

Pull Factors For Event Delegates Moderating Effect Of Cultural Tourism Attraction

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Abstract

This study seeks to explore the pull factors that influence delegates' decision to attend an event. This research also involves the factor of cultural tourism attraction as a moderating variable. It is well known that Yogyakarta as the research location is a city rich in culture, there are many cultural attractions that are favored such as heritage sites, indigenous people's lives, handicraft products, traditional culinary, and a number of other local cultural products. By using Structural Equation Model analysis and involving 190 respondents, namely delegates who attended various events in Yogyakarta, from the results of the study it was found that the pull factors namely accessibility, event organizer (OC), accommodation, venue, price and cultural tourism attraction jointly influenced the decision of delegates to attend the event. Cultural tourism attraction is able to moderate the overall pull factor. The strength of culture that is able to moderate the overall attraction factor indicates that culture is very strong as a novelty event and is a key variable for destinations so that it is attractive to host events

Keywords: MICE, Delegate, Event, Pull Factors, and Push Factors.

I. INTRODUCTION

Among the interesting things related to organizing events is how someone decides to join an event. There are many factors that may be behind it both in terms of personal motivation from prospective delegates and also from the attractiveness factors related to the location where the event is held [1]. A person's motivation to come to an event can be due to the condition of the venue and its facilities [2, 3], because of the event, networking opportunities, external activities, location, and possible expenses [4], and can even be influenced by factors because they want to enjoy cultural experiences and specialties [5]. In a comprehensive review study conducted on the site selection factors, namely a number of empirical studies in the period between 1976 - 2021, it was stated that event participation was strongly influenced by factors such as accessibility, local support including the professionalism of the event organizer (EO), extra conference opportunities, accommodation, meeting facilities, information, destination environment, as well as a number of other minority criteria concerning event novelty [6-9]. Factors such as activities, amenities, essentials, price and shopping or the presence of shops [10] are other findings on the attractiveness factor side that influence a person's decision to travel to a destination. It could be that each destination which organizes the event has an attraction with unique and different characteristics so that the interest of each person will also be different in each event. Although in basic principle it will not be far from a number of variables mentioned above. Identifying a person's interest in a destination to participate in an event is very important because it can have implications for many factors such as the development of a destination in the future, implications for marketing strategies, and various things that must be prepared by the host as a strategy to improve the quality of the delegate experience [11].

Yogyakarta is a city known in Indonesia as the 'city of culture' and a tourism destination as well as national and international events. Events such as exhibitions, festivals, conferences, and meetings are the most frequent activities in Yogyakarta. According to data released by the local tourism authority, it is stated that in 2022 there will be 6,686 events with the number of delegates reaching 671,804 people. The factor of cultural tourism attraction is something that is inherent to the entity of Yogyakarta, and in organizing events, cultural tourism attractions can reinforce Yogyakarta's position as a destination that is considered to be a host for important events. The definition of cultural tourism attraction can be interpreted as tangible and intangible culture such as handicrafts, culinary, gastronomy, unique daily life, art performance, cultural

heritage sites, temples, kingdoms, and museums. Culture is said to be part of the strategy in promoting events [12] culture is even the most powerful factor driving tourists to come to a destination [11]. How cultural tourism attraction is able to moderate the decisions of event delegates will be discussed in more depth in this study.

II. THEORETICAL MODEL

The movement of a person from one destination to another including in attending an event can be associated with the theory of pull factors and push factors that are already quite popular in the field of tourism research. Wen and Huang [13] stated that essentially a person going to travel due to internal and external factors. Internal factors are also referred to as push factors such as the need for experience seeking. Meanwhile, on the external side or pull factors are an attraction to destination-specific attractions and social nostalgia. However, people who want to visit a destination whatever the motivation is to find a novelty [14], namely things outside their routine. In a previous study, Jogaratnam, et al. [15] stated that among the forms of novelty is to escape and relax. The event delegates are part of the business traveler group who have a clear goal that the trip is for business purposes. However, there are other things that they also want to enjoy and expect something different on both the pull factor and push factor sides [5, 13, 16]. This research tries to explore the pull factor side compared to the push factor side with the reason to assess the extent to which the destination performance has been well prepared as an event destination. In addition, another reason is that business traveler groups come because of corporate interests rather than individual desires. Meanwhile, the push factor aspect which involves a lot of internal individual motivation is slightly sidelined in this study. The pull factor dimensions observed are accessibility, organizer, accommodation, venue, price and cultural tourism attraction as limited variables. There are actually many variables that may also have an important influence outside of these six variables, but the six variables are expected to represent the conditions of the area under study.

