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An Analysis of Place Branding to Enhance the Image of Bandung City and its Implications toward the Decisions to Visit Tourism Destination

ABSTRACT: *Travelers have a central role as decision-makers to visit a particular tourist destination spot. However, the number of visitors for each destination in Bandung city is relatively fluctuation. It happened because the image of Bandung as a tourist destination is still very weak. Through the efforts of place branding, it is expected to improve the image of Bandung city, not only as a creative industrial area, but at the same time as a tourist destination. The purpose of this study was to determine the overviews of place branding, image of the city, and decision to visit; the effect of place branding toward the decision to visit; the influence on decisions to visit the city's image; the effect of place branding to the image of the city; and the influence of place branding and image of the city simultaneously to the decision to visit. The method of research is using descriptive verification. Data was collected through interviews, observations, questionnaires, and literature. The results of the study revealed that the implementation of place branding is assessed good enough. The image of Bandung city is rated so towering. While the decisions to visit tourism destination is generally considered lofty. Therefore, Bandung city government needs to provide and develop facilities evenly across tourist destinations, including public transportation.*

KEY WORD: *Travelers, decision to visit, image of Bandung city, place branding implementation, public transportation, and tourism destination.*

RESUME: *"Sebuah Analisis 'Merk Tempat' untuk Meningkatkan Citra Kota Bandung serta Implikasinya terhadap Keputusan Mengunjungi Destinasi Pariwisata". Wisatawan memiliki peran sentral selaku pembuat keputusan untuk mengunjungi suatu tempat destinasi wisata tertentu. Namun, jumlah kunjungan wisata ke setiap destinasi di kota Bandung relatif fluktuatif. Hal itu terjadi karena citra Bandung sebagai destinasi wisata masih sangat lemah. Melalui upaya "merk tempat" diharapkan dapat meningkatkan citra kota Bandung, tidak hanya sebagai kawasan industri kreatif, melainkan sekaligus sebagai tempat destinasi wisata. Tujuan penelitian ini adalah untuk mengetahui gambaran "merk tempat", citra kota Bandung, dan keputusan berkunjung; pengaruh "merk tempat" terhadap keputusan mengunjungi; pengaruh citra kota Bandung terhadap keputusan mengunjungi; pengaruh "merk tempat" terhadap citra kota; serta pengaruh "merk tempat" dan citra kota secara simultan terhadap keputusan mengunjungi. Metode penelitian yang digunakan adalah verifikasi deskriptif. Tehnik pengumpulan data yang digunakan adalah wawancara, observasi, angket, serta studi literatur. Hasil penelitian menunjukkan bahwa pelaksanaan "merk tempat" dinilai cukup baik. Citra kota Bandung dinilai sangat tinggi. Sedangkan keputusan mengunjungi destinasi pariwisata secara umum dinilai tinggi. Oleh karena itu, pemerintah kota Bandung perlu menyediakan dan mengembangkan fasilitas secara merata di seluruh destinasi wisata, termasuk alat transportasi umum.*

KATA KUNCI: *Wisatawan, keputusan mengunjungi, citra kota Bandung, implementasi "merk tempat", dan destinasi pariwisata.*

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INTRODUCTION

Destinations in Southeast Asia are growing rapidly and each competing to be ranked as a great destination. A survey conducted by the World Economic Forum Travel and Tourism Competitiveness' Report 2012 ranked show competitiveness, countries in Southeast Asia's tourist destinations in the 139 countries in the world. Seen that only three destinations in Southeast Asia included in the top fifty ranking and competitiveness index eighth destination in Southeast Asia is very diverse. Singapore ranks top and can be said to be much left other destinations, while Malaysia and Thailand have similar scores, indicating that the competitiveness of both the destinations are almost balanced. Vietnam, Indonesia, and Brunei Darussalam are in the third group, and the last is the Philippines and Cambodia, who were in the bottom (WEF, 2012).

Based on the ASEAN (Association of South East Asian Nations) Travel & Tourism Competitiveness Report in 2012, scores rose each year to Indonesia, achieved a rank remains unchanged from the previous year 2010 which ranked 5th. It shows that the increase Indonesia's competitiveness score is still not enough to raise Indonesia's rank among other ASEAN countries, even compared to Brunei Darussalam, which is surprisingly able to surpass Indonesia in the rank-4 (WEF, 2012).

Recognizing the importance of having superior competitiveness in tourism, Indonesia through the MTCERI (Ministry of Tourism and Creative Economy of the Republic of Indonesia) has formulated a program of work set out in the Strategic Plan for Tourism Destination Development, 2010-2014, with a vision "to realize the competitiveness of the tourism destination of international quality, community-based, and encourages sustainable development area" (MTCERI & ILO, 2012).

The purpose of the 2010-2014 Tourism Destination Development is developing a competitive tourism destination that contributes significantly to the national economy and the welfare of the community, with the goal of: the increased length of

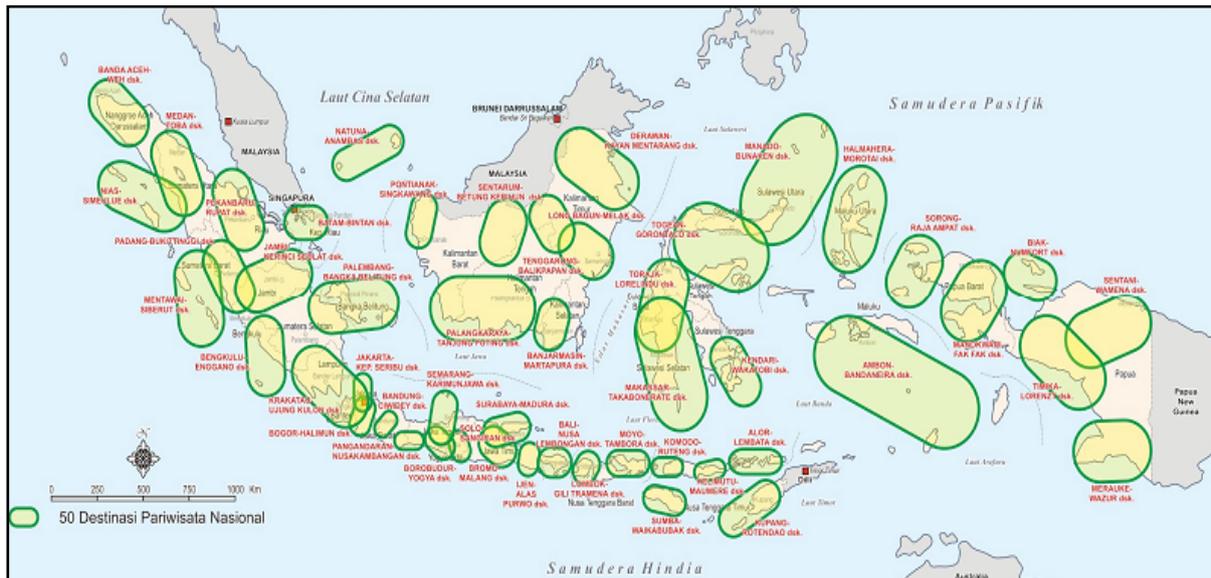
stay and tourist spending; creation of an internationally competitive destination; establishment of management capacity tourism destination; and the establishment of diversified tourism destination (MTCERI & ILO, 2012).

