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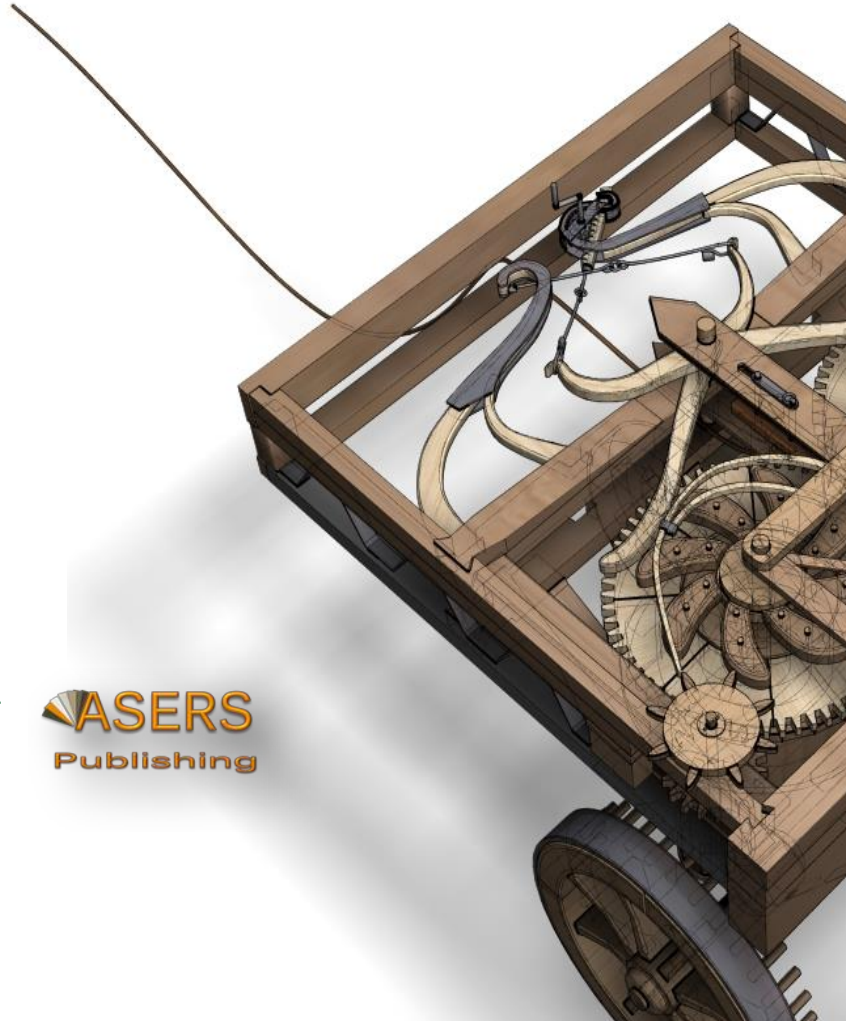


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Winter Issues 2023

Journal of Environmental Management and Tourism

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Exploring a New Destination Image: A Case Study of Suranadi Village

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Abstract: The purpose of this study is to examine several aspects of tourism in Suranadi Village, namely the sociology of attributes, destination attributes, tourist loyalty, and tourist opinions on Suranadi, as a first step towards finding a new Suranadi Tourism destination image. Using a quantitative descriptive method and a questionnaire, data were collected and analyzed using the achievement level formula. This study discovered that the sociology attribute received a good predicate with an average of 82; destination attribution received a good predicate with an average of 81; and visitor loyalty attribution received a very good rating with a value of 86. Furthermore, tourists believe that Suranadi Village should improve a variety of aspects, including tourism product innovation and other supporting factors. Finally, the most popular tourist attractions in Suranadi Village are natural and religious tourism, as Suranadi Village has significant natural potential and is a Hindu pilgrimage site.

Keywords: tourist destination; marketing; rebranding; Suranadi Indonesia.

JEL Classification: M3; L83; Z33; R11.

Introduction

One of the main forces driving economic growth nowadays is tourism (Tang and Tan 2015, Tugcu 2014). The main element of tourism and the factor that most influence people's decision to pay for a trip to a certain location is the uniqueness of the tourist attractions there. The uniqueness might be viewed from the perspective of the level of service, the aesthetic appeal of the location, or the sociological component, which could be the brand image utilized to attract tourists from all over the world. Therefore, to increase the destination's worldwide competition and meet evolving tourist wants and motivations, developing a favorable destination image has taken the top spot in tourism management and destination marketing at the moment (Molina *et al.* 2010).

