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Visiting Intention: A Perspective of Destination Attractiveness and Image in Indonesia Rural Tourism

Syahmardi Yacob[1], Johannes[2] and **Nor Qomariyah[3]**

[1,2] Faculty of Economics and Business, Universitas Jambi
[3] Faculty of Economics, Universitas Muhammadyah Jambi
[1]syahmardi_yacob@unja.ac.id; [2]simatupangsbr@yahoo.com; [3]norayyashareef@gmail.com

Abstract: The purpose of this study is to investigate the effect of destination attractiveness and image on visiting intention in Indonesia rural tourism. Data were collected from tourist are visiting rural tourism in Kerinci district, Jambi Province (Indonesia). This study used the three variables important factors to develop tourism destination where one of potential object existed, meanwhile destination image from the tourism influenced their interest to visit. The research finding is the significant impact of destination attractiveness through destination image towards development of visiting intention. A main reason destination attractiveness is one of key factors to attract tourist what they want and need. Secondly, an important to create nature tourism achievement perspective between local people and government. Third, also to increase a public awareness of their effort an environment protecting and preserving it as economic value thru rural tourism.

Keywords: Destination Attractiveness; Destination Image; Visiting Intention; Rural Tourism

Introduction

Tourism industry develops significantly, it even is estimated contributing to economic sector in Indonesia for 19% in 2019 (http://www.beritasatu.com.2012). The industry developing in the urban area has shifted to local people were living in rural areas, where natural resources and community awareness to conservation role as the main interest. Tourism sector development in rural area has been predicted to grown up to 6.6% in 2017 in Indonesia (www.kompas.com.2016), and 100000 home stay in 1902 tourism areas in Indonesia would be built based on 3 A: Attraction, Accessibility, and Amenity as sector leading which invests at least US$20 billion (venuemagz.com.2017). Tourism development should be consistently on tourism products through infrastructure, sub-infrastructure, and accommodation to support tourism activities. Tourism product, an object to attract the tourists, is a business prime to support all the activities, in accessibility, amenity or

attraction. Because tourism industry in marketing system is a development of tourist attractiveness towards tourism areas, or also known as destination attractiveness (Franch, Martini & Buffa, 2010).

In terms of rural tourism development, in marketing concept on destination attractiveness is interrelatedness between organization and environment as the main attract to connect organization and people to nature (tourism destination). It means, focused how to increase of the attractiveness there and promotes the uniqueness of environment as tourism products. Therefore, an important to strategize in marketing, related to brand management, sales and performance tracking, campaign, evaluation, customer feedback, and response (McCabbe, 2009).

Lempur is the one of rural tourism destination area. This village located in Gunung Raya, Kerinci District, with mileage from Jambi is 500 km and 45 km from Kerinci. In addition, it has a potential agro-tourism, artefacts, and various natural heritage, such as 50 Lekuk Tumbi Lempur as a customary forest, Kerinci Seblat National Park (TNKS), Danau Kaco, Lingkat, Nyalo, Duo and Danau Kecik, Sungai Larangan, etc. The attractiveness belongs to this village are natural heritage, people activities, their livelihood where most communities work as farmers, and Melayu Proto nuance covering the village atmosphere with large padi payo, Arabica coffee, and cinnamons.

As a legal tourism destination where legitimized by the government of Jambi Province, Lempur has destination attractiveness such as Agro Tourism, education tourism, natural and cultural tourism. All of a part of tourism destination there can be defined as a destination image of tourism as well, as main their interest to visit in this area. The image is an expression of knowledge, impression, prejudice, imagination and emotional and individual thought in certain place or area (Lawson and Bovy, 1977). Whilst, destination image in Lempur will be developed in tourists' mind if they have a positive perception (Tapachai dan Waryszak, 2000).

According to BPS of Jambi Province, tourists' interest has developed since 2016. The trend increased from 1,530,056 visitors (2015) to 2,011,000 visitors (2016), meanwhile, the average tourist visiting in Lempur are 15-20 person/month. Most of them come from Netherland, Germany, England, Denmark, Italia, US, and etc (Goentoer, 2017). This data proves that there is a significant number of tourists in terms of special interest who aware of environmentally conservation, traditional people's life, religious tourism, learning station, where has a uniqueness, nature, and conservation as the main concept of tourism here.

