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The effects of electronic word of mouth (e-WOM) on tourists' decisions to visit the Magetan Refugia Garden (indigenous tree flora) in the COVID-19 pandemic era

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ABSTRACT

The internet of things (IoT) era has seen the flow of information evolving from word of mouth (WOM) to electronic word of mouth (e-WOM). One example of e-WOM's role in the tourism sector is agrotourism in the Magetan Refugia Garden (MRG) in Indonesia. The purpose of establishing this agrotourism site is to control pests in the area, but which has both agricultural and tourism functions. Since the COVID-19 pandemic has lessened the number of visitors, a strategy to enhance the number of visits is required. This study aims to figure out how e-WOM influences visitors' decisions to come. A basic descriptive-analytical approach was employed in conjunction with a survey technique, with a purposive sampling method utilized to gather the research sample (a total of 140 respondents). The results of the questionnaire were checked using structural equation modeling-partial least squares (SEM-PLS). The findings have revealed that e-WOM has a negligible direct effect on the decision to visit this tourist destination. It is assumed that other factors therefore influence shifts in behavior due to the COVID-19 epidemic, such as uncertain public health and finances which have a negative impact on the number of tourists visiting the Magetan Refugia Garden.

KEYWORDS

refugia, indigenous tree flora, agrotourism, destination image, social media

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1. Introduction

Refugia consist of indigenous tree flora that strives to remove pests near agricultural sites and to preserve biodiversity (Sitepu et al., 2018). Planting refugia not only preserves biodiversity but also imparts knowledge and experience in the practical management of food source production (Hardiansyah et al., 2021). Refugia are formed of indigenous plants that provide shelter and food for natural 'enemies' like predators and parasitoids (Abidin et al., 2020), a pest control method that uses the integrated pest management technique.

Since it does not use chemicals that are harmful to plant health, this technique is considered more cost-effective and environmentally friendly (Mokoginta & Mohamad, 2022).

In Indonesia, refugia gardens are used for agrotourism and agriculture and thus can increase farmers' incomes while conserving land around agricultural locations (Sufiyanto et al., 2021). The Magetan Refugia Garden (MRG) is an agrotourism site that uses the refugia as a tourism theme. The establishment of the garden has a noteworthy influence on the local economy, social culture and environment, as well as providing a healthy tourist destination (Lee & Li, 2019). This agrotourism refugia was appropriate for travel during the COVID-19 pandemic when people were concerned about stress, confusion and panic (Rezaei et al., 2021). Because of the emotional impression or affective image that is built related to the attractive plants, this tourist destination is capable of restoring the community's freshness and mental health (Prameswari et al., 2020). The refugia planting in this tourist destination takes up 2.5 ha of agricultural land and are found among various cultivated plants, such as vegetables (long beans, cabbage and spinach), to control existing pests (Snyder et al., 2020).

The tourism industry in Indonesia has suffered due to the COVID-19 pandemic which was exacerbated by the government's travel ban (Hidayat & Husadha, 2021). As a result, the number of tourists visiting the MRG has decreased (Chin et al., 2021), caused by a variety of factors, including the closure of agrotourism sites, leading promotion to halt for a period of time. Hence, management must make efforts to increase the number of tourist visits because the existence of refugia is critical (Trung & Mohanty, 2023).

The rapid development of technology as a result of the 4.0 industrial revolution has also driven the tourism sector. All forms of developments and changes in this revolution began with the use of the power of digitizing information, which is known as the internet of things (IoT) (Kumar et al., 2019). The IoT era has resulted in the dissemination of information becoming entirely digital via social media. This is where e-WOM comes into play, as it is the most effective marketing tool for increasing the number of tourist visits (Suryaningsih et al., 2020). The use of e-WOM in the tourism sector, including in the MRG, is an effective source of information seeking that shapes the destination's image and people's interest to visit (Doosti et al., 2016).