The existence of many new infrastructures related to accessibility such as the International Airport, the development of the hotels that is also an event venue that currently reaches 1500 hotel units, prices that are quite affordable, and its position as the most popular cultural tourism destination after Bali are factors that reinforce why these six variables are designated as key variables. In a study conducted by Franco, et al. [17] states that the pull factor for people traveling to a destination is for novelty and escape, while the pull factor is for the purpose of learning and experience. The meaning of learning and experience here can be related to things that are unique to a destination, namely how these travelers can be best served while in the destination, for example, access, event organizers, accommodations, event venues, and of course the availability of needs at affordable prices as part of a typical tourist attraction [5, 10] Accessibility is interpreted as one of the pull factors consisting of elements of transportation modes from the original region to the destination including the price of travel tickets and the ease of reaching the destination from various sides [6-9]. Accommodation includes aspects of how comfortable it is to stay while in the destination, choice and type of accommodation, and location of accommodation [6, 8, 9, 18] Organizers are associated with the event program, the promised rewards and the ability to manage business networking opportunities. Venue is related to local people and culture, attraction, site environment [8, 18]. Price relates to the perception of the overall estimated expenditure while in the destination including the perception of food and beverage prices, the perception of accommodation prices [10]. It is said to be a perception because expensive or cheap is a relative opinion, expensive according to someone could be different level according to others. Therefore, the price here is referred to the perceived price.

Based on a number of empirical arguments as facts from the research results, the hypotheses to be proposed related to pull factors is as follows:

- H1a : Accessibilities have an influence to the decision of event delegates
- H1b : Event Organizer has an influence to the decision of event delegates
- H1c : Accommodation has an influence to the decision of event delegates
- H1d : Venue has an influence to the decision of event delegates
- H1e : Price (Perceived) has an influence to the decision of event delegates

III. METHODS

This research is a type of quantitative research that measures parameters with numbers and correlates them. The instrument used is a questionnaire involving 190 delegates who participated in both national and international events held in Yogyakarta. The number of samples is adjusted to the number of variables [19, 20]. The research was conducted in stages over approximately 8 months. The events observed include exhibitions/trade shows and seminars/meetings. The sampling technique is simple random sampling because all participants are considered homogeneous, they are event delegates. This method is considered relevant because the sample population tends to be homogeneous consisting of sponsored event delegates. By using the Structural Equation Modeling (SEM) method, it will be tested whether each pull factor variable influences the delegate's decision and whether tourism attraction is able to be a moderator that strengthens the pull factor variable that increases the delegate's confidence in participating in the event. SEM is the second generation of multivariate data analysis method models that are quite reliable and capable of being simultaneously used to test the relationship of both independent and dependent constructs that are complex as in the presence of moderating variables [21].