Numerous studies have been inspired by the significance of brand image, particularly in the field of tourist research. As tourism markets become more competitive, enhancing a destination's reputation adds value to the sector. However, travelers' subjective perceptions of reality are what give the location its positive connotations. A difficult task is evaluating the destination's reputation. The value of researching this topic has been underscored by the significance of developing a destination's image as well as the challenge of evaluating such an image. It's common to refer to destination images as simply 'impressions of a location' or 'perceptions of an area'. Everyone agrees on the significance of a tourist destination's image since it influences a visitor's subjective perception, which in turn influences their behavior and choice of destination. In the nearly four decades of the intradisciplinary study of marketing, which has typically been oriented on either effective destination positioning or the destination selection process, the tourism destination image (TDI) has been a worthy subject of research.

In the case of Indonesia, the government has initiated national branding as a national identity to enhance how the world sees Indonesia and help Indonesia's tourism grow. In 2011, the government created a national brand called 'Wonderful Indonesia' to capitalize on the country's enormous tourism potential. Apart from Bali the Island of the Gods, Explore Makassar, Java Cultural Wonders, Majestic Banyuwangi, Coral Wonders (Bunaken, Wakatobi, and Raja Ampat), and Friendly Lombok, the Ministry of Tourism also launched 10 new destination brands or more generally known as 10 new Bali tours (Barrung 2018).

The West Nusa Tenggara regional government increased regional tourism promotion in response to the national government's efforts to promote travel in Indonesia. This is reflected in the fifth objective of the vision and mission statement, 'Prosperous and Independent NTB,' which includes a flagship program called '99 Tourism Villages' that is spread out over 10 districts or cities. In an endeavor to further turn the 99 tourism villages into communities that fully exploit the local environment, culture, and creative abilities, the West Nusa Tenggara Provincial Government has made the initiative of the 99 tourism villages one of its key areas of concern during the past three years (Darmo *et al.* 2021). Tourists' villages need to place a high priority on preserving their sense of place, practicing conservation, considering carrying capacity and being flexible enough to adjust to tourism.

Ten districts or cities, including Bima Regency (10), Dompu Regency (9), Bima City (4), Mataram City (4), West Lombok Regency (13), Central Lombok Regency (16), East Lombok Regency (18), North Lombok Regency (8), Sumbawa Regency (9), and West Sumbawa Regency, are involved in the development of 99 tourism villages in West Nusa Tenggara Province (8). The Genpi Lombok Sumbawa team was successful in gathering several other additional tourism villages that had already been formed, developed, are currently operating, or are experiencing problems, some of which have not yet been included in the decree, some of which are a District Decree and is not included in the Governor's Decree. In addition to the 99 Tourism Villages that were decreed by the Governor of West Nusa Tenggara (Darmo *et al.* 2021).

One of many tourist communities established before the West Nusa Tenggara program's '99 Tourism Villages', Suranadi Tourism Village has long been a popular destination in West Nusa Tenggara and is now considered a valuable asset for the region's tourism industry. The marriage of culture and nature is what makes Suranadi Tourism Village special. In addition to seeing the distinctiveness of the temples that make up Suranadi Tourism Village, visitors may also take in the pristine scenery and pleasant ambiance of things like rice fields, gardens, woodlands, and rivers with crystal-clear water. Domestic tourists particularly enjoy the gourmet processed goods produced by Suranadi Tourism Village, such as fruit dodol (jackfruit, soursop, durian, and banana). Some Suranadi people operate a home industry that produces the fruit dodol. among the different potentials that ought to be optimally developed. There hasn't been any follow-up in developing Suranadi Village since tourism management and the locals don't completely comprehend the idea of a tourist village. Additionally, the supporting infrastructure is insufficient, and domestic travelers still make up the majority of visitors.

In general, there have been many studies on the brand image of a destination or destination re-branding (Blain *et al.* 2005, Ghorbanzadeh *et al.* 2022, Jesca *et al.* 2014, Kaefer 2021, Marzano and Scott 2009, May-Chiun *et al.* 2013, Morgan *et al.* 2020, Pike 2005, Puad *et al.* 2016, Qu *et al.* 2011, Stylos *et al.* 2016, Subagyo

2019, Surya *et al.* 2018). Some of these studies, most of them only discuss the perspective of supply so there is often a discrepancy between what tourists want and what is offered. Meanwhile, in this study, the authors tried to evaluate the key aspects of tourist attraction, namely sociological attributes, destination attributes, and tourist loyalty. Not only that, from the literature study conducted by the author, there has been limited research that has attempted to involve tourist perceptions in the process of branding a destination, especially in Indonesia. Thus, there is often a discrepancy between the needs of tourists and existing attractions.

1. Literature Review

1.1. Branding of Tourist Destination

Tourism destination branding is the use of names, symbols, logos, slogans, or images to distinguish a location from others and make it easier for visitors to remember and have a distinct emotional experience there (Hanna *et al.* 2021, Marzano and Scott 2009; Qu *et al.* 2011).

