

# Domestic Tourists' Revisit Intention: The Role of Novelty and Destination Image at Hidden Canyon Beji Guwang

Putu Gde Arie Yudhistira<sup>1\*</sup>, Ni Kadek Reinita Andriyani<sup>2</sup>, I Gede Agus Sukertha Yasa<sup>3</sup> 

<sup>1,2,3</sup>Travel Business Management Study Program, Department of Tourism, Politeknik Pariwisata, Badung, Indonesia

## ARTICLE INFO

### Article history:

Received April 01, 2022

Revised April 03, 2022

Accepted May 10, 2022

Available online May 25, 2022

### Kata Kunci:

Wisatawan Domestik, Destinasi, Hidden Canyon Beji Guwang

### Keywords:

Domestic Tourists, Destinations, Hidden Canyon Beji Guwang



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2022 by Author. Published by Universitas Pendidikan Ganesha.

## ABSTRAK

Keunikan wisata alam dan pengalaman wisata baru di Hidden Canyon Beji Guwang dapat menarik wisatawan untuk berkunjung ke destinasi ini. Aspek kebaruan destinasi memungkinkan pengalaman baru bagi wisatawan untuk merangsang kepercayaan mereka tentang destinasi dan mempengaruhi proses pengambilan keputusan. Selain itu, citra destinasi menjadi faktor penting yang mempengaruhi niat berkunjung kembali wisatawan. Penelitian ini bertujuan untuk menganalisis pengaruh kebaruan dan citra destinasi terhadap niat berkunjung kembali wisatawan domestik di Hidden Canyon Beji Guwang. Penelitian ini menggunakan metode kuantitatif. Data dari survei kuesioner online dikumpulkan dari 100 wisatawan domestik yang pernah mengunjungi Hidden Canyon Beji Guwang dari 2018 hingga 2021. Teknik analisis data yang digunakan adalah analisis regresi berganda. Data dianalisis menggunakan SPSS Versi 25.0. Hasil pengujian menunjukkan bahwa kebaruan Hidden Canyon Beji Guwang secara parsial berpengaruh positif dan signifikan terhadap niat berkunjung kembali wisatawan domestik. Citra destinasi berpengaruh positif dan signifikan terhadap niat berkunjung kembali wisatawan domestik di Hidden Canyon Beji Guwang. Kebaruan dan citra destinasi secara simultan berpengaruh positif dan signifikan terhadap niat berkunjung kembali wisatawan domestik di Hidden Canyon Beji Guwang.

## ABSTRACT

The uniqueness of natural tourism and new tourist experiences at Hidden Canyon Beji Guwang can attract tourists to visit this destination. The novelty aspect of the destination allows new experiences for tourists to stimulate their beliefs about the destination and influence the decision-making process. In addition, the destination's image is an essential factor that influences the intention of returning tourists. This study aims to analyze the effect of novelty and destination image on the intention to revisit domestic tourists at Hidden Canyon Beji Guwang. This research uses quantitative methods. Data from the online questionnaire survey was collected from 100 domestic tourists who had visited Hidden Canyon Beji Guwang from 2018 to 2021. The data analysis technique used was multiple regression analysis. Data were analyzed using SPSS Version 25.0. The test results show that the novelty of Hidden Canyon Beji Guwang partially has a positive and significant effect on the intention to revisit domestic tourists. The destination's image has a positive and significant effect on the intention to revisit domestic tourists at Hidden Canyon Beji Guwang. The novelty and the destination's image simultaneously have a positive and significant effect on the intention to revisit domestic tourists at Hidden Canyon Beji Guwang.

