

## DAFTAR PUSTAKA

- Abedian, M., Amindoust, A., Maddahi, R., & Jouzdani, J. (2022). A game theory approach to selecting marketing-mix strategies. *Journal of Advances in Management Research*, 19(1), 139–158.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behaviour to leisure choice. *Journal of Leisure Research*, 24(3), 207–224.
- Al Rousan, R., Siddiqui, S., Bano, N., & Sujood. (2024). Urban tourists' intention towards visiting national parks: an exertion of theory of planned behaviour and expectancy theory. *Journal of Hospitality and Tourism Insights*, 7(2), 653–675.
- Alam, A. S., & Fathima A. (2023). Implication of theory of planned behavior and marketing mix variables in assessing the mindset of consumers for solar products in India. *International Journal of Energy Sector Management*, 17(1), 128–144.
- Alnıpak, S., & Kale, S. (2021). Avrupa Bölgesinde Havayolu Yolcu Talebini Etkileyen Faktörler. *International Social Sciences Studies Journal*, 7(90), 4948–4957.
- Amin, M., Ryu, K., Cobanoglu, C., Rezaei, S., & Wulan, M. M. (2021). Examining the effect of shopping mall attributes in predicting tourist shopping satisfaction and behavioral intentions: Variation across generation X and Y. *Journal of Quality Assurance in Hospitality & Tourism*, 22(3), 367–394.
- Armitage, C. J., & Conner, M. (2000). Attitudinal ambivalence: A test of three key hypotheses. *Personality and Social Psychology Bulletin*, 26(11), 1421–1433.
- Armstrong, E. K., & Kern, C. L. (2011). Demarketing manages visitor demand in the Blue Mountains National Park. *Journal of Ecotourism*, 10(1), 21–37.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897.
- Bao, H. (2018). Marketing of tourism services/experiences. In M. Sotiriadis (Ed.), *The Emerald handbook of entrepreneurship in tourism, travel and hospitality* (pp. 261-275). Emerald Publishing Limited.
- Barros, C. P. (2012). Analyzing tourism return intention to an urban destination. *Journal of Hospitality and Tourism Research*, 36(2), 216–231.
- Benlian, A. (2015). Web personalization cues and their differential effects on user assessments of website value. *Journal of Management Information Systems*, 32(1), 225–260.



- Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, *50*, 213–224.
- Berlyne, D., Graw, M., Salapatek, P. H., & Lewis, J. (1963). Novelty, complexity, incongruity, extrinsic motivation and the GSR. *Journal of Experimental Psychology*, *66*(6), 560–567.
- Bernini, C., & Galli, F. (2022). How much does satisfaction affect tourism expenditure during and post-recessions? *Current Issues in Tourism*, *25*(6), 937–954.
- Bi, J. W., Liu, Y., Fan, Z. P., & Zhang, J. (2019). Wisdom of crowds: Conducting importance-performance analysis (IPA) through online reviews. *Tourism Management*, *70*, 460–478.
- Bin, C. Z., Gu, T. L., Jia, Z. H., Zhu, G. M., & Xiao, C. H. (2020). A neural multi-context modeling framework for personalized attraction recommendation. *Multimedia Tools and Applications*, *79*(21–22), 14951–14979.
- Blythe, J. (2009). *Key concepts in marketing*. Sage.
- Borden, N. H. (1965). The Concept of the Marketing Mix. *Journal of Advertising Research*, *2*, 7–13.
- Bowie, D., & Buttle, F. (2004). *Hospitality marketing*. Elsevier Butterworth-Heinemann.
- Brandt, T., Bendler, J., & Neumann, D. (2017). Social media analytics and value creation in urban smart tourism ecosystems. *Information & Management*, *54*(6), 703–713.
- Buhalis, D., & Amaranggana, A. (2015). Smart Tourism Destinations Enhancing Tourism Experience Through Personalisation of Services. *Information and Communication Technologies in Tourism 2015*, 377–389.
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of social media marketing: How perceived value mediates the impact on restaurant followers' purchase intention, willingness to pay a premium price, and E-WoM? *Sustainability*, *15*(6), 5331.
- Cao, X., & Sun, J. (2018). Exploring the effect of overload on the discontinuous intention of social media users: An S-O-R perspective. *Computers in Human Behavior*, *81*, 10–18.
- Chalip, L., Green, B. C., & Hill, B. (2003). Effects of sport event media on destination image and intention to visit. *Journal of Sport Management*, *17*, 214–234.
- Chaperon, S., & Bramwell, B. (2013). Dependency and agency in peripheral tourism development. *Annals of Tourism Research*, *40*, 132–154.
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, *28*(4), 1115–1122.
- Chen, G., So, K. K. F., Hu, X., & Poomchaisuwan, M. (2022). Travel for affection: A stimulus-organism-response model of honeymoon tourism



