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### **THE RELATIONSHIPS BETWEEN DESTINATION IMAGE, TOURIST INTEREST IN TRAVELLING AND PROMOTION: THE CASE OF BEDENGAN, MALANG, INDONESIA**

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#### **ABSTRACT**

The existence of tourist objects and attractions is the most important component in a tourism activity. Likewise with the existence of tourist attractions in Bedengan, Malang, Indonesia, the number of existing visits has fluctuated. This is because there are several interesting factors encouraging tourists to visit Bedengan such as, its location which is close to several campuses, its large area which makes it suitable to set up a camp, landmass that can be used for outdoor, a very serene view with a narrow river and clean and fresh water from a waterfall, and its cheap price for the entrance ticket which is only Rp 5,000. This study discusses the image of Bedengan as tourist destination and its influence on tourist interest in travelling, through promotion as a mediating variable. Four hypotheses were developed in order to answer the objective of the study. The population in this study were tourists who visited Malang Bedengan Nature Tourism, with a sample of 100 respondents. The analysis technique used is multiple linear regression with two models. The tested hypotheses are concluded as: 1) There is a positive and significant effect of destination image on tourist interest in travelling, 2) There is a positive and significant influence of promotion on tourist interest in travelling, 3) There is a positive and significant influence of

destination image on promotion, and 4) There is a positive and significant effect of destination image on tourist interest in travelling through promotion. The findings of the study can assist the stakeholders to use promotional tools to market the image of Bedengan as tourist destination.

**Keywords:** Destination Image, Tourist Interest, Promotion, Bedengan, Indonesia

## INTRODUCTION

Indonesia is the largest archipelago in the world, making tourism its most efficient sector to boost foreign exchange (Nandi, 2016). Besides, Indonesia is already equipped with the availability of resources needed for tourism development such as human resources (HR), geographical location with a variety of natural resources, diversity of ethnicities and cultures as well as culinary delights. Kastolani (2016) explained that the development of tourism objects and attractions (ODTW), which is the main driver of the tourism sector, requires the cooperation of all stakeholders consisting of the public and government, direct cooperation from businesses and from the private sector. In accordance with its duties and authorities, the government is the facilitator that plays the role and function in making and determining all policies related to the development of tourism objects and attractions. Attractive tourist objects is one of the main assets that must be owned in the effort to increase and develop tourist product and attractions. The existence of tourism objects and attractions is the most important link in a tourism activity, because the main factor that drives visitors or tourists to visit tourist destinations is the potential and attractiveness of these attractions (Ram et al., 2016).

From the sources obtained (Department of Culture and Tourism, Malang Regency, 2012), there are 55 tourist attractions in Malang Regency, consisting of mountain tourism; water recreation; beach tourism; agro tourism; historical tours; religious tourism, along with the details of approximately 20 artificial tours and 35 natural tourism objects. The data above consists of several natural tourism objects in Malang Regency where the tourist destination "Bedengan" has several uniqueness, including: a) close proximity to several campuses and has become a tourist destination for some students from several universities which can indirectly be a mediation for promotion for the area of origin of the students themselves, b) large area to set up a camp, c)

spacious yard that can be used for out-of-bill events for its visitors, d) a small river with clean and fresh water from a waterfall which is located not so far from the Bedengan tour, and e) affordable entrance ticket price which is only only Rp. 5,000, therefore, highly recommended for the lower class. Based on the background and research, the following research problems are formulated;

- 1) Does the image of the destination influence tourists' interest to travel to Bedengan?
- 2) Does the image of the destination influence tourism promotion of Bedengan?
- 3) Does the promotion influence tourists' interest to travel to Bedengan?
- 4) Does the image of the destination influence tourists' interest to travel to Bedengan through promotion?

## **Literature Review**

### ***Destination Image***

Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perceptions of a particular destination. Destination image plays two important roles in behavior: (1) to influence the decision-making process of the choice of destination and (2) to impact on post-decision behavior conditions towards the destination including participation (experience), evaluation (satisfaction) and intention to behave in the future (intention to return and willingness to recommend) (Chen & Tsai, 2007). Destination image consists of three indicators, namely cognitive, unique and affective destination image which are defined as "1) cognitive destination image (quality of experience, touristic attraction, environment and infrastructure, entertainment / outdoor activities and cultural tradition), (2) unique destination image (natural environment, appealing destination and local attraction), (3) affective destination image (pleasant arousing, relaxing, and exciting) (Qu et al., 2011).

