

Assessing Quality Dimensions of Tourist Attractions in West Manokwari, West Papua: A Perspective Study

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Abstract: Tourism plays a substantial role in regional economic development, yet the quality of tourism destinations remains a critical determinant of visitor satisfaction and sustainability. This study analyzes visitor perspectives on the quality of tourism objects in West Manokwari District, Manokwari Regency, with a focus on three key dimensions of the 3A framework: Attraction, Accessibility, and Amenity. Data were collected from 100 local and domestic tourists through structured questionnaires and analyzed descriptively to assess the performance of each dimension. The findings reveal that the quality of tourism destinations in West Manokwari District varies across the three components. Accessibility scored an average of 51.25%, indicating moderate performance with notable constraints related to limited public transportation and insufficient directional signage. Amenity received the lowest score at 49%, reflecting inadequate supporting facilities such as public toilets, waste management, and food services. In contrast, Attraction obtained the highest rating with an average of 62.25%, driven primarily by the district's strong natural appeal, including beaches and scenic landscapes, although cultural and historical information remains underdeveloped. The study concludes that while the district possesses significant natural tourism potential, improvements in accessibility and supporting facilities are essential to enhance overall destination quality. Strengthening cultural interpretation, expanding community participation, and improving infrastructure are recommended to support sustainable tourism development. These findings provide strategic insights for local government, tourism stakeholders, and communities in planning and managing tourism resources more effectively.

Keywords: Tourism quality, Visitor satisfaction, West Manokwari, Sustainable tourism, Tourism management

Introduction

Tourism plays a pivotal role in driving regional economic growth (Wang et al. 2023; Rossello-Nadal and Sard 2026). In many areas, this sector not only contributes to increasing local revenue but also creates employment opportunities, promotes cultural preservation, and fosters broader social interaction between local communities and visitors. The success of tourism development is strongly influenced by the quality of tourism destinations (Gartner and Ruzzier 2011; Vaj et al. 2014), particularly in terms of attractions, accessibility, and supporting facilities. There are 1,248 World Heritage Sites worldwide, spread over 170 countries. These sites include cultural, natural, and mixed properties. According to the International Council of Museums, there are 57,208 member museums in 137 countries. UNESCO (and other sources) estimate there are up to 95,000 museums globally. In 2024, there were 1.45 billion international tourist arrivals worldwide. According to some reports, 80% of global travellers visit only 10% of the world's destinations, showing how concentrated tourism is. According to BPS (Central Statistics Agency), as of 2021, Indonesia has 2,552 tourism destinations. These destinations include a variety of types: natural sites, cultural sites, tourist villages (Dzulkifli and Masjhoer 2020).

Indonesia has 9 to 10 UNESCO World Heritage Sites, depending on the source. These include Komodo National Park, Borobudur Temple Compounds, Prambanan Temple, Lorentz National Park, Sangiran Early Man Site, Tropical Rainforest Heritage of Sumatra, Ujung Kulon National Park, Subak System of Bali, etc. In 2024, Indonesia recorded 13.9 million international visitors (wisman). Domestic tourism is very strong: in 2024, there were 178.9 million domestic visitor trips in Indonesia. Indonesia, as an archipelagic nation endowed with remarkable natural and cultural diversity, holds substantial potential for tourism industry development. Each region possesses unique characteristics that can be developed into competitive destinations. In this context, the government, through Law No. 10 of 2009 on Tourism, emphasizes the importance of sustainable and inclusive tourism development, encouraging the establishment of tourism sites that generate economic (Arismayanti, Budiarsa, and Made 2020), social (Rossello-Nadal and Sard 2026), and cultural benefits (Kladou and Kehagias 2014) for local communities.

West Papua Province, particularly Manokwari Regency, is among the regions with significant yet underutilized tourism potential. West Manokwari District hosts various natural and cultural attractions, including Amban Beach, Batu Papan Beach, the Japanese Monument, Gunung Meja Nature Park, as well as culinary and coastal recreation areas. This diversity of attractions highlights the district's substantial opportunity to be developed into one of West Papua's leading tourism destinations.