- experiences. *Journal of Hospitality & Tourism Research*, 46(6), 1187–1219.
- 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, X., Pan, Y. H., & Luo, B. (2021). Research on power-law distribution of long-tail data and its application to tourism recommendation. *Industrial Management & Data Systems*, 121(6), 1268–1286.
- Chen, Y., Tang, T. W., Li, Y. J., & Fan, D. (2021). Does interest alignment between hotels and online travel agencies intensify review manipulations? *Industrial Management & Data Systems*, 121(6), 1435–1456.
- Chiang, H. S., & Huang, T. C. (2015). User-adapted travel planning system for personalized schedule recommendation. *Information Fusion*, 21, 3–17.
- Choi, J., Lee, H. J., & Kim, Y. C. (2011). The influence of social presence on customer intention to reuse online recommender systems: The roles of personalization and product type. *International Journal of Electronic Commerce*, 16(1), 129–154.
- Choi, W. M., Chan, A., & Wu, J. (1999). A qualitative and quantitative assessment of Hong Kong's image as a tourist destination. *Tourism Management*, 20(3), 361–365.
- Cirer-Costa, J. C. (2023). Analysis of sun-and-beach markets on large islands in the Mediterranean using tourist accommodation prices as indicators. *Tourism and Hospitality Management*, 29(3), 439–453.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*, 12<sup>th</sup> ed. New York: McGraw-Hill.
- Culliton, J. W. (1948). *The Management of Marketing Costs*. Boston: Division of Research, Graduate School of Business, Harvard University.
- Dayioglu, T., & Alnipak, S. (2023). Dynamic effecting factors of air travel demand: An econometric analysis. *Quality and Quantity*, 57, 3713–3727.
- Dickinson, J. E., Robbins, D., & Fletcher, J. K. (2009). Representation of transport – a rural destination analysis. *Annals of Tourism Research*, 36(1), 103–123.
- Duval, D. T. (2007). *Tourism and transport – Modes, networks and flows*. Channel View Publications.
- Eagly, A. H., & Chaiken, S. (1993). *The Psychology of Attitudes*. Fort Worth: Harcourt Brace Jovanovich College Publishers.
- Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). Sage Publications.
- Figueredo, M., Cacho, N. A., Thome, A., Cacho, A., Lopes, F., & Araujo, M. V. (2017). Using social media photos to identify tourism preferences in smart tourism destination. *2017 IEEE International Conference on Big Data (Big Data)*. 4068–4073.



