

The Effect of Travel Experience, Destination Image, and Destination Trust on Revisit Intention at Ubud Monkey Forest

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ABSTRAK

Gambar destinasi dari penilaian wisatawan mungkin memiliki peringkat yang berbeda dari orang ke orang. Itulah sebabnya sebuah destinasi harus menjaga citranya. Tujuan dari penelitian ini adalah untuk menyelidiki pengaruh pengalaman perjalanan, citra destinasi, dan kepercayaan destinasi terhadap niat untuk mengunjungi kembali Monkey Forest Ubud di Bali, Indonesia. Subjek penelitian adalah wisatawan yang telah mengunjungi Ubud Monkey Forest, Bali. Jenis penelitian yang digunakan adalah penelitian asosiatif kuantitatif. Simple random sampling digunakan sebagai teknik pengambilan sampel dimana sebanyak 400 responden dipilih dengan rumus Taro Yamane. Pengumpulan data menggunakan kuesioner diuji dan dianalisis oleh SmartPLS 3 dengan uji model pengukuran (outer model), dan uji model struktural (inner model). Penelitian ini menggabungkan ketiga konstruk untuk menentukan pengaruhnya terhadap niat revisit dan menambahkan variabel kontrol, yaitu usia, dan jenis kelamin. Hasil penelitian ini menunjukkan bahwa pengalaman perjalanan berpengaruh signifikan dan positif terhadap niat kunjungan kembali, citra destinasi berpengaruh signifikan dan positif terhadap niat kunjungan kembali, serta kepercayaan destinasi berpengaruh signifikan dan positif terhadap niat kunjungan kembali. Penelitian ini mengkaji niat revisit wisatawan domestik saja, penelitian selanjutnya dapat mengembangkan penelitian dengan meneliti wisatawan domestik dan internasional.

ABSTRACT

Destination images from traveler ratings may rank differently from person to person. That is why a destination must maintain its image. The aim of this study is to investigate the influence of travel experience, destination image, and destination trust on the intention to revisit Monkey Forest Ubud in Bali, Indonesia. The subject of the research is tourists who have visited Ubud Monkey Forest, Bali. The type of research used is quantitative associative research. Simple random sampling was used as a sampling technique where as many as 400 respondents were selected with the Taro Yamane formula. Data collection using a questionnaire was tested and analyzed by SmartPLS 3 with a measurement model test (outer model), and a structural model test (inner model). This research combines the three constructs to determine their effect on revisit intentions and adds control variables, namely age, and gender. The results of this research indicate that the travel experience has a significant and positive effect on revisit intention, destination image has a significant and positive effect on revisit intention, and destination trust has a significant and positive effect on revisit intention. This research examines the revisit intention of domestic tourists only, further research can develop the research by examining both domestic and international tourists.

1. INTRODUCTION

Tourism is one of the industries that are in the spotlight of the world, and this is because the phenomenon of tourism which was initially considered a tertiary need, has now become a basic need for the world community (Untara & Supada, 2020; Wiwin, 2018). This is because people experience boredom due to their reasonably busy routine activities, so they need to take the time to refresh themselves by traveling (Arini et al., 2021; Satria, 2018). People choose to travel to find fun experiences and create new travel experiences (Jernsand et al., 2015; Sørensen & Jensen, 2015). Travel experience is essential for tourist travel and dramatically impacts the tourism industry (Li & Zhao, 2021; Yin et al., 2017). According to

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previous research, when tourists reminisce about a pleasant travel experience, the memory process influences their decision when they revisit intention (Campos et al., 2017; Rachão et al., 2021). It can also trigger tourists to have a nostalgic feeling from time to time. Previous research asserts that how tourists imagine a destination will affect where the tourist travels. A travel experience is also a factor in the occurrence of revisits by tourists (Pike, 2017; Rejikumar et al., 2021).

Previous research explained that several factors influence the choice of destination, but the image of the destination is one of the most significant decision-making factors (Papadimitriou et al., 2015; Souiden et al., 2017). Destination images from traveler ratings may rank differently from person to person. Therefore, destinations need to create a good destination image so that the intention of tourists to make return visits increases (Assaker & Hallak, 2013; Tan, 2017). Previous research explains that destinations provide the necessary consistency of professional service and product quality to increase tourist behavioral intentions, namely return visit intentions (Ardani, 2021; Fernaldi & Sukresna, 2018). Similar research stated that trust can be associated with a significant relationship to revisit (Foroudi et al., 2021; Phan Tan, 2023). Trust in the tourist dimension shows the views of tourists on the attitudes and behavior of other tourists encountered during their travels. Trust is also formed when tourists interact with other tourists (Hassan & Soliman, 2021; Poon & Koay, 2021). The aspect of Trust in residents describes the tourists' insight into the quality of the host's communication. Residents' observations imagine the destination's public image.