Magetan Refugia Garden must also strengthen its image for the recovery of the tourism industry because of the COVID-19 pandemic. The garden needs a strong image in terms of service quality, tourism value, characteristics and uniqueness compared to other destinations (Alzaydi, 2021). Therefore, this paper aims to determine and examine the influence of e-WOM on decisions to come to this tourist destination during the pandemic. The outcomes of the study are believed to lead to an increase the number of tourists visits and make the MRG a main destination for travel.

2. Research method

Descriptive analysis (Paendong et al., 2020) was the basic method used in this research. Both primary and secondary data sources and data types were employed and data were gathered from questionnaires, observation and documentation (Riptanti et al., 2020) in June–September 2022. The research locations were chosen based on the purposive sampling technique (Thomas, 2022), including tourism attractiveness and the opportunity to be researched and developed (Trung & Mohanty, 2023).

Non-probability sampling was used to determine the samples (Kumalasari et al., 2018), determined purposefully through particular considerations, based on certain characteristics (Marie et al., 2020): namely tourists over the age of 17 who actively use social media (such as Instagram, Facebook, YouTube) at least once per day, found information about the MRG on the internet, and had visited the site at least once. This study included four latent variables and fourteen indicators (Table 1). Consistent with Hair et al. (2012), the sample size is at least 10 times the number of indicators so that the total was 140 respondents, collected directly at the research site with questionnaires collected using a Google Form.

Table 1. Latent variables and indicators

Latent variable	Indicator
Electronic word of mouth (e-WOM) (X)	The credibility of e-WOM sources (X1)
	The characteristics of message sources (X2)
	The characteristics of message contents (X3)
Tourist destination image (Z1)	Cognitive image of the tourist destination (Z1.1)
	Unique image of the tourist destination (Z1.2)
	Affective image of the tourist destination (Z1.3)
Interest in visiting (Z2)	Attention (Z2.1)
	Interest (Z2.2)
	Desire (Z2.3)
	Action (Z2.4)

Visitor's decision (Y)	Stability of a product (Y1)
	Habits on a product (Y2)
	Giving recommendations to others (Y3)
	Repeating purchase (Y4)

Sources: authors based on Fadlullah et al. (2021), Prameswari et al. (2020), and Wang (2015).

The data were analyzed using SEM-PLS with measurement model, evaluation testing, structural model evaluation testing and hypothesis testing (Saragih & Arifiansyah, 2021). The software used was SmartPLS 3.0. There are nine hypotheses proposed, seen in Figure 1.

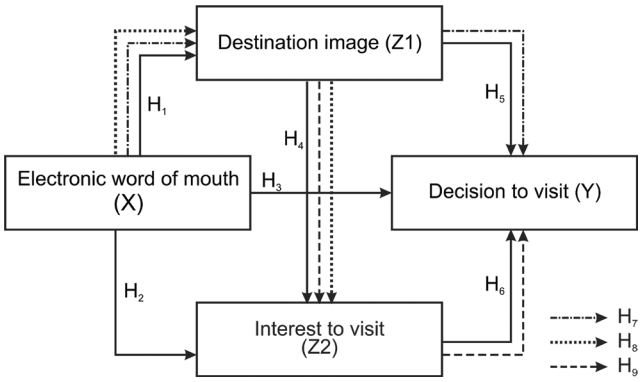

Figure 1. Research hypothesis model
Source: built by authors

Based on Figure 1, the hypotheses in this research can be explained:

1. The relationship between e-WOM variables and destination image: promotion of MRG destinations spread through social media will influence the image of the destination. This is reinforced and proven by research from Agyapong and Yuan (2022). Proposed hypothesis:

   H_1: It is suspected that e-WOM has a positive effect on destination image.
2. The relationship between e-WOM variables and interest in visiting: the dissemination of information on social media via e-WOM will influence a person's interest in visiting a destination. The more positive a tourist's response to a tourist attraction, the higher the interest of potential tourists to visit (Maulana et al., 2021). Proposed hypothesis:

   H_2: It is suspected that e-WOM has a positive effect on interest in visiting.
3. The relationship between e-WOM variables and visiting decisions: e-WOM is a way of exchanging consumer experiences via social media platforms about the positive or the negative from a tourist site. The results of Andriani et al.'s (2019) research stated that there was a positive influence of e-WOM on interest in visiting. Proposed hypothesis:

   H_3: It is suspected that e-WOM has a positive influence on the decision to visit.
4. The relationship between destination image variables and interest in visiting: destination image is used as an evaluation for potential consumers in determining destination choices. A positive brand image can increase consumer trust, loyalty and interest in consuming a product (Cardoso et al., 2022). Proposed hypothesis:

   H_4: It is suspected that the image of the destination has a positive influence on interest in visiting.
5. The relationship between destination image variables and the decision to visit: the good and bad impact of a destination's image will influence a person's interest in visiting and thereby tourists' decisions (Jebbouri et al., 2022). Proposed hypothesis:

   H_5: It is suspected that the destination image has a positive and significant influence on the decision to visit.
6. The relationship between the interest in visiting variable and the decision to visit: interest in visiting can determine a person's level of decision. A high interest in visiting will encourage increased decisions to visit (Anjela et al., 2022). Proposed hypothesis:

   H_6: It is suspected that interest in visiting has a positive and significant influence on the decision to visit.
7. The relationship between e-WOM variables and visiting decisions through destination image: e-WOM is able to shape public perception and destination image so that it can produce a decision. Tourists' visiting decisions are influenced by what information they get through social media. According to Widyastuti and Satifa Putri (2023), destination image is able to fully mediate the increase in e-WOM on visiting decisions. Proposed hypothesis:

   H_7: It is suspected that destination image mediates increasing use of e-WOM on visiting decisions.
8. The relationship between e-WOM variables and interest in visiting through destination image: a person's positive perception of a destination is obtained by searching for information, thereby increasing interest in visiting. E-WOM is able to influence and foster interest in visiting to form a destination image which is mediated by the destination image (Aprilia & Kusumawati, 2021). Proposed hypothesis:

   H_8: It is suspected that destination image mediates an increase in e-WOM in visiting interest.
9. The relationship between destination image variables and the decision to visit through interest in visiting: the positive image of a destination will increase someone's interest and can influence someone to decide to visit. This is in accordance with research conducted by Arif and Sari (2022) which show that interest in visiting mediates the influence

of destination image on the decision to visit. Proposed hypothesis:

H_9: It is suspected that interest in visiting mediates improving the destination's image on the decision to visit.

The research instruments were examined for validity and reliability using a sample of 30 respondents. The validity test incorporated loading factor and average variance extracted (AVE) value parameters (Farida, 2018). Based on loading factor values, all indicators in this study were >0.7 so they were declared to have a high level of validity. The AVE values of the X, Z1, Z2, and Y variables met the requirements for confirmatory and exploratory research (>0.5) (Henseler et al., 2015).

The reliability test for reflective indicator construct was carried out in two ways, namely Cronbach's alpha and composite reliability (Cheung et al., 2023). Based on the test results, the values of Cronbach's alpha for variables X, Z1, Z2, and Y were >0.60, which satisfies the requirements. The composite reliability value was >0.7 for all variables, therefore meeting the criteria for confirmatory research (Riptanti et al., 2022). The instruments could be used for further research (Koento, 2020).

3. Results and discussion

The research sample was 140 visitors (90 women and 50 men) to the MRG. The respondents were dominated by the 17–25 age group, who tend to visit and explore new tourist attractions. The majority have a recent education level of senior high school or bachelor degree. Local and inter-provincial tourists from Magetan, Ngawi, Madiun, Ponorogo, Karawang, Pacitan, Surakarta, Boyolali, Surabaya, Magelang and Medan visited this agrotourism site.