Marzano and Scott (2009) define destination branding as generating good views by mixing distinct elements from a location. This demonstrates the use of destination branding as a tactic to attract travel and foster a positive reputation. Place branding is an endeavor to convey a positive image of a tourism destination to draw visitors and offer a memorable experience. Destination branding is required to make sure that visitors and location managers share the same understanding of tourism attractions. There are two parts to this destination branding strategy. The first is showcasing the country's tourism business in its entirety or part to the public, including its natural beauty, cultural diversity, vibrant society, and other characteristics that could help the nation develop its brand.

In Qu *et al.* (2011) article's destination branding, or brand image portrayed is how the recipient sees it. While public diplomacy is used to advance business image internationally due to the nature of the brand, this study focuses more on the brand identity of a nation. A brand's identity is made up of its culture, personality, personality, name, logo, and slogan. This may affect how the general public interprets a brand's identity, for instance: culture, as it is connected to the cultural traits present in both the environment and the country; Character is something that makes a country stand out, and it is typically found in the laws or constitutions that provide the legal foundation for a nation's branding; personality is about how people are inclined to welcome visitors; Name, frequently the original name of the tourist destination in the local tongue or English: this is significant because it is strongly tied to the communication strategy targeted at tourists; it must also have numerous distinctive and unforgettable powers and connotations; logos and slogans. This may affect how the general public views the identity of a brand, for instance: culture, both regional and broader in scope; It is possible to declare that the characteristics of a tourist destination can be incorporated into the character of a logo; however, the character must be simple, simple to remember, and able to represent a tourist destination; According to (Risitano 2006), a slogan is a succinct summation of a place's appeal that might draw tourists.

1.2. Rebranding of Tourism Destination

Re-branding is a tactic used by businesses to improve current brands while keeping in mind their original purpose, according to (de Boer *et al.* 2014). When a business feels the need to replace an existing brand and reintroduce a new brand that aims to uphold the level of quality and image provided, this is known as re-branding.

Typically, changing a logo or symbol is regarded as an element of rebranding. However, in practice, this procedure is followed by the revision of brand values, making it a drawn-out and meticulous process. Rebranding is being done on a wide range of products, including corporate and travel locations.

The first step in rebranding is to get the strategy right, which is an initial research process to uncover opportunities that exist on target and adjustments that are genuinely needed by the agency; The second step is creating the brand, the name is taken into consideration, the slogan and logo are made, branding is done in the agency's official media, and the basic brand identity is developed. The brand rollout stage is part of an efficient rebranding procedure. Several strategies can be used to do this, including introducing the brand to management teams and staff, training management and staff on the new brand's values, and creating a launch strategy (Lazutkin and Chausov 2021).

1.3. Destination Image

The destination's image is crucial for promoting tourist attractions to stakeholders and potential visitors. Destination image is a reflection of one's thoughts, beliefs, feelings, and perceptions regarding a location (El Badriati *et al.* 2022, Fakeye and Crompton 1991).

According to Fakeye and Crompton (1991) and Gartner (1989), the destination image is the perception of a complex combination of several items and connected attributes. Destination images are described as a collection of ideas and impressions based on information processing from several sources over time that generates a mental representation of the numerous qualities, rewards, and impacts one seeks from a destination (Zhang *et al.* 2014).

According to Assaker *et al.*, the perception of a particular place can affect travelers' behavioral intentions (Assaker and Hallak 2013). An individual's mental representation of their knowledge, emotions, and general perceptions regarding their destination is referred to as their destination image. The range of goods, features, and attractions that influence the perception of the destination Whang *et al.* adds to the perception of the choosing process based on diverse facts (Whang *et al.* 2016).

According to Stylos *et al.* (2016) a person's perception of things, objects, behaviors, and events is referred to as the picture of his aims, attitudes, beliefs, and several objectives that have expectations and ideals for a specific site all affect how they perceive that area. In behavior, the destination image serves two crucial purposes: (1) influencing the choice of the destination; and (2) influencing the final decision or triggering behavior, including involvement (location experience), judgment (satisfaction), and intention (future behavior goals), review, and readiness to suggest (Chen and Tsai 2007). The three elements of destination image, according to (Girma 2016, Qu *et al.* 2011), are cognitive destination image, unique destination picture, and emotive destination image.

2. Research Methodology

The frequency approach and Likert scale calculations are used in this form of research, which is a quantitative descriptive study. For travelers, this study was carried out between October 19 and November 11, 2022.