The government, through the Ministry of Tourism and Creative Economy, has set fifty National Tourism Destinations or DPN (*Daerah Pariwisata Nasional*) as national visitor destinations in the PP (*Peraturan Pemerintah* or Government Regulation), No.50 Year 2011, on National Tourism Development Master Plan in 2010-2025. Determination of DPN is based on nine criteria of which is the tourist attraction of qualified and well-known nationally or internationally, have a support network accessibility and infrastructure that support the movement of visitors and tourism activities, as well as having suitability travel attractions theme that support the strengthening of competitiveness (Setneg RI, 2011). Some DPNs are spread across 33 Provinces in Indonesia as shown in the map 1.

Each NCC (National Coordinating Committee) is composed of several National Tourism Strategic Areas or KSPN (*Kawasan Strategis Pariwisata Nasional*) with the total number is 88 KSPNs. KSPN is an area that has a primary function or has the potential of tourism to the national tourism development has an important influence in one or more aspects, such as economic growth, social and cultural rights, the empowerment of natural resources, environmental carrying capacity, as well as defense and security (Sutojo, 2004; and Tjiptono, 2008).

In West Java, there are three destinations that are National Tourism Destinations or DPN (*Daerah Pariwisata Nasional*), namely: (1) Bandung - Ciwidey and surrounding areas; (2) Bogor - Highlands and the surrounding areas; and (3) Pangandaran - Beach and surrounding areas (Ismayanti, 2009; and Muljadi, 2009).

Bandung is one of the areas included in the National Tourism Destinations in West Java with four KSPN (*Kawasan Strategis Pariwisata Nasional* or National Tourism Strategic Areas) diplomacy.



Map 1:
Distribution on Fifty National Tourism Destinations in Indonesia
(Source: Setneg RI, 2011)

Administratively, Bandung is consisted of Central Bandung, South Bandung, North Bandung, East Bandung, and West Bandung. Bandung, as a tourism destination, has a lot of potential travelers who can be offered on either the foreign or the archipelago. Type of tours that can be enjoyed in that nature, all centered in the city area, in which shopping, culinary, education, history, and special interests are centered in the city area (cf Pitana & Surya, 2009; Park & Njite, 2010; Ardianto, 2011; and Nova, 2011).

According to the Tourism Act No.10 of 2009 sections 1, a tourist destination, hereinafter, referred to geographical area tourism destinations are located in one or more administrative regions, in which there are a tourist attraction, public facilities, tourism facilities, accessibility and related peoples, and completes the realization of tourism (Setneg RI, 2009). Thus, Central Bandung, South Bandung, North Bandung, East Bandung, and West Bandung can be called by the name of tourism destination in Bandung.

Improving the competitiveness of Bandung as a tourism destination stated either explicitly or implicitly in the vision, mission, and strategic plan of tourism, each

city and town have despite various types of tourist attractions, when compared with some other tourist destinations in Indonesia, Bandung position is still below. The results of a survey conducted by *Majalah SWA*, a magazine in Indonesia, showed that Bandung was ranked 8th in the bottom of Denpasar in Bali, Yogyakarta in Central Java, and Malang in East Java (*Majalah SWA*, XXVII, 2012:80).

Another survey ranked the national level is the best destination according to ITA (Indonesian Tourism Award) organized by the Ministry of Culture and Tourism of work equal to *Majalah SWA*, an Indonesia magazine, since 2009. This activity is the result of a survey of 1,500 travelers, comprised of 1,350 domestic tourists and 150 foreign tourists. In addition to the survey results, some supporting industry categories also involved 100 respondents from professionals and executives. In each city, the number of respondents surveyed ranged 60-90 travelers (cited in *Majalah SWA*, XXVII, 2012).

In addition, the winner, determined through a customer satisfaction index, is calculated from the percentage of respondents who chose two highest scores

(top 2 boxes) with a scale of 1-10. The respondents were asked to provide an assessment of the eight aspects: hygiene, travel information, reasonableness of cost, promotion, diversity of objects, security, hospitality, and unique objects (cited in www.indonesia.travel.com, 3/11/2014).

In three years, conferment ITA in Bandung, in 2010, was awarded the Favourite Destination Cities ranks 6th. After that, both the city and Bandung unsuccessfully to get into a good winner in the category of finest destination, favorite destination, and optimal service. It certainly indicates that the destination in Bandung still has to improve the performance of tourism, because after winning national awards are very important to improve the image of Bandung itself as well as a barometer of Bandung's competitiveness compared to other destinations in Indonesia.

According to Oka A. Yuti, image of a place needs to be improved since it is a determinant factor of tourism industry demand in addition to other factors, such as visiting facilities and service before visits (Yuti, 2008:123). Philip Kotler & Kevin Lane Keller suggest also that an image is a set of confidence, idea, and impression of someone to an object. Society's attitude and action toward an object are determined by the image of the object (Kotler & Keller, 2009:359 and 580).