- Figueredo, M., Ribeiro, J. L., Cacho, N. A., Thome, A., Cacho, A., Lopes, F., & Araujo, V. (2018). From Photos to Travel Itinerary: A Tourism Recommender System for Smart Tourism Destination. *2018 IEEE Fourth International Conference on Big Data Computing Service and Applications (BigDataService)*. 85–92.
- Florido-Benítez, L. (2022). The impact of tourism promotion in tourist destinations: A bibliometric study. *International Journal of Tourism Cities*, 8(4), 844–882.
- Frey, A. W. (1961). *Advertising*. New York: Ronald Press.
- Gamidullaeva, L., Finogeev, A., Kataev, M., & Bulysheva, L. (2023). A design concept for a tourism recommender system for regional development. *Algorithms*, 16(1), Article 58.
- García, L. M., Aciar, S., Mendoza, R., & Puello, J. J. (2018). Smart tourism platform based on microservice architecture and recommender services. *Mobile Web and Intelligent Information Systems*. 10995.
- Garner, B., Thornton, C., Pawluk, A. L., Cortez, R. M., Johnston, W., & Ayala, C. (2022). Utilizing text-mining to explore consumer happiness within tourism destinations. *Journal of Business Research*, 139, 1366–1377.
- Gavalas, D., Konstantopoulos, C., Mastakas, K., & Pantziou, G. (2014). Mobile recommender systems in tourism. *Journal of Network and Computer Applications*. 39, 319–333.
- George, D., & Mallery, P. (2019). *IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference* (16th ed.). Routledge.
- Geurs, K. T., & Ritsema van Eck, J. (2001). *Accessibility measures: Review and applications. Evaluation of accessibility impacts of land-use transportation scenarios, and related social and economic impact*. RIVM Report 408505 006. National Institute of Public Health and the Environment.
- Ghasemi, A., & Zahediasl, S. (2012). *Normality tests for statistical analysis: A guide for non-statisticians*. *International Journal of Endocrinology and Metabolism*, 10(2), 486–489.
- Goldsmith, R. E. (1999). The personalised marketplace: beyond the 4Ps. *Marketing Intelligence & Planning*. 17(4), 178–185.
- Gordon, R. (2012). Re-thinking and re-tooling the social marketing mix. *Australasian Marketing Journal*. 20(2), 122–126.
- Gössling, S., & Hall, C. M. (2006). *Tourism and global environmental change: Ecological, social, economic and political interrelationships*. Taylor & Francis.
- Green, S. B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26(3), 499-510.
- Greene, W. H. (2012). *Econometric Analysis* (7th ed.). Pearson Education.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th ed.). McGraw-Hill Education.



- Gunden, N., Morosan, C., & DeFranco, A. (2020). Consumers' intentions to use online food delivery systems in the USA. *International Journal of Contemporary Hospitality Management*, 32(3), 1325–1345.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hall, C. M. (2005). *Tourism: Rethinking the social science of mobility*. Pearson Education.
- Hall, C. M., & Page, S. J. (1999). *Geography of recreation and tourism: Place and space*. Routledge.
- Halsall, D. (1992). Transport for tourism and recreation. In B. S. Hoyle & R. D. Knowles (Eds.), *Modern transport geography* (pp. 155–177). Belhaven.
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (2nd ed.). The Guilford Press.
- Hennessey, S. M., Yun, D., MacDonald, R., & MacEachern, M. (2010). The effects of advertising awareness and media form on travel intention. *Journal of Hospitality Marketing and Management*, 19, 217–243.
- Herrando, C., Jimenez-Martinez, J., & Jose, M. H. M. (2019). Social commerce users' optimal experience: Stimuli, response, and culture. *Journal of Electronic Commerce Research*, 20(4), 199–218.
- Hou, Z. P., Cui, F. S., Meng, Y. H., Lian, T. H., & Yu, C. H. (2019). Opinion mining from online travel reviews: A comparative analysis of Chinese major OTAs using semantic association analysis. *Tourism Management*, 74, 276–289.
- Hu, M., Zhang, M., & Luo, N. (2016). Understanding participation on video sharing communities: The role of self-construal and community interactivity. *Computers in Human Behavior*, 62(C), 105–115.
- Huang, Z., & Mou, J. (2021). Gender differences in user perception of usability and performance of online travel agency websites. *Technology in Society*, 66, 101671.
- Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62(4), 451–460.
- Jiang, W., Xiong, Z. A., Su, Q., Long, Y., Song, X. Q., & Sun, P. (2021). Using geotagged social media data to explore sentiment changes in tourist flow: A spatiotemporal analytical framework. *Multidisciplinary Digital Publishing Institute*, 10(3), Article 135.
- Judd, V. C. (1987). Differentiate with the 5<sup>th</sup> P: people. *Industrial Marketing Management*. 16(4), 241–247.
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31–36.
- Kline, R. B. (2016). *Principles and Practice of Structural Equation Modeling* (4th ed.). The Guilford Press.