Bali, which is one of the mainstay tourist destinations in Indonesia, has a variety of tourist attractions. According to previous research, geographical conditions in Bali make nature-based attractions quite a lot. One of them is Monkey Forest which is located in Ubud (Andayana et al., 2023; Sadat et al., 2023). Monkey Forest Ubud is a sacred sanctuary area home to a population of more than 1000 monkeys and is the main attraction for visiting tourists. This is related to the travel experience, destination image, and destination trust, where tourists can gain experience by seeing firsthand while interacting with monkeys in their natural habitat, which makes tourists have memories of Monkey Forest Ubud. Domestic tourist visits at Monkey Forest Ubud experienced stability in 2017 – 2019. This phenomenon is interesting to study whether tourists who visit Monkey Forest Ubud intend to revisit intention to Monkey Forest Ubud and become urgency in this research. In addition, there has been no previous research on the travel experience, destination image, and destination trust on revisit intention Ubud Monkey Forest which become the novelty of this research. Previously, similar studies have been conducted with the results that travel experience and media exposure significantly mediate and moderate the relationship between destination image and behavioral intention, respectively (Nazir et al., 2022; Pereira et al., 2022). Previous research obtained the results that place attachment mediate relationship between destination image and revisit intention, and the similar research found that trust highly critical for positive behavioral outcomes than commitment (Ahn & Kwon, 2020; Cham et al., 2021; Song et al., 2017).

Previous research explained that several factors influence the choice of destination, but the image of the destination is one of the most significant decision-making factors (Papadimitriou et al., 2015; Souiden et al., 2017). Therefore, destinations need to create a good destination image so that the intention of tourists to make return visits increases. Similar research explains that destinations provide the necessary consistency of professional service and product quality to increase tourist behavioural intentions, namely return visit intentions (Ardani, 2021; Fernaldi & Sukresna, 2018). According to Trust can be associated with a significant relationship to revisit (Foroudi et al., 2021; Phan Tan, 2023). Trust in the tourist dimension shows the views of tourists on the attitudes and behaviour of other tourists encountered during their travels. Trust is also formed when tourists interact with other tourists (Hassan & Soliman, 2021; Poon & Koay, 2021). The aspect of Trust in residents describes the tourists' insight into the quality of the host's communication.

The aim of this study is to investigate the influence of travel experience, destination image, and destination trust on the intention to revisit Monkey Forest Ubud in Bali, Indonesia. The study aims to explore the relationships between travel experience, destination image, destination trust, and intention to revisit. Additionally, the study aims to determine whether tourists who visit Monkey Forest Ubud have the intention to revisit the place. Through this research, it is expected to provide a deeper understanding of the factors influencing tourists' intention to revisit. Furthermore, the study aims to provide new insights into the influence of travel experience, destination image, and destination trust on the intention to revisit Monkey Forest Ubud, which has not been previously investigated. This study also contributes to the existing literature by examining the relationships between travel experience, destination image, destination trust, and intention to revisit, as well as testing the Theory of Planned Behavior in the context of a tourism destination. The findings of this study are expected to have practical implications for stakeholders, such as destination managers, in enhancing the quality of the tourist experience, improving destination image, and building destination trust to encourage tourists' intention to revisit.

2. METHODS

This research was conducted at Ubud Monkey Forest. Data collection was collected with questionnaires and interviews. Questionnaires were distributed by google form to tourists who had visited Ubud Monkey Forest online and offline. The interview technic in this research is structured interviews with the management of Ubud Monkey Forest. To determine the number of samples in this study, the Taro Yamane formula used the number of samples taken with total of 400 samples (Anderson & Finn, 2012). Collecting technique use a questionnaire form and spread into all respondent. The collected data were analysed with SmartPLS 3. The sample in this research is collected by probability sampling. This technic collects a sample from the population randomly to become a sample.