The problem of image that has caused fluctuated number of visits to most of the tourism destination in Bandung City needs to be addressed by place branding. This effort is expected to improve Bandung City's image as a tour destination. Place branding is used to support specific economy activities, such as tourism. In other words, place branding aims to develop tourism potentials of an area or a city. Place branding can be used to improve an added value of partnerships and network building between public and private actors in order to figure a coherent product supply, including tourism products, to create a mutual relationship between people who provide experience and external image and people who visit the tourism destination.

Through place branding, Bandung City's revenue from tourism sector will contribute to the city's development. In addition, Bandung City's image will improve, not only as an industrial area, but also as a tourism destination (Kotler & Gertner, 2004).

Based on the background of the research, the problems are formulated as follows: (1) How significant is the effect of place branding on the decision of visiting Bandung City's tourism destination by domestic tourists?; (2) How significant is the effect of the city's image on the decision of visiting Bandung City's tourism destination by domestic tourists?; (3) How significant is the effect of place branding on the decision of visiting Bandung City's tourism destination by domestic tourists?; and (4) How significant is the effect of place branding and the city's image on the decision of visiting Bandung City's tourism destination by domestic tourists?

THEORETICAL FRAMEWORK

Place branding is one of the most popular concepts in location marketing, in general, and in tourist destination area, in particular (Avraham & Ketter, 2008:16). Furthermore, in Strategic Place Triangle, according to Hermawan Kartajaya & Yuswohady (2005), place branding is categorized in value marketing elements consisting of brand, service, and process; and is a way to win heart share or customers (Kartajaya & Yuswohady, 2005:7).

Furthermore, C. Blain, S.E. Levy & J.R.B. Ritchie (2005) and Robert Govers & Frank Go (2009) suggest a definition of "place branding" as a marketing activity that supports the creation of name, symbol, logo, word mark, or other graphical signs, to identify and distinguish a destination. It delivers a promise of unique and impressive traveling experience related to the destinations. It has also a function to consolidate and strengthen pleasing memory of a destination experience, to create an image that influences consumers' decision to visit the tourism destination (Blain, Levy & Ritchie, 2005; and Govers & Go, 2009).

Anholt provides an evaluation frame

of place branding effectiveness as a main tool to establish a brand. The evaluation components consist of: (1) *the Presence*, this component refers to an international status of a city and how well-known by the city among people; (2) *the Place*, this component refers to physical aspects, such as how beautiful and how fun the city; (3) *the Potential*, this component refers to the city's chance to offer activities, such as economic or educational activities; (4) *the Pulse*, this component refers to how interested in the people to the city; (5) *the People*, this component evaluates the local population in terms of openness, friendliness, and also securities in the city; and (6) *the Prerequisites*, this component is related to the basic qualities, accommodation cost and standard, as well as public convenience (cited in Kavartzis & Ashworth, 2010:44).

Based on the above description of place branding, it can be concluded that the goal of place branding is to create an image that influences consumer's decision to a tourism destination (Clifton & Simmons, 2003; Lovelock & Lauren, 2005; and Pike, 2008). Philip Kotler & Kevin Lane Keller (2009) suggested that an image is a set of confidence, idea, and impression of someone to an object. Society's attitude and action toward an object are determined by the image of the object. The suggestion shows a strong influence of the image of an object/place. That means one's action, including a decision to purchase something or to visit a place, is determined by the image of the place (Kotler & Keller, 2009:580).

Based on the above definition of place branding, there are different views from marketers and consumers related to definition. Marketers view place branding is a marketing activity that shall be created first by the marketers, while an image is perceived by the consumers after place branding has been implemented by marketers (Hankinson, 2009). This is supported by J. Hanningan (1998) who suggests that branding is mainly marked with an effort to establish a clear identity in a crowded market. The identity is also an unique brand association created

by marketers (Johansson & Corneise, 2010:188).

It is also in line with A.B. Susanto & Himawan Wijanarko (2004), who suggested that brand scope is wider that refers to an identity. The brand identity is a set of unique brand associations created by the brand strategists. Brand is an identity and brand identity is something that is offered by marketers. So, identity is an introduction of an image (Susanto & Wijanarko, 2004:79-80). Furthermore, Anholt asserts that place branding must be based on five main aspects, among them is using an image to build a reputation (cited in Dumbraveanu, 2010:55).

Victor T.C. Middleton & Jackie R. Clarke (2001) suggested that an image is communicated through branding, as one of five components of tourism products and as an important element of augmented product (Middleton & Clarke, 2001:311). A set of beliefs of a brand will shape a brand image (Joshua & Haryadi, 2007:23). A brand image is what consumers perceive (Susanto & Wijanarko, 2004:86).

In relation to image shaper, Shirley Harrison (2005) classified it into four components: (1) *Personality* is a combination of destination product characteristics known and received by the public. A destination personality is an overall characteristic of a destination perceived by its external environment, such as its reliability and its awareness to environment and health; (2) *Reputation* is what public believe based on its own experience or others in terms of a product or a destination service; (3) *Value* is what the product importance offered by a destination. Values or aesthetics of a destination influences the reputation of destination itself. Values of a destination become standards or benchmarks of destination, namely cultures; and (4) *Destination Identity* is an identity set forth in form of logo, symbol, packaging, and other ceremonials embedded in the product itself that consumers will promptly identify the destination products (Harrison, 2005:71).

In line with the formulation of the problem in this research, Eli Avraham

& Eran Ketter (2008) emphasized the importance of an image development that altering an image of a successful place is started by testing the existing image to the targeted public. This is the starting point of building a marketing campaign. The image development can be done through tourism activities (Avraham & Ketter, 2008:48).

As mentioned by Eli Avraham & Eran Ketter (2008), there are also many events that can change an image of a place. Included in it are changes in politics; technology, such as a shift from heavy industry to high-tech industry; transportation technology and infrastructures, such as railway and harbor; and consumers' behavior and tourism trend, such as a preference to eco-tourism (Avraham & Ketter, 2008:14).