## 1. INTRODUCTION

Gianyar Regency is the center of culture and various arts for Bali's domestic and foreign tourists. One of the famous tourist areas in Gianyar Regency is Sukawati District. Not only cultural tourism, but Sukawati District also has a unique and different natural tourist attraction, namely Hidden Canyon Beji Guwang. This destination is located on Jalan Garuda Wisnu, Banjar Wangbung, Guwang Village, Sukawati District. The development of Hidden Canyon Beji Guwang as a tourist destination began in 2015 (Risti & Anom, 2018; Sugianta & Sunarta, 2018). Hidden Canyon Beji Guwang offers a challenging trekking experience along the 750-meter Beji Guwang River, whose left and right sides are brownish-black rock cliffs (Risti & Anom, 2018). Because of this attraction, Hidden Canyon Beji Guwang can attract the attention of domestic and foreign tourists to come to this destination. According to BUMDES Guwang,

\*Corresponding author.

E-mail: [mailto:putriw190@gmail.com](mailto:mailto:putriw190@gmail.com) (Putu Gde Arie Yudhistira)

19.188 tourists visited Hidden Canyon Beji Guwang in 2018. The number of tourist visits to Hidden Canyon Beji Guwang increased by 31.977 tourists in 2019. It is the highest number of tourists visits in the last four years. Moreover, since the COVID-19 pandemic started in Indonesia, the number of tourists who visited Hidden Canyon Beji Guwang decreased to 6.341 in 2020 and 3.430 in 2021 due to the PPKM policy given by the Indonesian government. Although the number of visits decreases, tourists are still interested in visiting the Hidden Canyon of Beji Guwang, dominated by domestic tourists in Indonesia.

Hidden Canyon Beji Guwang has a novelty side in the tourist experience because of the unique natural attractions, and it provides new experiences for tourists. Novelty becomes an essential aspect of the experience so that tourism activities become more enjoyable (Mitas & Bastiaansen, 2018). The perception of consumers who regard the product as something new results from the novelty aspect. It will increase consumers' interest in buying the product (Sung et al., 2016). Novelty can affect consumers in processing information and make it the basis for decision making (Chang et al., 2014). Therefore, the novelty of a tourist destination should be able to stimulate their confidence about the destination and influence the decision-making process, such as the revisit intention.

Tourists' revisit intentions can be influenced by satisfaction, service behavior, and perceived value after visiting a destination (Mannan et al., 2019). Previous studies found that the novelty of wine cultural events significantly affects one's perceived value and satisfaction (Santos et al., 2021; Yen & Wang, 2020). Travelers who seek novelty in the United Arab Emirates when traveling affect their loyalty to a destination (Albaity & Melhem, 2017). In the context of nature-based and rural destinations, the motivation of tourists to seek novelty has a positive effect on their behavioural intentions, including revisit intention (Kitouna & Kim, 2017; Pujiastuti, 2020). Another study shows that the novelty of the tourist experience at the Taiwan Night Market less affects tourists' re-travel intentions (Zhang et al., 2021). Other research on novelty shows that the physical facilities of amusement park attractions influence tourists' behavioural intention with the mediation of perceived novelty experience (Blomstervik et al., 2021).

The experience gained from visiting a tourist destination can affect the image, which currently, individuals are likely to prioritize the experience of the destination. Destination experiences can give tourists a positive impression and enjoyment (Manurung & Astini, 2020). A positive destination image can influence views and create a unique perception of the destination (Chaulagain et al., 2019). Tourists are often faced with various references for a tourist destination to fulfill their travel motivation, so the role of the destination image is needed when visiting for the first time or intending to revisit in the future. It is explained in previous research, which shows that the destination image factor has a significant relationship with one's travel intentions, even exceeding the risk factor (Khan et al., 2017; Promsivapallop & Kannaovakun, 2017). The destination image has an overall positive impression on tourists who have visited before than tourists visiting for the first time (Phau et al., 2014). It is reinforced by research that shows that the destination image directly impacts tourists' revisit intention (Abbasi et al., 2021; Junaedi & Harjanto, 2020; Nguyen Viet et al., 2020).

