

# 2014 Artikel ASEAN Marketing Journal The Use of Travel Guidebooks

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1

# The Use of Travel Guidebooks by Tourist Visiting Yogyakarta

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This research aims to know to what extent tourist use travel guidebooks for their visit to Yogyakarta, as one of tourism destination in Indonesia. This research was conducted by taking tourist who has been to or during their visit to Yogyakarta. Qualitative interviews with three travel experts precede this research in order to gather the purpose of using travel guidebooks by tourist visiting Yogyakarta. The results are 31 purposes of using travel guidebooks. After conducting factor analysis and reliability tests, seven factors comprising 26 statements were extracted which are: functional needs, forward-looking needs, learning needs, autonomy needs, tension reduction needs, security needs, and objectification needs.

**Keywords:** tourism, tourist, travel guidebook, construal-level theory, tourist visiting Yogyakarta

Penelitian ini bertujuan untuk mengetahui sejauh mana wisatawan menggunakan buku panduan wisata untuk kunjungannya ke Yogyakarta yang merupakan salah satu destinasi pariwisata di Indonesia. Wawancara kualitatif dengan tiga ahli pariwisata di Yogyakarta dilakukan sebagai tahapan awal penelitian ini untuk menggali tujuan penggunaan buku panduan wisata oleh wisatawan yang berkunjung ke Yogyakarta. Hasil dari wawancara ini adalah 31 pernyataan yang kemudian dikembangkan sebagai item pertanyaan dalam kuesioner yang disebarakan kepada 100 wisatawan asing yang pernah berkunjung atau sedang berkunjung ke Yogyakarta. Setelah melakukan analisis faktor dan uji reliabilitas, dihasilkan tujuh faktor yang terdiri dari 26 pernyataan, yaitu: *functional needs, forward-looking needs, learning needs, autonomy needs, tension reduction needs, security needs, and objectification needs.*

**Kata Kunci:** pariwisata, wisatawan, buku panduan wisata, teori konstrual, Yogyakarta

## Introduction

Yogyakarta is one of the top three destination choice for tourism in Indonesia, after Bali and Malang (Mustafa, 2013). Yogyakarta is located in the middle of Java island therefore it is a very strategic area to visit. During year 2012, there were 693,295 international tourists and 10,814,261 domestic tourists who visited 130 tourist attractions in Yogyakarta (Badan Pusat Statistik D.I.Yogyakarta, 2014b). This number increased about 20% compared to performance in 2011. In 2012, Dutch tourists placed number one on the highest number of visitors to Yogyakarta. Second place is Malaysian tourists which gained 43% more tourists visiting Yogyakarta. For third until tenth place, they are France, Germany, Australian, United States, Singaporean, Thailand, and Chinese tourists (Dinas Pariwisata Daerah Istimewa Yogyakarta, 2013).

There are lots of travel guidebooks on the market, including travel guidebook about Yogyakarta. Most of guidebooks about Indonesia discuss Yogyakarta as one of the topics inside. Guidebooks authors and publishers focus on different things therefore the content of books will vary. Hence one travel guidebook might not accommodate the tourists' needs. Travel guidebook is the best media for independent tourists, specifically backpackers and anything related with tourism information that is written in the travel guidebook is reliable information; therefore travel guidebook is the appropriate

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way to increase the reputation of the accommodation and confirm reliability (Hiransomboon, 2012).

Travel guidebooks have huge influences on tourists. According to Lew (1991), guidebooks may influence individual travel decisions either positively or negatively because it provides the character of a destination and what is worth seeing and experiencing from that. Lew (1991) indicated that guidebooks provide important aspects of a destination, whether it desirable or undesirable, and directing tourists to select from the available product options. Furthermore, guidebooks may influence the formation of destination images that will influence tourist's perception and satisfaction (Nishimura, Waryszak, and King, 2006). Therefore, it is very important to create a travel guidebook that can fulfill the tourist's needs in term of visiting destination.

## Literature Review

For the purposes of the present study, a guidebook is defined as any literature that provides destination information for visitors, include any form of travel guide. A guidebook can be seen as a tool to make independent tourists feel to find advice and information worth knowing about places, attractions, accommodation, transport, eating out, etc (Bender, Gidlow, and Fisher, 2013).