Table 1. Research instruments

Indicators	Code	Questions
Sociological Attributes	S1	Suranadi Tourism Village is convenient to travel
	S2	I feel safe traveling to Suranadi Tourism Village
	S3	Traveling in Suranadi Tourism Village is easy without having the assistance of a tour guide
	S4	The prices of tourism products and services in Suranadi Tourism Village are affordable
	S5	Suranadi Tourism Village has the basic facilities or infrastructure to fulfill the needs of tourist
Destination Attributes	D1	Culinary tourism is one of the main attractions of Suranadi Tourism Village
	D2	Nature tourism is one of the main attractions of Suranadi Tourism Village
	D3	The place of worship is one of the main attractions of Suranadi Tourism Village
	D4	Water tourism is one of the main attractions of Suranadi Tourism Village
	D5	The recreational place is one of the main attractions of Suranadi Tourism Village
	D6	Forests are one of the main attractions of Suranadi Tourism Village
	D7	Agrotourism is one of the main attractions of Suranadi Tourism Village
	D8	Outbound and Camping are one of the main attractions of Suranadi Tourism Village
	D9	Accommodation is one of the main attractions of Suranadi Tourism Village
	D10	Suranadi Tourism Village has lots of interesting tourist destinations
	D11	Tourism destinations in Suranadi Tourism Village are well-preserved
	D12	Suranadi Tourism Village is the main destination on Lombok Island
	D13	Tourism destinations in Suranadi Tourism Village are well-promoted
Tourist Loyalty	F1	I will revisit Suranadi Tourism Village in the future
	F2	I will highly recommend Suranadi Tourism Village to my friends and family
	F3	In my opinion, Suranadi Tourism Village has the potential to be developed as an international tourism destination
Tourist Opinion	T1	Things that need to be improved in Suranadi
	T2	The attraction that tourists want

103 answers were obtained, which can be used for analysis. Suranadi Tourism Village, the subject of the case study, is one of the tourist towns in West Lombok Regency, West Nusa Tenggara. To learn more about tourists' perceptions of the destination image and destination qualities in Suranadi Tourism Village, questionnaires were also distributed online via Google form to the research subjects.

This study is a development of Puad's research, which also covered marketing and rebranding in Malaysia's Ipoh City. Three aspects: sociological features, destination attributes, and future development, are the subject of Puad *et al.*'s (2016) study. The authors include a new indicator, namely tourist opinion, to set this study apart. This is crucial because the study needs to have a significant impact on Suranadi Village to influence future tourism regulations there.

In this study, a questionnaire was employed as a method of data collection. using a survey with both open-ended and closed-ended questions. The trait of closed questions is that the authors have predetermined all of the response options for this question; the respondent is not permitted to submit answers other than the answer options. Additionally, open questions have a wider range of qualities. Additionally, the researcher did not predetermine the questions or replies. To make it easier for respondents to answer and at the same time make it easier for the writer to analyze the data, the writer uses a Likert scale as the answer for each statement in the questionnaire.

Table 2. Likert scale

Indicators	Symbols	Value
Strongly Disagree	SD	1
Disagree	D	2
Neutral	N	3
Agree	A	4
Strongly Agree	SA	5

The data analysis of this study is also different from (Puad *et al.* 2016). This study uses the frequency method combined with Achievement Level (AL) to get a clear image of Suranadi. This analysis intends to describe the characteristics of each research variable. By presenting the data in a frequency distribution table, calculating the average value, total score, and level of achievement (AL), and interpreting it. This analysis does not relate one variable to another and does not compare one variable to another. To find the level of attainment of respondents' answers, the following formula is used:

$$\text{Achievement Level (AL)} = \frac{\text{Average Score} \times 100}{\text{Minimum Score}}$$

Achievement levels can be classified as follows (Arikunto 2010):

Table 3. Level of achievement criteria

No.	Level of Achievement	Criteria
1	85% - 100%	Very Good
2	66% - 84%	Good
3	51% - 65%	Enough
4	36% - 50%	Bad
5	0% - 35%	Very poor

3. Result and Discussion

The demographic information of the respondents is shown in Table 4. A total of 103 responses were gathered, of whom 62 males and 41 women provided information. Only 2 respondents in this survey were under the age of 15, and the majority of respondents were between the ages of 34 and 45. In this study, respondents' vocations comprised students (35%), enterprises (41%), public servants (4%), academics (7%), and other employment (14%). Given that many respondents are college students and recent graduates, the majority of respondents have annual incomes of less than 500.000 rupiahs. 39 respondents had an annual income of more than 500.000 rupiahs. Due to Suranadi Village's status as a place of devotion for Hindus, up to 53 respondents identified as Hindus. There were 45 Muslims and 5 Christians among the responders to this survey, respectively. The majority of tourists came from West Lombok, where 44 people and 30 people from Mataram City originated.