The uniqueness of the natural tourist attraction that Hidden Canyon Beji Guwang only owns allows tourists to get new experiences that cannot be found anywhere else. Hidden Canyon Beji Guwang has attracted many tourists' attention, so tourists' revisit intention must be investigated as a consideration for developing this destination in the future. Previous research has shown that tourists' motivation to seek novelty positively affects revisit intentions (Kitouna & Kim, 2017; Pujiastuti, 2020). However, the novelty offered at a destination is considered less influential on tourists' revisit intention (Zhang et al., 2021). Based on several previous studies, the destination image can also affect tourists' revisit intention (Abbasi et al., 2021; Junaedi & Harjanto, 2020; Nguyen Viet et al., 2020). The relationship between novelty, destination image, and revisit intention has not been more investigated, especially in a nature-based destination that offers a challenging experience. This study aims to determine the effect of novelty and destination image on tourists' revisit intention to Hidden Canyon Beji Guwang.

## 2. METHODS

This study used a quantitative method that describes a problem and data analysis in the form of numbers involving statistics. The population used in this study was 60.936 tourists who had visited the Hidden Canyon Beji Guwang from 2018 to 2021. The sampling technique used in this research is purposive sampling which means the research sample was collected based on specific criteria/considerations (Sugiyono, 2014). The sample used in this study was domestic tourists who had visited the Hidden Canyon from 2018 to 2021 as respondents. The sample size calculation used the Yamane formula with a 10% margin of error and it resulted in 100 samples. Primary data were collected using online questionnaires distributed to the respondents who fit the sample criteria. The questionnaire

used the Likert 4-scale, which is 1 (strongly disagree) to 4 (strongly agree). Data were analyzed using SPSS Version 25.0 with multiple regression analysis methods, an analytical technique that can test the influence of two independent variables, novelty (X1) and destination image (X2), on the dependent variable, namely revisit intention (Y).

### 3. RESULTS AND DISCUSSIONS

#### Results

##### Characteristics of Respondents

Based on the results of the research questionnaire, it can be seen a description of the characteristics of the respondents, which includes four aspects, namely gender, age, domicile, and frequency of visiting Hidden Canyon Beji Guwang.

**Table 1.** Characteristics of Respondents

Characteristics of Respondents	Total (people)	Percentage
<b>Gender</b>		
a. Male	45	45%
b. Female	55	55%
Total	100	100%
<b>Year</b>		
a. <20 Years Old	14	14%
b. 20-25 Years Old	56	56%
c. 26-30 Years Old	16	16%
d. 31-35 Years Old	7	7%
e. 36-40 Years Old	2	2%
>40 Years Old	5	5%
Total	100	100%
<b>Domicile</b>		
a. Bali	66	66%
b. Outside of Bali	34	34%
Total	100	100%
<b>Frequency of Visiting Hidden Canyon Beji Guwang</b>		
a. 1	78	78%
b. 2	6	6%
c. >2	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 1 shows that the number of respondents is 100 people. When it's viewed from gender, most respondents are female, with a percentage of 55%. Then, when considering the age, most respondents are aged 20-25 years, which is 56% of the total respondents; this shows that most tourists in this age range are more interested in nature tourism with challenging adventures. From the domicile aspect, most respondents were domiciled in Bali. From the frequency of visits, most respondents only visited the Hidden Canyon Beji Guwang once, with a percentage of 78%.

##### Normality Test

The normality test in Table 2 shows that the Kolmogorov-Smirnov value is  $0.200 > 0.05$ . This value indicates that the data used in this study were normally distributed.

