserved from time to time because it has historical value. The historical background, tradition, and cultural heritage of the famous Sasak Sade Village are essential factors in improving the destination image, which can encourage tourists to visit. Sasak Sade Village is renowned for its tourism image of traditional heritage and local culture that is still preserved, so it is often referred to as a miniature of the Sasak Tribe of Lombok Island. Destination image will be the initial reference in determining how attractive a tourist destination is and will affect the decision about which tourist destination to visit [28]. So broadly, the image of heritage tourism has an effect on tourist decision-making where the better the image of heritage tourism owned by Sasak Sade Village will make tourists make decisions to visit faster.

The effect of authenticity on the image of heritage tourism. Authenticity has a positive but insignificant impact on the image of heritage tourism. This result shows that the authenticity of the Sasak Sade Village destination does not mean it has no effect. Still, the effect is not meaningful or does not improve the image of heritage tourism in Sasak Sade Village. The image of Sasak Sade Village heritage tourism is more affected by other factors. This study's results differ from research conducted by [26], which states that objective authenticity and existential authenticity have a positive and significant effect on the image of tourist destinations. This is possible because the heritage of Sasak Sade Village is still limited to the story told by the tour manager and has not been included in the World Heritage at UNESCO or recognised by the authorities. Several factors cause authenticity not to shape the image of heritage tourism in Sasak Sade Village, namely the existence of several traditional houses adopting modern buildings such as the floor no longer using soil, most of the traditional houses that are inherited are used as places to sell weaving products and the existence of modern retail in tourist areas. Visitors may assume that the heritage of traditional buildings and culture is only used for commercial purposes without maintaining its authenticity.

The effect of iconic attractions on the image of heritage tourism. Iconic attractions have a significant impact on the image of heritage tourism. The iconic attractions that are the main attraction of Sasak Sade Village are traditional house buildings

that are still maintained and preserved today. This significant effect indicates that the iconic attractions variable strongly impacts the image of heritage tourism destinations. Forming a heritage tourism destination image is essential to motivate and increase the number of tourist visits. As is known, the traditional house building that is still preserved is an icon in Sasak Sade Village. Some attractions that attract the attention of the building, namely tourists, are presented with the attraction of dressing the house floor with cow or buffalo dung and several other attractions, such as traditionally making woven fabrics. This unique process is a tradition that is still being carried out today.

The effect of the image of heritage tourism as a mediating variable between authenticity and visiting decisions. The image of heritage tourism has a positive but insignificant impact on mediating the relationship between authenticity and visiting decisions. The image of heritage tourism does not have a strong enough mediating effect between authenticity and staying decisions to be an indirect relationship. The results of this study do not strengthen the findings of [15], who state that destination image mediates authenticity and engagement in tourist satisfaction of historical areas in China. The image of heritage tourism cannot be a link between tourism authenticity and visiting decisions at Sasak Sade Village tourist destinations.

The effect of the image of heritage tourism as a mediating variable between iconic attractions on visiting decisions. The image of heritage tourism has a significant impact in mediating the relationship between iconic attractions and visiting choices. The image of heritage tourism can become a mediating variable that strongly affects the relationship between iconic attractions and tourist visiting decisions. This happens because iconic attractions form the image of heritage tourism in Sasak Sade Village.

CONCLUSIONS

The results prove that authenticity, iconic attractions, and the image of heritage tourism positively and significantly affect the decision to visit tourists to Sasak Sade Village. At the same time, authenticity has no significant effect on forming a heritage tourism image but is affected by iconic attractions. In the mediation test, the image of heritage tourism can only be a link between iconic

attractions and visiting decisions, but not the authenticity relationship to visiting decisions.

The results of this study are an attention for the Government, tourism managers, and the local community to continue to preserve their ancestral heritage because the image of Sasak Sade Village heritage tourism is not formed from the authenticity of its heritage.

This research contributes theoretically to developing consumer behaviour in the tourism sector, one of which is the purchasing decision-making process. The conceptual framework in this research is to look at decision-making in the context of marketing to strengthen theoretical concepts by explaining the relationship between the effect of authenticity and iconic attractions as one of the factors of visiting decisions. In addition, these results support the ties of tourist destination image through iconic tourist attractions. Tourism authenticity in previous studies has been one factor in destination image formation in heritage tourism. However, the results of this study prove that not all authenticity can affect the image of heritage tourism due to several factors such as the tourist attraction itself, the impression formed from the tourist experience when directly involved, and the authenticity mainly focused on being commercial for profit.

This research provides an overview of heritage tourism management strategies to maintain the quality of its authenticity and iconic attractions. With the advancement of technology and globalisation, it is not uncommon for traditional and cultural heritage to be eroded by outside cultures. For that, several ways need to be done, such as residents of Sade providing education to every child about the historical background, geographical history, and demographic history of Sasak Sade Village, the existence of miniatures or replicas of iconic buildings so that every visitor can see a broad picture of Sasak Sade Village, limiting the number of residents living in the Sasak Sade Village tourist area and every resident who will build a new house or contemporary building chooses a location outside the tourist area, traditional homes can function as a place to visit and work. They do not live there, but the traditional house is still kept authentic, and the Sasak Sade Village tourism area protects the authenticity of its heritage by separating the selling zone from the insulated house. In addition, the authenticity of the heritage of Sasak Sade Village is registered as a world heritage by UNESCO so that it can be covered sustainably.

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