Lempur tourism destination village also commits to promoting their potential object destination by developing and designing various tourism program activities, such as tracking, camping, climbing and living culture. Visiting intention of the tourists to Lempur village is an "invest" for Lembaga Pengelola Desa Wisata Lempur (Management organization of Lempur Tourism). The only one question is how to improve the visiting intention through destination attractiveness and destination image obtained by perceived value of the tourists? Perceived value is a key to define a decision to visit in one of tourism destination, based on tourist's perception Kotler (2000). The rural tourism sector and tourism destination management should create an interesting value on their potential object destination as destination image for the tourist's need which will become positive perspective and economic achievement or profit for local people and local organization as a provider.

Therefore, an increase in perceived value will be improved for tourist visiting intention (Chen & Tsai, 2007). The important is how to attract the tourist to visit Indonesia and increase their motivation within it. This research was conducted in order to understand the motivation of foreign tourists are visits to Indonesia, during visits, and their satisfaction after visits. Thus, this paper will show how the destination attractiveness mediated by destination image influenced visiting intention in Lempur tourism destination. This study have contributed to progress in rural tourism research and policy design for local government and to promote of rural tourism. Rural tourism requires us to rediscover values of local resources neglected in the modernization process of the national economy and to educate both locals and policymakers to adopt a wider perspective.

Literature Review

Destination Attractiveness

Attractiveness in marketing context can be defined an attraction, either in strategic analysis or management within it. Destination attractiveness has two basic elements; demand and supply. Demand focuses on tourist market while supply focuses on tourist destination product. The tourism product includes in marketing strategies, product quality, value and product evaluation (Hallman, 2015).

Demand and supply involves four main aspects, they are:

1. Attraction, every single thing which makes the tourists come and visits this area.
2. Amenity, every facility or supported media and tools needed by the tourists to an enjoy thru this object and comfortable such as homestay, transportation, etc.
3. Accessibility, all of transportation either its form or model or supporting infrastructure which enables the tourists to reach every tourism destination;
4. Ancillary Service, every additional service provided by tourism destination management to make sure all tourists feel easy and safe during tourism activities

The element of supply in village context comprises of homestay or lodging, action, lake, river, village forest, jungle track and agro-tourism. Meanwhile, the element of demand includes actual visitation, and whatever the tourist have gained during their visit to tourism destination; geography, demography, psychograph, and behavioural.

In addition to demand and supply, the destination attractiveness has also basic attributes including three main factors, such as primary, secondary and tertiary. Primary is the main source of geographies, such as target location and village area involving the existing culture. Whilst, a secondary is any factor supporting geographic areas like accommodation, catering, service and so on. Tertiary is market-oriented activities to improve its attractiveness on tourism destination (Meinung, 1989). However, according to Goldner, Ritchie and McIntosh (2000) defined that attribute of destination attractiveness is available on five main things: cultural, natural, events, recreation, and entertainment. In this study, destination attractiveness in marketing tourism consists of all elements belongs to the tourism destination or destination image which attracts the visitors and /or tourists. The elements are landscape, climate, natural, event, cultural, entertainment, administrative, price and trend in tourism (Goeldner, Ritchie, and McIntosh, 2000).

Destination Image

Destination image is a behaviour comes from belief, idea, an impression of tourist in observing and viewing tourism destination (Crompton, 1979). Usually, tourists will have a different point of view and understanding of this concept. Some may have a negative image while other could have the positive one. In the concept of tourism study, an image can motivate the tourists to commit or not to visit the tourism destination through their perception (Gallarza, Gill & Claderon, 2001). In this study, the researcher provided the destination image by the fact of tourism destination from market point view through various attributes within the destination image of all tourists.