Table 4. Respondent details

Demographic		Frequency	Percentage
Gender	Male	41	40%
	Female	62	60%
	Total	103	100%
Age	< 15 years old	2	2%
	16-20 Years old	19	18%
	21-30 years old	75	72%
	34-45 years old	7	7%
	Total	103	100%
Job	Student	36	35%
	Enterprise	41	40%
	Government Workers	4	4%
	Fresh Graduate	7	7%
	Others	15	14%
	Total	103	100%
Income	< 500.000 IDR	40	39%
	500.000 – 1.000.000 IDR	24	23%
	1.000.000 – 1.500.000 IDR	7	7%
	1.500.000 – 2.000.000 IDR	10	10%
	> 2.000.000 IDR	22	21%
	Total	103	100%
Religion	Islam	45	44%
	Hindu	53	51%
	Christian	5	5%
	Total	103	100%
City of Origin	West Lombok	44	43%
	East Lombok	8	8%
	North Lombok	5	5%
	Central Lombok	5	5%
	Mataram	30	29%
	Sumbawa	4	4%
	Bima	3	3%
	Others provinces	4	4%
	Total	100	100%

Source: Data processed

Table 5 below explains the average value and achievement of each indicator such as the Sociology aspect (S), the destination aspect (D), and the future development aspect (F).

Table 5. Results

NO	Value					Total	Score	Average	AL	Category
	SD	D	N	A	SA					
	1	2	3	4	5					
S1	3	0	19	42	39	103	423	4.106	84.6	Very good
S2	2	3	22	43	33	103	411	4	82.2	Good
S3	4	1	11	33	54	103	441	4.281	88.2	Very good
S4	3	2	25	44	29	103	403	3.912	80.6	Good
S5	3	7	30	40	23	103	382	3.708	76.4	Good
								Total	82.4	Good
D1	2	2	15	38	46	103	433	4.203	86.6	Very good
D2	5	1	12	37	48	103	431	4.184	86.2	Very good
D3	4	9	26	64	0	103	455	4.417	91	Very good
D4	3	2	19	27	52	103	432	4.194	86.4	Very good
D5	2	1	18	46	36	103	422	4.097	84.4	Very good
D6	3	2	19	41	38	103	418	4.058	83.6	Good
D7	5	4	29	37	28	103	388	3.766	77.6	Good
D8	4	4	24	37	34	103	402	3.902	80.4	Good

NO	Value					Total	Score	Average	AL	Category
D9	9	15	26	36	17	103	346	3.359	69.2	Good
D10	3	5	18	41	36	103	411	3.990	82.2	Good
D11	3	6	23	46	25	103	393	3.815	78.6	Good
D12	6	5	24	39	29	103	389	3.776	77.8	Good
D13	5	13	29	35	21	103	363	3.524	72.6	Good
								Total	81.27	Good
F1	4	0	13	38	48	103	435	4.223	87	Very good
F2	3	4	18	34	44	103	421	4.087	84.2	Very good
F3	4	1	10	34	54	103	442	4.291	88.4	Very good
								Total	86.5	Very Good

Source: data processed

3.1. Sociological Aspect

From a total of 103 responders, the first code, S1, which represents the comfort level of Suranadi Village, yielded an achievement level of 84.6, or the 'Very Good' predicate. The second code, S2, denotes security and is equivalent to the 'Good' category with a score of 82.2. In terms of travel convenience, the third code, or S3, achieves a degree of achievement of 'Very Good,' or 88.2. Fourth (S4) and Fifth (S5), namely in terms of costs and resources. These elements each received scores of 80 (Good) and 76. (Good). Therefore, it can be said that the sociological aspect has an average achievement value of 82.4, earning it the designation of 'Good.'

The safety and comfort of visitors is a situation that is anticipated to remain steady, causing a sense of tranquility without being accompanied by worries when traveling to and staying in a location for a while, according to Chen *et al.* (2016), Chuang *et al.* (2020), Imbeah *et al.* (2020), Jin *et al.* (2013), Zhou *et al.* (2018), Zou and Meng (2020)). For the tourism industry to function properly and allow visitors to have a relaxing vacation, safety, and comfort are vital necessities. Every traveler takes seriously any threat to their safety and comfort because they are seeking out tourist attractions and not travel hassles. Because if a tourist attraction is not safe and comfortable, it might physically and financially injure the visitors, safety, and comfort are very crucial.

Prices in the hospitality sector and demand for tourism are typically not linear relationships that depend on a variety of variables that affect travel decisions (Dwyer *et al.* 2000, Morley 1994). The relationship is rather complex, particularly when it comes to customers in poor countries (Tkalec and Vizek 2016). According to Nahar *et al.* research, a strengthening of the growth in a commodity's price, particularly in the tourism sector, will significantly affect tourists' purchasing decisions or it may be stated to have a negative impact (Nahar *et al.* 2020).

Destination attractiveness is described by Mayo and Jarvis (1981) as 'the perceived potential of the destination to deliver these individual benefits and the relative relevance of individual benefits'. The distinct elements that make up a location, such as its attractions, infrastructure, services, and the people who provide these services, improve this capacity. A tourism destination is, therefore, a mix of destination qualities, namely tourist facilities, and services, according to Yangzhou Hu and Ritchie (1993). Tourists consider a destination's perceived suitability to fit their demands when determining how attractive the place is. It is commonly accepted that the more features a destination possesses, the more enticing it becomes. Destinations build amenities and services to increase their attractiveness to draw tourists. In the lack of these qualities, a destination loses some of its appeal. Additionally, without a desirable destination, tourism would not exist and there could not even be a need for tourist amenities and services (Kim and Lee 2002). However, other places, such as remote tropical islands or tiny coastal towns, have a constrained selection of amenities and services and are still quite popular.