Furthermore, Oka A. Yuti (2008) suggested that image of a place need to be improved since it is a determinant factor of tourism industry demand in addition to other factors, such as visiting facilities and service before vacations (Yuti, 2008:123). Also Ramazan Aksoy & Sule Kiyici (2011) added that in terms of improving and marketing tourism, image is an important factor that affects the demand (Aksoy & Kiyici, 2011:479).

Tourism is one of the contributing sectors to regional revenues in Indonesia or PAD (*Pendapatan Asli Daerah*). Since regional autonomy has taken effect in January 2001, every autonomous region is competing to gain attention and influence from many parties. This is due to the effect of the law that regional government must improve its capability to generate "regional revenues" or PAD (Trisnawati, Wiyadi & Priyono, 2010). In addition, tourism is an absolute need for human, both for people who travel (tourists) and for people living in the tourism destination. Tourists need to satisfy their needs, while people living in the tour destinations expect to get a positive implication in form of income to support their lives. Tourists have a central role as the decision-makers to visit a particular tourism destination (*cf* Goeldner & Ritchie, 2009; Go & Govers eds., 2010; Kastenholz, 2010; and Cecilia, 2012).

Based on ideas related to image, it can be concluded that an image of a place affects one's decision to visit the place. Adopted from Philip Kotler & Kevin Lane Keller's concept of buying decision, visiting decision is a stage of a process when consumers, or tourists, actually buy a product, or visit a tour destination. The decision of visiting a place is related to buying decision since before deciding to visit a place, a consumer has made a buying decision to go to the place (Kotler & Keller, 2009:184). It can also be said that the decision to visit a tour destination made by tourists is related to the concept of consumer behavior.

As suggested by Philip Kotler & Kevin Lane Keller again that consumers' buying behavior is affected by cultural, social, and personal factors (Kotler & Keller, 2009:166). Particularly, related to the decision of visiting a tour destination, Cleverdon suggests that consumers' buying decision is affected by destination area, traveling mode, time and cost, travel agent, and source of the service (cited in Damanik & Weber, 2006:6).

The buying decision itself can be affected directly by place branding or image (Maheshwari, 2011). As suggested by P. Kotler & D. Gertner (2004); S. van Gelder (2008); and also Robert Govers & Frank Go (2009) that a brand is not only a short-cut to an informed buying decision, but most important, a brand is a promise of value (Kotler & Gertner, 2004; van Gelder, 2008; and Govers & Go, 2009:16).

Furthermore, Bill Baker asserted that brands make our buying decision easier by doing a lot of the thinking for us (Baker, 2007:25). Additionally, Bill Baker suggested that while a strong brand has many benefits for customers, including making their buying decision much easier, it should also make internal decision making clearer for the board, staff, marketers, vendors, and stakeholders (Baker, 2007:33). Based on both opinions, image has both strong and weak influences on buying decision.

Based on the above explanation, place branding frame of reference in improving a city's image and its implication on decision of visiting a tour destination in a city can be described in the chart 1.

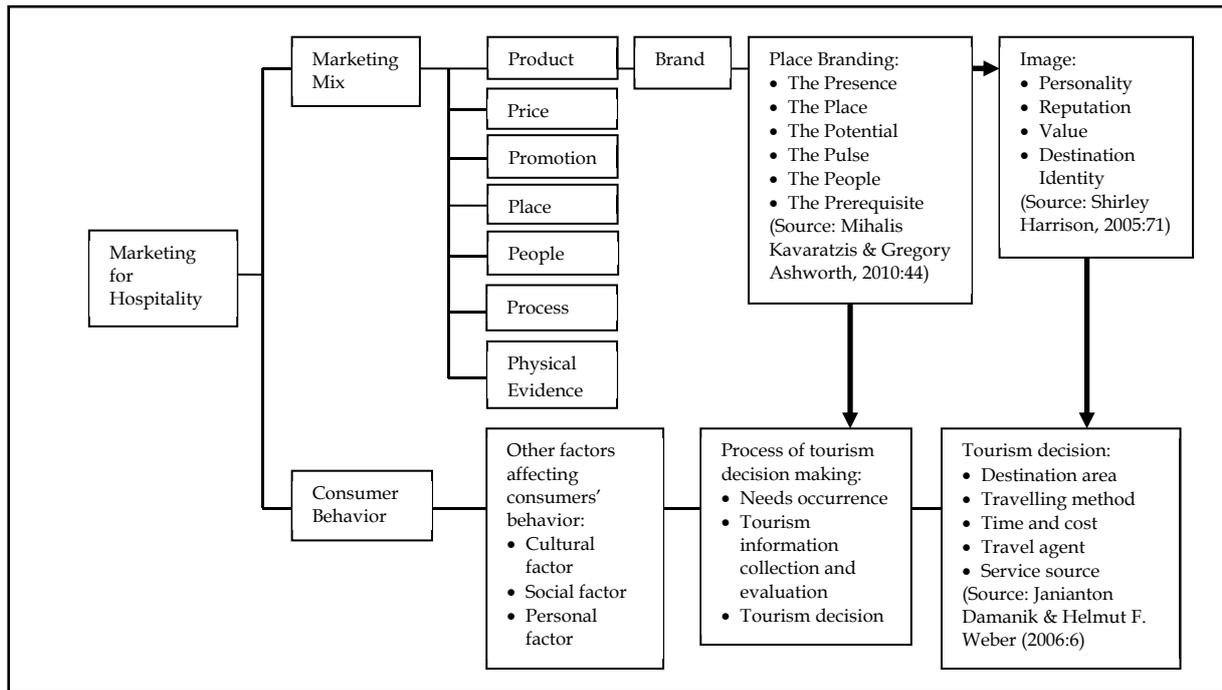


Chart 1:
Theoretical Frame Work Paradigm

Based on the frame of reference, the following are hypothesis proposed in this research: (1) Place Branding affects the decision of visiting a tourism destination; (2) City's image affects the decision of visiting tourism destination; (3) Place Branding effects cite a city's image; and (4) Place Branding and city's image affect the decision of visiting tourism destination.

