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Exploring the role of amenities, accessibility, and attractions on tourists' inclination to revisit a destination area

Mukhlis Yunus^{a*}, Mahdani Ibrahim^a and Teuku Meldi Kesuma^a

^aDepartment of Management, Faculty of Economics and Business, Syiah Kuala University, Indonesia

ABSTRACT

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This study endeavors to explore the influence of amenities, accessibility, and attractions on tourists' inclination to revisit a destination area. Additionally, it aims to delve into the role of safety, comfort, and uniqueness as factors enhancing the relationship between amenities, accessibility, and attractions in fostering intention to revisit. This research holds significant promise in addressing pertinent issues within the tourism landscape of Indonesia, particularly within the captivating realm of Aceh Province. The data collection method employed a questionnaire technique, wherein questionnaires were distributed to a sample of 150 tourists through the online platform Google Form. The data analysis utilized Structural Equation Modeling (SEM) analysis, employing Partial Least Squares (PLS) statistical software techniques. The findings from the data analysis indicate that amenities, accessibility, and attractions are key factors in shaping perceptions of safety and comfort. Interestingly, while amenities and accessibility do not seem to affect perceived uniqueness, attractions were found to have a notable influence in this regard. Moreover, the analysis revealed that accessibility directly impacts revisit intention. It is surprising, however, that perceived safety and comfort do not mediate the effects of facilities, accessibility, and attractions on revisit intention. Similarly, perceived uniqueness does not appear to mediate this relationship either. Research underscores the importance of amenities, accessibility, and attractions in shaping perceptions of safety and comfort. While amenities and accessibility may not impact perceptions of uniqueness, it is evident that attractions significantly influence this aspect. Overall, the research underscores the importance of amenities, accessibility, and attractions in shaping perceptions, with attractions notably influencing uniqueness perception.

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1. Introduction

Research on tourism is increasingly attracting the attention of scholars, such as studies on the impact of tourism on the environment, economy, and culture of a region (Tang, 2021; Pike & Page, 2014). Additionally, there is research on tourism sustainability, sustainable destination management, the use of technology to enhance tourist experiences, and analysis of tourism market trends (Vengesai, Sebastian, Felix, & Yvette, 2009). There is also research on the impact of tourism on local communities, including issues such as gentrification, social change, and community safety (Adam, Ibrahim, Putra, Yunus, 2023). All of these indicate that tourism is a rich and complex field to study, with broad implications for various aspects of life. Tourism Development, Aceh possesses significant tourism potential with its natural beauty, cultural heritage, and rich history. Understanding the intention to revisit can aid in designing more effective tourism development strategies, enhancing tourist attractions, and increasing revenue from the tourism sector (Liu-Lastres et al., 2020). Investigating revisit intention in Aceh's tourism development is crucial as it provides insights into how satisfying tourists' experiences are and the extent to which they are interested in returning. This information is critical for improving services, infrastructure,

* Corresponding author

E-mail address mahdani@usk.ac.id (M. Yunus)

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destination management, and tourism policies, which in turn will enhance the attractiveness and sustainability of tourism in Aceh (Tan et al., 2022). Revisit intention is a term utilized in consumer behavior and e-commerce research to depict an individual's intent or desire to revisit or return to a specific website or e-commerce platform following previous experiences. It serves as a critical metric in understanding how effective a platform is in retaining users and fostering loyalty (Su & Huang, 2020). Research focusing on revisit intention may encompass studies on the factors influencing individuals' intentions to revisit particular websites, how their previous user experiences affect their desire to return, and what strategies companies can employ to enhance their users' revisit intention. This could involve aspects such as user satisfaction, service quality, pricing, brand engagement, and other psychological factors influencing consumer behavior in the online context (Margaryan & Peter, 2016).

