

## DAFTAR PUSTAKA

- Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Singh, K. S. D. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behavior (TPB). *Spanish Journal of Marketing – ESIC*, 25(2), 280–307.
- Abel, J. I., Buff, C. L., & O'Neill, J. C. (2013). Actual self-concept versus ideal self-concept: An examination of image congruence and consumers in the health club industry. *Sport, Business and Management: An International Journal*, 3(1), 78-96.
- Ahsani, R. D. P., Suyaningsih, O., Ma'rifah, N., & Aerani, E. (2018). Penerapan konsep community based tourism (CBT) di desa wisata candirejo borobudur mewujudkan kemandirian desa. *Publisia (Jurnal Ilmu Administrasi Publik)*, 3(2), 135-146.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human. Decision Processes*, 50, 179–211.
- Alqayed, Y., Foroudi, P., Kooli, K., Foroudi, M. M., & Dennis, C. (2022). Enhancing value co-creation behaviour in digital peer-to-peer platforms: An integrated approach. *International Journal of Hospitality Management*, 102(4), 1–19.
- An, C., Li, T., Zhai, Z., & Fu, Q. (2018). Characteristics and prospects of Chinese rural tourism research, 1992–2016: An analysis based on cite space maps. *Progress in Geography*, 37, 427–431.
- An, W., & Alarcón, S. (2021). Rural tourism preferences in Spain: Best-worst choices. *Annals of Tourism Research*, 89, Article 103210.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–656.
- Back, R.M., Tasci, A.D.A. and Milman, A. (2020), “Experiential consumption of a South African wine farm destination as an agritourism attraction”, *Journal of Vacation Marketing*, Vol. 26 No. 1, pp. 57-72.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Bianchi, C., Milberg, S., & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59, 312-324.
- Birdwell, A. E. (1968). A study of the influence of image congruence on consumer choice. *Journal of Business*, 41(1), 76–88.
- Bitner, M. J. (1992). Servicescape: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Rodríguez Del Bosque, I., San Martín, H., Collado, J., & del Mar García de los Salmones, M. (2009). A framework for tourist expectations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 139-147.
- Buhalis, D., & O'Connor, P. (2005). Information communication technology revolutionizing tourism. *Tourism recreation research*, 30(3), 7-16.

- Buonincontri, P., Morvillo, A., Okumus, F., & Niekerk, M. V. (2017). Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tourism Management*, 62(October), 264–277.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400.
- Campos, A. C., Mendes, J., Valle, P. O., & Scott, N. (2017). Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, 63, 100–114.
- Chathoth, P. K., Ungson, G. R., Harrington, R. J., & Chan, E. S. W. (2016). Co-creation and higher order customer engagement in hospitality and tourism services. *International Journal of Contemporary Hospitality Management*, 28(2), 222–245.
- Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904.
- Chen, K. H., Ye, Y., & Yu, C. H. (2023). Military tourism cultural heritage site experiencescape effects on authenticity, memorability, and revisit intention: learning from Taiwanese military dependents' villages. *Tourism Review*.
- Chen, S., Sotiriadis, M., & Shen, S. (2023). The influencing factors on service experiences in rural tourism: An integrated approach. *Tourism Management Perspectives*, 47, 101122.
- Chi, X., & Han, H. (2021). Emerging rural tourism in China's current tourism industry and tourist behaviors: The case of Anji County. *Journal of Travel & Tourism Marketing*, 38(1), 58–74.
- Chua, B.L., Kim, H.C., Lee, S. and Han, H. (2019), "The role of brand personality, self-congruity, and sensory experience in elucidating sky lounge users' behaviour", *Journal of Travel and Tourism Marketing*, Vol. 36 No. 1, pp. 29-42.
- Cifci, I., Rather, R. A., Taspinar, O., & Altunel, G. K. (2023). Demystifying destination attachment, self-congruity and revisiting intention in dark tourism destinations through the gender-based lens. *Tourism Recreation Research*, 1-17.
- Cohen, J. 1988. *Statistical Power Analysis for the Behavioral Sciences*, 2nd edn. Mahwah, NJ: Lawrence Erlbaum Associates.
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17, 872–909.
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods 12th Edition. In Business Research Methods
- Correia Loureiro, S. M. (2014). The role of the rural tourism experience economy in place attachment and behavioural intentions. *International Journal of Hospitality Management*, 40, 1–9.

- Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084–1093.
- Damanik, J., & Yusuf, M. (2022). Effects of perceived value, expectation, visitor management, and visitor satisfaction on revisit intention to Borobudur Temple, Indonesia. *Journal of Heritage Tourism*, 17(2), 174-189.
- Das, G. (2014). Impacts of retail brand personality and self-congruity on store loyalty: The moderating role of gender. *Journal of Retailing and Consumer services*, 21(2), 130-138.
- Das, G., & Khatwani, G. (2018). E-tailer personality and behavioral intentions: The application of self-congruity theory. *Journal of Strategic Marketing*, 26(4), 283-297.
- Dedeoglu, B. B., Bilgihan, A., Ye, B. H., Buonincontri, P., & Okumus, F. (2018). The impact of servicescape on hedonic value and behavioral intentions: The importance of previous experience. *International Journal of Hospitality Management*, 72, 10–20.
- Devi Rosalina, P., Dupre, K., & Wang, Y. (2021). Rural tourism: A systematic literature review on definitions and challenges. *International Journal of Hospitality Management*, 47, 134–149.
- Dolich, I. J. (1969). Congruence relationships between self-images and product brands. *Journal of Marketing Research*, 6(1), 80–84.
- Dong, P., & Siu, N. Y. M. (2013). Servicescape elements, customer predispositions and service experience: The case of theme park visitors (2013). *Tourism Management*, 36, 541-551.
- Duman, T., & Mattila, A. S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism Management*, 26(3), 311–323.
- Edvardsson, B., Enquist, B., & Johnston, R. (2010). Design dimensions of experience rooms for service test drives. *Managing Service Quality*, 20(4), 312–327.
- Ekinci, Y., & Riley, M. (2003). An investigation of self-concept: actual and ideal self-congruence compared in the context of service evaluation. *Journal of Retailing and Consumer Services*, 10(4), 201-214.
- Ekinci, Y., Sirakaya-Turk, E., & Preciado, S. (2013). Symbolic consumption of tourism destination brands. *Journal of business research*, 66(6), 711-718.
- Eraqi, M. I. (2011). Co-creation and the new marketing mix as an innovative approach for enhancing tourism industry competitiveness in Egypt. *International Journal of Services and Operations Management*, 8(1), 76–91.
- Fatimah, T. (2015). The impacts of rural tourism initiatives on cultural landscape sustainability in Borobudur area. *Procedia Environmental Sciences*, 28, 567-577.
- Gao, J., & Wu, B. (2017). Revitalizing traditional villages through rural tourism: A case study of yuanjia village, shaanxi province, China. *Tourism Management*, 63, 223–233.
- Gardner, B. B., & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, 33(April), 33–39.

- Ghaderi, Z., & Henderson, J. C. (2012). Sustainable rural tourism in Iran: A perspective from hawraman village. *Tourism Management Perspectives*, 2, 47–54.
- Ghaderi, Z., Butler, R., & Beal, L. (2022). Exploring home-based accommodation operators' responses to Covid-19: Implications of untact hospitality adoption. *Tourism Management Perspectives*, 43(6).
- Gronroos, C., & Gummerus, J. (2014). The service revolution and its marketing implications: Service logic vs service-dominant logic. *Managing Service Quality*, 24(3), 206–229.
- Grubb, E. L., & Hupp, G. (1968). Perception of self, generalized stereotypes, and brand selection. *Journal of Marketing Research*, 5, 58–63.
- Guan, J., Gao, J., & Zhang, C. (2019). Food heritagization and sustainable rural tourism destination: The case of China's yuanjia village. *Sustainability*, 11(10).
- Güzel, F.O. (2014). The dimensions of tour experience, emotional arousal, and post-experience behaviors: A research on Pamukkale in Turkey. *Procedia - Social and Behavioral Sciences*, 150, 521–530.
- Hair, J. F., C. M. Ringle, and M. Sarstedt. 2011. PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice* 19: 139–51.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis: Edisi Ketujuh*. Person Education Limited.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate data analysis (Eighth)*. Cengage Learning EMEA.
- Han, H. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, 47, 164–177.
- Hasan, M. K., Ismail, A. R., & Islam, M. F. (2017). Tourist risk perceptions and revisit intention: A critical review of literature. *Cogent Business & Management*, 4(1), 1412874.
- Henseler, J., C. M. Ringle, and R. R. Sinkovics. 2009. The Use of Partial Least Squares Path Modeling in International Marketing. In R. R. Sinkovics and P. N. Ghauri (eds.), *Advances in International Marketing*, Vol. 20. Bingley: Emerald, pp. 277–320.
- Hirschman, E., & Holbrook, M. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92–101.
- Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685–691.
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351–364.
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, 48(1), 29–44.