The method used in this research is descriptive quantitative. Previous researchers explained that the quantitative descriptive method is a method in which the data is in the form of numbers that can be analyzed and processed using a mathematical or statistical calculation system (Sekaran & Bougie, 2016). Meanwhile, descriptive research aims to know, describe, and understand human characteristics, situations, and events, which are the focus of the research. This research uses Structural Equation Model Partial Least Square (SEM-PLS) analysis. A partial least square analysis is a variance-based method to estimate the structural equation model. This aims to maximise the variance exposed to endogenous latent variables. Structural Equation Modelling (SEM) is a multivariate analysis technique used to examine the relationship between the measured and latent variables. The Independent variable in this study contains travel experience, destination image, and destination trust. Meanwhile, the dependent variable in this study is revisit intention. This study also contains control variables which are gender and age. Figure 1 follows the research framework of this study.

3. RESULTS AND DISCUSSIONS

Results

Characteristics Respondents

Respondents in this study were tourists who had visited Ubud Monkey Forest for the last five years. Table 1 presents data on 400 respondents divided by age and gender.

Table 1. Characteristics Respondents

Characteristic		Total (People)	Percentage
Gender	Male	134	34%
	Female	266	67%
Total		400	100%
Age	18 - 25 Years	255	64%
	26 - 35 Years	104	26%
	36 - 45 Years	18	5%
	46 - 55 Years	16	4%
	> 55 Years	87	2%
Total		400	100%

Based on the results of the processed research data in Table 1, there are 400 respondents consisting of 266 female respondents (67%) and 134 male respondents (34%). So it can be concluded that the majority of respondents who filled out the questionnaire were women (67%). Then it is known that the majority of respondents in this study were aged 18-25 years, totalling 255 respondents (64%), ages 26-35 years, totalling 104 respondents (26%), ages 46-55 years, totalling 16 respondents (4%), and lastly, the lowest respondents were aged > 55 years, amounting to 7 respondents (2%). Respondents in this study were tourists who had visited Ubud Monkey Forest for the last five years.

Data Analysis Result

Outer Model or Measurement Model

The measurement of the outer model was carried out to ensure that the measurements used were suitable for measurement (validity and reliability). Measurement of the outer model aims to test the construct validity and reliability of the instrument. The validity test was conducted to determine the capacity of the research instrument in measuring what should be measured, which consists of convergent and discriminant validity. The reliability test was run to measure the consistency of the measuring instrument in measuring the consistency of respondents in answering questions. Convergent validity is related to the measurement principle of a highly correlated construct. A convergent validity test can be

observed through the value of the loading factor (correlation of component scores with construct scores). The rule of thumb used to assess validity is that the loading factor value between 0.6 – 0.7 is acceptable. Figure 1 here is the first measurement before bootstrapping.

Convergent Validity and Reliability Test

Convergent validity is related to the measurement principle of a highly correlated construct. A convergent validity test can be observed through the value of the loading factor (correlation of component scores with construct scores). The rule of thumb used to assess validity is that the loading factor value between 0.6 – 0.7 is acceptable, with the Average Variance Extracted (AVE) value being higher than 0.5.

Table 2. Convergent Validity and Discriminant Test

Construct	Item Code	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Conclusion
Age	Age	1.000	1.000	1.000	1.000	Reliable
Gender	Gender	1.000	1.000	1.000	1.000	Reliable
Travel Experience	X1.1.1	0.802	0.947	0.953	0.612	Reliable
	X1.1.2	0.764				
	X1.1.3	0.837				
	X1.2.1	0.824				
	X1.3.1	0.782				
	X1.4.1	0.744				
	X1.4.2	0.794				
	X1.4.3	0.709				
	X1.5.1	0.765				
	X1.6.1	0.817				
	X1.6.2	0.832				
	X1.7.1	0.770				
	X1.7.2	0.718				
	Destination Image	X2.1.1				
X2.1.2		0.841				
X2.1.3		0.776				
X2.2.1		0.746				
X2.2.2		0.800				
X2.2.3		0.808				
X2.3.1		0.825				
X2.3.2		0.854				
X2.3.3		0.842				
X2.4.1		0.804				
X2.4.2		0.763				
Destination Trust	X2.5.1	0.772	0.916	0.931	0.629	Reliable
	X3.1.1	0.752				
	X3.2.1	0.833				
	X3.3.1	0.833				
	X3.4.1	0.814				
	X3.5.1	0.777				
	X3.6.1	0.826				
	X3.7.1	0.771				
Revisit Intention	X3.8.1	0.732	0.882	0.919	0.739	Reliable
	Y1.1.1	0.889				
	Y1.1.2	0.789				
	Y1.2.1	0.874				
	Y1.2.2	0.882				