Perception of safety and comfort at tourist destinations has a significant impact on visitors' experiences. If visitors feel safe and comfortable during their visit, they are more likely to return. Factors such as cleanliness, physical security, and the overall impression of the tourist environment can influence how visitors feel during their visit. The uniqueness of a place or destination also plays a significant role in influencing the intention to return. Destinations that offer unique and distinct experiences from other places tend to attract visitors' attention. Perceptions of this uniqueness may include factors such as natural beauty, cultural richness, or unique attractions that cannot be found elsewhere (Karagöz & Uysal, 2022).

The conducted research stands out due to its highly specific approach and focus on the context of Aceh. This study exclusively directs its attention to Aceh as the study location. Such an approach is particularly unique and uncommon in previous research, which may have been more general or encompassed broader regions. Aceh is a region that has experienced various natural disasters, including earthquakes and the 2004 tsunami (Liu-Lastres et al., 2020). This research likely takes into account post-disaster impacts in analyzing the tourism potential in the area, an aspect that may have been overlooked in prior research. Specifically, this research explores the amenities, accessibility, and tourist attractions in Aceh with comprehensive coverage. This approach enables a deeper understanding of the key factors influencing the tourism experience in the region. Clearer Policy Implications: With such a specific focus, this research can provide more direct and relevant policy recommendations for tourism development in Aceh. This is unlike previous research that may not have policy implications suitable for specific regional contexts.

This research may involve active participation from local stakeholders in Aceh, such as the local government, the tourism industry, and the local community. This involvement can ensure that the research accurately portrays the challenges and opportunities faced by Aceh in developing the tourism sector. Thus, this research not only provides valuable insights into the tourism potential in Aceh but also demonstrates significant differences in methodological approach and scope compared to previous studies.

2. Literature Review

2.1 Amenity

Amenities refer to goods or facilities provided with the intention of enhancing the comfort and homeliness for customers utilizing accommodations. As per Margaryan, Fredman, and Peter insights in (2016), amenities encompass essential features integral to an area, encompassing transportation, lodging, infrastructure like roads, and tourist information centers that aid visitors in accessing pertinent details. Aceh beckons with its enchanting natural wonders, poised to rival renowned destinations like Bali or Lombok. Yet, a distinctive charm sets Aceh apart, weaving a narrative of uniqueness amid lush landscapes. While the allure of Bali and Lombok is undeniably strong, Aceh crafts its own story, where the divergence in amenities and facilities emerges as a defining character. Recognizing the pivotal role of facilities and services in tourist destinations, Farsani et al. (2019), Wang et al. (2020) and Adam et al. (2023) emphasize the significance of these elements, shaping the immersive experiences that discerning travelers seek. The provision of ample amenities not only guarantees a positive appraisal from tourists but also significantly heightens the likelihood of them revisiting the locale. Building upon Margaryan's perspective, Lee, Chen, and Kuan in (2017) underscores the necessity for areas with tourist attractions to cultivate facilities that enhance the overall experience. This includes lodgings, dining establishments, recreational hubs, transportation options, as well as supplementary conveniences like souvenir shops, access to clean water, and well-maintained restroom facilities. Margaryan's viewpoint emphasizes the creation of an environment that ensures the utmost comfort for visitors exploring the region.

2.2 Accessibility

Accessibility serves as a crucial support system for amenities, enhancing the overall comfort of tourists during their visits or travels to a particular area. While amenities encompass a range of transportation options and roadways leading to tourist destinations, Accessibility plays a complementary role by ensuring seamless access to information about these destinations through smartphones. Moreover, it facilitates tourists in obtaining schedule information for local transportation within the area (Baral & Neupane, 2020; Pike & Page, 2014).