3.1. Goodness of fit test

Referring to the analysis results, the standardized root mean residual (SRMR) value was 0.093; the model was then declared fit when the SRMR was <0.10 but was unfit when the SRMR value was >0.15. The chi-square value obtained was 277.895 (>0.05), signifying that the empirical data used in this study are strongly identical to the underlying theory. The normed fit index (NFI) value was 0.656 (<0.90), indicating a good model. The SRMR, chi-square and NFI values showed that the model is fit for this study (Hooper et al., 2008).

3.2. Measurement model (outer model) evaluation

This study uses a model with reflective indicators because those existing are influenced by latent variables and are inter-correlated. This evaluation process considered the convergent and discriminant validity of the indicators, as well as the composite reliability of the indicator blocks (Hair et al., 2012).

Convergent validity

Loading factor and AVE parameters are used in convergent validity. Here, the loading factor for each indicator was >0.70, meaning that each one represented can explain its impact on the latent variable by more than 70%, and the indicator is considered to have data validity and accuracy high enough for respondents to understand (Nainggolan et al., 2021). Figure 2 depicts the results of the loading factor measurement.

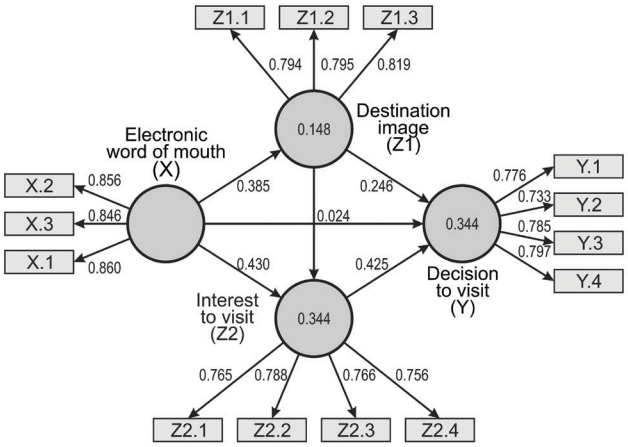

Figure 2. Review procedure based on the PRISMA protocol
Note: data extracted from Scopus database up to July, 2023
Source: authors

The variables were all valid because the AVE value was >0.5 (Thaothampitak & Wongsuwatt, 2022). This suggests that the variables can account for the variation in all indicators and there is no convergent validity problem in the model being tested. Therefore, it can be concluded that the diversity is more than 50% seen from each indicator when viewed from the AVE value.

Discriminant validity

The cross-loading value determines the discriminant validity. If the criteria are met, the indicator is declared to be capable of explaining the variable (Henseler et al., 2015). The cross-loading value of each indicator on its latent variable was >0.7. This suggests that each construct has a high value relative to the latent variable. It can be concluded that all constructs or latent variables already have a better discriminant validity than indicators in other blocks (Thaothampitak & Wongsuwatt, 2022).

Composite reliability and Cronbach's alpha

The reliability of a construct in reflective indicators can be tested in two ways: composite reliability and Cronbach's alpha (Nainggolan et al., 2021), as detailed in Table 2. The composite reliability for all variables

was >0.7 and this demonstrates that the variables used in the study meet the criteria for confirmatory research. The composite reliability value shows that the reliability level of each latent variable in the study is more than 70%, and the other 30% is an error value (Riptanti et al., 2022).

Table 2. Composite reliability and Cronbach's alpha values

Variable	Composite reliability	Cronbach's alpha	Description
Electronic word of mouth (X)	0.890	0.814	Reliable
Destination.image (Z1)	0.845	0.727	Reliable
Interest in visiting (Z2)	0.853	0.773	Reliable
Decision to visit (Y)	0.856	0.775	Reliable

Source: SmartPLS 3.0 Output.