- Knowles, R. (1993). Research agendas for transport geography in the 1990s. *Journal of Transport Geography*, 1(1), 3–11.
- Kontogianni, A., & Alepis, E. (2020). Smart tourism: State of the art and literature review for the last six years. *Array*, 6, 1–12.
- Kotler, P. (1999). *Marketing Management: The Millennium Edition*. New Jersey: Prentice Hall.
- Kotler, P., Armstrong, G. (2018). *Principles of Marketing, 18<sup>th</sup> ed.* London: Pearson Education.
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Principles of marketing* (12th ed.). Pearson Education International.
- Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2012). *Marketing* (9th ed.). London: Pearson Education International.
- Kucukergin, K. G., Kucukergin, F. N., & Dedeoglu, B. B. (2020). An overview of the destination physical servicescape with SOR paradigm: The importance of prestige sensitivity. *Asia Pacific Journal of Tourism Research*, 25(5), 473–488.
- Kwan, M. P., & Weber, J. (2008). Scale and accessibility: Implications for the analysis of land-use–travel interaction. *Applied Geography*, 28, 110–123.
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: Focusing on US and Korean consumers. *The Journal of Product and Brand Management*, 30(7), 990–1015.
- Lazer, W., & Kelley, E. J. (1962). *Managerial Marketing: Perspectives and Viewpoints (A Source Book)*. Homewood: Richard D. Irwin.
- Lim, C. (1997). Review of international tourism demand models. *Annals of Tourism Research*, 24, 835–849.
- Lim, C. (1999). A meta-analytic review of international tourism demand. *Journal of Travel Research*, 37, 273–284.
- Lin, S. W., & Lo, Y. S. (2016). Evoking online consumer impulse buying through virtual layout schemes. *Behaviour & Information Technology*, 35(1), 38–56.
- Liu, H., Park, K. S., & Wei, Y. (2022). An extended stimulus-organism-response model of Hanfu experience in cultural heritage tourism. *Journal of Vacation Marketing*, 30(2).
- Liu, X., Li, M.-Y., Ma, Y.-M., Gao, T.-H., & Yuan, D.-N. (2024). Personalized tourism product design focused on tourist expectations and online reviews: An integrated MCDM method. *Computers & Industrial Engineering*, 188, 109860.
- Lorenzoromero, C., & Gómezborja, M. (2016). Analyzing the user behavior toward electronic commerce stimuli. *Frontiers in Behavioral Neuroscience*, 10(13), 1–18.
- Lumsdon, L., & Page, S. J. (2004). *Tourism and transport: Issues and agenda for the new millennium*. Oxford Elsevier.



- Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). How does green advertising skepticism on social media affect consumer intention to purchase green products? *Journal of Consumer Behaviour*, 19(4), 371–381.
- Luo, Y. Y., He, J. J., Mou, Y., Wang, J., & Liu, T. (2021). Exploring China's 5A global geoparks through online tourism reviews: A mining model based on machine learning approach. *Tourism Management Perspectives*, 37, Article 100769.
- Luo, Y. Y., Zhang, X. X., Qin, Y., Yang, Z., & Liang, Y. (2020). Tourism attraction selection with sentiment analysis of online reviews based on probabilistic linguistic term sets and the IDOCRIW-COCOSO model. *International Journal of Fuzzy Systems*, 23(1), 295–308.
- Magrath, A. J. (1986). When marketing services, 4Ps are not enough. *Business Horizons*. 29(3), 44–50.
- Manthiou, A., Kang, J., & Chiang, L. (2016). Investigating the effects of memorable experiences: An extended model of script theory. *Journal of Travel & Tourism Marketing*, 33(3), 362–379.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48.
- Marrese-Taylor, E., Velasquez, J. D., Bravo-Marquez, F., & Matsuo, Y. (2013). Identifying customer preferences about tourism products using an aspect-based opinion mining approach. *Procedia Computer Science*, 22, 182–191.
- Martí Selva, L., & Puertas Medina, R. (2017). Caracterización del turismo español según el tipo de alojamiento: Aproximación mediante un modelo de gravedad. *Investigaciones Turísticas*, 13, 77–95.
- Masseno, M. D., & Teixeira, C. S. (2019). Personalization and profiling of tourists in smart tourism destinations - a data protection perspective. *International Journal of Information Systems and Tourism*. 4(2), 7–23.
- McCarthy, E.J. (1964). *Basic Marketing: A Managerial Approach*, Rev. ed. Homewood: Richard D. Irwin.
- McLean, R. (2002, October 19). The 4 C's versus the 4 P's of marketing. *Custom Fit Online*. Retrieved from <http://www.customfitonline.com/news/2012/10/19/4-cs-versus-the-4-ps-of-marketing>. Diakses pada 31 Oktober 2024.
- Medlik, S. (2003). *Dictionary of travel, tourism and hospitality*. Butterworth-Heinemann.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Melese, K. B., & Belda, T. H. (2021). Determinants of Tourism Product Development in Southeast Ethiopia: Marketing Perspectives. *Sustainability*. 13(23), 1–21.