2.3 Attraction

Attractions are points of interest or places that draw people's attention and curiosity. They can range from natural wonders like waterfalls and mountains to man-made landmarks such as museums and historical sites. The appeal of attractions often lies in their uniqueness and ability to provide enjoyable experiences for visitors. In every region or country, each destination

boasts a captivating focal point that beckons travelers. These attractions serve as the heartbeat of a tourist hotspot. The allure of a tourist destination is heightened when attractions seamlessly blend with amenities and accessibility, ensuring visitors can easily reach the captivating sites (Cooper, 2018; Kaisar, Kamruzzaman, & Karmakar, 2019; Zhang, Wang, Zheng, & Tian, 2023). Ponsignon et al. (2023) notes, tourist attractions encompass everything that delights and captivates visitors in a destination. These attractions come in diverse forms, ranging from the breathtaking beauty of nature and unique topography to the richness of local culture, art, and even man-made wonders like entertainment hubs or shopping centers (Chen & Wu, 2021; Adam et al., 2022). Moreover, the attractions within a tourist destination play a pivotal role in capturing the interest of tourists, resonating with the assertion made by Lascu et al. (2018), emphasizing that attractions form the bedrock of a tourist's decision to explore a destination. These attractions can be categorized into five groups: Cultural, Natural, Events, Entertainment Centers, and Recreation (Vengesai et al., 2009).

2.4 Perceived of safety and comfort

Perceived of safety and comfort refer to individuals' subjective feelings and beliefs about the level of security and well-being in a given environment. These perceptions are influenced by various factors, including physical surroundings, social interactions, and personal experiences. Creating spaces that enhance perceived safety and comfort is crucial for fostering positive well-being and satisfaction.

In the last two decades, safety and comfort have emerged as pivotal factors in the tourism industry, exerting a profound influence on the enduring viability of travel and tourism endeavors. Tarlow (2019) and Bennett (2017) emphasized in their publication that the perception of a tourist destination plays a critical role, as it shapes the attitudes and decisions of travelers. The ramifications of such perceptions are evident in the decline of intent to visit or, in some cases, unilateral cancellations by tourists. This underscores the substantial impact of safety and comfort on the decision-making process of travelers, as highlighted by Bennett in 2017.

The perception of safety and comfort can be gauged through two primary factors: environmental considerations encompassing indicators of parking area management and cleanliness, as well as economic factors, including the activities of street vendors and the conduct of tourism service providers. However, it's crucial not to solely assess these perceptions from the tourist's standpoint; they must also be examined from the local population's perspective. According to Carvalho, a commodification and commercialization relationship exists between tourists and the local population, driven by personal gain. This dynamic can result in feelings of insecurity and discomfort between the local population and tourists (Carvalho, 2022).

2.5 Perceived uniqueness

Perceived uniqueness refers to individuals' subjective evaluation of their distinctiveness or originality compared to others. It involves the perception that one possesses distinctive qualities or characteristics that set them apart. This subjective sense of uniqueness can influence self-esteem and social identity. Based on this explanation, it can be related to tourists, as tourists visit a destination with the desire to witness the originality and Uniqueness offered by the place or tourist destination (Karagöz & Uysal, 2022). Similarly, Karagoz et al. (2017) state that when tourists visit a tourist destination in a particular area, they seek to discover the Uniqueness found in the local art, activities involving handicrafts, cultural heritage, souvenirs, cultural activities, and historical stories of the place (Lin, 2017).

2.6 Revisit Intention

Revisit intention refers to the purpose or plan to review and reconsider a particular subject or decision. It involves a deliberate effort to revisit and reassess a matter, often with the aim of gaining new insights or making informed adjustments. This concept underscores the importance of periodically reevaluating decisions or ideas for ongoing relevance and improvement. Revisit intention, or the intention to revisit is a form of human emotion that manifests as a strong desire to return or visit a place due to a deep emotional connection between the visitor or tourist and the place or tourist destination (Zhou et al., 2022). Furthermore, revisit intention is often interpreted as an individual's desire or intention to visit a tourist destination again due to a satisfying experience and to recommend the destination to others as a form of loyalty through word-of-mouth (Acharya, Mekker, & De Vos, 2023). Therefore, it can be concluded that revisit intention is an important factor for the sustainability of a tourist destination. According to (Su, Gong, & Huang, 2020), revisit intention has three dimensions: visit again, plan to visit, and wish to visit again.

These three dimensions have distinct meanings. "Visit again" refers to the tourist's desire to fulfill their wish to revisit a tourist destination they have previously visited. "Plan to visit" signifies an individual's intention to visit a specific tourist destination. "Wish to visit again" represents a hopeful anticipation of visiting a particular tourist destination (Su, Gong, & Huang, 2020).