In this study, there are four constructs and two control variables. From the results of the output analysis presented in Table 2, it can be observed that all construct values of loading factor / outer loading > 0.60 mean that all construct indicators are valid. The rule of thumb is usually used to assess validity. Namely, the loading factor value must be > 0.7 for confirmatory research. The loading factor value between 0.6 - 0.7 for an exploratory assessment is acceptable. Based on the measurement model test in the Figure 1, it can be concluded that: (1) The construct of the travel experience is measured by indicators X1.1., X1.1.2, X1.1.3, X1.2.1, X1.3.1, X1.4.1, X1.4.2, X1.4.3, X1.5.1, X1.6.1, X1.6.2, X1.7.1, X1.7.2 have loading factor above 0.6; (2) The destination image construct is measured by indicators X2.1.1, X2.1.2, X2.1.3, X2.2.1, X2.2.2, X2.2.3, X2.3.1, X2.3.2, X2.3.3, X2.4.1, X2.4.2, X2.5.1 has a loading factor above 0.6; (3) The destination trust construct is measured by indicators X3.1.1, X3.2.1, X3.3.1, X3.4.1, X3.5.1, X3.6.1, X3.7.1, X3.8.1 has a loading factor above 0.6 and AVE > 0.5; (4) The construct of revisit intention was measured by indicators Y1.1.1, Y1.1.2, Y1.2.1, and Y1.2.2, which had a loading factor above 0.6; (5) Control variables consisting of Age and Gender have a loading factor above 0.6. It can be concluded that the results of this study can be accepted.

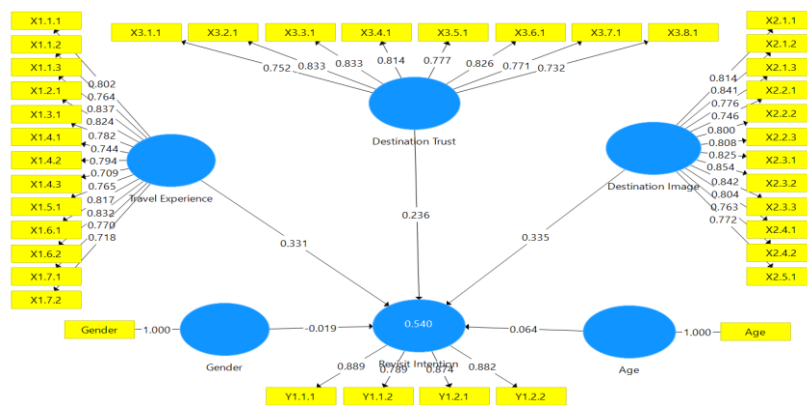


Figure 1. PLS Path Model

Discriminant Validity Test

The validity test was carried out to test the value of the Heterotrait-Monotrait Ratio in knowing if a construct has an adequate discriminant. The average heterotrait-hetermethod correlation is relative to the average monotrait-hetermethod correlation. The HTMT value higher than 0.90 or 0.85 when the path model construction is conceptually more different proves the lack of discriminant validity. So it can be concluded, that all constructions in the model continue to be proven by discriminant validity using the HTMT method.

Table 3. Heterotrait-Monotrait Ratio

	Age	Destination Image	Destination Trust	Gender	Revisit Intention	Travel Experience
Age	0.067					
Destination Image	0.057	0.345				
Destination Trust	0.075	0.028	0.089			
Gender	0.099	0.705	0.479	0.031		
Revisit Intention	0.069	0.751	0.299	0.050	0.692	
Travel Experience						0.692

The Table 3 shows the Heterotrait-Monotrait Ratio value below 0.9, so each construct can be declared valid for discriminant validity.

Table 4. R-Square

	R Square	R Square Adjusted
Revisit Intention	0.540	0.534

The R-Square value of Revisit Intention presented in Table 4 is 0.540, so it can be concluded that 54% of the variance is in Travel Experience, Destination Image, Destination Trust, Age, and Gender. So 46% of the variance is determined by other factors, not the model. Thus the model can be said to be classified as moderate.

Hypothesis Testing Results

Hypothesis testing is carried out by observing the probability values and their t-statistics presented in Table 5. For the probability value, the p-value with an alpha of 5% is less than 0.05. the t-table value for 5% was 1.96. So the criteria for accepting the hypothesis are when t-statistics > t-table.