- Hung, W.-L., Lee, Y.-J., & Huang, P.-H. (2014). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*.
- Hung, W., Lee, Y., & Huang, P. (2016). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763–770.
- Ihamaki, P. (2012). Geocachers: The creative tourism experience. *Journal of Hospitality and Tourism Technology*, 3(3), 152e175
- Ind, N., & Coates, N. (2013). The meanings of co-creation. *European Business Review*, 25(1), 86–95.
- Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business Research*, 68(5), 933–941.
- Jang, H. W., & Cho, M. (2022). The relationship between ugly food value and consumers' behavioral intentions: Application of the Theory of Reasoned Action. *Journal of Hospitality and Tourism Management*, 50, 259-266.
- Jang, H. W., & Cho, M. (2022). The relationship between ugly food value and consumers' behavioral intentions: Application of the Theory of Reasoned Action. *Journal of Hospitality and Tourism Management*, 50, 259-266.
- Jeon, H. M., Yoo, S. R., & Kim, S. H. (2020). The relationships among experience, delight, and recollection for revisit intention in chocolate exposition. *Sustainability*, 12(20), 8644.
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974–981.
- Juschten, M., Jiricka-Pürner, A., Unbehaun, W., & Hössinger, R. (2019). The mountains are calling! An extended TPB model for understanding metropolitan residents' intentions to visit nearby alpine destinations in summer. *Tourism Management*, 75, 293-306.
- Kandampully, J., Bilgihan, A., & Amer, S. M. (2023). Linking servicescape and experiencescape: Creating a collective focus for the service industry. *Journal of Service Management*, 34(2), 316–340.
- Kastenholz, E. (2004). Assessment and role of destination-self-congruity. *Annals of Tourism Research*, 31(3), 719–723
- Kastenholz, E., Joao Carneiro, M., Peixeira Marques, C., & Correia Loureiro, S. M. (2018). The dimensions of rural tourism experience: Impacts on arousal, memory, and satisfaction. *Journal of Travel & Tourism Marketing*, 35(2), 189–201.
- Kastenholz, E., & Lima, J. C. (2011). The integral rural tourism experience from the tourist's point of view: A qualitative analysis of its nature and meaning. *Tourism & Management Studies*, 7, 62–74. doi:10670/1.37t6lt
- Kastenholz, E., Davis, D., & Paul, G. (1999). Segmenting tourism in rural areas: The case of north and Central Portugal. *Journal of Travel Research*, 37(4), 353–363.



