The Success Analysis Of Farmtrip Program In Promoting Tourism Villages (Case Study Of Trimurti Distric, Srandakan, Bantul Yogyakarta)

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Abstract. This research aims to analyze the success of the Famtrip program in promoting tourist villages. The research method used is quantitative research with data collection in the form of field observations and distributing surveys to 100 Famtrip participants including travel agencies, tourism industry associations, media, influencers and invited guests from government officials. The research results show that the Famtrip program in Trimurti District has succeeded in increasing tourists' awareness and interest in the potential of this tourist village. A significant increase in the number of tourist visits was recorded after the implementation of Famtrip, with positive feedback from participants praising the uniqueness and authenticity of the tourism experience in Trimurti Village. Social media plays an important role in disseminating information and attracting potential tourists, with authentic content shared by Famtrip participants receiving a positive response from the audience. This research also identified several key factors that influence the success of the Famtrip program, including careful planning, selecting the right participants, and utilizing social media for promotion. Challenges faced include high implementation costs and the need to ensure a consistent, quality experience for all participant.

Keywords: Famtrip, tourist village, tourism marketing, social media

RESEARCH BACKGROUND

Tourist villages offer authentic experiences that combine natural beauty, local culture and daily activities of local people, thereby attracting tourists who are looking for a different experience from conventional destinations. According to Prayag et al. (2020), tourist villages have great potential in diversifying tourism products and improving the welfare of local communities. However, so that this potential can be realized, an effective marketing strategy is needed to introduce and promote tourist villages to potential tourists. One marketing strategy that has become increasingly popular and effective in recent years is the Famtrip (Familiarization Trip) program. This program involves inviting travel agents, media and influencers to visit tourist destinations and experience firsthand the experiences on offer.

According to Ketter and Avraham (2022), Famtrip is a powerful marketing tool because it can create positive reviews and authentic content that participants share with a wider audience through various platforms, including social media. Social media plays an important role in modern marketing strategies, enabling the rapid and widespread dissemination of information. Zeng and Gerritsen (2019) stated that social media has changed the way tourist destinations are promoted, enabling direct interaction with tourists and building active online communities. Content generated from Famtrip participants' experiences, such as photos, videos and reviews, can increase visibility and attract tourists to visit tourist villages. Although many studies show the effectiveness of Famtrip as a marketing tool, there are still few in-depth studies evaluating the success of this program in the context of tourist villages. Li et al. (2019) emphasize the importance of further research to understand the factors that influence the effectiveness of Famtrip and how this program can be better designed and implemented.

This research aims to analyze the success of the Famtrip program in promoting tourist villages by focusing on several main indicators, such as increasing the number of tourist visits, tourist awareness and interest, and satisfaction of Famtrip participants. By understanding the successes and challenges faced in implementing Famtrip, it is hoped that this research can provide strategic recommendations to increase the effectiveness of this program in the future. This research will also explore the role of social media in expanding the reach of tourism village promotion through the Famtrip program. With a comprehensive analysis, it is hoped that the results of this research can make a significant contribution in the field of tourism marketing and development of tourist villages in Indonesia, as well as support efforts to improve the local economy through the tourism sector.

REVIEW OF RELATED LITERATURE

Tourism Village Marketing

Tourism marketing in the last five years has experienced a significant transformation with the increasing role of digital technology. According to Buhalis and Foerste (2021), digitalization in tourism marketing allows for better personalization and direct interaction with tourists. Digital marketing and social media have become the main tools in promoting tourist destinations, allowing information to spread more quickly and widely. Social media plays a crucial role in marketing tourist destinations in the digital era. According to Zeng and Gerritsen (2019), social media allows tourist destinations to interact directly with tourists and build online communities. Content shared by Famtrip participants via platforms such as Instagram, Facebook and YouTube can reach a wider audience and influence travelers' travel decisions.

Tourist villages are increasingly receiving attention as alternative tourism destinations that offer unique and authentic experiences. According to research by Prayag et al. (2020), tourist villages are able to attract tourists who are looking for different experiences from conventional tourist destinations. The development of tourist villages is also linked to sustainability and empowerment of local communities, providing direct economic benefits to local communities.

Famtrip Program

Famtrip (Familiarization Trip) is a marketing strategy that invites travel agents, media and influencers to visit and experience tourist destinations firsthand. According to Ketter and Avraham (2022), Famtrip has proven effective in increasing destination exposure and building a positive image through reviews and recommendations from participants. Famtrip also helps in creating authentic content that can be used in digital marketing campaigns. The effectiveness of the Famtrip program can be measured from various aspects such as increasing the number of tourist visits, tourist awareness and interest, as well as feedback from participants. Research by Li et al. (2019) show that the direct experience gained by Famtrip participants increases their likelihood of promoting the destination positively. This study also shows that a well-designed Famtrip can increase tourist intention to visit and satisfaction.