The image of tourists would form their perception and can be seen from different attributes such as primer image and secondary image. The primer image is where the tourists obtain their perception by their own experience during their visit to tourism destination while a secondary image is where the tourists perceive basic information source and induct the information so there will be traction of their own and positive image raise (Beerli and Martin, 2004). The destination image attribute comes from pre-visit and post-visit image. Gallarza, Gil, and Calderon (2002), destination image is tourists' perception towards tourism destination and perceived value that from their visit either pre-visit or post-visit. Pre-visit is defined how the tourists search an information and explore it before destination living. Meanwhile, post-visit happens when they have already visited in tourism destination which encourages them to promote and recommend this destination as well to other. Generally, this is known as before, during and after a trip.

Kim and Yoon (2003) elaborate that the effect of attribute an effective destination image involves how exotic the tourism destination is, how make the positive effect in tourist feels and attraction, whilst, cognitive attribute comprises of personal safety, restaurants, proper accommodation, hospitality of local people and unique architecture of the destination itself. The main role of destination image is giving an effect on intention of tourists towards the tourism destination (Tapachai & Waryszak, 2000; Kim & Richardson, 2003; Beerli & Martin; 2004, Chen &Tsai; 2007). Fishbein and Ajzen (1975) in their research concept revealed that the consumers' attitude as the tourists can be seen from their behaviour which correlated between tourism objective and their decision to visit the target place or destination.

Destination image defined in this concept could be measure by empirical study: first, assess how the tourists see their purpose to visit their target destination, second, how the tourist define their objective are they need to achieve, third, how the promotion or marketing process on tourism destination committee (Dolnicar and Grun; 2013) as the personal factors supported by stimulus factors to create the destination image: perceptual cognitive, affective and global (Crumpton, 1979; Balloglu and McClearly 1999).

Visiting Intention

The intention is something engaged behaviour (Oliver, 1997), as it underlies someone to have tourism activities, whilst the determinant factor is the behavioural intention (Alegre and Cladera, 2009). The intention in tourism marketing concept is a tendency within the individual to be interested in an object or be delighted at something (Purchase intention and intention to use). In the research world, intention means the willingness of tourists towards the tourism objects offered by tourism destination management as a tourism destination. Meanwhile, purchase attention, according to the writer, is similar to construct on visiting intention affiliated at "an intention to visit or to come" in terms of "purchasing"

in committing all tourism activities, through the information which the tourists have already perceived.

Visiting invention has a strong relation to the perception and value of what the tourist feels as the consumers to evaluate the outcome or products they have already felt (service) (Zeithaml, 1988). Even though there is no connection between cost and benefit the tourists obtain as the visitors or consumer, but the value they felt in visiting intention is an antecedent of customer satisfaction and behavioural intention in the future (Oh, 2000; Petrick, 2004; Chen and Chen, 2010). For example, a tourist whose perceived value is high on tourism destination will definitely be prone to the different level of satisfaction of all feeling they got. This is, will encourage the visitor experience to visit intention or recommend to others in the future.

A lot of previous studies conducted were aim to measure the destination image and visiting intention (Court and Lupton, 1997; Chen dan Tsai, 2007; Çorbacı et al., 2008; Allameh et al., 2014; Pratminingsih, Rudatin dan Rimenta, 2014; Hallmann, Zehrer dan Müler, 2015; Tan dan Wu, 2016). All the previous study showed that destination image influenced the choice or decision of tourists on their destination, their process to obtain and select the information and how they revisit the tourism destination (Zeithaml, Berry & Parasuraman; 1996, Burton et.al.; 2003).

Conceptual Framework

According to Cheng *et al.* (2013), a stronger destination attractor is related to a stronger environmental intention in a destination. Tourist appreciates the nature environment of a destination through the interpretation services that they perceived. In turn, tourist's experience in a destination would affect their attitude in ecotourism and can be influence in their image, will increase visiting intention. Zeidenitz, *et al.* (2007) revealed that tourists' image toward environment show their appreciation of the destination diversity and it is an important predictor for tourists to behave ecologically as well as to sustain the tourism destination. Tourists travel in ecological spots because they are attracted towards nature, thus it is essential to sustain the ecological site as destination attractiveness. Therefore, H1 is hypothesized as follow:

H1: Destination attractiveness has a significant influence on destination image

Destination attractiveness is stimulated through destination image when they visit (Barnes *et al.,* 2014) destination which their variety of perceptions. The identification is able to maximize and enhance the information resources (Formica, 2006). It is where the management of destination should focus in delivering proper tourism products to increase the perception level of tourists (Park *et al.,* 2010). Accordingly, understanding the tourists' preferences toward product and service attributes is critically important. Romao *et al.* (2014) found that in the natural concept of tourism, tourists were more satisfied with the destination landscape. It can be suggested that each tourism destination conveys a different attraction that can influence tourists' image. Moreover, based on destination attractiveness, it posits that the pre beliefs towards a product that attract of tourist will be effect tourist's image. The following hypothesis is proposed:


H2: Destination image has a significant influence on visiting intention.

An experience in a natural environment that benefits individual in terms of satisfaction towards the environment will predict their level of commitment to the environment and positive perception (Davis *et al.,* 2011). As an example, when the tourists were they have a good image-or-positive perception with their visitation, they will have a greater understanding on the importance of environment, in which can help in promoting environmentally responsible behaviour and increasing their visit (Williams & Soutar, 2009). In the fact, it indicates that the tourist image in a destination can lead to increase of their visit because the sense of their interest by destination image. Thus, H3 is hypothesized as below:

H3: Destination image mediates the relationship between destination attractiveness and visiting intention.

Hence, Figure. 1 illustrates the conceptual framework of the present study.

Figure 1. **Framework of Research Model**
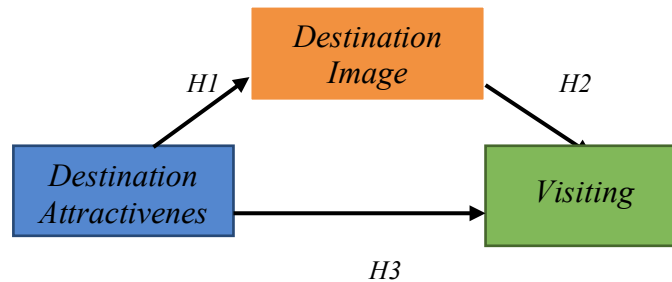
The construct of this research was described and analysed by literature review approach, whether it has the significant effect or not. The destination attractiveness of a variable (1) provided some important elements such as accessibility, attraction, and amenity on tourism destination. Meanwhile, the destination image of the variable (2) -the moderator, within the tourism destination influenced high by perception and behaviour of the tourists on a variable of the destination image. Both of these constructions were used to analyse whether or not they could influence the visiting intention (variable 3).

Methods

This study used quantitative and qualitative approach, through survey and literature study as secondary data to enable elaborate and show how the destination image mediated by destination image influenced the visiting intention. The approach was chose as it juxtaposed the theory to recent and available context, where it was expected to be useful for service given to the visitors or tourists in the tourism destination as well as improve the destination area as the result of positive image of the tourists, as a form of consumers' behaviour particularly in the context of service marketing (Tocquer, Zins, 1987; Prasetyo, 2008).

There were total 140 tourists either of domestics or foreign selected as a primary sample in this research. Meanwhile, the narrative data will strengthen the primary data to help describe how destination attractiveness and destination image could encourage the visiting intention. All the data analysed used the Partial Least Squares method and software were

used to test the research hypotheses. PLS 3.0 version can be used to assess both reflective (i.e. marketing attractiveness and destination image) and formative constructs (tourist visit intention).