According to Gee, Makens, and Choy (1989) tourists are temporary visitors staying at least 24 hours in the country visited. While temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay are called excursionists.

As gender also used for segmentation, tourists can also be divided into female tourists and male tourists. When traveling, there are many kinds of decision making that must be made by tourists. This decision making process involved many kinds of information search process. Darley and Smith (1995) found that women are more involved with the purchasing task than men. In addition, women are more sensitive to the level of product risk. In order to reduce the occurrence of risk, women tend to look for more information. From traveling perspective, women travelers or female tourists tend to look

more information rather than male tourists. As travel guidebook is one of information sources for tourists (Nishimura et al, 2006), female tourists will have higher level than male in terms of using travel guidebook. Thus, the first hypothesis is:

*H1. Female have higher level than male in terms of using travel guidebook.*

Some decisions made by tourists after deciding the tourism destinations are several sub decisions about travel mode, length of stay, and budget (Moutinho in Choi, Lehto, Morrison and Jang, 2011). Research by Choi et al. (2011) shows length of stay of tourists has significant influence on travel planning timeline which involves the process of information searching. The longer the length of stay of tourists, the more information search processes were conducted by tourists. As the average tourists' length of stay in tourism destination in Indonesia is 3.7 days ( $\approx$  4 days), thus the second hypothesis is:

*H2. Tourists staying more than 4 days have higher level than tourists staying up to 4 days in terms of using travel guidebook.*

Related to the timing of information search, studies by Crofts and Reid and also Jeng in Hyde and Lawson (2003) stated that domestic tourists undertake most of their information search and travel planning prior to departure. According to construal-level theory, events that are distant in time will be represented more abstractly than events that are close in time (McCrea, Liberman, Trope, and Sherman, 2008). In this study context, there will be any difference in terms of needs using travel guidebook prior to the trip because of the difference level of image or abstraction about the destination or the trip itself. Thus, the third hypothesis is:

*H3. The longer the travel was planned, the higher was the level of using guidebook*

## Methods

This research is designed as exploratory research which combining qualitative with quan-

titative methods. The qualitative study precedes the quantitative study. The qualitative study was conducted by doing semi structured interview with specific opening question is: "To what extent travelers used guidebooks for their trip to Yogyakarta" at the fourth week of June 2014 in Yogyakarta. The respondents are travel experts who have more than five years experience in tourism Yogyakarta. Each interview was recorded by cell phone. The answers of this interview were based on interviewee's experiences. Content analysis was conducted from each interview's transcript to determine the use of travel guidebook by tourists visiting Yogyakarta from travel experts' perspectives. Results of this content analysis were some statements comprising the purpose or reasons why tourists using travel guidebooks for their trip in Yogyakarta. After that, common theme approach was conducted. There must be common statements from minimum two interviews to conclude them as a common theme. The common theme statements were used as the measurement item or questions on the questionnaire.

For the quantitative study, the population are tourists who had visited or during their visit to Yogyakarta. Sampling method used in this research was purposive sampling with sample criteria are non-Indonesian and aged 18 or above. Domestic tourists were not included as sample because according to interview with travel experts, there is almost no domestic tourists use guidebook when during their visit to Yogyakarta. The quantitative research used self-administered survey method in the form of questionnaire. Survey respondents were asked to provide an answer to each statement of the use of travel guidebooks on a five-point Likert scale with score range: 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, and 1 = strongly disagree. One hundred questionnaires for quantitative study were distributed through online and offline during July 2014. Offline questionnaires were distributed at tourists' area.

Descriptive statistics was used to classify the demographic data and travel-related behavior of the respondents. Exploratory factor analysis was performed on all statements from qualitative study. Mean rating was used to select the most important of statement/purpose and needs

of tourists. Two-independent-samples tests were conducted to examine whether there is any difference in the purpose of using travel guidebook between male and female tourists; and between tourists staying up to four days and tourists staying more than 4 days. One way ANOVA was applied to examine whether there is any difference between the use of travel guidebooks by tourists from different travel planning time before the trip departure, which are less than one month before departure, 1-3 months before departure, and more than 3 months before departure. Significance level  $\alpha = .05$  was applied.