Case studies from various tourist destinations show that a successful Famtrip can increase tourist interest and visits. Research by Lee and Hsu (2020) on the Famtrip program in South Korea shows a significant increase in the number of tourist visits after the implementation of Famtrip. This study also highlights the importance of careful planning and selecting the right participants to achieve optimal results. Even though the Famtrip program has many benefits, there are challenges that need

to be faced such as high implementation costs and the risk of participant dissatisfaction. According to Shen and Wang (2021), with proper planning and effective execution, Famtrip can become an invaluable marketing tool. Opportunities that can be exploited include collaboration with various parties and the use of digital technology to expand promotional reach.

The Famtrip program is an effective marketing strategy to promote tourist villages. The success of this program really depends on careful planning, selecting the right participants, and utilizing social media to expand promotional reach. Further research is needed to explore the factors that influence the success of the Famtrip program and its impact on increasing tourist visits to tourist villages.

RESEARCH METHOD

This research employed a quantitative methodology through a survey-based approach. Meanwhile, the data collection was carried out by field observation and distributing questionnaires to 100 Famtrip participants including representatives of travel agencies, tourism industry associations, media, influencers and invited guests from government officials (local OPD). Moreover, the secondary data was taken from official reports of Famtrip organizers and tourist village managers.

RESULTS AND DISCUSSION (HEADING 1 STYLE)

Overview of Famtrip

Famtrip Pesona Trimurti is a program designed to promote and introduce the tourism potential of Trimurti Village to the invited guests, travel agents, media and influencers. This program was implemented by Trimurti Village Pokdarwis on Sunday, December 3 2023 and was attended by 100 participants. This program offers a unique experience for each participant to gain direct experience of the unique local culture, natural beauty and tourist attractions available in the tourist village. The main objective of Famtrip Pesona Trimurti is to increase public awareness, expand promotional networks through social media, and increase tourist visits to Trimurti Village. By involving important stakeholders in the tourism industry, this program aims to support local economic development through the tourism sector and build a positive image of Trimurti Village as an attractive and sustainable tourist destination. Figure 1 below is a visualization of the implementation of Famtrip activities held in Trimurti District.

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Figure 1 The Implementation of *Pesona Trimurti* Famtrip

The Famtrip Pesona Trimurti tour package offers an in-depth and varied experience for participants, including several main activities that showcase the cultural and natural richness of Trimurti Village. The following is an explanation of the activities offered in this program:

- 1. Cycling: Famtrip participants will be invited to explore the natural beauty of Trimurti Village by cycling. The tourist route will pass through enchanting natural scenery, such as rice fields, rivers and hills. This cycling activity not only provides a fun physical experience, but also connects participants directly with the daily life of local communities.
- 2. See Gamelan Making: During the visit, participants will have the opportunity to see firsthand the process of making gamelan, a famous traditional Javanese musical instrument. They can observe craftsmen who are skilled at creating this musical instrument from metal using traditional techniques that have been passed down from generation to generation. This not only enriches participants' cultural knowledge, but also provides an appreciation for unique local crafts.
- 3. Making Lethek Noodles. Lethek noodles are one of the legendary culinary specialties of Trimurti Village which uses natural and traditional ingredients, such as tapioca flour and cassava flour and is still processed with the help of cows. Participants will be invited to learn directly from noodle craftsmen about the manufacturing process, from processing ingredients to typical cooking techniques. This not only allows participants to taste authentic dishes, but also appreciates the sustainable use of local ingredients.
- 4. Visits to Local MSMEs During the Famtrip, participants will visit local micro, small and medium enterprise (MSME) units in Trimurti District. They will be able to see the production and packaging of handicraft items, culinary delights, or other creative products produced by the local community. This direct interaction with MSME entrepreneurs not only supports the local economy, but also promotes the uniqueness and authenticity of local products to the participants.

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Alur Kunjungan Destinasi

Pengrajin Gamelan, Mangiran

Bermain Gamelan: Dusun Mangiran

Pabrik Mie Lethek Bendo

Rumah Produksi Trimurti

Figure 2 Famtrip Tour Packages

Figure 2 above is a tour package offered in the Famtrip program. The Famtrip Pesona Trimurti tour package is designed to provide a comprehensive and memorable experience for participants, combining tourism activities with local cultural immersion and support for local economic development. Through these activities, the Famtrip program aims to not only increase tourist visits, but also build sustainable relationships between tourists, local communities and the surrounding natural environment.