In general, prospects on facilities, accessibility and tourism attractions suggest an exploration and analysis of various possibilities and opportunities that have not been exploited in the Aceh region. The focus is on three main aspects: amenities, accessibility and attractions in a tourism context. This comprehensive study will likely aim to uncover the region's hidden potential, highlighting the facilities, ease of travel, and attractive features that can contribute to the growth and development of tourism in Aceh.

2.7. Hypothesis Development

Drawing upon expert opinions and insights from prior research concerning amenities, accessibility, attractions, perceived security and comfort, perceived uniqueness, and tourists' intentions to revisit, several hypotheses can be formulated as follows:

- H₁: There is an influence of amenities on perceived security and comfort.
- H₂: There is an influence of amenities on perceived uniqueness.
- H₃: There is an influence of accessibility on perceived security and comfort.
- H₄: There is an influence of accessibility on perceived uniqueness.
- H₅: There is an influence of attractions on perceived security and comfort.
- H₆: There is an influence of attractions on perceived uniqueness.
- H₇: There is an influence of amenities on intention to revisit.
- H₈: There is an influence of accessibility on intention to revisit.
- H₉: There is an influence of attractions on intention to revisit.
- H₁₀: There is an influence of perceived security and comfort on intention to revisit.
- H₁₁: There is an influence of perceived uniqueness on intention to revisit.

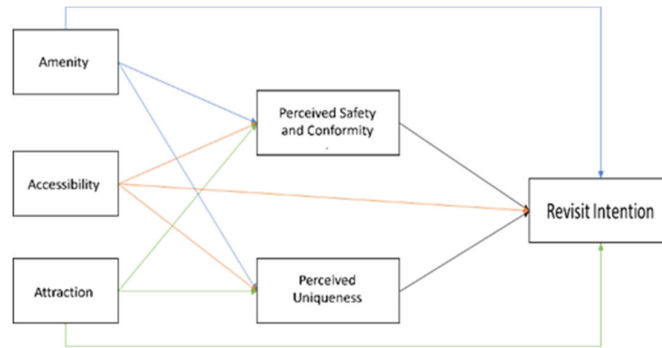


Fig.1. Research Model

Fig. 1 serves as the research framework where the research framework is crucial because it provides the structure and foundation for the study, guiding the methodology and helping to organize the research process effectively.

3. Methodology

The research was conducted in Indonesia, specifically in Aceh Province, with a sample size of 150 visitors to various tourist destinations within the province. Data collection employed a questionnaire distributed to tourists via Google Form. The questionnaire comprised two parts: the first part focused on respondent demographics, while the second part contained statements related to the variables under investigation. Each question utilized a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) software program. PLS analysis tools are utilized due to their ability to handle latent variables, complex multivariate relationship models, and unstructured or large-scale data. PLS also provides accurate predictions and integration across various variable types with high flexibility. With this combination, PLS emerges as a strong choice for data analysis requiring complex modeling and reliable predictions.

4. Results

The outcomes of the comprehensive PLS analysis, derived from processing the data, are visually presented in Fig. 2.

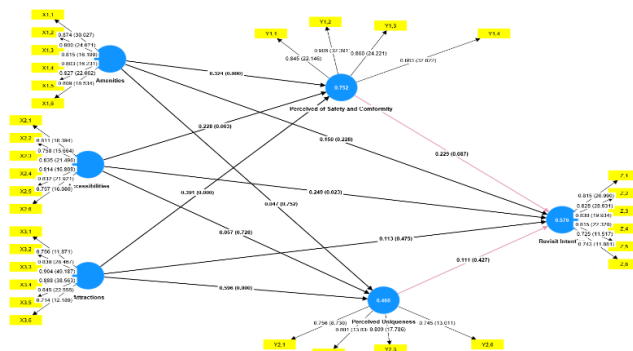


Fig. 2. Smart PLS Analysis Results

The predictive model's impact becomes evident when examining the P-values associated with the independent and dependent variables in the Path Coefficient table, as illustrated in the Smart PLS output below. These values hold the key to unraveling the intricate relationships within the model.