Table 2 also demonstrates that these variables can be relied on and applied to subsequent data processing. Cronbach's alpha value for all variables was >0.6, which signifies that the variables fulfill both confirmatory and exploratory research. It shows that there is a close correlation between the indicators for the same latent variable where a high level of reliability for each latent variable used in this study was shown (Cheung et al., 2023).

3.3. Structural model (inner model) evaluation

Structural model evaluation is used to examine the correlation between latent constructs. The inner model was estimated using the coefficient of determination and predictive relevance (Al-Marsomi & Al-Zwainy, 2023), as presented in Table 3.

Table 3. Coefficient determination value (R^2)

Endogenous variable	Value (R^2)	Adjusted R^2	Predictive relevance value (Q^2)	Category
Destination image (Z1)	0.148	0.142	0.020	Weak
Interest in visiting (Z2)	0.344	0.324	0.105	Moderate
Decision to visit (Y)	0.344	0.330	0.109	Moderate

Source: SmartPLS 3.0 Output.

The R^2 value for Z1 is weak. This is presumably because the model is not strong enough to predict its value, as only 14.8% of the X data correctly project it, whereas the rest are caused by other variables outside the model, such as health and declining income due to the COVID-19 pandemic. Meanwhile, the R^2 values for Z2 and Y variables are considered moderate. This denotes that the independent variable is adequate for explaining the dependent variable (Satyarini et al., 2017).

In addition, the value of the observations raised by the model and also the parameter estimation using the predictive relevance measurement (Q^2) can also be measured. The predictive relevance (Q^2) for each variable was >0, indicating that the model is highly predictive. This signifies that the observation value of the model and the parameter estimates are considered good (Thaothampitak & Wongsuwatt, 2022).

3.4. Hypothesis testing

A statistical test was used to test the hypothesis on each path. The bootstrapping method is a process to measure the level of significance of direct and indirect effects (Satyarini et al., 2017) as demonstrated in Table 4.

Table 4. The results of bootstrapping-path coefficients

Hypothesis	Variables	Original sample	*t*-statistics	*p*-values
H_1	X → Z1	0.385	4.294	0.000
H_2	X → Z2	0.430	5.488	0.000
H_3	X → Y	0.024	0.241	0.810
H_4	Z1 → Z2	0.255	3.337	0.001
H_5	Z1 → Y	0.246	3.321	0.001
H_6	Z2 → Y	0.425	4.033	0.000
H_7	X → Z1 → Y	0.095	2.513	0.012
H_8	X → Z1 → Z2	0.098	2.311	0.021
H_9	Z1 → Z2 → Y	0.108	2.748	0.006

Source: SmartPLS 3.0 Output.

The effect of electronic word of mouth (e-WOM) on the destination image in Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistic of H_1 indicate that the hypothesis is accepted. The finding of this research agrees with those of Torlak et al. (2014), Luong et al. (2017) and Setiawan (2014), which have concluded that e-WOM has a positive and significant effect on destination image. The e-WOM latent variable consists of three indicators, namely the credibility of the e-WOM source, the characteristics of the message source, and the characteristics of the message content. Based on the findings of the data analysis, the e-WOM source credibility indicator has the greatest influence on tourist perception. The respondents' feedback has proven that Instagram is the most credible and valid source of e-WOM. The Instagram account of '@kebunrefugiamagetan'

has shared up-to-date information and the interesting side of agrotourism through its content. In addition, respondents have admitted that they have seen many positive comments and recommendations from other tourists to visit the MRG.

Because it is a place where various plants with striking colors such as sunflowers, celosia flamingo, cosmos and bougainvilleas, as well as various vegetables such as long beans, eggplant and tomatoes grow, the image built from this agrotourism site is tourism in a fresh agricultural environment. The results of this research are in line with research by Edi and Rustam (2021) that a beautiful environment increases healthy living habits. This is consistent with respondents' perceptions that agrotourism is suitable for relieving stress and refreshing the mind as a result of changes in tourism trends where people prefer tourism that is safe and away from crowds (Mahanani et al., 2021). The positive attitude and perception of the community cannot be separated from the existence of e-WOM (Maro-Kulczycka, 2012) which allows the community to learn about MRG.