- Khazaei Pool, J., Khodadadi, M., & Asadi, A. (2018). The impact of congruence between self-concept and destination personality on behavioural intentions for visiting an Islamic-historical destination. *Tourism and Hospitality Research*, 18(3), 378-387.
- Kim, J.-H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780e796.
- Kim, Y. H., Kim, M., & Goh, B. K. (2011). An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism management*, 32(5), 1159-1165.
- Kim, J.-H., Ritchie, J. R., & McCormick, B. (2012). Development of a scale to measure memorable tourist experiences. *Journal of Travel Research*, 51(1), 12e25.
- Kim, W., & Malek, K. (2017). Effects of self-congruity and destination image on destination loyalty: The role of cultural differences. *Anatolia*, 28(1), 1–13.
- Komppula, R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination – a case study. *Tourism Management*, 40, 361–371.
- Kortoci, Y., & Kortoci, M. (2017). The assessment of the rural tourism development in the Valbona Valley National Park. *Tourism Economics*, 23(8), 1662–1672.
- Lamone, R. P. (1967). *The use of the semantic differential in a study of self image, product image, and the prediction of consumer choice*. The University of North Carolina at Chapel Hill.
- Lane, B. (1994). What is rural tourism? *Journal of Sustainable Tourism*, 2, 7–21.
- Lane, B., & Katsenholz, E. (Eds.). (2019). *Rural tourism: New concepts, new research, new practice*. London: Routledge.
- Levy, S. J. (1959). Symbols for sales. *Harvard Business Review*, 37(4), 117–124.
- Li, M., & Cai, L. A. (2012). The effects of personal values on travel motivation and behavioral intention. *Journal of travel research*, 51(4), 473-487.
- Li, S. (2021). Linking servicescape and customer engagement: An investigation in the hotel context. *International Journal of Hospitality Management*, 94(4), 1–9.
- Li, M. F., Huang, S. S., Deng, A., Bai, B., & Zhou, S. J. (2022). From service-dominant orientation to positive customer outcomes: A self-determination model in the custom travel service context. *International Journal of Contemporary Hospitality Management*, 34(1), 299–320.
- Lin, I. Y., & Mattila, A. S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of Hospitality Marketing & Management*, 19, 819–841.
- Lovelock, C.H. (1996), *Services Marketing*, 3rd ed., Prentice-Hall, Englewood Cliffs, NJ
- Lu, X. L., Liu, W. W., & Wang, L. W. (2017). Identification and comparative analysis of rural tourism definitions——A quantitative analysis on 50

- rural tourism definitions by China and foreign scholars. *Resource Development & Market*, 06.
- Luna-Cortés, G., López-Bonilla, J. M., & López-Bonilla, L. M. (2019). Self-congruity, social value, and the use of virtual social networks by generation y travelers. *Journal of Travel Research*, 58(3), 398-410.
- Lynch, P. (2005). The commercial home enterprise and host: A United Kingdom perspective. *International Journal of Hospitality Management*, 24(4), 533–553.
- Maghrifani, D., Liu, F., & Sneddon, J. (2022). Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity. *Journal of Travel Research*, 61(5), 1121-1137.
- Marschall, S. (2012). Tourism and memory. *Annals of Tourism Research*, 39(4), 2216-2219.
- Mathis, E. F., Kim, H., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62–75.
- Meng, B., & Choi, K. (2016). The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior. *Tourism Management*, 57(December), 397–410.
- Meng, B., & Choi, K. (2018). An investigation on customer revisit intention to theme restaurants: The role of servicescape and authentic perception. *International Journal of Contemporary Hospitality Management*, 30(3), 1464–1662.
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33, 100581.
- Milman, A., & Tasci, A. D. (2018). Exploring the experiential and sociodemographic drivers of satisfaction and loyalty in the theme park context. *Journal of Destination Marketing & Management*, 8, 385-395.
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experiencescape: A comparative assessment of hotels and Airbnb. *International Journal of Contemporary Hospitality Management*, 29(9), 2377–2404.
- Morgan, M., & Xu, F. (2009). Student travel experiences: Memories and dreams. *Journal of Hospitality Marketing and Management*, 18(2-3), 216-236.
- Morosan, C., & Defranco, A. (2016). Co-creating value in hotels using mobile devices: A conceptual model with empirical validation. *International Journal of Hospitality Management*, 52, 131–142.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European journal of marketing*, 21(10), 5-44.
- Mulyaningsih, T. (2023). A Systematic Literature Review of Development Rural Tourism. *Quality-Access to Success*, 24(194).