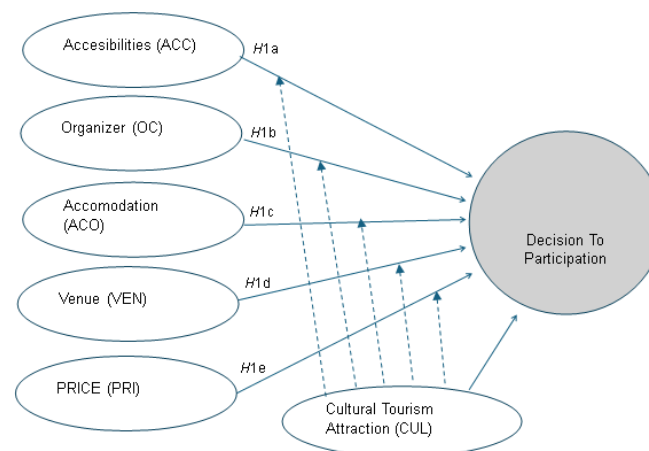


Fig 1. Research Model

Table 1. Operational Definition of The Variables

Variables		Operational Definition
Decision Participation	DEC1	I am interested in participating in the event because of a number of factors
	DEC2	Interesting event program related to business/organizational development
	DEC3	Seeking new experiences and knowledge enrichment
Cultural Tourism Attraction	CUL1	A very diverse cultural tourism attraction
	CUL2	Distinctive cultural characteristics not found elsewhere
	CUL3	Culture becomes a special attraction
Price	PRI1	Affordability of prices prevailing in event destinations
	PRI2	Estimated spending that is not too expensive
	PRI3	Affordable package price in one event
Venue	VEN1	Available meeting facilities
	VEN2	Capacity and comfort during the event
	VEN3	Iconic and popular venue
	ACO1	Availability of accommodation with various types and prices
	ACO2	Proximity of accommodation to venues and other strategic spots
	ACO3	Quality of safety and comfort of accommodation
Event Organizer (Organizing Committee)	OC1	Service from before the event to the end and return of delegates
	OC2	Quality of event program and agenda
	OC3	OC popularity / extent to which delegates are familiar with the OC

Variables		Operational Definition
Accessibility	ACC1	Ease of getting to the event location from the area of origin
	ACC2	Availability of travel modes and ease of ticketing
	ACC3	Price of travel package

IV. EMPIRICAL RESULT

According to the data, 190 respondents were involved, consisting of 35% seminar participants, 30% exhibition participants, 20% meeting participants, and 15% training/workshop participants. Based on gender, 68% are male and 32% are female. Based on the type of sponsorship, 89% were delegates or representatives from their workplace sponsored by the company, and 11% were individual delegates who came on their own initiative. Most came from outside the region (72%), even abroad (17%), and a small number of local participants (11%). The input matrices used are covariance and correlation. The model estimation used is maximum likelihood estimation (ML). ML estimation has been fulfilled with the assumption that the number of data samples has met the SEM assumptions, namely 190 data, and in accordance with the recommended amount of data, 100 - 200 data [19, 20]. In AMOS output, the normality test is carried out by comparing the C.R (critical ratio) value on the assessment of normality with a critical ± 2.58 at the 0.01 level. Based on the normality test table, it shows that the majority of univariate normality tests are normally distributed because the C.R values for curtosis and skewness are within the range of ± 2.58 . While multivariate data meets normal assumptions because the value of -2.085 is within the range of ± 2.58 .

Table 2. Assessment of normality

Variables	min	max	skew	c.r.	curtosis	c.r.
DEC3	2.000	5.000	-.302	-1.698	-.599	-1.686
DEC2	2.000	5.000	-.464	-2.613	-.159	-.449
DEC1	2.000	5.000	-.265	-1.489	-.663	-1.866
CUL3	2.000	5.000	-.485	-2.728	-.575	-1.618
CUL2	2.000	5.000	-.444	-2.501	-.377	-1.062
CUL1	2.000	5.000	-.337	-1.898	-.642	-1.807
PRI3	2.000	5.000	-.207	-1.166	-.497	-1.398
PRI2	2.000	5.000	-.274	-1.542	-.455	-1.281
PRI1	2.000	5.000	-.299	-1.684	-.568	-1.598
VEN3	2.000	5.000	-.243	-1.365	-.846	-2.380
VEN2	3.000	5.000	-.054	-.305	-.882	-2.482
VEN1	3.000	5.000	-.069	-.390	-1.233	-3.469
ACO3	2.000	5.000	.188	1.057	-.707	-1.991
ACO2	2.000	5.000	.119	.667	-.921	-2.592
ACO1	2.000	5.000	-.083	-.469	-.751	-2.112
OC3	2.000	5.000	-.349	-1.963	-.395	-1.111
OC2	3.000	5.000	-.051	-.287	-1.203	-3.385
OC1	2.000	5.000	-.034	-.192	-1.127	-3.172
ACC3	2.000	5.000	-.196	-1.103	-.817	-2.299
ACC2	2.000	5.000	-.154	-.867	-.974	-2.742
ACC1	2.000	5.000	-.440	-2.475	-.546	-1.535
Multivariate					-9.404	-2.085

Evaluation of multivariate outliers with criteria at the $p < 0.001$ level with 21 variables resulted in 46.797. In the outlier test results from the processed data, no Mahalanobis Distance value greater than 46.797 was detected. So it can be concluded that there are no outliers in the data. SEM analysis can only be done if the model identification results show that the model is in the over-identified category. This identification is done by looking at the df value of the model created. The results show the df value of the model is 168. This indicates that the model is in the over identified category because it has a positive df value. Therefore, data analysis can proceed to the next stage.