Despite this potential, several challenges continue to hinder tourism development in West Manokwari District. Preliminary observations indicate that the quality of existing tourism sites has not fully met visitor expectations. Common issues include limited road access, inadequate public facilities such as toilets and waste bins,

insufficient informational signage, and suboptimal promotional efforts. These constraints affect visitor satisfaction and may reduce future visitation interest.

To comprehensively assess the quality of a tourism destination, scholars commonly employ the 3A framework: Attraction, Accessibility, and Amenity. Attraction refers to natural, cultural, and man-made points of interest; Accessibility relates to ease of access and supporting infrastructure; and Amenity encompasses facilities that enhance visitor comfort during their stay. These three components are interdependent and serve as primary indicators for evaluating destination quality (Vaj et al. 2014; Ryglova et al. 2017; Brenc and Dmitrovic 2010).

Given the importance of improving tourism site quality to support sustainable tourism development, and considering the opportunities and challenges present in West Manokwari District, an in-depth study is required to understand visitor perspectives on the quality of tourism objects in the area. Such analysis provides an empirical understanding of which factors require improvement and serves as an evaluative reference for local governments, tourism managers, and stakeholders in formulating more effective development strategies.

West Manokwari District also hosts a range of natural, cultural, and historical attractions (Riantoro 2022); however, the exact number of tourism sites is not yet comprehensively documented. The data indicate a generally increasing trend in visitor numbers during 2013–2017, rising from 15,847 visitors in 2013 to 22,847 in 2017. The highest growth rate occurred in 2017, reaching 27.79%. This trend reflects the growing tourism interest in the region.

Therefore, this research focuses on Analysis of Tourism Object Quality Perspectives in West Manokwari District, Manokwari Regency to assess the extent to which tourism site quality meets visitor expectations and to identify both supporting and inhibiting factors in tourism development.

Methodology

Research Sites and Duration

This research was conducted at several tourism sites located in West Manokwari District, Manokwari Regency. The study took place over a period of two months, from March 2025 to April 2025.

Research Method

This study employed a quantitative research method. Quantitative research aims to objectively describe a phenomenon using numerical data—from data collection, interpretation, to the presentation of results (Riantoro 2022). This method enables the researcher to capture quantitative information regarding the factors influencing the improvement of tourism object quality in West Manokwari District, Manokwari Regency. The population in this study includes all parties involved in and associated with tourism objects in West Manokwari District, Manokwari Regency, including

tourism managers, visitors, and local communities who interact directly with tourism activities.

The research sample consisted of 100 respondents, comprising visitors and tourism object managers at the study sites. The sampling technique used was Accidental Sampling, a method in which respondents are selected based on chance—individuals who happen to be encountered and are considered suitable as data sources.

Research Object

The research object refers to the social situation from which the researcher seeks to understand what occurs within it. The object of this study consists of several tourism attractions located in West Manokwari District, Manokwari Regency. Observations were conducted to investigate human activities and interactions at the sites.

Data Sources and Types

This study used **primary data**, obtained through direct observations in the field and questionnaire responses from respondents. A questionnaire is a data collection technique administered by giving respondents a set of written questions to answer. It was used to obtain direct responses related to tourism quality indicators. Interviews were conducted verbally with respondents to obtain additional information and insights that support the questionnaire data. Documentation consisted of photographic records and relevant documents collected from each tourism object to strengthen descriptive findings (Table 1).

Table 1. Factors, Statements, and References

Factor	Statement	References
Accessibility	The road to the tourism site is in good condition and easily accessible	(Dzulkifli and Masjhoer 2020; Jinghu, Junfeng, and Yibo 2015)
	Public transportation is available to reach the tourism site	
	The location is easy to find using digital map applications	
	Directional signs are available along the roads leading to the tourism site	
Amenities	Adequate public toilets are available at the tourism site	(Dzulkifli and Masjhoer 2020; Ryglova, Rasovska, and Sacha 2017; Rossello-Nadal and Sard 2026; Vajčnerová, Šácha, and Ryglová 2012; Nowacki 2013; Brenc and Dmitrovic 2010)
	Food stalls or eating places are available	
	Trash bins are available and cleanliness is maintained	
	A sufficient parking area is provided	
Attractions	The tourism site has natural attractions (beaches, scenery, waterfalls, etc.)	(Deng, King, and Bauer 2002; Francesca and Nijkamp 2008; Dzulkifli and Masjhoer 2020; Wang, Liu, and Wang 2023; Oriade and Scho 2019; Medeiros et al. 2025)
	Engaging activities or recreational options are available (swimming, snorkeling, etc.)	
	Cultural or historical uniqueness is highlighted at the tourism site	
	Information about attractions is provided (guides, information boards)	