RESEARCH METHOD

The research on analysis of place branding in improving Bandung City's image and its implication on visiting the tourism destination (a survey of domestic tourists who visit to Bandung City) employs marketing management approach. The research variable is place branding, represented by six indicators: the presence, the place, the potential, the pulse, the people, and the prerequisite. The intervening variable of this research is city's image represented by indicators of personality, reputation, value, and destination identity. The independent variable of this research is a decision of visiting tourism destination,

represented by five indicators: destination area, transportation mode, time and cost, travel agent, and service source.

Respondents in this research are domestic tourists who visit tourism destinations in Bandung City. Based on the object of the research, place branding influence on the improvement of Bandung City's image and its implication on decision of visiting tourism destinations in Bandung City are analyzed. Since this research is largely descriptive and verification manners, it employs descriptive survey and explanatory survey. The table 1 shows the operational variables.

The number of visitors to Bandung City in 2012 was 6,020,530 people (Disparbud Kota Bandung, 2013). Considering the large number and inaccurate data of the number of visitors to each tourism destination in Bandung, the writer decided to use cluster sampling technique with the following steps: (1) Dividing Bandung area into two clusters, i.e. Bandung City and Bandung Regency; (2) Creating listing units consisting tourism destinations in each cluster or

Table 1:
Operational Variables

Variables	Variable Concepts	Sub-Variables	Indicators	Measures	Scales
Place Branding (X)	Place branding as a marketing activity is an activity that: (1) Supports the creation of name, symbol, logo, word mark, or other graphical signs, to identify and distinguish a destination; (2) Delivers a promise of unique and impressive traveling experience related to the destinations; and (3) Has a function to consolidate and strengthen pleasing memory of a destination experience, and to create an image that affects consumers' decision to visit the tourism destination (Govers & Go, 2009:13).	The Presence (X ₁)	<ul style="list-style-type: none"> ▪ Bandung climate condition ▪ Introduction of <i>Gedung Sate</i> building as an icon of Bandung City. 	<ul style="list-style-type: none"> ▪ Introduction of Bandung climate condition. ▪ Introduction of <i>Gedung Sate</i> building as an icon of Bandung City. 	Ordinal
		The Place (X ₂)	<ul style="list-style-type: none"> ▪ Tourism destination appeals in Bandung. 	<ul style="list-style-type: none"> ▪ Level of tourism destination appeals in Bandung. 	Ordinal
		The Potential (X ₃)	<ul style="list-style-type: none"> ▪ Activities/events diversity offered by tourism destinations in Bandung. ▪ Development of employees' skills in tourism destinations in Bandung. 	<ul style="list-style-type: none"> ▪ Level of activities / events diversity offered by tourism destinations in Bandung. ▪ Level of development of employees' skills in tourism destinations in Bandung. 	Ordinal
		The Pulse (X ₄)	<ul style="list-style-type: none"> ▪ Tourism destination facilities appeals in Bandung. ▪ Tourism destination concept appeals in Bandung. 	<ul style="list-style-type: none"> ▪ Level of tourism destination facilities appeals in Bandung. ▪ Level of tourism destination concept appeals in Bandung. 	Ordinal
		The People (X ₅)	<ul style="list-style-type: none"> ▪ Employees' knowledge in providing information to visitors. ▪ Employees' friendliness and politeness in tourism destination in Bandung. 	<ul style="list-style-type: none"> ▪ Level of employees' knowledge in providing information to visitors. ▪ Level of employees' friendliness and politeness in tourism destination in Bandung. 	Ordinal
		The Prerequisite (X ₆)	<ul style="list-style-type: none"> ▪ The availability of facilities in tourism destination in Bandung, including religious places, diners, souvenir and handcraft centers, inns, security facilities, financial transaction such as ATM, tour guides, shopping centers, and travel agents. ▪ Accessibility of facilities in tourism destinations in Bandung. ▪ Cleanliness of facilities in tourism destinations in Bandung. 	<ul style="list-style-type: none"> ▪ The availability of facilities in tourism destination in Bandung, including religious places, diners, souvenir and handcraft centers, inns, security facilities, financial transaction such as ATM, tour guides, shopping centers, and travel agents. ▪ Accessibility of facilities in tourism destinations in Bandung. ▪ Cleanliness of facilities in tourism destinations in Bandung. 	Ordinal

Variables	Variable Concepts	Sub-Variables	Indicators	Measures	Scales
Image (Y)	Image is a one's feeling or description of a company, organization, or institution; and a consciously-created impression on an object, people, or organization (Ardianto, 2011:62).	Personality (Y ₁)	<ul style="list-style-type: none"> Visitors' knowledge concerning Bandung as a tourism destination. 	<ul style="list-style-type: none"> Level of visitors' knowledge concerning Bandung as a tourism destination. 	Ordinal
		Reputation (Y ₂)	<ul style="list-style-type: none"> Visitors' belief concerning Bandung as a tourism destination. Bandung's success as a tourism destination. 	<ul style="list-style-type: none"> Level of visitors' belief concerning Bandung as a tourism destination. Level of Bandung's success as a tourism destination. 	Ordinal
		Value (Y ₃)	<ul style="list-style-type: none"> Employees' attitude in every tourism destination in Bandung, in terms of their friendliness. Service provided by employees in every tourism destination in Bandung, based on the standard of the service. 	<ul style="list-style-type: none"> Level of employees' attitude in every tourism destination in Bandung, in terms of their friendliness. Level of service provided by employees in every tourism destination in Bandung, based on the standard of the service. 	Ordinal
		Destination Identity (Y ₄)	<ul style="list-style-type: none"> Visitors' knowledge concerning slogan, logo, and visual symbol of Bandung. Appeals of slogan, logo, and visual symbol of Bandung. Relevance of logo, slogan, and visual symbol of Bandung. 	<ul style="list-style-type: none"> Level of visitors' knowledge concerning slogan, logo, and visual symbol of Bandung. Level of appeals of slogan, logo, and visual symbol of Bandung. Level of relevance of logo, slogan, and visual symbol of Bandung. 	Ordinal
Visiting Decision (Z)	Visiting decision making is a stage of a decision making process when a consumer, or tourists, actually buys a product, or a tourism destination (adopted from the concept of buying decision proposed by Philip Kotler & Kevin Lane Keller, 2009:184).	Destination Area (Z ₁)	<ul style="list-style-type: none"> Relevance of tourism destination in Bandung with visitors' needs. Information availability concerning tourism destinations in Bandung. 	<ul style="list-style-type: none"> Level of relevance of tourism destination in Bandung with visitors' needs. Level of information availability concerning tourism destinations in Bandung. 	Ordinal
		Traveling Mode (Z ₂)	<ul style="list-style-type: none"> Accessibility of transportation to reach tourism destinations in Bandung. Diversity of available tourism transportation. Convenience of available tourism transportation. 	<ul style="list-style-type: none"> Level of accessibility of transportation to reach tourism destinations in Bandung. Level of diversity of available tourism transportation. Level of convenience of available tourism transportation. 	Ordinal
		Time and Cost (Z ₃)	<ul style="list-style-type: none"> Punctuality of operational hour in tour destinations, including opening time and closing time of tourism destinations. Dependence to the established touring and traveling cost. Dependence to leisure time to go traveling. 	<ul style="list-style-type: none"> Level of punctuality of operational hour in tourism destinations, including opening time and closing time of tourism destinations. Level of dependence to the established touring and traveling cost. Level of dependence to leisure time to go traveling. 	Ordinal