**Table 2.** The Kolmogorof-Smirnov Normality Test

Statistic		Unstandardized Residual
N		100
Normal Parameters	Mean	0.000
	Std. Deviation	1.36563411
Most Extreme Differences	Absolute	0.070
	Positive	0.041
	Negative	-0.070
Test Statistic		0.070
Asymp. Sig. (2-tailed)		0.200

### Multicollinearity Test

Testing for multicollinearity symptoms is done by looking at the value of VIF (Variance Inflation Factor) and its tolerance. If the tolerance value was  $< 0.10$  and  $VIF > 10$ , then there was a correlation that was too large between one of the independent variables and the other independent variables (multicollinearity occurs). Meanwhile, there was no multicollinearity if the tolerance value was  $> 0.10$  and  $VIF < 10$ . The results of the multicollinearity test show that the tolerance value was  $0.546 > 0.10$  and the VIF value was  $1.832 < 10$ . It can be concluded that the regression model of this study was free from multicollinearity symptoms.

### Heteroscedasticity Test

Based on Table 3, it can be seen that each independent variable has a significance value of  $> 0.05$ . Therefore, this study was free from heteroscedasticity symptoms.

**Table 3. Heteroscedasticity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.466	0.685		5.056	0.000
Novelty	-0.074	0.041	-0.234	-1.811	0.073
Destination Image	-0.015	0.015	-0.137	-1.059	0.292

### Multiple Linear Regression Analysis

This analysis determines the effect of the independent variables of novelty and destination image on the dependent variable of revisit intention. The results of the regression analysis can be seen in Table 4.

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.017	1.145		2.635	0.010
Novelty	0.146	0.068	0.243	2.139	0.035
Destination Image	0.079	0.024	0.369	3.247	0.002

The multiple linear regression equation shows the direction of each independent variable to the dependent variable. Based on Table 4, it can be seen that the constant value was 3.017. This value showed that if the novelty and destination image were equal to 0 (zero) or constant, it would be 3,017. The regression coefficient of the novelty independent variable 0.146 indicates a positive direction between the novelty variable (X1) and the intention to revisit (Y). If the novelty variable (X1) increases by 1 unit, revisit intention (Y) will increase by 0.146. The regression coefficient of the novelty independent variable is 0.079, meaning that there was a positive direction between the destination image variable (X2) and revisit intention so that if the destination image variable increases by 1 unit, revisit intention (Y) will increase by 0.079.

### Hypothesis Test

The hypothesis was tested using two types of tests: the T-test and the F-test. The T-test was used to test the regression coefficients to examine whether there is a partial effect between novelty and destination image on tourists' revisit intention to Hidden Canyon Beji Guwang. Table 5 shows the results of the t-test calculations. Based on Table 5, it can be seen that t-count (2.139)  $>$  t-table (1.660) with a significance level of  $0.035 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that the novelty variable has a positive and significant effect on tourists' revisit intention to the Hidden Canyon Beji Guwang. Based on Table 5, it can be seen that t-count (3.247)  $>$  t-table (1.660) with a significance level of  $0.002 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. The destination image variable has a positive and significant effect on tourists' revisit intention to the Hidden Canyon Beji Guwang. The F-test was carried out to examine the effect of novelty and destination image simultaneously on tourists' revisit intention to Hidden Canyon Beji Guwang. The calculation results are shown in Table 6.

**Table 5. T-Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.017	1.145		2.635	0.010
Novelty	0.146	0.068	0.243	2.139	0.035
Destination Image	0.079	0.024	0.369	3.247	0.002

**Table 6. F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	85.369	2	42.685	22.425	0.000
Residual	184.631	97	1.903		
Total	270.000	99			

Based on [Table 6](#), it can be seen that f-count (22.425) > f-table (3.09) with a significance level of 0.000 < 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. It can be concluded that novelty and destination image simultaneously affect tourists' revisit intention to the Hidden Canyon Beji Guwang.