Data Analysis Technique

This study used the Guttman Scale as the main analytical tool. According to Ryglova, Rasovska, and Sacha (2017), the Guttman Scale is designed to obtain firm, dichotomous answers from respondents, such as "agree-disagree," "yes-no," "true-false," or "ever-never." The results of the Guttman analysis were used to identify factors influencing tourism object quality—such as attractions, accessibility, and amenities—based on respondents' levels of agreement. Tourist Attraction refers to the uniqueness or appeal of a tourism site that attracts visitors, such as natural scenery, historical sites, or local cultural elements. Accessibility represents the ease with which tourists can reach the tourism site, including available transportation, road conditions, and supporting infrastructure. Amenities include supporting facilities around the tourism site provided for visitor comfort, such as accommodation, restaurants, toilets, parking areas, and other services that enhance the tourism experience.

Results

Respondent Demographics

The demographic profile of the respondents provides important contextual information for interpreting the findings of this study. Based on the data collected from 100 respondents, the gender distribution indicates that female participants (55%) slightly outnumbered male participants (45%). This suggests that women were more represented among visitors and stakeholders involved in tourism activities in West Manokwari District. The predominance of female respondents may also reflect greater participation or willingness of women to engage in survey activities at the research locations.

In terms of age composition, the data show that the study involved respondents across a broad age spectrum. The 26–35 age group constituted the largest proportion of respondents (40%), followed by the 17–25 age group (30%). These findings indicate that tourism activities in the area are predominantly engaged by individuals in early to middle adulthood. The 36–45 age group accounted for 20% of respondents, while those above 45 years represented the smallest proportion (10%). This distribution suggests that younger to mid-aged adults are more active in visiting or managing tourism sites, potentially due to higher mobility and greater involvement in outdoor recreational activities.

Regarding the respondents' place of origin, a majority (62%) were local residents from Manokwari, while 38% originated from outside Manokwari. This indicates that local communities constitute the primary visitors and stakeholders of tourism sites in the district. The presence of respondents from outside the region nonetheless demonstrates that the tourism objects also attract non-local visitors, highlighting a degree of external interest that supports the potential for broader tourism development.

Overall, the demographic characteristics reflect a diverse but locally dominated respondent population, with a higher representation of females and adults aged 17–35

years. These demographic patterns are relevant for understanding visitor behavior, preferences, and perceptions of tourism quality in West Manokwari District, and they provide a foundational context for subsequent data analysis (Table 2).

Table 2. Respondent Demographic Characteristics

Description	Number of People	Percentage (%)
Gender		
Male	45	45
Female	55	55
Age Group		
17–25 years	30	30
26–35 years	40	40
36–45 years	20	20
>45 years	10	10
Place of Origin		
Manokwari	62	62
Outside Manokwari	38	38

Based on the questionnaire responses collected from 100 participants, a comprehensive overview of their perceptions regarding the three key aspects influencing the quality of tourism objects was obtained.

Accessibility

Most respondents indicated that accessibility to tourism sites is not yet optimal. Only 54% stated that the roads leading to the sites were in good condition, and 42% reported the availability of public transportation. The use of digital tools such as online maps was considered helpful (61%), although physical signage was still perceived as limited (48%). These findings suggest that improvements in road infrastructure, public transportation systems, and the installation of physical directional signs need to be strengthened to facilitate visitor access.

From the perspective of tourism theory, accessibility is one of the core components in the 3A concept (Attraction, Accessibility, Amenities) proposed by Cooper et al. (2008). Inadequate accessibility may reduce tourists' willingness to visit, as the ease and comfort of travel are critical factors influencing tourism decision-making.