Findings

This section presents the main research results. To assess the model developed, SmartPLS 2.0 (M3) was applied based on path modelling and then the bootstrapping (Chin 1998; Tenenhaus, Vinzi, Chatelin, & Lauro, 2005; Wetzels, Schroder, & Oppen, 2009). A total of 200 re-samples were used to generate the standard error of the estimate and t-values:

Assessment of the Measurement Model

Assessment of the measurement model Firstly, outer model analysis was conducted to test the reliability, convergent validity, and discriminant validity of the scales. As indicated in the Table 1, most item loadings were larger than 0.6 (significant at $p < 0.01$) with Average Variance Extracted (AVEs) either closed to or exceeded 0.5 (Ghazali, 2015). The composite Reliability (CRs) for all the variables exceeded 0.7 (Gefen, Straub, & Boudreau, 2000), while the Cronbach alpha values were either close to or exceeded 0.7 (Nunnally, 1978). In addition, as indicated in Table 2, the square root of the AVE was tested against the inter-correlations of the construct with the other constructs in the model to ensure discriminant validity (Chin, 2010, Fornell & Larcker, 1981), and all the square root of the AVE exceeded the correlations with other variables. Thus, the measurement model was considered satisfactory with the evidence of adequate reliability, convergent validity, and discriminant validity.

Table 1. **Discriminant Validity of Construct**

Indicator	Destination Attractiveenss	Destination Image	Visiting Intention
X1	0.664449	0.324626	0.467394
X2	0.699196	0.479785	0.627794
X3	0.174224	0.174944	0.162160
X4	0.764750	0.700747	0.546476
X5	0.646988	0.637613	0.507968
X6	0.580066	0.385877	0.370576
X7	0.723945	0.609873	0.635697
X8	0.588547	0.607339	0.736784
X9	0.854626	0.690194	0.754605
X10	0.912213	0.773033	0.805629
X11	0.865850	0.808990	0.754321
X12	0.386172	0.433463	0.330077
X13	-0.032225	0.101873	-0.042629
X14	-0.098680	0.041705	-0.051498
X15	-0.226770	-0.095628	-0.126424
X16	0.595305	0.492271	0.505351
X17	0.785784	0.642071	0.648437
X18	0.844303	0.767810	0.715931
X19	0.841571	0.637323	0.699705
M1	0.124162	0.120052	-0.085867
M2	0.564120	0.502680	0.569059
M3	0.725837	0.718875	0.587854
M4	0.732718	0.740210	0.693643
M5	0.777232	0.845815	0.761865
M6	0.695650	0.760459	0.708302
M7	0.677875	0.698850	0.574685
M8	0.625281	0.759380	0.527542
M9	0.477964	0.617398	0.437284
M10	0.301210	0.437477	0.335871
M11	0.508197	0.591830	0.545134
M12	0.410587	0.544622	0.430425
M13	0.410169	0.597627	0.485299
M14	0.422217	0.641800	0.516292
M15	0.516088	0.743034	0.575631
M16	0.665180	0.838427	0.681883
M17	0.624948	0.818953	0.690971
M18	0.518950	0.650671	0.655859
M19	0.698216	0.875493	0.711099
M20	0.514430	0.647619	0.410880
M21	0.510284	0.626387	0.561410
M22	0.646058	0.735005	0.619925
Y1	0.703175	0.658062	0.804046
Y2	0.702615	0.747689	0.845567
Y3	0.741416	0.716916	0.888594
Y4	0.668197	0.740289	0.873256
Y5	0.739721	0.734730	0.903678
Y6	0.801952	0.703158	0.853742
Y7	0.787776	0.783114	0.888900
Y8	0.714793	0.707089	0.787947

Note: Based on the results of factor loading analysis in the above table, there are 12 factors that are ≤0,6 in X3, X12, X13, X14, X15, M1, and M10 with values of each factor of 0.174, 0.386, -0.032, -0.098, -0.226, 0.120, and 0.437, the factor whose value is ≤0,6 is dropped so that the value factor is ≥0,6. However, according to Ghozali and Latan (2015) the value of outer loading 0.5 can still be tolerated to be strengthened in a model that can still be developed.

Table 2. **Output AVE**

Construct	AVE
Destination Attractiveness	0.425663
Designation Image	0.461212
Visiting Intention	0.733770

Note: From the table above shows, there is one of the AVE root values whose value is greater than the two other constructs in the model, which is 0.733 in visiting intention where ≥0.5.