## Discussion

This study aims to recognize novelty and destination image's influence on tourists' revisit intention at Hidden Canyon Beji Guwang. Discussing the relationship between novelty and destination image as pull factors that can influence tourists' revisit intention to Hidden Canyon Beji Guwang provides valuable suggestions for academics and practitioners, especially destination managers, to increase tourists' revisit intention. This study indicates that novelty (X<sub>1</sub>) positively and significantly affects domestic tourists' revisit intention (Y) to Hidden Canyon Beji Guwang. Based on psychological theory, novelty means the result of subjective interpretation when the experience gained exceeds expectations, has never been experienced before, or is less familiar ([Sung et al., 2016](#)). Then, novelty means comparing past experiences and current perceptions ([Albaity & Melhem, 2017](#)). It is based on the understanding that tourists are interested in trying something new or unique on their trip. Therefore, if a tourist tends to look for new things in a tourist destination, the novelty experiences offered by a destination should significantly influence the tourist's revisit intention ([Zhang et al., 2021](#)).

The novelty of a tourist destination can stimulate tourists' confidence in the destination to influence the decision-making process, such as tourists' revisit intention. This study indicates a significant relationship between the novelty of Hidden Canyon Beji Guwang and tourists' revisit intention. It means that the novelty of Hidden Canyon Beji Guwang, such as a challenging trekking experience, can increase tourists' revisit intention. The results of this study are supported by previous research, which shows that tourists seeking novelty in the United Arab Emirates positively affect their loyalty to the destination ([Albaity & Melhem, 2017](#)). This study also supports previous research showing that tourists seeking novelty in nature-based tourist destinations can influence tourists' behavioral intentions, including revisit intention ([Kitouna & Kim, 2017](#)).

Destination image (X<sub>2</sub>) positively and significantly affects domestic tourists' revisit intention (Y) to Hidden Canyon Beji Guwang. Destination image can refer to a combination of ideas, beliefs, and impressions from a tourist's perspective regarding the insight of a destination ([Batat & Phou, 2017](#)). These beliefs, thoughts, and impressions will become a reference in developing the destination image. Most research on destination image focuses on the cognitive component that contains tourists' views of the destination ([Ahmadova, 2018](#); [Chaulagain et al., 2019](#); [Nguyen Viet et al., 2020](#)). Destination image can encourage the success of tourist destinations and increase tourist satisfaction after visiting a destination ([Alcocer & Ruiz, 2020](#); [Marques et al., 2021](#)). When tourists feel satisfied because of the perceived image of the destination, it will increase tourists' revisit intention ([Bayih & Singh, 2020](#); [Mannan et al., 2019](#)). This study indicates that destination image directly affects domestic tourists' revisit intention to Hidden Canyon Beji Guwang. This result supports the previous research, which states that destination image affects the tourists' revisit intention to Bukit Penang and Batu Secret Zoo ([Abbasi et al., 2021](#); [Junaedi & Harjanto, 2020](#)). This study also supports previous research, which finds that destination image, mainly the strong attractiveness of a destination, directly impacts tourists' revisit intention ([Nguyen Viet et al., 2020](#)).

Based on the results, this study suggests that Hidden Canyon Beji Guwang can add new products, services, or activities to encourage tourists to revisit this destination. These innovative things bring through Hidden Canyon Beji Guwang to offer a new experience that will be different from tourists' previous visits. This study implicates the novelty experience offered by Hidden Canyon Beji Guwang means that tourists will face new uncertainties and challenges. The interaction between tourists and tour guides plays an important role. Therefore, the manager can improve the service quality of the guide at Hidden Canyon Beji Guwang, such as knowledge, interpersonal communication, good problem-solving skills, and professionalism to influence future tourists' revisit intentions. Improving better services, security and tourist safety at Hidden Canyon Beji Guwang will cause the destination image to be more positive and enhance tourists' revisit intention.