Amenities (Supporting Facilities)

Supporting facilities at the tourism sites were perceived as insufficient. Public toilets were considered adequate by only 43% of respondents, and environmental cleanliness received a similar rating (46%). The availability of food stalls or restaurants was

relatively better (52%), yet parking facilities were rated as still suboptimal by many respondents. These conditions indicate the need for substantial improvements in the provision of public toilets, environmental sanitation, and other essential amenities. According to destination development theory, high-quality amenities enhance visitor comfort, extend the duration of stay, and increase visitor expenditure at the destination. This aligns with Arismayanti et al. (2020) and Dzulkifli and Masjhoer (2020), who asserts that the quality of supporting facilities significantly influences the image and competitiveness of a tourism destination.

Tourist Attractions

Natural attractions received high appreciation from respondents (81%). However, the promotion and dissemination of information related to cultural and historical attractions were perceived as inadequate. Only 45% of respondents agreed that information regarding tourism attractions was sufficiently provided. More intensive promotional efforts and improved interpretation of cultural and historical values are needed to enrich the visitor experience.

Within the framework of sustainable tourism, attractions are a fundamental element that drives tourist interest. Deng et al. (2002), Oriade and Scho (2019), Medeiros et al. (2025), Jinghu, Junfeng, and Yibo (2015) emphasize that unique and well-interpreted attractions can encourage both first-time and repeat visits. The lack of sufficient information related to cultural and historical values suggests that the tourism potential in these areas has not yet been fully maximized.

Table. Summary of Respondents' Agreement on Tourism Quality Factors

Factor	Statement	Percentage Responding "Yes" (%)
Accessibility	The road to the tourism site is in good condition and easily accessible	54
	Public transportation is available to reach the tourism site	42
	The location is easy to find using digital map applications	61
	Directional signs are available along the roads leading to the tourism site	48
Average		51.25
Amenities	Adequate public toilets are available at the tourism site	43
	Food stalls or eating places are available	52
	Trash bins are available and cleanliness is maintained	46
	A sufficient parking area is provided	55
Average		49

Attractions	The tourism site has natural attractions (beaches, scenery, waterfalls, etc.)	81
	Engaging activities or recreational options are available (swimming, snorkeling, etc.)	65
	Cultural or historical uniqueness is highlighted at the tourism site	58
	Information about attractions is provided (guides, information boards)	45
Average		62.25

Based on the results of the Guttman scale analysis (YES/NO responses), visitor perceptions regarding the three main factors influencing the quality of tourism objects in West Manokwari District—Accessibility, Amenities, and Attractions—can be summarized as follows:

Accessibility

The Accessibility variable indicates that access to tourism sites is at a moderate level. A total of 54% of respondents stated that the roads leading to the sites were in good condition and easily accessible, yet only 42% reported the availability of public transportation. While 61% of respondents found digital map applications helpful for locating the sites, only 48% reported the presence of physical directional signs along the route. These findings suggest that ease of access—particularly in terms of transportation availability and physical signage—still requires improvement to ensure that tourists can reach the sites independently and without difficulty.

Amenities

Tourism-supporting facilities were generally perceived as insufficient. Only 43% of respondents considered the available public toilets to be adequate, and merely 46% believed that site cleanliness was well maintained. The availability of food stalls was rated as adequate by 52%, while 55% stated that parking facilities were sufficient. Although certain aspects appear relatively well-developed, the results indicate that overall amenity development remains uneven across different tourism sites, making it a priority area requiring improvement by both site managers and local authorities.

Attractions

Attractions emerged as the most positively rated factor. As many as 81% of respondents acknowledged natural features as the destination's key strength, while 65% agreed that engaging tourism activities—such as swimming and snorkeling—were available. Additionally, 58% appreciated the presence of cultural or historical elements at the sites, although only 45% stated that adequate information regarding these attractions was provided. These results suggest that although the potential of tourism attractions is strong, the provision of interpretive information and

educational content still requires enhancement to maximize tourist experiences and the educational value of each site.

Social and Economic Impacts of Tourism Development on Local Communities

The development of tourism attractions in a particular area not only focuses on increasing visitor numbers but also generates various social changes within the local community. These social impacts may be both positive and negative, depending on the management approach and the extent of community involvement in the development process.