- Middleton, V. T. C. (1988). *Marketing in travel and tourism*. Oxford: Heinemann.
- Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism* (4th ed.). Elsevier.
- Moller, K. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing by E. *Constantinides*. 22(3/4), 407–438.
- Morrison, A. (2002). *Hospitality and travel marketing* (3rd ed.). Cengage Learning.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*, 7<sup>th</sup> ed. London: Pearson Education.
- Nitti, M., Piloni, V., Giusto, D., & Popescu, V. (2017). IoT Architecture for a Sustainable Tourism Application in a Smart City Environment. *Mobile Information Systems*. 1–9.
- Page, S., & Getz, D. (1997). *The business of rural tourism: International perspectives*. Cengage Learning EMEA.
- Palmer, A. (2004). *Fashion: A Canadian Perspective*. London: University of Toronto Press.
- Pereira-Moliner, J., Villar-García, M., Molina-Azorín, J. F., Tarí, J. J., López-Gamero, M. D., & Pertusa-Ortega, E. M. (2024). Using tourism intelligence and big data to explain flight searches for tourist destinations: The case of the Costa Blanca (Spain). *Tourism Management Perspectives*, 51, 101243.
- Petty, R. E., & Krosnick, J. A. (1995). *Attitude strength: Antecedents and consequences*. Mahwah, NJ: Lawrence Erlbaum.
- Pheng, L. S., & Ming, K. H. (1997). Formulating a strategic marketing mix for quantity surveyors. *Marketing Intelligence and Planning*. 15(6), 273–280.
- Qin, Y., Wang, X. X., & Xu, Z. S. (2022). Ranking tourist attractions through online reviews: A novel method with intuitionistic and hesitant fuzzy information based on sentiment analysis. *International Journal of Fuzzy Systems*, 24(2), 755–777.
- Rafiq, M., & Ahmed, P. K. (1995). Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics. *Marketing Intelligence and Planning*. 13(9), 4–15.
- Reisinger, Y., & Mavondo, F. (2005). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*, 43, 212–225.
- Ricci, F., & Werthner, H. (2001). Case base querying for travel planning recommendation. *Information Technology & Tourism*, 4(3–4), 215–226.
- Rodrigues, A., Loureiro, S. M. C., de Moraes, M. L., & Pereira, R. G. (2023). Memorable tourism experience in the context of astrotourism. *Anatolia*, 34(2), 235–247.
- Schiefelbusch, M., Jain, A., Schaefer, T., & Muller, D. (2007). Transport and tourism: Roadmap to integrated planning developing and assessing integrated travel chains. *Journal of Transport Geography*, 15(2), 94–103.