Table 3. Computation of Degrees Freedom (Default model)

Number of distinct sample moments	231
Number of distinct parameters to be estimated	63
Degrees of freedom (231 - 63)	168

Assessing goodness of fit is the main objective in SEM to determine how far the hypothesized model "fits" or matches the data sample. The goodness of fit results indicates that the research model approaches as a good fit model, almost all goodness of fit testing criteria are well met so there is no need to modify or change the test variables shown in the following data (Table.4).

Table 4. Goodness of Fit Testing to The Model Proposed

CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	63	199.831	168	.047	1.189
Saturated model	231	.000	0		
Independence model	21	1865.553	210	.000	8.884

RMR, GFI				
Model	RMR	GFI	AGFI	PGFI
Default model	.027	.912	.879	.663
Saturated model	.000	1.000		
Independence model	.188	.296	.226	.269

Baseline Comparisons					
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.893	.866	.981	.976	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Assessing the results of goodness of fit testing on the structural equation model above, it was found that the X² - Chi Square value of 199.831 means the model is fit, with a P (Probability) of 0.047 or smaller than 0.05 which indicates the model is marginal. The CMIN/DF value of 1.189 or equal to or smaller than 2, means the model achieves goodness of fit. The RMSEA (Fig.2) value of 0.032, which is equal to or greater than 0.08, means that the model is also fit. The Goodness of Fit (GOF) index of 0.912, which is equal to or greater than 0.90, means that the model is fit. The AGFI (Adjusted Goodness of Fit Index) value of 0.879, which is almost reaching the threshold value equal to or greater than 0.90, means that the model is marginal. The TLI (Trucker Lewis Index) and CFI (Comparative Fit Index) values are 0.976 and 0.981 respectively, both of which have values equal to or greater than 0.90, which means they have a good fit.

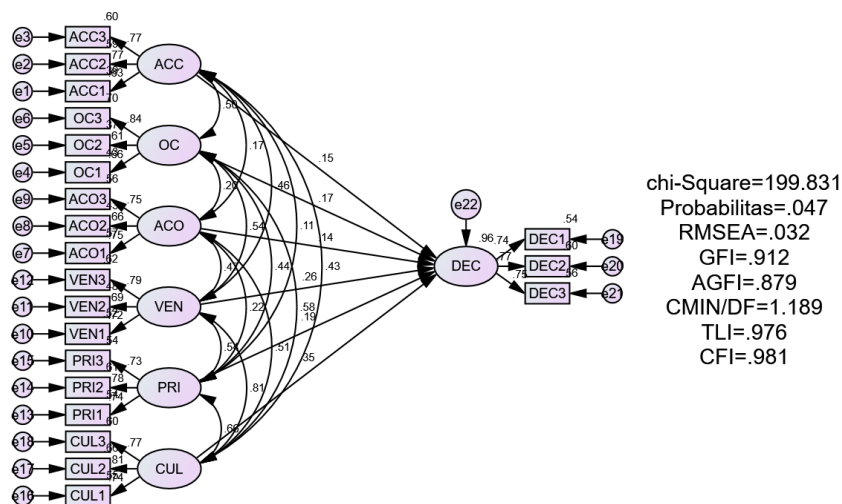


Fig 2. Structural Equation Model

Since all the criteria for the feasibility of a model can be achieved with 7 criteria for the goodness of fit where only 2 are of marginal value and the rest all have met 5 criteria for goodness of fit, the test is continued by including a moderating variable, namely cultural tourism attraction (CUL). (Fig 3). In this test, it was found that the X2 - Chi Square value of 279,839 means the model is fit, with a P of 0.047 or smaller than 0.05 which indicates a marginal model. CMIN/DF value of 1.189 or equal to or smaller than 2, means the model achieves goodness of fit. The RMSEA (Fig.3) value of 0.032 which is equal to or greater than 0.08 means the model is also fit. The Goodness of Fit index of 0.912, which is equal to or greater than 0.90, means that the model is fit. The AGFI value of 0.879, which is almost reaching the threshold value equal to or greater than 0.90, means that the model is marginal. The TLI and CFI values are 0.976 and 0.981 respectively, both of which have values equal to or greater than 0.90, which means they have a good fit.