The effect of electronic word of mouth (e-WOM) on interest in visiting Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistic suggest that H_2 is acceptable. Several studies, including by Kesumayuda et al. (2020) and Andriani et al. (2019) have reported this relationship. Instagram and YouTube are popular e-WOM media among respondents (Kebun Refugia Magetan YouTube channel). Various interesting content are presented through this e-WOM, such as folk performances at the MRG, including the "bonsai and ornamental plants exhibition festival" which has a positive influence on people's interest in visiting this tourist destination. With this strategy, tourists can share their impressions of the tourist destination and influence other people who are gathering information about the place. The variety of information presented, as well as positive responses from other tourists, have influenced respondents' interest in visiting the MRG. The results of this research are in line with research by Herrera et al. (2018) that positive visitor responses increase the number of visitors to Copper Canyon, Mexico.

The effect of electronic word of mouth (e-WOM) on the decision to visit Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistic suggest that H_3 is rejected. This finding differs from that of Andriani et al. (2019), that e-WOM has a direct effect on the decision to visit, but consistent with those of Verinita and Indrianti (2019), Taryadi and Miftahuddin (2021), that e-WOM has no direct effect on the decision to come to a tourist destination. The insignificant effect is thought to be due to other factors such as unstable public health and lack of income that contribute to the changes in behavior attributed to the COVID-19 pandemic. As a consequence, reviews on agrotourism cannot reach potential visitors effectively, resulting in fewer visits to the MRG.

Although statistically insignificant, the results are consistent with the five-stage model of consumer purchasing procedure by Kotler (2000), in which other factors influence the decision to visit after searching for information on e-WOM. Based on the respondents' answers, agrotourism promotion is less intense due to the pandemic, which has forced tourism to close temporarily. The management, on the other hand, has used the closing of this agrotourism site to build and improve the tourist area. When the agrotourism site is officially reopened, the image of the destination in the minds of tourists may improve since the renewed MRG may attract visitors, although not as many as before the pandemic. This is why e-WOM has a positive but insignificant influence on the decision to visit the MRG. The research results differ from Arta and Yasa's (2019) research that e-WOM has a significant and positive effect on purchasing decisions.

The effect of destination image on the interest to visit Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistic for H_4 indicate that this hypothesis is accepted, and is consistent with the findings of the research by Aprilia and Kusumawati (2021). The data analysis results show that the affective image of the tourist destination image indicator has the greatest impact on tourist interest in visiting a destination. The respondents believe that this agrotourism environment can create a pleasant atmosphere and excite them. The cognitive image of the tourist destination indicator also produces positive results because tourists believe that all groups can access the completed infrastructure and facilities, as well as afford the agrotourism rates. Respondents have also testified that replicas of peacocks and giant rabbits created from existing plants are examples of the unique destination image. However, there are still flaws, such as the frequently collapsing guard rails. Despite the shortcomings, the presence of tourist attractions, such as the *reog* (traditional Javanese dance in an open arena, containing magical elements, the main dancer using a lion-head with a peacock feather decoration, several masked dancers, and Kuda Lumping) of "Krido Mudo Taruno" have the potential and competence to promote locally distinct arts to encourage community appreciation (Herfino et al., 2021). The agrotourism site's strategic location and cool weather also contribute to its positive perception. Consequently, it is settled that the destination's image is an important factor in generating interest in visiting the MRG. This result is in line with research by Dileep

Kumar et al. (2020) that visitors who are satisfied with the destination image will be loyal to re-visit that tourist destination.