Table 5. Path Coefficient

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H1	Travel Experience -> Revisit Intention	0.331	3.912	0.000	Supported
H2	Destination Image -> Revisit Intention	0.335	3.695	0.000	Supported
H3	Destination Trust -> Revisit Intention	0.236	5.868	0.000	Supported
	Age -> Revisit Intention	0.064	2.301	0.022	Not Supported
	Gender -> Revisit Intention	-0.019	0.645	0.519	Not Supported

The Effects of Travel Experience on Revisit Intention

H1 The Effect of Travel Experience on Revisit Intention on tourists who have visited Monkey Forest Ubud. Table 5 shows the effect of Travel Experience on Revisit Intention ($p = 0.000 < 0.05$) with a t-statistic of 3.912, which is above 1.96, then H1 is accepted. It can be concluded that there is a significant and positive affect of Travel Experience with the Revisit Intention.

The Effect of Destination Image on Revisit Intention

H2 The Effect of Destination Image on Revisit Intention on tourists who have visited Monkey Forest Ubud. Based on table 5, it can be explained that the effect of Destination Image on Revisit Intention ($p = 0.000 < 0.05$) with a t-statistic of 3.695, which is above 1.96, then H2 is accepted. It can be concluded that there is a significant and positive affect between Destination Image and Revisit Intention.

The Effects of Destination Trust on Revisit Intention

H3 The Effect of Destination Trust on Revisit Intention on tourists who have visited Monkey Forest Ubud. Based on table 5, it can be explained that the influence of Destination Trust on Revisit Intention ($p = 0.000 < 0.05$) with a t-statistic of 5.868, which is above 1.96 then H2 is accepted. It can be concluded that there is a significant and positive affect between Destination Image and Revisit Intention.

Variable Control Age and Gender on Revisit Intention

In the control variable, age received a p-value of 0.022 above 0.05 with a t-statistic of 2.301 above 1.96. While the control variable gender received a p-value of 0.519 above 0.05 with a t-statistic of 0.645 below 1.96, the control variables' gender and age did not significantly affect the revisit intention.

Discussion

This study intends to acknowledge the effect of travel experience, destination image, and destination trust towards revisit intention with age and gender as variable control. This study found that: Travel Experience (X1) significantly and positively affects revisit intention (Y) on Monkey Forest Ubud. This is in line with previous research entitled The Influence of Customer Experience to Revisit Intention in Pandawa Beach Attraction, the results of this study indicate a positive influence between travel experience and revisit intention (Agustina, 2018; Hung et al., 2016). This means Monkey Forest Ubud can create a travel experience for tourists who have visited so that these tourists do revisit intention. Destination Image (X2) significantly and positively affects revisit intention (Y) on Monkey Forest Ubud. Monkey Forest Ubud can create an image of a destination that makes tourists intend to revisit intention. This is in line with similar research entitled Domestic Tourists' Revisit Intention: The Role of Novelty and Destination Image at Hidden Canyon Beji Guwang. This means Monkey Forest Ubud can create a destination image for tourists who have visited so that these tourists do revisit intention. a travel experience for tourists who have visited so that these tourists do revisit intention (Soonsan & Somkai, 2022; Yudhistira et al., 2022). Monkey Forest Ubud Destination Trust (X3) significantly and positively affects revisit intention (Y) on Monkey Forest Ubud. This is in line with previous research entitled The antecedents of revisit intention in medical businesses. The results of this study indicate that there is an indirect influence between destination trust and revisit intention (Foroudi et al., 2021; Phan Tan, 2023). This means Monkey Forest Ubud can create a destination trust for tourists who have visited so that these tourists do revisit intention. Control variables Age and Gender do not significantly and positively affect revisit intention (Y) on Monkey Forest Ubud. This is not in

line with the other research entitled Understanding Museum visitor satisfaction and revisit intentions through mobile guide system: the moderating role of age in museum mobile guide adoption (Kang et al., 2018; Kim et al., 2019).