3.2. Destination Aspect

Five indicators received very good predicates out of a total of 13 indicators evaluated on the destination aspect, including culinary tourism (D1), nature tourism (D2), places of worship (D3), and water tourism (D4). Each of these indicators is given a score ranging from 84 to 91. Meanwhile, indicators D6–D7 each have good predictability, with the lowest score of 72 on the promotion indicator. With an average of 81.27, it can be concluded that the destination aspect in Suranadi Tourism Village receives a favorable predicate.

A tourist destination is a location that is visited by tourists, and it can refer to a city, region, or even an entire country (Ahmed 1996, Aksoy and Kiyici 2011). According to Jani *et al.* (2009) tourist destination consists of multi-destination trip characteristics, including both environmental and service factors that entice visitors to stop by and stay longer. Similarly, Crouch (1994) also noted in his study that the infrastructure, accessibility, market

ties, mixed activities (such as sports and recreation activities, music and fun activities, etc.), and core attractors (such as special events, climate, and culture and heritage attractions) are the primary factors that significantly influence the competitive positioning of a tourist destination (Crouch and Ritchie 1999).

Most recently, May-Chiun *et al.* (2013) divided the characteristics of a destination into four categories: cultural/heritage, social, economic, and environmental characteristics, and they proposed that all four characteristics are crucial predictors of the destination's image. The competitive success of a tourist site, according to Enright and Newton, is heavily influenced by the advantages and disadvantages of such characteristics (Enright and Newton 2005). The most significant destination qualities, such as attractions, accessibility, lodging, supplementary services, and knowledge that affect visitor perception, have been identified by Truong and King (2009). The survey also made a connection between a destination's attractions and two categories of attractions: man-made attractions, such as theme parks and entertainment, and natural attractions, such as mountains, valleys, landscapes, forests, lakes, and rivers (casinos, trade halls, and theaters).

Furthermore, Khong Chiu Ananzeh (2012) extrapolated that pull, push, and religious qualities influence tourists' decisions to travel to a particular location. Additionally, Upadhyaya indicated in his study that accessibility and lodging options are crucial characteristics of the tourism sector. The examined literature has taken into account both major and secondary elements of destinations as well as cultural/heritage, social, economic, and environmental attributes. The primary characteristics of a tourism destination are the weather, ecology, culture, and traditional architecture, while secondary characteristics include hotels, catering, transportation, and entertainment; destination attractions, lodging services, food services, and tourism trade, among others (Chahal and Devi 2015). Attractions can be both natural and man-made. And only a small number of researchers have used the 5As-attraction, accessibility, lodging ancillaries, and awareness attributes. In terms of infrastructure, the term 'accessibility to the destination' refers to things like highways, airports, and railroads, while 'accommodation' refers to places like hotels, bunkhouses, and tented camps where tourists may stay, eat, sleep, and feel easy and comfortable to move around.

Furthermore, it has been suggested by Enright and Newton (2005) that infrastructure and accessibility issues, common touristic actors, special events, shopping, food, a calm atmosphere and climate, attractions, sports and recreational activities, music and fun activities, and other factors significantly affect how competitively positioned a tourist destination is.

3.3. Tourist Loyalty

Suranadi Tourism Village appears to have a very good score in terms of future development, with the three indicators evaluated receiving maximum scores of 87, 84, and 88, respectively. The majority of respondents stated that they would return to Suranadi Village and recommend it to their relatives, friends, and others. Furthermore, the majority of respondents believe that Suranadi Village has the potential to be developed into an international standard destination.

In tourist literature, the intention to return has been identified as an important research topic (Lee *et al.* 2018). According to numerous researchers, returning visitors spend more time at a location, engage in more leisure activities, are happier, and recommend the place to others, all while requiring significantly less marketing spending than first-timers (Lehto *et al.* 2004, Zhang *et al.* 2014).