Variables	Variable Concepts	Sub-Variables	Indicators	Measures	Scales
		Travel Agent (Z ₄)	▪ Dependence to travel agent when traveling.	▪ Level of dependence to travel agent when traveling.	
		Service Source (Z ₅)	▪ Diversity of provided service, such as tourism guides, souvenir centers, photographies, etc.	▪ Level of diversity of provided service, such as tourism guides, souvenir centers, photographies, etc.	Ordinal

Table 2:
Number of Sample Distribution

Number	Name of Tour Destinations	Number of Visits	Number of Samples	Locations
1	Museum of Asia-Africa Conference	420	17	Bandung City
2	Museum of Geology	700	28	Bandung City
3	<i>Dago Pakar</i> Forest Park	350	14	Bandung Regency
4	<i>Tangkuban Perahu</i> Mountain	500	20	Bandung Regency
5	<i>Kawah Putih Ciwidey</i> Landscap	800	32	Bandung Regency
6	<i>Ciwalini</i> Hot Spring	350	14	Bandung Regency
7	<i>Pasar Baru</i> Fashion Market	3000	120	Bandung City
8	RM (<i>Rumah Makan</i> or Restaurant) <i>Bancakan</i>	400	16	Bandung City
9	<i>Saung Angklung Udjo</i> Music	450	18	Bandung City
Total		6970	279	

enclosed; (3) From the listed destinations, four tourism destinations for city cluster and five destinations for another city cluster were randomly selected by using a lottery system; and (4) Finding information concerning a number of visits to nine tourism destinations.

Based on the calculation, the minimum sample was 279 visitors. However, for the sake of this research, the sample was rounded to 300 as an anticipation of frail questionnaire responses, in addition to collect more data related to the object of the research (Riduwan, 2003; Arikunto, 2006; and Istijanto, 2007). This is in line with Husein Umar, who suggests that the bigger sample size, the more valid or representative the result is after collecting 15 questionnaires, there were 15-week responses (Umar, 2006). Therefore, the number of questionnaires analyzed in this research was 285. The sample is valid enough to represent a population, so that the conclusion of this research taken from the data analysis describes the characteristics of the population.

In this research, the writer used path

analysis model. According to Kusnendi (2008:147), in path analysis model, the causal relationship is analyzed to discover direct and indirect effects of a set of causal variables on effectual variables. The data was analyzed with the following steps: classifying data based on variables and types of respondents; tabulating data-based on variables of overall respondents; presenting data of each variable; calculating data to address the formulation of the problem; and calculating data to test the propose hypothesis (*cf* Ghozali, 2007; Kusnendi, 2008; and Riduwan & Sunarto, 2009).

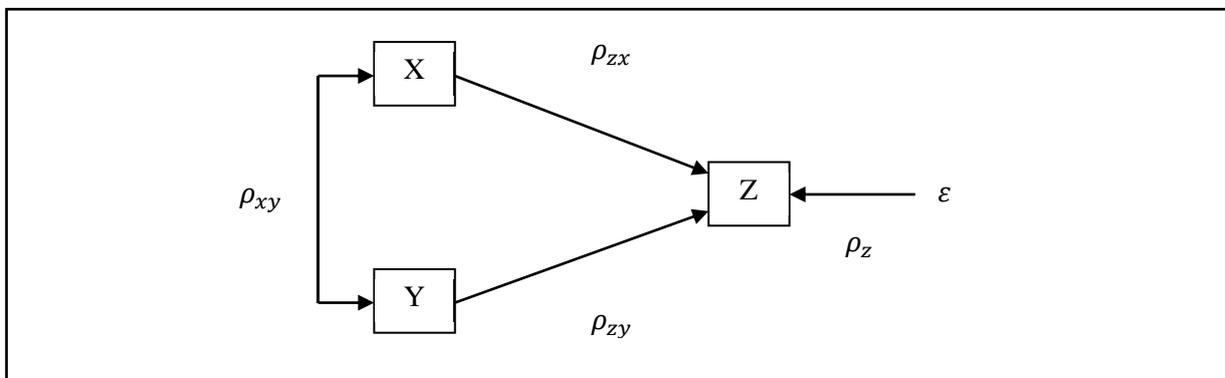
The characteristics of path analysis are as shown in table 3.