## Results & Discussion

Thirty one items of the use of travel guidebooks by tourists visiting Yogyakarta were developed from qualitative interviews. Since the targeted respondents of the survey were foreign tourists, only a questionnaire in English was developed as an instrument for data collection. Forty nine questionnaires were distributed online; while 51 paper-based questionnaires were distributed at tourist location, such as restaurant and hotel. Demographic profile of the respondents is shown in Table 1.

Over half (52.0%) of the participants were female; the majority (49.0%) was age 36-35 while 38.0% were in the 18-25 age group. Almost all respondents (90.0%) were independent travelers. Regarding length of stay, 51 participants (51.0%) stayed or plan to stay in Yogyakarta up to four days. Forty one percent of participants planned their trip to Yogyakarta less than one month before the trip departure and about 86.0% of the respondents were travel guidebooks users.

Comparing the means of all the statements, "to obtain an overview about the destination" was rated as the most important need from a guidebook since it has the highest mean scores among other statements (4.26). The second most popular was "to select site to be visited" (4.24), followed by "to obtain information about transportation" (4.04). Statement of "to travel by themselves" and "to obtain information about accommodation" gained mean scores of 3.94. "To obtain financial information e.g. exchange rate, money changer and ATM" and "to learn about local language" was viewed as unimportant.

Table 1. Demographic profiles and travel-related behaviors of respondents

Characteristics	Frequency	%
<b>Gender</b>		
Male	48	48.0
Female	52	52.0
<b>Age Group</b>		
18-25	38	38.0
26-35	49	49.0
36-45	8	8.0
>45	5	5.0
<b>Package type</b>		
Package traveler	10	10.0
Independent traveler	90	90.0
<b>Length of stay</b>		
≤ 4 days	51	51.0
≥ 5 days	49	49.0
<b>Planning time</b>		
< 1 month	41	41.0
1 - 3 months	26	26.0
> 3 months	33	33.0
<b>Use guidebook</b>		
Yes	86	86.0
No	14	14.0

ant needs with mean scores of 2.68 and 2.70.

Statement of “to obtain an overview about the destination” and “to select site to be visited” were rated as the most important purposes of using a travel guidebooks by tourists visiting Yogyakarta since they have the highest mean scores among other statements (4.26 and 4.24). These two statements demonstrate their considerable need for knowledge about their destination choices. Overview about the destination, in this context is Yogyakarta, may involved several things, included what attractions that can be visited. By having knowledge and global orientation about the destination, tourists can travel more efficiently. Tourists can do more preparation, such as time and budget, after they know how many tourist attractions can be visited in Yogyakarta and how much will they spend at there.

Statement that has the lowest mean scores among other statements is “to obtain financial information e.g. exchange rate, money changer and ATM”, with score 2.68. Information about exchange rate is better to be obtained from more updated sources, for example: bank, internet, newspaper, and television, because exchange rate is fluctuated every day. Therefore,

the information about exchange rate provided by travel guidebooks might be considered as unreliable information. On the other hand, information about trusted money changer will be beneficial for tourists who bring cash money during their visit in Yogyakarta. Even though more international tourists are likely to use credit card for transactions, there are still lots of transaction in Yogyakarta cannot be completed by credit card, for example transaction in transportation, such as public bus and taxi. As well as information about money changer, information about automated teller machine (ATM) will be beneficial for international tourists for withdrawing money. But nowadays, almost all ATM machines can be found anywhere and can be used for any bank’s card. Therefore, tourists will not look for any information about ATM location from a travel guidebook.

Exploratory factor analysis was performed for the quantitative study to validate the instrument and to identify the underlying dimension of tourists’ needs in term of the use travel guidebook. The results of factor analysis are: Kaiser-Meyer-Olkin measure of sampling adequacy is 0.853 (larger than 0.5); anti image matrix higher than 0.5; communality value between 0

Table 2. Factor analysis and reliability analysis of the needs of the use of travel guidebooks by tourists visiting Yogyakarta