Table 3. **Composite Reliability**

Construct	Composite Reliability
Destination Attractiveness	0.911024
Destination Image	0.946720
Visiting Intention	0.956528

Note: This value reflects the reliability of all indicators in the model. The minimum value is 0.7, while the ideal value is 0.8 or 0.9. Cronbach Alpha with Composite Reliability can be interpreted the same. In the graph and above table it is seen that all the indicator variables are above 0.7, so the constructs are dated reliable and ideal with values 0, 911 (destination attractiveness), 0, 946 (destination image) and 0.956 (visiting intention).

Assessment of the Structural Model

We also conducted a Good of fit measure (GoF) assessment for PLS path modelling, which is defined as geometric mean of the average communality and average R2 (for endogenous constructs; Tenenhaus *et al.,* 2005) following the procedure used by Akter, D'Ambra, and Ray (2011). Following the guidelines of Wetzels *et al.* (2009), we estimated the GoF values (see formula), which may serve as cut-off values for global validation of PLS models. The GoF value of 0.676 (average R2 was 0.862, average AVE was 0.530) for the (main effects) model, which exceeds the cut-off value of 0.36 for large effect sizes of R2. As such, it allows us to conclude that our model has better explaining power in comparison with the baseline values (GoFsmall=0.1, GoFmedium=0.25, GoFlarge=0.36) (Akter et al., 2011). It also provides adequate support to validate the PLS model globally (Wetzels *et al.,* 2005). Figure 1 and 2 shows the results of the path analysis and research model with t-value respectively.

$$GoF = \sqrt{\overline{AVE} \times \overline{R^2}}$$

Table 4. **Path Coefficients and Hypothesis Testing**

Hypothesis	Relationship	Coefficient	T-Value	Supported
H1	Destination Attractiveness → Destination Image	0.846	30.349**	Yes
H2	Destination Attractiveness → Visiting Intention	0.495	6.346**	Yes
H3	Destination Image → Visiting Intention	0.426	5.700**	Yes

Note: ** (p≥1, 96) *(p ≤0, 05).

The parameter coefficient for destination attractiveness (X) variable is (original sample) 0,846 which means there is positive influence between destination attractiveness (X) to destination image (M). This means that the better destination attractiveness developed, then the destination image of tourists will increase. The t-Statistic value of 30,349 means significant (t table significance 5% = 1.96). Therefore the value of t-Statistics is greater than t table 1.96 (30, 349 ≥ 1.96).

The parameter coefficient for destination attractiveness (X) variable is (original sample) 0,495 which means there is positive influence between destination attractiveness (X) to visiting intention (Y). Or it can be interpreted that the higher the destination attractiveness then visiting tourist intention will increase. Value t - Statistics of 6.346 which means significant (t table significance 5% = 1.96). Since the statistical t value is greater than t-table 1.96 (6.346 ≥ 1.96)

The parameter coefficient for the destination image variable (M) of the original sample 0.426 which means there is a positive influence between the destination images (M) to the visiting intention (Y). Or it can be interpreted that the higher the destination image the visiting intention of tourists will increase. Value t - Statistics of 5.700 which means significant (t table significance 5% = 1.96). Since the statistical t value is greater than t-table 1.96 (5.700 ≥ 1.96)

Table 5. **R-Square Value**

Construct	R-Square
Destination Attractiveness	*0.720*
Destination Image	*0.717163*
Visiting Intention	*0.785461*

Note: The value of R-Square of 0.717 on the destination image (M) and 0.785 in visiting intention (Y), it can be explained that the effect of destination attractiveness (X) variable, through destination image (M) to visiting intention (Y) gives a value of 0.785. It can be interpreted that the variable attractiveness of destination can be explained through destination image flight variable against visiting intention of 78.5%.