Riduwan & Engkos Achmad Kuncoro (2011) suggested the following steps to test path analysis: (1) Formulating hypothesis and structural formula, namely $Z = \rho_{zx} x + \rho_{zy} y + \rho_z \varepsilon$; (2) Calculating path coefficient based on regard regression coefficient; (3) Drawing complete path diagram, determining its sub-structures and formulating its structural formula based on the proposed hypothesis; and (4) Calculating correlation and regression

Table 3:
 Characteristics of Path Analysis

Review	Description
Goal	To analyze causal relationship between variables in order to discover direct and indirect effects.
Terminology of the researched variables	Causal variable is referred as exogenous variable and effectual variable is referred as endogenous variable.
Formulation of the problems	(1) How significant is the causal variables on effectual variables? (2) How significant is the direct, indirect, total, and joint effects of causal variables on effectual variables?
Measurement scale of main variables	Minimum interval.
Analyzed formula	Multiple regression formula: $Y_1 = F(X_1, X_2, \dots, X_k, e_1)$ <p style="text-align: center;">..... =</p> $Y_i = F(X_1, X_2, \dots, X_k, e_i)$
Assumption	(1) Linear Relationship between variables. (2) Between the causal variables, there is no multicollinearity problem. It means that covariance/correlation matrix resulted from the sample data is positive definite matrix. (3) The model that will be tested is built based on a strong theory and relevant research, so that, theoretically, the tested model cannot be argued. (4) Variables are assumed can be directly observed, so the variable measurement model fulfill congenric measurement model criteria.

(Source: Kusenendi, 2008:148).



(Source: Modified from Kusenendi, 2008:160)

Figure 1:
 Structural Relationship between X and Y to Z

coefficient for the formulated structures (Riduwan & Kuncoro, 2011:116-118). See also figure 1.

About calculating regression coefficient for the formulated structures consisted of (1) Calculating path coefficient simultaneously; and (2) Calculating path coefficient individually. Calculating path coefficient

simultaneously is testing overall statistic hypothesis with the principle of significance testing manually by using formula F.

The principle of Significance testing by using SPSS (Statistical Package for the Social Sciences) application: (1) If the probability value is 0.05 less than or equals to the Sig probability value, or $0.05 \leq \text{Sig}$, then H_0 is

Formula F

$$F = \frac{(n-k-1)R_{y^2x_k}^2}{k(1-R_{y^2x_k}^2)}$$

Remarks: n = number of samples; and k = number of exogenous variables.

$$R_{y^2x_k}^2 = R_{Square}$$

If $F_{counted} \geq F_{table}$, then Ho is rejected, which means it is significant.

If $F_{counted} \leq F_{table}$, then Ho is accepted, which means it is not significant.

With the significance level (α) = 0.05.

accepted and Ha is rejected, which means it is not significant; and (2) If the probability value is 0.05 more than or equals to the Sig probability value, or $0.05 \geq Sig$, then Ho is rejected and Ha is accepted, which means it is significant (Simamora, 2008; and Sugiyono, 2010).

About calculating path coefficient individually. The tested hypothesis is formulated into statistic hypothesis. Individually, statistic test that will be used is t-test calculated by the formula from R.E. Schumacker & R.G. Lomax (1996:44) and Kusnendi (2008:12), as follows:

$$t_k = \frac{\rho_k}{se_{\rho_k}}; (dk = n - k - 1)$$

Remarks: Statistic of $se_{\rho_{xy}}$ is obtained from a computation on SPSS (Statistical Package for the Social Sciences) for regression analysis after ordinal data is transformed into interval data.

Next, to find the significance of path analysis, compare the probability value of 0.05 with the Sig probability value with the basis of decision making: (1) If the probability value is 0.05 less than or equals to Sig probability value, or $0.05 \leq Sig$, then Ho is accepted and Ha is rejected, which means it is not significant; (2) If the probability value is 0.05 more than or equals to Sig probability value, or $0.05 \geq Sig$, then Ho is rejected and Ha is accepted, which means it is significant; and (3) Summarizing and concluding.

RESULTS AND DISCUSSION

Results calculated through path analysis, it can be seen in the framework of empirical

causal relationship between X and Y to Z can be made through the following structural equation. See also figure 2.

Based on the calculation of the structural path analysis, objective information obtained as follows:

The magnitude of the effect of place branding (X) that directly affect the decision to visit tourism destinations (Z) is 0.268 or $0.268^2 = 0.0718$ or 7.18%.

The magnitude of the effect of the image of the city (Y) that directly affect the decision to visit tourism destinations (Z) is 0.425 or $0.425^2 = 0.1806$ or 18.06%.

The magnitude of the effect of place branding (X) that directly affect the image of the city (Y) is 0.661 or $0.661^2 = 0.4369$ or 43.69%.

The magnitude of the effect of place branding (X) and the image of the city (Y) which directly affect decisions simultaneously visited tourism destinations (Z) is 0.403 or 40.3%. The rest of (1 - 40.3%) was 59.7% influenced by other factors outside of the variables X and Y are not described in the model.

The answer to the problem of this study are summarized in the table 4.

Based on the comparison of the probability value of 0.05 with a probability value Sig on the table by calculating the coefficient of LISREL (Linear Structural Relations), obtained Sig respectively 0.012, 0.000, and 0.000, where all the Sig acquisition is less than the probability value of 0.05. Thus, the hypothesis of place branding to meaningfully influence the decision to visit tourism destination, the city's image importantly impacted the decision to visit tourism destinations, and place branding significantly affect the image of the city, proved the creation and support of existing theories (Reid & Bojanic, 2006; Vellas & Becherel, 2008; and Zenker, 2011).