The presence of tourists from diverse cultural backgrounds can enrich social interactions among local residents. Tourists often bring new values and practices that influence the community's perspectives on their own cultural identity. However, if not properly managed, these external influences may lead to the erosion of local cultural values. Therefore, efforts to preserve local cultural heritage—such as through culture-based tourism attractions and active involvement of indigenous communities(Medeiros et al. 2025; Gartner and Ruzzier 2011; Jinghu et al. 2015; Kirillova et al. 2014; Wang et al. 2023; Kladou and Kehagias 2014; Deng et al. 2002)—are essential in ensuring cultural sustainability.

Tourism development may encourage community participation in various economic and social activities, such as the provision of homestays, tour guiding services, and culinary businesses(Kladou and Kehagias 2014; Arismayanti et al. 2020). Active participation strengthens the sense of ownership among community members, motivating them to preserve the natural, cultural, and environmental integrity of the tourism site.

Through tourism management, local communities can be empowered by providing training in skills and business management(Oriade and Scho 2019; Vaj et al. 2014; Brenc and Dmitrovic 2010; Virkar and Mallya 2018; Francesca and Nijkamp 2008). Capacity-building activities, such as homestay management, handicraft production, and development of local products, can enhance sustainable economic capabilities. This empowerment not only creates new employment opportunities but also strengthens community capacity to manage local potential independently.

Beyond social impacts, tourism development also brings significant economic benefits to local communities, including increased income, job creation, and improvements in infrastructure surrounding tourism areas. The presence of tourism sites stimulates economic activities around these locations. Local residents can earn supplementary income through accommodation services, food and beverage sales, and the production and sale of local souvenirs. Moreover, tourist spending contributes to the circulation of money within the community, benefiting local micro, small, and medium enterprises (MSMEs).

Tourism development creates new business opportunities in sectors such as travel services, local transportation, tour guiding, and culinary enterprises. The availability of

these new jobs not only increases local income but also contributes to reducing unemployment rates in the community.

The establishment of tourism attractions encourages government investment in the improvement of infrastructure, including access roads, public facilities, and transportation systems. Adequate infrastructure enhances accessibility and visitor comfort, leading to increased tourist arrivals and broader community benefits (Rossello-Nadal and Sard 2026; Arismayanti, Budiarsa, and Made 2020).

Discussion

Based on the research findings involving 100 local and domestic tourists in West Manokwari District, several factors influence the quality of tourism attractions and the associated social and economic impacts on local communities (Deng et al. 2002; Arismayanti et al. 2020; Dzulkifli and Masjhoer 2020). A majority of respondents were residents of Manokwari (62%), with a dominant proportion belonging to the productive age group (26–35 years) at 40%. This indicates that the tourism attractions in West Manokwari District have strong market potential among productive-age visitors, who typically possess higher purchasing power and greater interest in tourism activities. Therefore, tourism development strategies should consider the preferences and needs of this demographic group to optimize attraction and engagement.

Respondents' perceptions of accessibility were moderate, with an average score of 51.25%. Although many acknowledged good road conditions (54%) and the usefulness of digital map applications (61%), significant shortcomings were noted in public transportation (42%) and physical directional signage (48%). These findings indicate that physical and informational access remains a challenge that reduces visitor convenience. In line with the 3A framework (Attraction, Accessibility, Amenities), accessibility must be improved to enhance destination competitiveness and tourist appeal.

Supporting facilities were perceived as inadequate, with an average score of 49%. Public toilets (43%) and cleanliness (46%) were major concerns. Although dining facilities and parking received relatively better scores (52% and 55%), comprehensive improvements are necessary to enhance visitor comfort. According to destination development theory, adequate amenities not only improve visitor experience but also extend the length of stay and increase tourist expenditure (Gartner and Ruzzier 2011; Dzulkifli and Masjhoer 2020; Arismayanti et al. 2020; Nowacki 2013; Rossello-Nadal and Sard 2026), thereby supporting local economic growth.