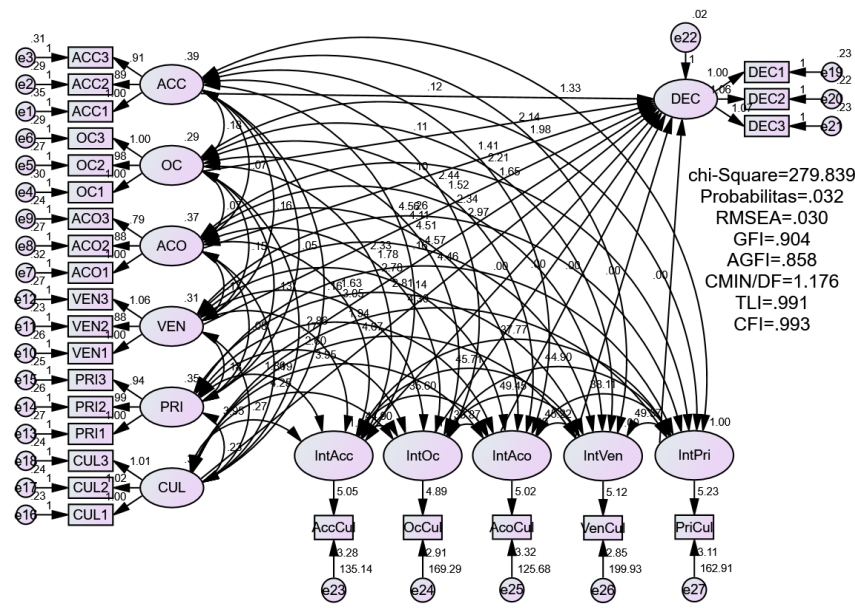


Fig 3. Structural Equation Model with Moderating Variable

Table 5. Goodness of Fit Result Test Index

Number	Index	Reference Values	Common Model		Moderating Model	
			Value	Criteria	Value	Criteria
1	X2 chi-square	Expected Small	199.831	fit	279.839	fit
	Probability	> 0,05	0.047	marginal	0,032	marginal
2	CMIN/ DF	≤ 2	1.189	fit	1.176	fit
3	RMSEA	≤ 0.08	0.032	fit	0.030	fit
4	GFI	≥ 0,90	0.912	fit	0.904	fit
5	AGFI	≥ 0,90	0.879	marginal	0.858	marginal
6	TLI	≥ 0,90	0.976	fit	0.991	fit
7	CFI	≥ 0,90	0.981	fit	0.993	fit

This statistical testing process can be seen in the table below. From data processing, it can be seen that there is a positive relationship between variables if C.R shows a value above 1.96 and below 0.05 for the p value [21], thus it can be said that all the hypotheses are accepted. All the variables proposed, namely accessibility, accommodation, event organizer/organizing committee, venue, price, and cultural tourism attraction have an influence on the delegation's decision to attend the event. Cultural tourism attraction is a very good moderating factor for all pull factor variables.

Table 6. Hypotheses Testing Summary

Hypotheses		Estimate	P	Sig.	Conclusion
H1a	Accessibility has an influence to the decision of event delegates	0,143	0,048	0,05	Hypothesis Accepted
H1b	Organizing Committee/EO has an influence to the decision of event delegates	0,169	0,036	0,05	Hypothesis Accepted
H1c	Accommodation has an influence to the decision of event delegates	0,116	0,046	0,05	Hypothesis Accepted