According to previous research entitled Trust as a mediating effect of social media marketing, experience, and destination image on return visit intentions in the COVID-19 era. This study uses PLS as a statistical analysis. The survey results show that while destination image affects intentions, it has no meaningful effect on trust. In addition, trust has an effect on intention, and experience has a positive effect on trust and intention. In their survey, while social media marketing had a significant effect on intention, it did not have a meaningful effect on trust (Primananda et al., 2022; Shen et al., 2022). The difference can be seen from the fact that the variable social media promotion has no effect on revisit intention. Destination image variables and trust have different results with similar research entitled Study On Destination Image, Satisfaction, Trust, And Behavioral Intention. The findings show that destination image has a significant effect on trust, satisfaction has a significant effect on trust, destination image has no significant effect on behavioral intention, satisfaction has no significant effect on behavioral intention and trust has no significant effect on behavioral intention. However, what is interesting is the result of the trust variable with a link through the destination image (E. E. Pujiastuti et al., 2017b, 2017a).

This is in line with the other research entitled The effects of destination brand personality on Chinese tourists' revisit intention to Glasgow: an examination across gender. The results of this study indicate that there is no influence between gender and revisit intention. Based on the previous research that has been described, there is no research that examines travel experience, destination image, and destination trust on revisit intention which is a novelty in this study (Yang et al., 2020, 2022). From a theoretical perspective, other research contributes to greater understanding in two areas. First, this study is one of several works that have attempted to identify factors that influence revisit intention. Second, revisit intention can be formed from the destination image perceived by tourists before visiting. A positive destination image is reinforced after a visit which results in satisfaction (Foster & Sidhartais, 2019; E. Pujiastuti et al., 2020).

In an inclusive pandemic era, destination managers are required to develop differentiated strategies to target individuals with and without past experiences. Prior experience and destination familiarity will lead to a greater feeling of security and confidence in destination selection and therefore potentially one of the first market segments to be targeted in post COVID promotions to aid destination recovery (Ahmad et al., 2021; Rasoolimanesh et al., 2021). Ultimately, the quality of service in terms of accessibility and attractiveness of the destination needs to be improved and maintained to ensure tourist satisfaction. The destination image projected to potential tourists should be attractive and not exaggerated so that tourists' expectations can be met. It is strongly believed that if the above factors are emphasized and enhanced by operators, satisfaction and revisit intentions can be secured. This will lead to an increase in the growth rate of visitor arrivals (Chan et al., 2022; Thipsingh et al., 2022). Another study also recommended that tourist attractions should improve their facilities and services so that they would resemble excellent hotels, especially for tourist couples (Králiková et al., 2020; Puh, 2014).

In addition, destination image was found to indirectly influence the level of tourist visits through service quality and destination trust, but not for tourist satisfaction (Foster & Sidhartais, 2019; Siregar et al., 2021). For Gender, we got different results for men and women. The results showed that the influence between tourist satisfaction and destination trust on revisit intention was not significant for men. This result indicates that, some men who have been satisfied visiting a destination, does not mean he will make that place his first choice back in the future as a vacation spot, instead they are eager to try visiting other competing destinations to fulfill their vacation desires (Abubakar et al., 2017; Mohammed Abubakar, 2016). Travelers rely more on destination image when they decide on a tourist destination. Destination image should be continuously improved to enhance the quality of the tourist experience. It is also recommended that local governments and related parties organize more cultural events to attract more tourists.

Based on this research result, Monkey Forest Ubud management suggests creating new activities and services to increase revisit intention. These innovations will help the tourist experience, image, and trust different from tourists' past visits. The implication of this study is travel experience, destination image, and destination trust that Monkey Forest offers that tourists will get new experiences. Interaction between tourists, monkeys, and staff plays an important role. Hence, the management of Monkey Forest Ubud should improve the quality of the ranger that help tourists feel safe when they interact with the monkey. Lastly, these are limitations of this study. First, this research focused on the travel experience, destination image, and destination trust. Second, future studies can expand variables, such as perceived risk, perceived constraint, and service quality. Third, a future study can develop studies with methods and theories used to determine the effect of revisit intention. Fourth, this research examines domestic tourists revisit intention, develop research by examining domestic and international tourist.

4. CONCLUSION

In summary, travel experience, destination image, and destination trust positively affect revisit intention on Monkey Forest Ubud. Meanwhile, age and gender as variable control have no positive affect revisit intention on Monkey Forest. Ubud This research expected to help Monkey Forest Ubud increase revisit intention number by increase travel experience, destination image, and destination trust. This research suggests Monkey Forest Ubud create new activities and services to increase revisit intention. Furthermore, the management is expected to improve the service quality, human resources, and destination safety to increase revisit intention. This study implies to create good relations with tourists and build loyalty with tourists. Maintain cleanliness and provide a positive image to tourists so they can visit again at another time. Also provide training or counseling to employees.

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