Table 1
Path Coefficient

Variable	Original Sample	T- statistics	P-values
$X_1 \rightarrow Y_1$	0.324	3.642	0.000
$X_2 \rightarrow Y_1$	0.228	2.985	0.003
$X_3 \rightarrow Y_1$	0.391	4.074	0.000
$X_1 \rightarrow Y_2$	0.047	0.316	0.752
$X_2 \rightarrow Y_2$	0.057	0.348	0.728
$X_3 \rightarrow Y_2$	0.596	4.257	0.000
$X_1 \rightarrow Z$	0.150	1.206	0.228
$X_2 \rightarrow Z$	0.249	2.281	0.023
$X_3 \rightarrow Z$	0.113	0.715	0.475
$Y_1 \rightarrow Z$	0.229	1.714	0.087
$Y_2 \rightarrow Z$	0.111	0.794	0.427

Source: Data processing with PLS, 2023

Table 1 delineates the findings of the analysis derived from Figure 2, indicating that the amenity variable can predict the safety and conformity variable by 0.324 (32.4%). This implies that the amenity variable exerts a 32.4% influence on the 'safety and conformity' variable, with the remaining 67.6% being influenced by other factors beyond the model. These results establish a positive and significant relationship at a level below 0.05 (0.000). However, the amenity variable fails to influence the 'uniqueness' variable.

The 'accessibility' variable can predict the 'safety and conformity' variable at a significance level of 0.003, with a coefficient value of 0.228 (22.8%). Nevertheless, this variable (accessibility) falls short in predicting the 'uniqueness' variable, garnering a coefficient value of 0.057 (5.7%) at an insignificant level.

The attraction variable achieves a significant coefficient value of 0.387 (38.7%) at the 0.000 level. Moreover, the 'attraction' variable effectively explains the 'uniqueness' variable with a coefficient value of 0.596 (59.6%), also significant at the 0.000 level.

Additionally, both the amenity variable and the 'attraction' variable are unable to predict the 'revisit intention' variable, with coefficient values of 0.150 (15.0%) and 0.113 (11.3%), respectively. Both are deemed non-significant in influencing the 'revisit intention' variable. In contrast, the 'accessibility' variable successfully predicts the 'revisit intention' variable with a coefficient value of 0.249 (29.4%), declared significant at the 0.023 level.

Furthermore, based on the outcomes of the analysis in Table 2, the variable 'safety and conformity' demonstrates an influence on the 'revisit intention' variable with a coefficient value of 0.229 (22.9%) at a significance level of 0.087. Conversely, the 'uniqueness' variable fails to predict the 'revisit intention' variable, with a coefficient value of only 0.111 (11.1%), deemed not significant.

Table 2
Indirect Effect

Mediating effect	P-value
Amenities \rightarrow Perceived security and comfort \rightarrow Revisit Intention	0,143
Accessibility \rightarrow Perceived security and comfort \rightarrow Revisit Intention	0,138
Attractions \rightarrow Perceived security and comfort \rightarrow Revisit Intention	0,134
Amenities \rightarrow Perceived uniqueness \rightarrow Revisit Intention	0,857
Accessibility \rightarrow Perceived uniqueness \rightarrow Revisit Intention	0,845
Attractions \rightarrow Perceived uniqueness \rightarrow Revisit Intention	0,438

However, both amenities and attractions do not significantly affect Revisit's intention. On the other hand, perceived safety, conformity, and uniqueness have no significant effect on revisit intention. Table 2 presents the outcomes of the analysis regarding indirect effects or mediation effects. It is elucidated that the variables 'safety and conformity' and 'perceived uniqueness,' which act as mediators in the impact of the independent variables (amenity, accessibility, and attraction) on the dependent variable (revisit intention), were observed to have no statistically significant mediating effect.