Hypotheses		Estimate	P	Sig.	Conclusion
H1d	Venue has an influence to the decision of event delegates	0,252	0,030	0,05	Hypothesis Accepted
H1e	Price (Perceived) has an influence to the decision of event delegates	0,168	0,035	0,05	Hypothesis Accepted
H1f	Cultural tourism attraction has an influence to the decision of event delegates	0,323	0,020	0,05	Hypothesis Accepted
Hypotheses with Moderating Effect		Estimate	P	Sig.	Conclusion
H2a	Cultural tourism attraction has a moderating effect to the decision of event delegates that are influenced by accessibility factors	0,003	0,005	0,05	Hypothesis Accepted
H2b	Cultural tourism attraction has a moderating effect to the decision of event delegates that are influenced by event organizer factors	0,003	0,017	0,05	Hypothesis Accepted
H2c	Cultural tourism attraction has a moderating effect to the decision of event delegates that are influenced by accommodation factors	0,003	0,002	0,05	Hypothesis Accepted
H2d	Cultural tourism attraction has a moderating effect to the decision of event delegates that are influenced by venue factors	0,004	0,000	0,05	Hypothesis Accepted
H2e	Cultural tourism attraction has a moderating effect on the decision of delegates which is influenced by price perceived factors	0,003	0,000	0,05	Hypothesis Accepted

V. RESULT AND DISCUSSION

Based on the test results conducted with the SEM approach, all variables show a positive relationship influence where all pull factor variables have a significant influence as an attraction factor for event delegates to decide to attend events in Yogyakarta. Accessibility (ACC), organizer (OC), accommodation (ACO), venue (VEN), prices (PRI), and cultural tourism attraction (CUL) are things that are taken into account by delegates in their decision to take part in the event. Accessibility is always a determining element of a person's trip to a destination as well as to attend an event [6, 8, 9, 18, 22]. In addition to access from the air route which has been facilitated with an international airport, Yogyakarta is easily reached by land with various modes of transportation. Organizer is another consideration that is taken into account because it will affect the novelty of an event with its ability to create interesting programs, networking opportunities, organize and prepare event facilities ([8, 9, 18]. This condition shows that the events held in Yogyakarta have been managed quite well. Accommodation is very essential for event delegates as a place to rest during the event, the existence of good accommodation will make participants feel safe and comfortable so that they get good quality rest [6].

Accommodation in Yogyakarta is very adequate in terms of quantity and quality. Accommodation prices also vary so that it is very flexible to be the choice of event delegates. The location of the accommodation is very strategic, close to various facilities. The venue can be associated with the location of the event or destination region, where the destination becomes the curiosity of the participants before they decide to join the event. That means venues that are unique, rare, and have specific characteristics will be a special attraction for delegates [8, 18]. There are many examples of world-class venues that are always of interest to event delegates, for example Tokyo Big Sight in Japan, Suntec in Singapore, Messe in Berlin, Bali Island Indonesia, and so on. According to the result of this study, Yogyakarta also received good appreciation as an event venue from the delegates since most of them (70%) came from outside the region. The price factor remains a consideration for delegates although the appreciation of this factor is positive as prices tend to be affordable. Thus, even though most came with incentives or sponsoring companies the price was still considered. Expensive or cheap is relative but affordable prices remain a priority [10].

As an example of hotel prices, compared to other regions in Indonesia, Yogyakarta has a better level of affordability. Star hotel rates per night range from 35 USD- 200 USD [23]. On the other hand, cultural tourism factors in addition to being a significant attraction in influencing delegation decisions also have the ability to moderate all pull factor variables. In other words, cultural tourism attraction is a novelty [5, 17] namely something that is sought after and attractive to participants. For Yogyakarta as a destination, cultural

tourism attraction significantly moderates accessibility, organizers, accommodation, venues, and prices in strengthening its position as an event destination. As mentioned by Richards [24] cultural attraction, both intangible and tangible, is a tourism activity that is an essential motivation for tourists to learn, gain knowledge, experience, and enjoy the destination.

VI. CONCLUSION

Each venue where an event is held may have a variety of attractions that are different from one another. In this case, the factors of accessibility, organizer, accommodation, venue, price, and cultural tourism attraction are true as pull factors that influence delegates' decisions to attend events, especially in Yogyakarta. Cultural attraction, which is an important asset owned is not only part of the pull factor but a novelty that is able to moderate various destination attractiveness variables.

The main implication of this research is about how to make the six factors a strong attraction for the destination in establishing its position as an event organizer destination. The cultural tourism factor is a novelty that can be utilized as the main attraction. There are many activity models that can involve cultural aspects in various events such as the arrangement of pre or post tour programs to cultural destinations, welcome dinners at cultural sites and provide artistic and cultural performances, and various other programs. Positive appreciation from the delegates can certainly have an impact on the image of the destination, testimonials and good memories and might make them come back with their families or even give recommendations to their relatives and colleagues.

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