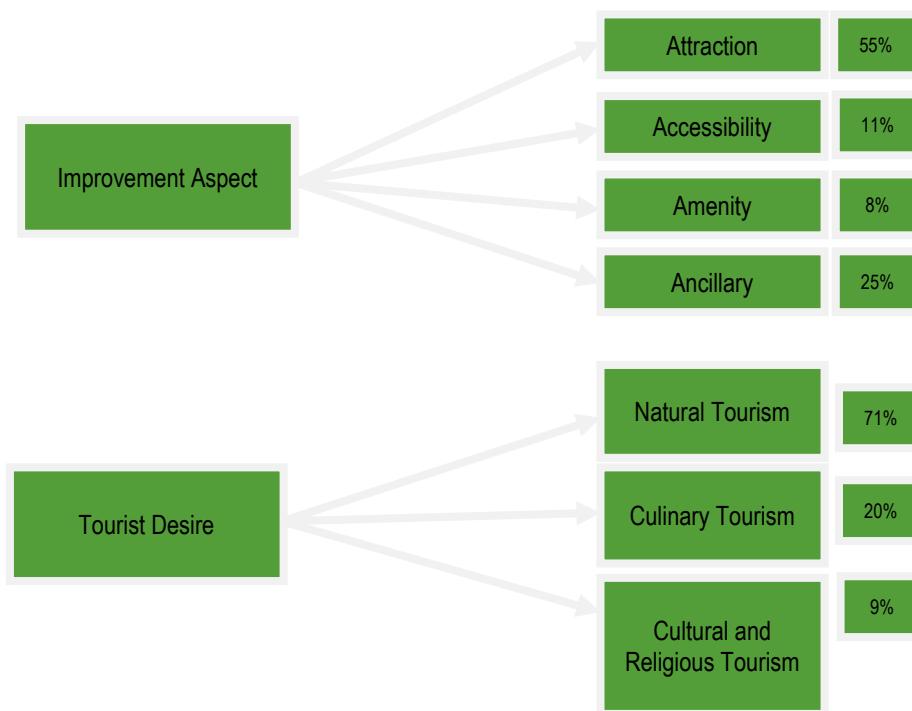
The intention to return to a tourist site has been described as a sort of post-consumption behavior and involves a visitor repeating an activity or visiting a location (Baker and Crompton 2000; Cole and Scott 2004). It also pertains to the visitor's assessment of their likelihood of returning to the same location, their plans to do so, or their desire to promote the location to others (Chen and Tsai 2007, Khasawneh and Alfandi 2019, Stylos *et al.* 2016).

It is commonly acknowledged that achieving customer happiness is important for building loyalty, not just in the context of physical products but also in the tourism industry (Som and Badarneh 2011). Um *et al.* assert that the desire to return is seen as an extension of satisfaction (Um *et al.* 2006). Tourists will likely be satisfied with a tourist location if they have positive sentiments there, which will raise their desire to return. The literature contains numerous research demonstrating the beneficial influence of visitor satisfaction on the propensity to return (Assaker and Hallak 2013, Chen and Chen 2010, Khasawneh and Alfandi 2019).

3.4. Respondent Opinions

To sharpen the findings and provide a clear impact on Suranadi Village, the authors asked the respondents two questions: what aspects needed to be improved and what type of tourism object the respondents desired. Figure 1 depicts the responses provided by respondents, which were then assigned special codes by researchers.

Figure 1. Respondent's opinion of Suranadi



Source: data processed

The author can draw conclusions based on the information provided by each respondent regarding aspects that the Suranadi Tourism Village Management should improve, such as attractions, access, amenities, and ancillaries. Suranadi's attractions, according to 55% of the 103 respondents, needed repair and improvement. Respondents stated that the tourist attractions in Suranadi Village were monotonous and lacked variety and that some attractions had no appeal to tourists. For example, it is believed that the Suranadi Village tourism forest has not been effective in attracting tourists because it has been left untouched, with no activities or uniqueness to offer. Furthermore, the spring attractions in Suranadi Village are thought to be neglected, so they are worn out and no longer appealing to teenagers.

Ancillary is the second area that needs to be addressed the most. Up to 25% of respondents believed that supporting factors for Suranadi tourism, such as rules governing travel, advertising, hiring more imaginative management, and security measures for tourist attractions, ought to be taken into account. According to Cakici and Harman (2007), auxiliary services and awareness factors strongly influence tourists' willingness to return to a destination, but other factors like attractions, infrastructure, and cultural factors have the least impact. All services offered to tourists or providers of tourist services are considered ancillary services, and awareness refers to tourists' capacity to recall the image of a destination they have in their minds. On the other hand, due to the sufficiency of access and amenities in tourist destinations, respondents paid little attention to other factors like access and amenities.

In terms of attraction type, according to 71% of respondents, natural tourism is what they are most interested in. According to respondents, Suranadi Village should offer natural tourism that includes zoos, water attractions, flower gardens, adventure travel, and even ecological travel. The second most popular attraction in Suranadi after environmental tourism appears to be culinary tourism. Even though there are already some culinary tourist attractions in Suranadi Village, respondents hope that there will also be the newest culinary tourism developments there. Finally, 9% of respondents want the façade of Hinduism to be maintained because Suranadi Village is one of the main places of worship for Hindus in West Lombok. Additionally, respondents stated that the Suranadi tourism object must have a value that can be shared with the visitors, such as information about the customs or culture of the local neighborhood.