- Nicola, A., & McKenna, A. (1998). Rural tourism in the heart of England. *International Journal of Contemporary Hospitality Management*, 10(5), 203–207.
- Nieves-Pavón, S., López-Mosquera, N., & Jiménez-Naranjo, H. (2024). The role emotions play in loyalty and WOM intention in a Smart Tourism Destination Management. *Cities*, 145, 104681.
- Nilsson, E., & Ballantyne, D. (2014). Reexamining the place of servicescape in marketing: A service-dominant logic perspective. *Journal of Services Marketing*, 28(5), 374–379.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132.
- Oppermann, M. (1996). Rural tourism in southern Germany. *Annals of Tourism Research*, 23(1), 86–102.
- Oriade, A., & Schofield, P. (2019). An examination of the role of service quality and perceived value in visitor attraction experience. *Journal of destination marketing & management*, 11, 1–9.
- Oviedo-García, M.A., Vega-Vázquez, M., & Castellanos-Verdugo, M. (2019). Tourism in protected areas and the impact of servicescape on tourist satisfaction, key in sustainability. *Journal of Destination Marketing & Management*, 12, 74–83.
- Ozdemir, A., & Yildiz, S. (2020). How covid-19 outbreak affects tourists' travel intentions? A case study in Turkey. *Social Mentality and Researcher Thinkers Journal*, 6 (32), 1101–1113.
- Pan, L., Zhang, M., Gursoy, D. and Lu, L. (2017), “Development and validation of a destination personality scale for mainland Chinese travellers”, *Tourism Management*, Vol. 59, pp. 338-348.
- Perales, R. M. Y. (2002). Rural tourism in Spain. *Annals of Tourism Research*, 29(4), 1101–1110.
- Pikkemaat, B., & Schuckert, M. (2007). Success factors of theme parks: An exploratory study. *Tourism*, 55(2), 197e208.
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage*. Boston: Harvard Business School Publishing.
- Pizam, A. (2010). Creating memorable experiences. *International Journal of Hospitality Management*, 29(3), 343.
- Pizam, A., & Tasci, A. D. A. (2019). Experienscape: Expanding the concept of servicescape with a multi-stakeholder and multi-disciplinary approach. *International Journal of Hospitality Management*, 76(January), 25–37.
- Poulsson, S. H. G., & Kale, S. H. (2004). The experience economy and commercial experiences. *The Marketing Review*, 4, 267–277.
- Prebensen, N. K., Vitterso, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of Tourism Research*, 42(6), 240–261.
- Prebensen, N. K., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166–176.



- Qiu, Q., Zheng, T., Xiang, Z., & Zhang, M. (2019). Visiting intangible cultural heritage tourism sites: From value cognition to attitude and intention. *Sustainability*, 12(1), 132.
- Quaranta, G., Citro, E., & Salvia, R. (2016). Economic and social sustainable synergies to promote innovations in rural tourism and local development. *Sustainability*, 8(7).
- Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining ‘new world’ wineries. *Tourism Management*, 46, 596–609.
- Rainero, C., & Modarelli, G. (2020). The attractive power of rural destinations and a synergistic community cooperative approach: A “tourismability” case. *Sustainability*, 12(17), 7233.
- Ramseook-Munhurrin, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: Case of Mauritius. *Procedia - Social and Behavioral Sciences*, 12(February), 252–259.
- Reichenberger, I. (2017). C2C value co-creation through social interactions in tourism. *International Journal of Tourism Research*, 19, 629–638.
- Reimer, A. and Kuehn, R. (2005), “The impact of servicescape on quality perception”, *European Journal of Marketing*, Vol. 39 Nos 7/8, pp. 785-808.
- Rihova, I., Buhalis, D., Moital, M., & Gouthro, M. B. (2013). Social layers of customer-to-customer value co-creation. *Journal of Service Management*, 24(5), 553–566.
- Roman, M., Roman, M., & Niedziołka, A. (2020). Spatial diversity of tourism in the countries of the European Union. *Sustainability*, 12(7), 2713.
- Ross, I. (1971). Self-concept and brand preference. *Journal of Business*, 44(1), 38–50.
- Saket, B., Endert, A., & Stasko, J. (2016, October). Beyond usability and performance: A review of user experience-focused evaluations in visualization. In *Proceedings of the Sixth Workshop on Beyond Time and Errors on Novel Evaluation Methods for Visualization* (pp. 133-142).
- Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27, 394–409.
- Satrya, I.D.G., Adityaji, R., Susilo, C., Karya, D.F., Hendra. (2024). The role of authenticity, local culture, tourism perceived value, and memorable tourism experience for heritage tourism revisit intention. *International Journal of Sustainable Development and Planning*, 19, (3), 1163-1170.
- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination satisfaction and revisit intention of tourists: does the quality of airport services matter?. *Journal of Hospitality & Tourism Research*, 44(1), 134-148.
- Seraphin, H., & Dosquet, F. (2020). Mountain tourism and second home tourism as post COVID-19 lockdown placebo? *Worldwide Hospitality and Tourism Themes*, 12(4), 485–500.