There are some limitations to this research. First, it only examined domestic tourists who have visited Hidden Canyon Beji Guwang, and these results cannot be generalized to international tourists. Second, this study focused on novelty and destination image variables influencing tourists' revisit intention. Future studies can extend the findings by exploring other variables outside of this study, such as satisfaction, service behavior, travel experience, and perceived value. Third, this study has investigated a nature-based destination that offers a challenging trekking experience. Further research can examine the effect of novelty and destination image variables on tourists' revisit intention using objects from other destinations by comparing the tourism settings and experience

#### 4. CONCLUSION

In conclusion, the novelty of Hidden Canyon Beji Guwang, a challenging trekking experience, positively and significantly affects domestic tourists' revisit intention. Destination image also has a positive and significant effect on domestic tourists' revisit intention to Hidden Canyon Beji Guwang. The novelty and destination image simultaneously affect domestic tourists' revisit intention to Hidden Canyon Beji Guwang. For the manager of Hidden Canyon Beji Guwang, it is suggested to add new products, services, or activities to encourage tourists to revisit this destination. Moreover, the manager is expected to provide better services and pay attention to security and tourist safety issues so that the destination image will be more positive and increase tourists' revisit intention.

#### 5. REFERENCES

- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding The Intention to Revisit A Destination by Expanding The Theory of Planned Behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>.
- Ahmadova, E. (2018). The Common/Unique and Cognitive/Conative Model Of Destination Image: The Case of Azerbaijan. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 23(1), 333–346. <https://dergipark.org.tr/en/pub/sduiibfd/issue/52998/703221>.
- Albaity, M., & Melhem, S. B. (2017). Novelty Seeking, Image, and Loyalty—The Mediating Role of Satisfaction and Moderating Role of Length of Stay: International Tourists' Perspective. *Tourism Management Perspectives*, 23, 30–37. <https://doi.org/10.1016/j.tmp.2017.04.001>.
- Alcocer, N. H., & Ruiz, V. R. L. (2020). The role of destination image in tourist satisfaction: the case of a heritage site. *Economic Research-Ekonomska Istraživanja*, 33(1), 2444–2461. <https://doi.org/10.1080/1331677X.2019.1654399>.
- Batat, W., & Phou, S. (2017). From Tourism Destination to Mundane Consumption of Place: An Asian Introspection of France. In *Consumer Behavior in Tourism and Hospitality Research* (Vol. 13, pp. 27–37). Emerald Publishing Limited. <https://doi.org/10.1108/S1871-317320170000013002>.
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>.
- Blomstervik, I. H., Prebensen, N. K., Campos, A. C., & Pinto, P. (2021). Novelty in Tourism Experiences: The Influence of Physical staging and Human Interaction on Behavioural Intentions. *Current Issues in Tourism*, 24(20), 2921–2938. <https://doi.org/10.1080/13683500.2020.1854197>.
- Chang, C.-H., Shu, S., & King, B. (2014). Novelty in Theme Park Physical Surroundings: An Application of the Stimulus–Organism–Response Paradigm. *Asia Pacific Journal of Tourism Research*, 19(6), 680–699. <https://doi.org/10.1080/10941665.2013.779589>.
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The Impact of Country Image and Destination Image on US Tourists' Travel Intention. *Journal of Destination Marketing & Management*, 12, 1–11. <https://doi.org/10.1016/j.jdmm.2019.01.005>.
- Junaedi, S., & Harjanto, J. (2020). Examining the Effect of Destination Awareness, Destination Image,