Ferrario contends that a place must possess a particularly special quality to be appealing (namely attraction). As a result, the first significant group or category of a destination's appeal is its attractions (Ferrario, 1979). This claim is confirmed by Crouch and Ritchie (1999) who point out that attractions are the primary drivers

of traveler traffic, making them the primary determinants of a destination's appeal. Attractions within a destination are necessary for tourism to grow; other characteristics work well together. Supporting services and amenities for the location make up the second set of destination attributes that predicts its appeal. Crouch and Ritchie (1999) and Dwyer *et al.* (2003) both claim that facilities and support services at a destination play a complementary role in forecasting the success of a destination. Support services are useless in a location without attractions, though. People-related variables make up the third set of predictors of destination appeal. The importance of human-related elements in determining destination attractiveness is complementary to the role of destination attractions. Human-related elements are meaningless on their own; they require attractions, auxiliary infrastructure, and services that can benefit society as a whole.

Conclusion, Limitation, and Future Work

The decrease in the number of tourists visiting Suranadi Tourism Village, Indonesia, indicates that the destination is experiencing stagnation, with no innovations or advancement to attract visitors. Thus, the purpose of this research is to evaluate several aspects of tourism in Suranadi Village, such as the sociology of attributes, destination attributes, tourist loyalty, and tourist opinions on tourism. As a result, managers can use this research to rebrand their tourism villages.

This study discovered that, first, sociological attributes such as comfort, safety, convenience, affordable prices, and adequate facilities receive favorable treatment from respondents. Second, the destination attributes, such as the condition of tourist attractions in Suranadi Village, receive high marks. Third, there are aspects of respondent loyalty, such as the desire to return, word-of-mouth promotion, and opinions about Suranadi Village's potential. Finally, respondents believed that the attractions and ancillary aspects could be improved, with natural, culinary, and cultural/religious tourism being the main draws of Suranadi Village.

This article can serve as a resource for the manager of Suranadi Tourism Village as they build and develop the village. The Suranadi Village Manager must revitalize and innovate tourist attractions, particularly natural, culinary, cultural, and religious tourism. Additional aspects such as security, cleanliness, and destination management must be improved to improve the destination's quality. Furthermore, destination promotion must begin, as Suranadi Village has not yet received an adequate promotion, leaving it unable to compete with neighboring villages.

This research has implications for the novelty of research in the field of destination marketing wherein creating a new image for a destination it is necessary to evaluate various aspects such as sociology attributes, destination attributes, tourist loyalty, and tourist desires so that a match between the supply and demand sides emerges.

To develop a strategic plan for the new brand of Suranadi Tourism Village, further research is required to analyze from the perspective of Suranadi's tourism service providers or the supply side.

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Credit Authorship Contribution Statement

Gunawan Bata Ilyas conceptualized and supervised the project, providing critical insights and guiding the overall direction. He was deeply involved in investigating the subject matter, designing the methodology, and curating the data. Their role extended to project administration, ensuring the smooth execution of tasks. He took the lead in writing the original draft of the manuscript, showcasing his comprehensive understanding of the topic. **Gunawan** also played a pivotal role in validating the findings and generating visual representations that enhanced the clarity of the work.

Kristiana Widiawati contributed significantly to the project by conceptualizing its framework and assisting in the design of the methodology. She actively participated in the investigation process and took on project administration tasks, which contributed to the project's overall success. **Kristiana** was responsible for both the original draft of the manuscript and subsequent rounds of reviewing and editing, ensuring the quality and coherence of the content.

Suhaimi was instrumental in shaping the project's conceptual foundation and methodology. His insights were valuable in creating a robust framework for the study. **Suhaimi** played a crucial role in crafting the original draft of the manuscript, ensuring that the core ideas were effectively communicated. He also actively engaged in reviewing and editing, refining the content to meet high standards of accuracy and clarity.

Rismawati contributed significantly to the conceptualization of the project's key aspects and methodology. Her insights played a vital role in shaping the direction of the research. **Rismawati** took charge of the initial draft, incorporating her understanding of the subject matter into the manuscript. She was also actively involved in the review and editing processes, refining the content to achieve precision and consistency.

Syamsu Budianti played a pivotal role in conceptualizing the project's central themes and designing the methodology. His contributions were essential in framing the research in a meaningful way. **Syamsu** took an active role in crafting the original draft of the manuscript, showcasing their ability to convey complex ideas effectively. His dedication extended to reviewing and editing the content, ensuring that the final work was coherent and polished.

Muhammad Azizurrohman was deeply involved in the project from start to finish. His contributions spanned conceptualization, investigation, and methodology design. He took on the responsibility of project administration, ensuring the efficient coordination of tasks. **Muhammad** played a significant role in the original draft of the manuscript, channeling their comprehensive knowledge into clear and insightful content. He continued to engage in the review and editing processes, refining the work to achieve excellence.

Declaration of Competing Interest

There is nothing to declare.

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