- Schiffman, L. G., & Kanuk, L. L. (2015). *Consumer behavior* (11th ed.). Pearson Education.
- Seetaram, N., Forsyth, P., & Dwyer, L. (2016). Measuring price elasticities of demand for outbound tourism using competitiveness indices. *Annals of Tourism Research*, 56, 65–79.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*, 7<sup>th</sup> ed. New York: John Wiley & Sons.
- Sharpley, R. (2006). *Travel and tourism*. Canterbury: SAGE Course Companions.
- Shen, H., Wu, L., Yi, S. T., & Xue, L. (2020). The effect of online interaction and trust on consumers' value co-creation behavior in the online travel community. *Journal of Travel & Tourism Marketing*, 37(4), 418–428.
- Sthapit, E., Garrod, B., Coudounaris, D. N., Seyfi, S., Cifci, I., & Vo-Thanh, T. (2024). Antecedents of memorable heritage tourism experiences: An application of stimuli–organism–response theory. *International Journal of Tourism Cities*, 10(4), 1469–1487.
- Stock, J. H., & Watson, M. W. (2015). *Introduction to Econometrics* (3rd ed.). Pearson Education.
- Studenmund, A. H. (2017). *Using Econometrics: A Practical Guide* (7th ed.). Pearson.
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878.
- Suryaningsih, I. B., Sumani, Hamid, R. S., & Noviasari, T. P. (2023). TALC: The role of TMM on loyalty intention and financial literacy as confounding variable in destination rejuvenation stage. *International Journal of Tourism Cities*, 9(3), 832–848.
- Tay, K. X., Chan, J. K. L., & Mohamad, D. (2023). Do the 4Ps of marketing mix strategy assuage fears of travelling?. *Journal of Vacation Marketing*. 0(0), 1–15.
- Tóth, G., & Dávid, L. (2010). Tourism and accessibility: An integrated approach. *Applied Geography*, 30(4), 666–677.
- Um, T., & Chung, N. (2019). Does smart tourism technology matter? Lessons from three smart tourism cities in South Korea. *Asia Pacific Journal of Tourism Research*, 26(4), 396–414.
- Vena-Oya, J., Castaeda-García, J. A., Rodríguez-Molina, M. N., & Frías-Jamilena, D. M. (2021). How do monetary and time spend explain cultural tourist satisfaction? *Tourism Management Perspectives*, 37, Article 100788.
- Vignali, C., & Davies, B. J. (1994). The marketing mix redefined and mapped. *Management Decision*. 32(8), 11–16.
- Vogt, C., Winter, G., & Fried, J. (2005). Predicting homeowner's approval of fuel management at the wildland-urban interface using the theory of reasoned action. *Society and Natural Resources*, 18(4), 337–354.



- Wang, S., Berbekova, A., Uysal, M., & Wang, J. (2022). Emotional solidarity and co-creation of experience as determinants of environmentally responsible behavior: A stimulus-organism-response theory perspective. *Journal of Travel Research*, 63(1).
- Wang, X. Q. (2020). Personalized recommendation framework design for online tourism: Know you better than yourself. *Industrial Management & Data Systems*, 120(11), 2067–2079.
- Wen, J., Lin, Z., Liu, X., Xiao, S. H., & Li, Y. (2021). The interaction effects of online reviews, brand, and price on consumer hotel booking decision making. *Journal of Travel Research*, 64, 846–859.
- Woodside, A. G., & MacDonald, R. (1994). General system framework of customer choice processes of tourism services. In R. V. Gasser & K. Weiermair (Eds.), *Spoilt for choice: Decision-making process and preference change of tourist: Intertemporal and intercountry perspectives* (pp. 30–59). Kulturverlag, Germany.
- Wooldridge, J. M. (2013). *Introductory Econometrics: A Modern Approach* (5th ed.). South-Western Cengage Learning.
- Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1), 74–104.
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information and Management*, 58(1), 103283.
- Yi, Z. G. (2017). *Marketing Services and Resources in Information Organizations*. New York: Chandos Publishing.
- Zhang, H., Lu, Y., Wang, B., & Wu, S. (2015). The impacts of technological environments and co-creation experiences on customer participation. *Information & Management*, 52(4), 468–482.
- Zhang, H., Xiaoxiao, F., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223.
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160.