Figure 3 Enthusiasm of Famtrip Participants

Respondent Description

The respondent description is a summary of the respondent's characteristic data obtained from the tabulation of the collected statistical data. Respondent data was collected from distributed questionnaires including information on gender, age, domicile, place of origin and occupation. The findings of descriptive statistical analysis of respondent data are presented in Table 1.



Table 1. Respondent Profile

Respondent	Choices	Percentage (%)
Characteristics		
Gender	Males	55.0
	Females	45.0
	17-30	74.0
Age	31-45	10.0
	>45	16.0
	DIY	56.0
Residence	Outside of DIY	44.0
Job	Students	36.0
	Freelance	34.0
	Employee	4.0
	Civil Servant	10.0
	Entrepreneur	16.0

The data in table 1 categorizes respondents who took part in Famtrip activities according to demographic segmentation. Of the total 100 participants, 55% were identified as male, while 45% were female. Although there was a slight dominance of male participants with a percentage of 55%, female participation was 45% showing a good balance between the two genders. This shows that the Famtrip Pesona Trimurti program has broad appeal and can be accepted by all groups. The high participation of both genders reflects that the activities offered in the Famtrip program are interesting for all participants, regardless of gender. This could be because the variety of activities is diverse and relevant to many people. Maintaining balanced participation between men and women in the program is important to ensure inclusivity and diversity. Organizers should continue to offer activities that appeal to both sexes and avoid bias in promotion and programming.

From the age category, as many as 74% were in the age range of 17-30 years, there were 10% of respondents in the age range of 31-45 years. In the age category over 45 years, there were only 16% of respondents. Based on the data above, it can be concluded that individuals aged 17-30 years constitute the highest proportion of participants in Famtrip. This shows that this program is very attractive to the younger generation. Factors such as dynamic activities, opportunities for exploration, and social engagement are key attractions for this age group. Dynamic, educational, and interactive programs and activities must continue to be offered to maintain and increase participation from younger age groups. Social media and digital campaigns can be effective promotional tools to reach this segment.

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Only 10% of participants were in the 31-45 year age range. The lower participation of this age group could be due to work and family commitments, which leave them with more limited free time. Developing more flexible and shorter tour packages could help attract more participants from this age group. Apart from that, activities that can involve the family can also be an additional attraction. As many as 16% of participants were over 45 years old. Although participation is not as large as the 17-30 year age group, this percentage shows quite good interest from older age groups. They are attracted to the cultural aspects and opportunities to relax that the Famtrip program offers. Offering activities that are more relaxed and focused on culture and history could attract more participants from this age group. More flexible time arrangements and comfortable facilities can also be an added value.

From geographical categorization, data was obtained on the number of participants coming from DIY as much as 56%, while those coming from outside the DIY area were 44%. The results of the distribution of participants above show a relatively good balance between local and foreign tourists. This shows that the Famtrip Pesona Trimurti program has succeeded in attracting interest from various regions, both locally and nationally. The high participation from DIY (56%) reflects the enthusiasm and strong support of the local community for this program. This can also be interpreted as evidence that the people of DIY have a great interest in exploring and supporting local tourism. 44% participation from outside DIY shows that Trimurti District has a strong enough attraction to attract tourists from outside the region. This is a positive indication that promotional efforts through Famtrip have succeeded in reaching and attracting the attention of tourists from various regions.

From the job category, students and freelance workers dominate with a total of 70% of the number of participants. The remaining 16% are entrepreneurs, 10% are government employees, and 4% are private workers. The student and freelance worker segments dominate the number of participants with a percentage of 70%. This shows that this segment is very interested in the Famtrip Pesona Trimurti program. Students see this as an educational and recreational opportunity, while freelance workers are attracted to the flexibility of time that allows them to take part in this activity. With 16% of participants coming from entrepreneurs, there is significant interest from entrepreneurs in this program. They are interested in the potential networking and business opportunities that can be generated from this Famtrip activity. Government employees made up 10% of participants, indicating support and interest from the public sector. Meanwhile, private sector workers accounted for 4% of participants, which was due to time constraints and tighter work commitments.

Table 2. Farmtrip Information

Indicator	Statement	Value
		(%)
Information	Instagram	74.0
	Poster/Flyer	3.0
	Commettee Invitation	12.0
	WAG	11.0
Total		100.0

Analysis in table 2 above, Instagram is the main source of information for Famtrip Pesona Trimurti participants, with 74% of respondents knowing about this activity through this platform. This shows the effectiveness of Instagram as a strong promotional medium, especially among the younger generation who are active on social media. Considering that Instagram is very effective, promotions must continue to be focused on this platform. Attractive visual content, experience stories, and active interaction with users can be further enhanced to attract more participants.