4. Discussion and Recommendations

4.1 Discussion

In the context of tourist locations, let's delve into the impact of the variables 'amenity', 'accessibility', and 'attraction' on the variable 'perceived safety and conformity.' The relationship among these variables can be elucidated through research methodologies and statistical analyses, such as regression. Such analyses aid in discerning the degree to which amenities,

accessibility, and attractiveness contribute to visitors' perceptions of safety and appropriateness. Understanding this relationship empowers those overseeing tourist locations to take concrete measures to enhance visitor experiences and uphold a favorable image of the destination. Amenities encompass various facilities or services available at tourist locations, including toilets, rest areas, parking facilities, and more. Sufficient amenities play a pivotal role in elevating visitors' perceptions of safety and suitability for a location. For instance, the presence of cleaning and security facilities can instill a sense of comfort among visitors. This finding is in line with the findings (Acharya, Mekker & De Vos, 2023).

Regarding the statement (Adam et al., 2023) regarding the importance of access in the world of tourism, this research also finds the role of accessibility in the tourism context. Accessibility involves the ease of access and transportation to tourist locations, encompassing transport links, well-maintained roads, and considerations for individuals with limited mobility. Easily accessible locations tend to convey a sense of safety and suitability, as visitors feel more in control of their situation and can avoid potential logistical challenges. Attraction comprises all elements that contribute to making a tourist location appealing, such as natural scenery, cultural uniqueness, or recreational activities. The presence of attractive features can significantly influence visitors' perceptions of safety and suitability. Positive experiences with attractions can bolster visitors' sense of security and satisfaction. The research results support previous research (Florida-Benítez, 2023). The results of this study are very much in line with previous research (Al Mindeel & Martins, 2021). Perceptions of security and suitability reflect how visitors evaluate the level of safety and comfort at tourist locations. When visitors feel secure and attuned to their surroundings, they are more likely to have positive experiences and are inclined to return or recommend the location to others.

The variables attraction and perceived uniqueness are two interrelated concepts in the context of the tourism industry. Perceived uniqueness is a visitor's subjective perception or view of the extent to which a tourist destination has characteristics or elements that are unique and different from other destinations. This involves the visitor's perception of the level of specialness and uniqueness. The attraction variable can have a significant effect on perceived uniqueness because the attractiveness of a destination can create an impression of exclusivity and specialness. For example, a destination with unique attractions or experiences that are rarely found elsewhere can increase visitors' perceptions of the uniqueness of the destination.

Attraction factors such as natural beauty, cultural diversity, and interesting tourist activities can create an experience that is difficult for other destinations to match. This can strengthen visitors' perceptions of its uniqueness. Visitors tend to see the destination as something special and cannot be replaced by other destinations (Vengesai et al., 2009). Good management of attractiveness factors is the key to creating and maintaining perceived uniqueness. Developing and marketing unique tourist attractions can help create an image of a destination as a special place worth visiting (Vengesai et al., 2009; Farsani et al., 2019). Perceived uniqueness can be an important factor in visitors' decision making in choosing a tourist destination. If a destination is considered unique, visitors are more likely to be interested in visiting it, which in turn can have a positive impact on the local tourism industry. Thus, the relationship between the attraction and perceived uniqueness variables creates important dynamics in shaping the image of a tourist destination and influencing visitors' preferences and decisions.

Accessibility creates comfort for tourists. Destinations that are easily accessible with comfortable transportation will increase the likelihood that tourists will return to that destination. If a tourist spot is easy to reach, either by air, sea or land, tourists will feel more interested in returning. Ease of accessibility also contributes to a positive experience and minimizes potential stress or discomfort during travel, this is in accordance with the findings of previous research (Calderón, Stamatogiannakis, & Goncalves, 2021; Fazli-Salehi, Torres, Madadi, & Zúñiga, 2021)

Safety is a critical factor in making travel decisions. If tourists feel safe in a tourist destination, they are more likely to have the intention to return.