- Shamah, R. A., Mason, M. C., Moretti, A., & Raggiotto, F. (2018). Investigating the antecedents of African fast food customers' loyalty: A self-congruity perspective. *Journal of Business Research*, 86, 446-456.
- Shen, K., & Shen, H. (2021). Chinese traditional village residents' behavioural intention to support tourism: an extended model of the theory of planned behaviour. *Tourism Review*, 76(2), 439-459.
- Shi, S., Gursoy, D., & Chen, L. J. (2019). Conceptualizing home-sharing lodging experience and its impact on destination image perception: A mixed method approach. *Tourism Management*, 75(9), 245-256.
- Sirgy, M. J. (1979). Self-concept in consumer behavior (Publication No 8004990). Doctoral dissertation. USA: University of Massachusetts at Amherst. ProQuest Dissertations & Theses Global
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(3), 287.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the academy of marketing science*, 25, 229-241.
- Sirgy, M. J., Grewal, D., & Mangleburg, T. (2000). Retail environment, self-congruity, and retail patronage: An integrative model and a research agenda. *Journal of Business Research*, 49(2), 127-138.
- Sirgy, M.J. and Su, C. (2000), "Destination image, self-congruity, and travel behaviour: toward an integrative model", *Journal of Travel Research*, Vol. 38, pp. 340-352.
- Sirgy, M. J., Lee, D. J., & Grace, B. Y. (2016). Revisiting self-congruity theory in consumer behaviour: Making sense of the research so far. *Routledge international handbook of consumer psychology*, 203-219.
- Stankov, U., Filimonau, V., & Vujić, M. D. (2020). A mindful shift: An opportunity for mindfulness-driven tourism in a post-pandemic world. *Tourism Geographies*, 22(3), 1-10.
- Stoel, L., Wickliffe, V., & Lee, K. H. (2004). Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57(10), 1067-1073.
- Soliman, M. (2021). Extending the theory of planned behavior to predict tourism destination revisit intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524-549.
- Sop, S. A. (2020). Self-congruity theory in tourism research: A systematic review and future research directions. *European Journal of Tourism Research*, 26(2020), 1-19.
- Su, B. (2011). Rural tourism in China. *Tourism Management*, 32(6), 1438-1441.
- Su, C. J., Lebrun, A. M., Bouchet, P., Wang, J. R., Lorgnier, N., & Yang, J. H. (2016). Tourists' participation and preference-related belief in co-creating value of experience: A nature-based perspective. *Service Business*, 10(4), 823-846.