- Tourist Motivation, and Word of Mouth on Tourists' Intention to Revisit. In W. A. Barnett & B. S. Sergi (Eds.), *Advanced Issues in the Economics of Emerging Markets* (Vol. 27, pp. 27–38). Emerald Publishing Limited. <https://doi.org/10.1108/S1571-038620200000027003>.
- Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, 22(11), 1139–1155. <https://doi.org/10.1080/10941665.2017.1374985>.
- Kitouna, S., & Kim, Y.-G. (2017). Tourists' Novelty-Seeking Motivation in Nature-Based Tourism Destinations: The Case of Vang Vieng City in Laos. *International Journal of Tourism and Hospitality Research*, 31(10), 45–58. <https://www.dbpia.co.kr/pdf/pdfView?nodeId=NODE07269964>.
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling Customer Satisfaction and Revisit Intention in Bangladeshi Dining Restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/10.1108/JM2-12-2017-0135>.
- Manurung, H. H., & Astini, R. (2020). The Influence of Destination Awareness, Destination Image and Destination Experience on Travel Decision to Baduy Cultural Tourist Destination, Banten. *Saudi Journal of Business and Management Studies*. <https://doi.org/10.36348/sjbms.2020.v05i10.002>.
- Marques, C., Vinhas da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, 85(January), 104293. <https://doi.org/10.1016/j.tourman.2021.104293>.
- Mitas, O., & Bastiaansen, M. (2018). Novelty: A mechanism of Tourists' Enjoyment. *Annals of Tourism Research*, 72, 98–108. <https://doi.org/10.1016/j.annals.2018.07.002>.
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit Intention and Satisfaction: The role of Destination image, Perceived Risk, and Cultural Contact. *Cogent Business & Management*, 7(1), 1796249. <https://doi.org/10.1080/23311975.2020.1796249>.
- Phau, I., Quintal, V., & Shanka, T. (2014). Examining A Consumption Values Theory Approach of Young Tourists Toward Destination Choice Intentions. *International Journal of Culture, Tourism and Hospitality Research*, 8(2), 125–139. <https://doi.org/10.1108/IJCTHR-12-2012-0090>.
- Promsivapallop, P., & Kannaovakun, P. (2017). A Comparative Assessment of Destination Image, Travel Risk perceptions and travel Intention by Young Travellers Across Three ASEAN Countries: A Study of German Students. *Asia Pacific Journal of Tourism Research*, 22(6), 634–650. <https://doi.org/10.1080/10941665.2017.1308391>.
- Pujiastuti, E. E. (2020). Novelty Seeking To Predict Behavior Intention in Rural Destination. *Jurnal Bisnis Dan Manajemen*, 7(2). <https://doi.org/10.26905/jbm.v7i2.4067>.
- Risti, F. E., & Anom, I. P. (2018). Potensi Hidden Canyon Beji Guwang Sebagai Daya Tarik Wisata Alam di Desa Guwang Kecamatan Sukawati, Gianyar. *Jurnal Destinasi Pariwisata*, 2, 269-273%V 5. <https://doi.org/10.24843/JDEPAR.2017.v05.i02.p13>.
- Santos, V., Ramos, P., Sousa, B., & Valeri, M. (2021). Towards a framework for the global wine tourism system. *Journal of Organizational Change Management*, 35(2), 348–360. <https://doi.org/10.1108/JOCM-11-2020-0362>.
- Sugianta, A. D. S. P., & Sunarta, I. N. (2018). Dampak Pengembangan Hidden Canyon Beji Guwang Sebagai Destinasi Wisata Terhadap Perekonomian Masyarakat Lokal Di Desa Guwang Kecamatan Sukawati Gianyar. *Jurnal Destinasi Pariwisata*, 1, 100-109%V 6. <https://doi.org/10.24843/JDEPAR.2018.v06.i01.p15>.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sung, B., Hartley, N., Vanman, E., & Phau, I. (2016). How can the word “NEW” evoke consumers' experiences of novelty and interest? *Journal of Retailing and Consumer Services*, 31, 166–173. <https://doi.org/10.1016/j.jretconser.2016.02.010>.
- Yen, T. F. T., & Wang, M.-H. (2020). Wine Cultural Event As A Growing Phenomenon: Role of Novelty, Value and Satisfaction in Developing WOM. *Asian Journal of Education and Social Studies*, 10(2), 29–41. <https://doi.org/10.9734/ajess/2020/v10i230264>.
- Zhang, Y., Li, J., Liu, C.-H., Shen, Y., & Li, G. (2021). The Effect of Novelty on Travel Intention: The Mediating Effect of Brand Equity and Travel Motivation. *Management Decision*, 59(6), 1271–1290. <https://doi.org/10.1108/MD-09-2018-1055>.