Security perceptions include factors such as crime rates, transportation security, and availability of medical facilities. Destinations that are considered safe will increase tourists' confidence and make them feel comfortable about returning, providing a positive impact on revisiting intentions.

Conformity to social or cultural norms can influence tourists' decisions to return to a destination. If a destination is able to meet tourists' social or cultural expectations, this can increase their satisfaction and provide an incentive to return. Conformity may also relate to experiences that conform to the expectations of a tourist's social or cultural group, which can create feelings of attachment and satisfaction.

In this context, these variables are interrelated and interact to shape the tourist experience. Accessibility and perceived safety create the foundation for positive experiences, while conformity ensures that the destination meets social and cultural expectations. The combination of these three factors can create a strong positive impression on tourists and encourage them to return to the destination.

4.2 Recommendation

Amenities: Ensure that tourist locations provide adequate facilities and services such as toilets, rest areas, and security facilities. These amenities play a crucial role in enhancing visitors' perceptions of safety and suitability. Investing in amenities can lead to increased visitor comfort and satisfaction, aligning with previous research findings (Acharya, Mekker & De Vos, 2023).

Accessibility: Improve transportation links and infrastructure to enhance accessibility to tourist destinations. Easy access contributes to visitors' sense of control and reduces logistical challenges, ultimately increasing their perception of safety and

suitability. Prioritizing accessibility can positively impact tourists' experiences and likelihood of returning, consistent with previous studies (Calderón, Stamatogiannakis, & Goncalves, 2021; Fazli-Salehi, Torres, Madadi, & Zúñiga, 2021).

Attraction: Focus on developing and promoting unique attractions that set tourist destinations apart. Natural beauty, cultural diversity, and interesting activities can create memorable experiences and strengthen visitors' perceptions of the destination's uniqueness. Effective management of attractiveness factors can enhance the destination's image and appeal, influencing visitors' decisions to return or recommend the location (Vengesai et al., 2009; Farsani et al., 2019).

Safety and Conformity: Prioritize measures to ensure visitors' safety, including addressing crime rates, transportation security, and access to medical facilities. Perceptions of safety significantly influence tourists' intentions to return, emphasizing the importance of creating a safe environment. Additionally, conforming to social and cultural norms enhances tourists' satisfaction and encourages repeat visits by meeting their expectations (Adam et al., 2023).

Overall, understanding the interplay between amenities, accessibility, attraction, safety, and conformity is crucial for enhancing the tourist experience and fostering repeat visitation to destinations. Implementing strategies to address these factors can contribute to the sustained success of tourist locations.

5. Conclusion

The conclusion from this discussion is that amenities, accessibility, and attractions play key roles in shaping visitors' perceptions of safety and suitability at a tourist location. Through research and statistical analysis, such as regression, the relationships among these variables can be revealed. Adequate amenities, good accessibility, and attractive features can enhance visitors' perceptions of safety and suitability at a location. Amenities, such as toilets, rest areas, and parking facilities, play a crucial role in improving visitors' perceptions of safety. Accessibility, including transportation and well-maintained roads, provides a sense of security and suitability, while attractions like natural beauty and cultural uniqueness can strengthen visitors' positive experiences. The attraction variable is also related to the perception of uniqueness. The presence of unique attractions can create an impression of exclusivity and specialness, reinforcing the perception of a location's uniqueness. Effective management of attraction factors can create and maintain the image of a location as a special place. Accessibility creates comfort for tourists, and security plays a critical role in travel decisions. Perceptions of security include crime rates, transportation security, and the availability of medical facilities. Destinations perceived as safe increase tourists' confidence, positively impacting their intentions to return. Furthermore, conformity to social or cultural norms can influence tourists' decisions to return. If a destination meets tourists' social or cultural expectations, it can increase satisfaction and encourage return visits. In the overall context, amenities, accessibility, attractions, security, and conformity are interconnected and interact to shape the tourist experience. Accessibility and security perceptions create the foundation for a positive experience, while conformity ensures that the destination meets social and cultural expectations. The combination of these factors can create a strong positive impression on tourists and encourage them to return to the destination.

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