Attractions received the highest rating, averaging 62.25%, particularly due to strong natural appeal (81%). However, cultural and historical attraction information was still limited (45%), suggesting that the educational and cultural potential of these sites remains underutilized. Within the context of sustainable tourism, effective promotion and interpretation of cultural heritage are essential for maintaining tourist interest and preserving local traditions.

Tourism development has generated notable social changes. Interaction between locals and culturally diverse tourists enriches social experiences but may also shift local cultural values if not managed well. Thus, cultural preservation through community-based cultural attractions (Vaj et al. 2014; Nowacki 2013; Dzulkifli and Masjhoer 2020; Jinghu et al. 2015; Medeiros et al. 2025; Gartner and Ruzzier 2011; Brenc and Dmitrovic 2010) is crucial. Additionally, community participation in tourism-related economic activities fosters a sense of ownership and strengthens conservation efforts. Empowerment through skills training further enhances economic capacity and supports sustainable tourism management.

Economically, tourism has contributed to increased local income through accommodation, culinary services, and souvenir production. New business opportunities and employment in tourism-related sectors help reduce unemployment and improve community welfare. Moreover, tourism-induced infrastructure improvements benefit both visitors and residents by enhancing accessibility and public amenities.

Based on these findings, several key strategies should be implemented to enhance tourism quality by improving access infrastructure and expanding public transportation to facilitate visitor mobility (Vaj et al. 2014; Oriade and Scho 2019; Medeiros et al. 2025; Gartner and Ruzzier 2011), strengthening amenities such as toilets, cleanliness management, food services, and parking facilities to enhance comfort, enhancing promotion and interpretation of cultural and historical attractions and providing trained tour guides to enrich visitor experience, actively involving local communities in tourism management through training and economic empowerment to ensure equitable social and economic benefits, and conducting regular evaluations and promoting collaboration among government agencies, community groups, and private stakeholders for sustainable tourism governance.

Based on the findings presented, the following development strategies are recommended by upgrading access roads to tourism sites by the local government, increasing public transportation routes connecting tourism areas with city centers, and installing clearer and more comprehensive directional signage in strategic locations.

Optimization of Amenities can be promoted by enhancing public facilities (Oriade and Scho 2019; Vaj et al. 2014; Vajčnerová et al. 2012) such as toilets, dining areas, and parking spaces, implementing cleanliness training programs for local communities to maintain tourism areas, developing green spaces and parks around tourism sites to enhance attraction value.

Strengthening tourism attractions (Francesca and Nijkamp 2008; Jinghu et al. 2015; Deng et al. 2002) shall be done by increasing the promotion of cultural and historical elements at each site, providing trained local tour guides to improve educational value for visitors, and organizing annual cultural events as additional attractions.

Policy evaluation should be implemented (Jinghu et al. 2015; Oriade and Scho 2019) by conducting regular assessments of existing facilities, accessibility, and attractions,

encouraging collaboration between government, communities, and local businesses in tourism management, strengthening government roles in licensing, monitoring, and ensuring compliance with tourism standards. With these strategies, the quality of tourism attractions in West Manokwari District is expected to improve significantly, enabling the destination to compete with other tourism areas while generating positive social and economic impacts for the local community.

Conclusion

Based on the findings of the study, it can be concluded that the enhancement of tourism object quality is strongly influenced by three key factors. The accessibility factor achieved an average score of 51.25%, indicating that the ease of access to tourism sites remains in the moderate category and requires further improvement. Although several destinations are supported by proper road conditions, the availability of public transportation is still limited, and the scarcity of physical directional signage continues to hinder tourist mobility and navigation.

Amenities represent the lowest-performing dimension, with an average score of 49%. Basic facilities such as public toilets, food stalls, and parking areas are not yet evenly available, and existing infrastructure does not consistently meet expected standards. Furthermore, cleanliness at several tourism sites requires substantial improvement, reflecting the need for better facility management and maintenance.

The attraction factor obtained the highest score, averaging 62.25%. This demonstrates that natural attractions—including beaches, snorkelling activities, and scenic landscapes—remain the primary pull factors for visitors. However, the limited availability of cultural and historical information at tourism sites suggests that interpretive elements should be strengthened to enrich visitor experience and support cultural appreciation.

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