Statements	Factor label	Mean	Cronbach's alpha
to obtain an overview about the destination to select the site to be visited to understand the main idea of tourism objects to find other attractions besides the main tourists attraction to arrange itinerary to use time well to obtain information about accommodation	Functional needs	3.92	0.836
to estimate the total expense to avoid excessive spending to feel secure to feel comfortable.	Forward-looking needs	3.24	0.831
to learn about local language to know about local culture to know about local ethics to know about local show to see activities of local residents.	Learning needs	3.11	0.843
to use map to obtain information about transportation to not get lost	Autonomy needs	3.77	0.842
to obtain information about local foods to obtain information about place to eat to know about shopping place	Tension reduction needs	3.34	0.841
1 to avoid being guided by unprofessional tour guide to avoid scamming	Security needs	3.21	0.852
to obtain information about weather, climate, and temperature to know about the geographic condition of destination.	Objectification needs	3.28	0.851

1 and 1; a factor loading of greater than 0.5 used as a criterion to select a statement into a factor (Hair, Black, Babin, Anderson, 2010). Once the factors extracted, reliability test was conducted and must meet lower limit 0.6 of Cronbach's alpha for each factor. After reliability analysis, the result was seven factors comprising 26 statements. Table 2 summarizes the results of the factor analysis of the statements and the reliability analysis of each factor.

Table 2 shows mean scores for seven constructs of the needs. Those seven constructs were labeled based on statements grouped in each construct. Consistent with the previous research about the use of travel guidebooks (Nishimura et al., 2006; Nishimura, Waryszak, & King, 2007; Nishimura, King, & Waryszak, 2007), functional needs achieved the highest mean score of the various factors, with a factor mean 3.92. The second most highly rated factor was autonomy needs, with a factor mean 3.76. This was followed by tension reduction, objectification, and forward-looking needs. The

lowest mean score are security needs (mean = 3.21) and learning needs (mean = 3.11) but these needs with lowest mean score are still higher than neither agree nor disagree position of the measurement scale (above 3).

Functional needs are the most important factor for respondents, with highest mean score 3.92 among other factors. This is logically accepted because this need is about the trip activity done in the tourism destination. Going to one tourism destination is not just go to there and stay in the hotel. In fact, it is about what attractions that you can visit. Because there will be more than one tourist attractions must be visited in a limited time, it is necessary for tourists to arrange the itinerary to use time well. In addition, choosing the right place to stay is also important for tourists, particularly for tourists with limited time, choosing a hotel that close to tourist attraction is one of their considerations.

The next more important issue is autonomy needs (3.77). From 100 respondents of quantitative study, 90.0 % of them are independent trav-

elers who are not using any tour arrangement from other people or agents and do the traveling by themselves. From a travel guidebook, independent travelers seek information that can support them to be independent, particularly in term of visiting tourist attractions in Yogyakarta as the destination. Updated maps and other information about mode of transportation will be useful for independent travelers to move from one place to another place. By having accurate information from travel guidebooks, tourists want to not get lost in Yogyakarta.

As traveling is one kind of leisure activity, tension reduction needs become one important issue. This need is occurred when people are motivated to seek ways to reduce arousal (Hawkins & Mothersbaugh, 2013). Therefore, there will be strong demand for travel guidebooks that highlight foods and shopping place. Objectification needs rank fourth in terms of the factor mean. This need is almost similar with functional needs but objectification needs can enable people to infer their impressions, feelings, and attitudes about something (Hawkins & Mothersbaugh, 2013), in this context is Yogyakarta as tourism destination. By obtaining information about weather, climate, temperature, and geographic condition of Yogyakarta, tourists will indirectly build their own impression and attitudes about Yogyakarta.

Furthermore, this study also shows that tourists visiting Yogyakarta also have forward-looking, security, and learning needs. Forward-looking needs refer to any event that may occur during traveling, for example: spending. Tourists prepared their budget before visiting a destination. From a travel guidebook, they seek information about price of any trip component, such as accommodation, food, transportation, entrance fee, etc. Besides that, by reading a travel guidebook, tourists can obtain overview about the destination therefore they can prepare for any likelihood of disadvantage event in order to feel secure and comfortable during their trip. Security needs are due to lots of scamming information about Yogyakarta in internet that need to be avoided by tourist. Learning needs are about acquiring new experience and knowledge about Yogyakarta, which is different with the tourists' origin or domicile. This need has the lowest mean scores (3.11) because knowl-

edge and experience with local things, such as language, culture, ethics, shows, and residents is better to be gathered from direct experience rather than acquiring local knowledge from a travel guidebooks. From the statistical testing, only the use of travel guidebooks for tension reduction needs that emerged significant difference between male and female tourists, where female tourists achieved higher score. This result was supported by previous research by Darley and Smith (1995).