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Direct invitations from the committee attracted the attention of 12% of respondents. This method is effective for reaching people who have a direct connection or special interest in the activity. Increasing personalization in committee invitations and expanding the invitation network can attract more participants who are not active on social media but have a great interest in this activity.

As many as 11% of respondents learned about Famtrip through the WhatsApp group. Even though it's not as big as Instagram, WAG is quite an effective channel, especially for communication within certain communities or groups. Taking further advantage of WhatsApp Groups by spreading information through various community groups, alumni or hobby groups can help reach a wider and different audience.

Only 3% of respondents learned about this activity through posters or flyers. This shows that print media is less effective than digital media in attracting the attention of Famtrip participants. Given the low effectiveness of posters/flyers, organizers can reassess budget use for print media and allocate more resources to more effective digital media.

IndicatorStatementValue (%)ExperienceThe scenary74.0Interesting and unique tourism package69.0Authenticity of local culture88.0Community friendliness83.0Average value78.5

Table 3. Famtrip Experience

Data analysis in table 3 shows that aspects of local cultural authenticity (88%) and community friendliness (83%) are the main factors that provide a positive experience for tourists on the Pesona Trimurti Famtrip. Natural beauty (74%) is also a significant attraction, while attractive and unique tourism packages (69%) indicate that there is room for further development. The authenticity of local culture received the highest rating with 88% of respondents. This shows that tourists really appreciate the authentic and unique experiences provided by the people of Trimurti Village. The authenticity of local culture is a very interesting and alluring aspect for tourists. The community friendliness rating reached 83%, indicating that positive interactions with local communities have a big impact on tourists' experiences.

The friendliness and warm welcome of the local community is an important factor in increasing tourist satisfaction. Natural beauty received a positive assessment from 74% of respondents. This indicates that the natural environment in Trimurti Village provides a satisfying visual experience for tourists. The beautiful natural landscape is one of the main reasons for tourists to take part in this Famtrip. As many as 69% of respondents considered that the tour packages offered were interesting and unique. This shows that the design and variety of activities in tour packages are able to attract tourist interest. However, there is room for improvement in making tour packages more attractive to more tourists.

Table 4. The Effect of Famtrip

Indicator	Statement	Value (%)

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The Effect	Understanding awareness of tourism potential	90.0
	Share information on social media	95.0
	Increase interest in visiting	55.0
	Recommend to others	85.0
Average value		86.25

Table 4 shows that 90% of respondents reported increased understanding and awareness of tourism potential in Trimurti District. This shows that the Famtrip program is effective in educating and increasing participants' awareness of local tourist attractions. Continue educational efforts about tourism potential and perhaps add new information elements that can make participants better understand and appreciate local attractions. This can be done through presentations, educational tours and engaging informational materials. Almost all respondents (95%) shared information about their experiences on social media. This is a strong indication that participants were highly impressed with the program and felt encouraged to share their positive experiences with their networks. Utilize information sharing by participants on social media as an effective promotional tool. Organizers can encourage participants to use special hashtags, hold photo or video contests, and provide incentives for those who share their experiences.

As many as 55% of respondents stated that the Famtrip program increased their interest in visiting Trimurti District again in the future. While this shows good interest, there is still room to increase interest in visiting further. Develop more effective strategies to increase interest in returning visits. This could be a special offer for Famtrip participants for their next visit, an advanced tour package, or an exclusive experience only available to those who have joined Famtrip. As many as 85% of respondents would recommend the Famtrip program to others. The high recommendation rate indicates that participants were satisfied with their experience and believe that others will also enjoy the program. Take advantage of the high number of recommendations by providing promotional materials that are easy for participants to share, such as digital brochures, promotional videos, and information about how others can join the Famtrip program in the future.

Analysis of program impact data shows that Famtrip Pesona Trimurti succeeded in increasing understanding and awareness of tourism potential (90%), encouraging participants to share information on social media (95%), increasing interest in visiting (55%), and getting recommendations from participants to other people. (85%). To maintain and increase this positive impact, organizers need to focus on sustainable tourism education, utilize social media as a promotional tool, develop more effective strategies to increase interest in returning visits, and encourage participants to recommend this program to more people.