The effect of destination image on the decision to visit Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistic of H_5 denote that the hypothesis is approved, and this is coherent with the research produced by Sudigdo et al. (2019). The result has revealed that beautiful refugia, adequate facilities and cool weather are the top aspects of the destination image remarked by the respondents. These are what motivate tourists to come to the MRG, suggesting that a better image and erception of a tourist destination contributes to those who decide to visit the place. This signifies that prospective tourists' perceptions, the uniqueness of tourist attractions (Herfino et al., 2021), as well as the adequate infrastructure and facilities have an influence on decisions to come to the MRG.

The effect of an interest in visiting on the decision to visit Magetan Refugia Garden (MRG)

The *p*-value and *t*-statistics for H_6 show that the hypothesis is accepted, and this result corresponds to that of Fadlullah et al. (2021). The respondents' responses have shown that their interest to visit the MRG is strong. Interest plays the most significant role in decisions to visit the tourist destination. The respondents have stated that agrotourism promotion through social media has piqued their interest in the MRG because they can thoroughly research information on the garden and finally visit the place based on their interest. This research is in line with Damayanti and Rasyid (2022) that promotional strategies via social media increase the number of visitors more quickly.

Effect of electronic word of mouth (e-WOM) on the decision to visit the Magetan Refugia Garden (MRG) mediated by the destination image

When viewed based on the *p*-value and *t*-statistic, H_7 is accepted, and this is similar and related to the results of Farrukh et al.'s (2022) research. The majority of respondents have admitted that they chose to visit because they frequently read reviews about the MRG on websites, such as 'kominfo.magetan.go.id' and 'jatim.liputan6.com'. Furthermore, social media promotions and the image built by agrotourism management meet the criteria for a tourist destination. The respondents have decided to visit the site based on this suitability and stated that they will recommend it to their acquaintances.

The effect of electronic word of mouth (e-WOM) on an interest in visiting Magetan Refugia Garden (MRG) mediated by the destination image

The *p*-value and *t*-statistic prove that H_8 is acceptable, meaning that a change in e-WOM related to the destination image may affect the tourists' interest in visiting the MRG. This finding is consistent with that of Aprilia and Kusumawati (2021). Social media reviews on a tourist destination that offers tourism promoting pest controlling using refugia, are aware that this destination is worth visiting. Furthermore, it piques their interest and desire, as well as enticing them to come to visit as soon as possible.

The effect of destination image on the decision to visit Magetan Refugia Garden (MRG) mediated by the interest to visit

The *p*-value and *t*-statistic signal that H_9 is accepted. That is, a change in the destination image attributed to an interest in visiting the destination can influence tourists' decisions to visit the MRG. This outcome follows that of Arif and Sari (2022). The destination image that has been built about the MRG is good and positive, attractive and unique, and draws tourists' interest. The growing interest in agrotourism will prompt them to visit the site. This is in line with research by Purnami and Oka Suryawardani (2018) that visitors feel satisfied so they decide to return to visit this tourist spot.

The limitation of the research is the sample selection of respondents aged 17–25 years. The ease of today's technology makes it possible for those aged less than 17 or more than 25 years old to access social media easily. This could possibly influence the research results.

4. Conclusion

The factors underlying visitors' decisions to come to the tourist destination will provide information and become a consideration for agrotourism managers and local government officials as a reference to increase the number of tourist visits. The relationship between e-WOM and the decision to visit is influenced indirectly by the destination image and tourists' interest in visiting the site. The increased use of e-WOM will result in a multiplied number of tourist visits. The findings of this study have revealed that the direct effect of e-WOM on the decision to visit is not statistically significant. This minor effect is due to other factors influencing e-WOM as a result of the COVID-19 pandemic, which also caused a decrease in the number of visitors to the MRG. Therefore, an increase in e-WOM is required through vigorous, massive promotion, and can advance all interesting aspects of the MRG through official social media accounts. Furthermore, the MRG's identity as an agrotourism site to control pests should be maintained and developed to attract domestic and international visitors.

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