According to two-independent-samples testing for hypothesis 1, significant difference of the use of travel guidebook on overall statements emerged between respondent in terms of genders (male and female tourists). Female tourists have higher means score 3.62 than male tourists 3.30. This hypothesis was elaborated to seven hypotheses for each need. From the statistical result, only the use of travel guidebooks for tension reduction needs that emerged significant difference between male and female tourists. According to two-independent-samples testing for hypothesis 2, there is no significant difference on overall statements and for each need between tourists staying more than 4 days and tourists staying up to 4 days. One way ANOVA testing for hypothesis 3 also measured that there is no significance difference on level of using travel guidebooks among different travel planning time.

From the statistical result of hypothesis 2, there is no significant difference on every need between tourists staying more than 4 days and tourists staying up to 4 days. The longer the length of trip does not mean that the use of travel guidebooks becomes more intense. It is because ninety percent of the respondents are independent travelers/backpackers. According to Hyde and Lawson (2003) on their research about the nature of independent traveler, travelers made detailed plans for choice of attractions and activities of the immediate 24-hour period only. The decision of where to visit will influence the length of stay. More to visit, the longer the length of stay of tourists. Therefore, the difference will not occur for backpackers or independent travelers.

For hypothesis 3, there is also no significance difference on level of using travel guidebooks for every need among different travel planning

time. The longer the travel was planned does not mean the higher was the level of using travel guidebook. There is possibility that the respondents are repeat visitors who have been familiar with the destination. Repeat visitors have had an overview about the destination even before they have planned their trip. Therefore in this condition, the construal level theory cannot be applied. Besides that, ninety percent of the respondents are independent travelers who decide their choice of attractions at immediate 24-hour period only (Hyde & Lawson, 2003).

## Conclusion

There are seven underlying needs in term of the use of travel guidebooks by tourists visiting Yogyakarta, which are: functional needs, forward-looking needs, learning needs, autonomy needs, tension reduction needs, security needs, and objectification needs. Functional needs were the most dominant factor while learning needs were the least significant. There is a significant difference of the use of travel guidebook on overall statements emerged between respondent in terms of genders. Elaborating to seven needs, only tension reduction needs demonstrated a significant difference of the use of travel guidebook between respondent in terms of genders while other needs did not. Significant difference was not emerged when testing whether there is any difference in terms of level of using travel guidebook by tourists with different length of stay in the case for visiting Yogyakarta; and differences in terms of level to use travel guidebooks by tourists from different travel planning time before the trip departure to Yogyakarta.

For managerial implications, the results provide managerial implications as follows. Travel guidebook publishers should provide rele-

vant information for the potential tourists that match with their needs. That information perhaps can provide clear description for tourists about Yogyakarta as one of tourism destination in Indonesia. From the result of this study, the government of Yogyakarta, particularly tourism department, can have insight about the needs of tourists when they visit Yogyakarta. Therefore, the government of Yogyakarta can provide relevant information that match with tourists' needs, not only by travel guidebooks but also by other media. Furthermore, this effort perhaps can increase the number of tourists' arrival to Yogyakarta. Autonomy needs also achieved second highest means score among other needs, so it is important for tourism authority in Yogyakarta to provide more clear information about transportation in Yogyakarta. Travel guidebook publishers can publish specific travel guidebooks that focus on tension reduction needs (culinary and shopping) targeted for women. According to the interview in qualitative study, some available guidebooks are not updated, particularly in providing information about price and map. Therefore it is very necessary to keep updating all important information.

For future study, first, the researcher should separate the subject into two: first time visitors and repeat visitors, because first time visitors of Yogyakarta should be more intense in using guidebook rather than tourists who already has experiences before. Second, adding domestic tourists as respondents can propose different needs of the use of travel guidebooks because certain purpose, such as to learn local language, would not be emerged from domestic tourists' perspectives. Third, further research can compare the use of travel guidebook for tourists from different nationality because each country has its own culture that impact the behavior of the people.

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