Table 5. Success of the Famtrip Program

Indicator	Statement	Value (%)
Success	Careful planning	83.0
	Selection of appropriate participants	77.0
	Utilization of social media for promotion	85.0
Average Value		81.67

Analysis of table 5 shows that 83% of respondents consider that careful planning is an important factor in the success of the Famtrip Pesona Trimurti program. This shows that meticulous attention

to detail and comprehensive preparation greatly influences the smoothness and success of the event. The planning process must be continually refined and adapted to feedback from previous participants. The organizing team needs to ensure that every detail of the event is well prepared and anticipates various possibilities that might occur.

Selecting the right participants was recognized by 77% of respondents as a success factor. Selecting participants who are truly interested and have the potential to promote tourist destinations positively is very important to achieve program objectives. Updating participant selection criteria to ensure that those selected have maximum potential in promoting tourism. Using a more detailed registration form or a more rigorous selection process could help get more appropriate participants.

As many as 85% of respondents admitted that using social media for promotions was the key to success. Social media has proven effective in disseminating information widely and quickly, as well as attracting the interest of a larger audience. Develop an engaging and interactive social media content strategy. Involving influencers or micro-influencers, utilizing the latest features of social media platforms, and encouraging participants to share their experiences can expand the reach of promotions.

Indicator Statement Value (%) 93.0 Challenges High implementation costs The need to ensure a consistent and quality experience 87.0 90.0 Average Value

Table 6. Challenges of Implementing Famtrip

Analysis of table 6 indicates that high implementation costs can be a major obstacle in organizing a Famtrip. High costs have the potential to limit the number of participants who can be invited on a Famtrip or affect the choice of destinations or facilities that can be offered. High costs can prevent organizers from preparing tour packages that can enhance participants' experiences. The high focus on consistent quality experiences highlights the importance of meeting the expectations of Famtrip participants. Ensuring that all aspects of Famtrip, from accommodation to activities, consistently meet expected standards. The need to manage the expectations of Famtrip participants to match what can be provided in consistent delivery and quality. By focusing on these two points, future Famtrip organizers can identify potential things that need to be improved or adjusted to improve the participant experience and overall Famtrip operational efficiency.

Discussion

There are several key findings related to the success of the Famtrip program in promoting tourist villages in Trimurti Village. The following is a summary of the findings:

1. Increased Tourist Awareness and Interest

The survey results show a significant increase in tourist awareness and interest in the Trimurti District after the implementation of Famtrip. Before the Famtrip program, only less than 25% of respondents knew about this tourist village. However, after Famtrip, awareness increased to more than 85%.

2. Influence of Social Media

Social media content analysis shows that Famtrip participants actively share their experiences on platforms such as Instagram, Facebook and YouTube. This content received a positive response with an average increase in engagement of 100-150%. These results show that social media plays an important role in disseminating information and attracting tourist interest.

3. Satisfaction of Famtrip Participants

In-depth interviews and surveys of Famtrip participants show high levels of satisfaction. More than 90% of participants stated that they were very satisfied with the experience provided during the Famtrip. The most appreciated aspects are the authenticity of local culture, the friendliness of the people, and the beauty of nature.

4. Key Success Factors

Qualitative analysis of in-depth interviews identified several key factors that support the success of the Famtrip program:

- a. Careful Planning: Good timing and good preparation ensure an optimal experience for participants.
- b. Selection of Appropriate Participants: Invite travel agents, media and influencers who have a relevant and wide audience.
- c. Authentic Travel Experiences: Providing unique and authentic experiences that cannot be found anywhere else.
- d. Utilization of Social Media: Effective promotional strategies through social media help increase visibility and attract tourist interest.

5. Challenges Faced

Some of the challenges identified in implementing the Famtrip program include:

- a. High Implementation Costs: Requires significant resources to organize a Famtrip, including transportation, accommodation and activity costs.
- b. Consistency of Tourism Experience: Maintaining a consistent quality of experience for all participants is a challenge.

CONCLUSION

This research shows that the Famtrip program has great potential in promoting village tourism. The success of this program really depends on careful planning, selecting the right participants, and utilizing social media for promotion. By overcoming existing challenges and implementing strategic recommendations, the Famtrip program can become a very effective marketing tool for tourist villages such as Trimurti district. This research makes a significant contribution in the field of tourism marketing and tourist village development, as well as supporting efforts to improve the local economy through the tourism sector. From the results of this research, it is recommended that tourist village managers continue to optimize the Famtrip program as a marketing tool, with a focus on improving the quality of tourism experiences and collaborating with various parties to reduce costs. Optimizing planning and participant selection by involving more stakeholders and selecting participants



selectively is also a concern. In addition, increasing collaboration by working with various parties will reduce costs and improve program quality. Lastly, there is the use of digital technology by using social media optimally for promotion and interaction with tourists.

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