Based on the path coefficients are expressed as the SBC (Standardized Beta

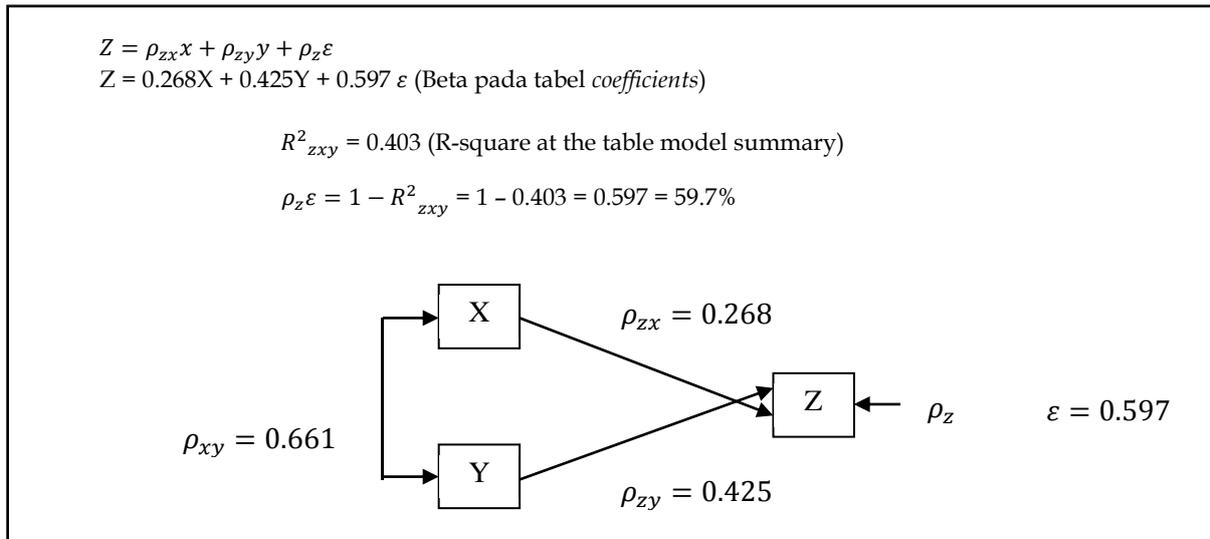


Figure 2:
 Path Diagram Causal Relationship of X and Y to Z

Table 4:
 Decomposition Effects of Place Branding (X), Image City (Y),
 and the Decision to Visit Tourism Destination (Z)

Variables	Effects			(R^2_{zxy})
	Direct Effect	Indirect Effect	Total	
X→Z	0.268	-	7.18%	-
Y→Z	0.425	-	18.06%	-
X→Y	0.661	-	43.69%	-
X and Y→Z	-	-	-	0.403 = 40.3%
ε	0.597	-	59.7%	-

Coefficient) or the value of the output coefficient, it appears that the influence on the decision of visiting the place branding tourism destinations assessed the positive effect of 0.0718 or 7.18%. This indicates that place branding is a significant influence on the decision to visit tourism destination.

As suggested by P. Kotler & D. Gertner (2004); S. van Gelder (2008); and Robert Govers & Frank Go (2009) that a brand is a short-cut to an informed buying decision, but most important, a brand is a promise of value (Kotler & Gertner, 2004; van Gelder, 2008; and Govers & Go, 2009:16). Furthermore, Bill Baker asserts that brands make our buying decision easier by doing a lot of the thinking for us (Baker, 2007:25). Additionally, Bill Baker suggests that while a strong brand has many benefits for customers, including making their

buying decision much easier, it should also make internal decision making clearer for the board, staff, marketers, vendors, and stakeholders (Baker, 2007:33).

Based on the hypothesis testing, city's image significantly affected the decision of visiting tourism destination. The significance level of city's image directly affecting the decision of visiting a tourism destination is 0.425 or 0.1806 or 18.06% (fairly strong). It is in line with Philip Kotler & Kevin Lane Keller's opinion that an image is a set of confidence, idea, and impression of someone to an object. Society's attitude and action toward an object are determined by the image of the object (Kotler & Keller, 2009:359 and 580).

Further, Oka A. Yuti suggests that image of a place needs to be improved, since it is a determinant factor of tourism industry

demand in addition to other factors, such as visiting facilities and service before visits (Yuti, 2008:123). Ramazan Aksoy & Sule Kiyici add that in terms of improving and marketing tourism, image is an important factor that affects the demand (Aksoy & Kiyici, 2011:479).

To place branding effect on the image of the city, it assessed positive affect at 0.4369 or 43.69%. This indicates that place branding significantly affect the image of the city. As well as to the influence of place branding and image of the city, simultaneously assessed directly influence the decisions visited tourism destination of 0.403 or 40.3%. This is in line with the opinion of C. Blain, S.E. Levy & J.R.B. Ritchie (2005) and Robert Govers & Frank Go (2009) that place branding is a marketing activity that supports the creation of a name, symbol, logo, word mark or other graphic, both to identify and distinguish the goal, delivering the promise of travel experience associated with a unique memorable destinations, and serves to consolidate and strengthen memories, pleasant memories of the destination experience, all with the purpose of creating imagery that influence the consumer's decision to visit the destination (Blain, Levy & Ritchie, 2005; and Govers & Go, 2009:13).

CONCLUSION

Based on the response from the respondents, the significance level of place branding on the decision of visiting a tourism destination is low. Therefore, the hypothesis proposing that place branding significantly affects the decision of visiting a tourism destination is validly proven.

Based on the response from the respondents, the significance level of city's image on the decision of visiting a tourism destination is fairly strong. Therefore, the hypothesis proposing that city's image significantly affect the decision of visiting a tourism destination is validly proven.

Based on the response from the respondents, the significance level of place branding on regency's image is strong. Therefore, the hypothesis proposing that

place branding significantly affects a city's image is validly proven.

Based on the response from the respondents, the significance level of place branding and city's image on the decision of visiting a tourism destination is fairly strong. Therefore, the hypothesis proposing that place branding and city's image significantly affect the decision of visiting a tourism destination is validly proven.

Some recommendations, related to this study, are given attention to the prerequisite components that serves to give comfort to the visitors of tourism destinations, through the provision of various facilities of financial transactions, travel agents, tourism guides, shopping, lodging, and security facilities at tourism destinations. Development efforts and the provision of such facilities need to be done evenly in other tourist destinations.

Provide the broadest possible knowledge of the visitor tourism destination slogans, logos, and symbols are implemented through visual monuments, interesting buildings, fences gates, towers, or bridges. Components of the marketing campaign promoted on an ongoing basis through brochures, pamphlets, tour-guide books, billboards, and other promotional media. In addition, to perform image campaign, should often hold events and sponsorships and innovative large enough to attract the attention of various parties.

Giving attention to the provision of public transport, such as buses or double decker tour, and strengthening coordination the inter-departments and stakeholder partnerships. The cooperation is one tourism industry players often participate in various tourism fairs to promote the city of Bandung in West Java, Indonesia.¹

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¹*Statement:* I would like to declare that this article is my original work; so, it is not product of plagiarism and not yet also be reviewed and published by other scholarly journals.

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