From the tourist perspectives, researchers have documented that the significant impact of destination attractiveness through destination image towards development of visiting intention. Interestingly, the results of this analysis are congruent with the past findings. In terms of all previous theory stated above, (Gunns, 1988) concerns more on that destination attractiveness in tourism destination may be developed through an empirical study by measuring how the tourists gained the relevant information to raise their intensity on tourism destination so there will be a positive image coming upon the tourism destination. in addition, (Govers *et al.,* 2007; Beerli dan Martin, 2004) also stated that the source information related to their destination may be an antecedent for themselves to have the willingness to recommend others by organic and induce information, so destination image on tourism destination as well as village or rural area would be emerging.
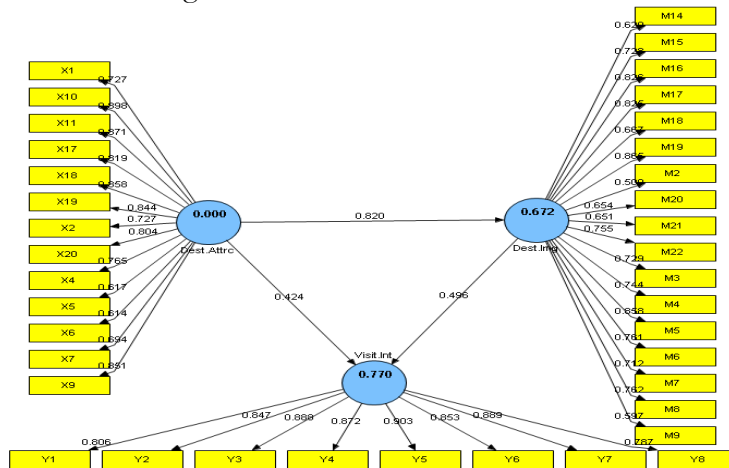
Destination attractiveness has a significant effect on destination image as an attractive destination may come from the positive image of tourism destination as the result of marketing system on the relevant website. The result of this research complies with other research Sun, *et al.* (2013) stated that tourists developing positive perception or positive image will experience better activities or have better experience. The respondents also realize that variable of destination image may also influence the visiting intention of their own. The result showed that, the tourists with positive perception on tourism destination by knowledge or belief on the cognitive image (tourism attraction, basic facility, culture attraction, accessibility, and tourism sub-structure, and natural environment) and affective image (pleasant and nice village with the intense hospitality of local people). This was manifested by the behaviour of tourists which show the positive things and recommendation the Lempur tourism village to other people.

Furthermore, the research also strengthens the findings of other research Tasci and Gartner (2007) that the destination image influenced the behaviour and attitude of tourists so they are willing to recommend the destination to others or decide to revisit the relevant tourism destination. The variable of destination attractiveness mediated by destination image influenced the visiting intention could be seen from the tourists with the positive experience and were the pleasure with everything they had felt and obtained. Whilst, visiting intention of tourists came from the various attraction of tourism destination even enable them to be curious to look for more information related to Lempur tourism

destination. In addition, in line with Jones and Sasser (1995) stated that the tourists are interested in and subsequently with their positive image of tourism destination will definitely develop and disseminate positive news or information of relevant tourism destination (affective zone).

This study highlights the important of destination attractiveness constructs, namely, cultural attractions and natural resources are significantly contributes to the development of key visiting intention through destination image for a rural tourism (Desa Wisata Lempur) destination from respondents' perspective as a tourist. Hence, this study provides a better understanding of tourists' perception towards development of tourist visiting intention from another construct and method. In future, researchers who are interested in this field can further test the relationships among these constructs.

Figure 2. **Research Model with t-value**

Conclusion

A research through survey and literature review to describe and analyse the hypothesis of destination attractiveness, destination image and visiting intention showed that there was a significant effect on all variables above. The variable of destination attractiveness has the effect on destination image of tourists or visitors, meanwhile, the variable of destination image also influenced the visiting intention significantly, and destination attractiveness mediated by destination image has also a significant effect on visiting intention of the tourists or visitors within their affective zone.

The successful key to destination attractiveness lies on the understanding of the tourists or visitors (positive perceived), lifestyle, and behaviour in line with their hope and need during their vacation. Supported by the positive campaign on the tourism destination through information and communities' awareness as well as the tour guides involved is the entire service marketing triangle. This research is significant for academics and marketer/rural tourism management. First, basic theoretical can be developed on how the rural tourism is created through destination attractiveness so it can influence the visiting intention as well as competitiveness destination. Second, management of marketer on Lempur tourism destination is designed to develop differential branding to improve the visit intention and positive destination image.

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