- Tasci, A. D. A., & Pizam, A. (2020). An expanded nomological network of experienscape. *International Journal of Contemporary Hospitality Management*, 32(3), 999–1040.
- Tajeddini, K., Rasoolimanesh, S. M., Gamage, T. C., & Martin, E. (2021). Exploring the visitors' decision-making process for Airbnb and hotel accommodations using value-attitude-behavior and theory of planned behavior. *International Journal of Hospitality Management*, 96, 102950.
- Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T. (2022). Linking self-congruity, perceived quality and satisfaction to brand loyalty in a tourism destination: the moderating role of visit frequency. *Tourism Review*, 77(1), 287-301.
- Tsaur, S. H., Hsu, F. S., & Ching, H. W. (2023). The impacts of brand personality and self-congruity on consumers' intention to stay in a hotel: does consumer affinity matter?. *Journal of Hospitality and Tourism Insights*, 6(1), 246-262.
- Tung, V. W. S., & Ritchie, J. R. B. (2011). Investigating the memorable experiences of the senior travel market: An examination of the reminiscence bump. *Journal of Travel and Tourism Marketing*, 28(3), 331-343.
- Untaru, E. N., Ispas, A., Candrea, A. N., Luca, M., & Epuran, G. (2016). Predictors of individuals' intention to conserve water in a lodging context: The application of an extended theory of reasoned action. *International Journal of Hospitality Management*, 59, 50-59.
- Üner, M. M., Armutlu, C., & Güçer, E. (2013). Self-congruity influence on tourist behavior: Repeat visitors versus non-visitors and first-time visitors. *İşletme Araştırmaları Dergisi*, 5(4), 6-19
- Usakli, A. and Baloglu, S. (2011), "Brand personality of tourist destinations: an application of self-congruity theory", *Tourism Management*, Vol. 32 No. 1, pp. 114-127.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
- Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International journal of research in marketing*, 34(1), 46-67.
- Wang, S., Hung, K., & Li, M. (2018). Development of measurement scale for functional congruity in guest houses. *Tourism Management*, 68, 23–31.
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2020). COVID-19: Potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, (April)
- World Tourism Organization. (2017). *International rural tourism development – An Asia Pacific perspective*. Madrid: UNWTO.
- Wright, R. K. (2010). Been there, done that': Embracing our post-trip experiential recollections through the social construction and subjective consumption of personal narratives. *The tourism and leisure experience: Consumer and managerial perspectives*, 117-136.
- Yang, S., Isa, S. M., Ramayah, T., Blanes, R., & Kiumarsi, S. (2020). The effects of destination brand personality on Chinese tourists' revisit intention to

- Glasgow: an examination across gender. *Journal of International Consumer Marketing*, 32(5), 435-452.
- Yang, S., Isa, S. M., & Ramayah, T. (2021). Uncertainty avoidance as a moderating factor to the self-congruity concept: the development of a conceptual framework. *Sage Open*, 11(1), 21582440211001860.
- Yang, S., Isa, S. M., Ramayah, T., Wen, J., & Goh, E. (2022). Developing an extended model of self-congruity to predict Chinese tourists' revisit intentions to New Zealand: the moderating role of gender. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1459-1481.
- Yang, S., Isa, S. M., & Ramayah, T. (2022). Does uncertainty avoidance moderate the effect of self-congruity on revisit intention? A two-city (Auckland and Glasgow) investigation. *Journal of Destination Marketing & Management*, 24, 100703.
- Yi, S., Day, J., & Cai, L. A. (2014). Exploring tourist perceived value: An investigation of Asian cruise tourists' travel experience. *Journal of Quality Assurance in Hospitality & Tourism*, 15(1), 63–77.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(July), 2–22.
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8 (June), 326–336.
- Zhang, G., Chen, X., Law, R., & Zhang, M. (2020). Sustainability of heritage tourism: A structural perspective from cultural identity and consumption intention. *Sustainability*, 12, 9199.
- Zhao, J. and An, Y. (2021), “Behavioural intention of forest therapy tourism in China: based on health belief model and the theory of planned behaviour”, *Current Issues in Tourism*, Vol. 24 No. 4, pp. 3425-3432.
- Zhou, G., & Chen, W. (2023). Agritourism experience value cocreation impact on the brand equity of rural tourism destinations in China. *Tourism Review*, 78(5), 1315-1335.
- Zhu, H., & Deng, F. (2020). How to influence rural tourism intention by risk knowledge during COVID-19 containment in China: Mediating role of risk perception and attitude. *International Journal of Environmental Research and Public Health*, 17(10), 1–23.
- Zimmerman, C. A., & Kelley, C. M. (2010). “I’ll remember this!” effects of emotionality on memory predictions versus memory performance. *Journal of Memory and Language*, 62, 240–253.