### ***Promotion***

Promotion is the activity of notifying products or services to be offered to potential consumers / tourists who are the target market. Promotion activities should ideally be carried out continuously through several media that are considered effective in reaching the market, both print and

electronic, but the selection is highly dependent on the target market to be aimed at. According to Sembiring & Purba, (2019), promotion is one of the variables in the marketing mix that is crucial to be implemented by companies in marketing products and services. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wants and needs. Promotion is a form of communication that provides information to potential consumers about a product, which can meet the needs and desires of consumers and encourage them to buy (Srinivaasan & Kabia, 2020). Based on these findings, it can be concluded that promotion is a company's marketing agent to inform and influence other people or parties who are interested in a transaction or exchange of goods or services being marketed. Examples of the communication media in Indonesia are Newspapers, Television, Radio, Magazines, Bulletin, Brochures, Telephone and the Online platforms such as social media and websites. This promotional activity must be carried out in line with the marketing plan and be well directed and controlled so that the promotion can highly contribute to the effort in increasing sales volume. Promotion comes from the word promote in English which is defined as develop or improve. This understanding, if associated with the field of sales, refers to the tool used to increase sales turnover. Tourism marketing is different from manufacturing industrial marketing because of the special characteristics of tourism. Historically, tourism marketing has been product- oriented.

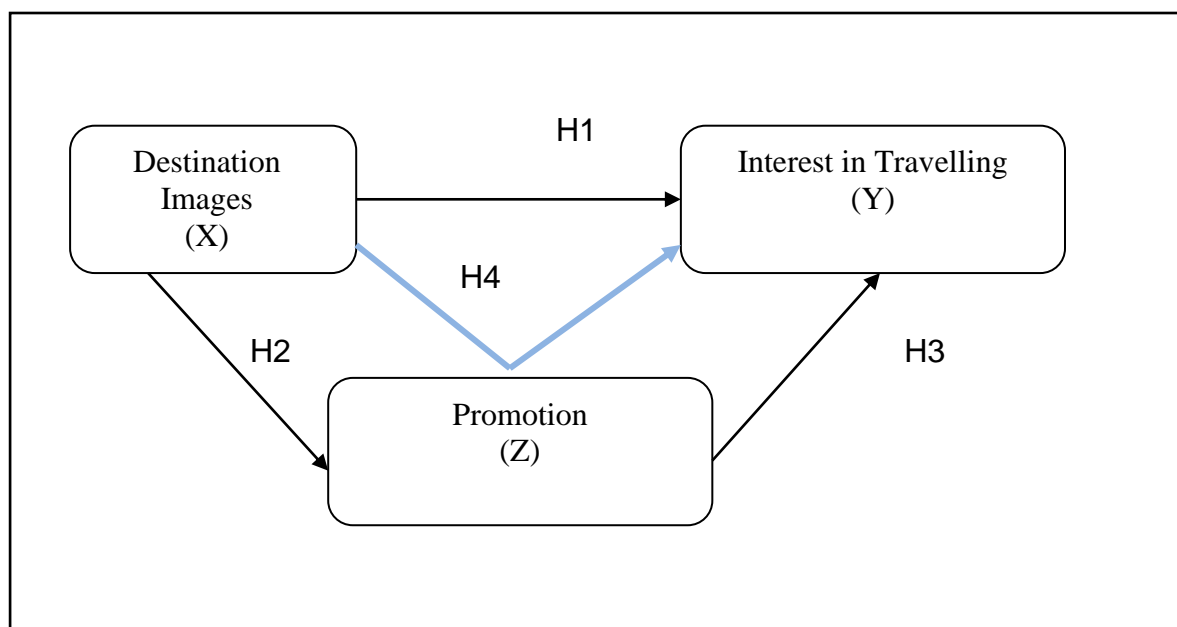
### ***Interest in Traveling***

Interest according to Herlin & Gayatri, (2020) can be understood as to show the motive power that causes someone to pay attention to certain people, objects, or activities. Interest describes the reasons why some people are more attracted to certain objects, people or activities compared to others. Interest also influences a person's decision as to whether he will carry out the activities or not. Interest is a psychic statement that cannot be directly observed. Only its dynamics or its manifestation can be observed through one's actions or behavior. Therefore, tourist interest refers to someone's interest in embarking on a journey or a trip to discover something unique in a place as people who travel are called tourists. The interest of a tourist is a special interest due to its uniqueness as mentioned by Fandeli, (1995).

## METHODOLOGY

### Conceptual Framework

This section discusses the variables that affect the destination image on the tourists' interest in travelling, with promotion being the intervening variable. The variables in this study consist of Destination Image (X1), Interest in traveling (Y) and Promotion (Z). The population in this study consists of tourists who visited Alam Bedengan Malang, East Java. The conceptual framework for this research is illustrated as follows:



*Figure 1*

Conceptual Framework

### Research Data

The population in this study consists of the people who visit the tourist destination, namely Bedengan. From the data obtained, the total number of visitors from 2016 to December 2020 was 105,606 tourists. The sample size was determined using the Slovin method with an alpha of 10%. From the calculation, it was found that the suitable number of sample is 97.14, which was rounded up to 100 respondents. The data were collected using questionnaires and interviews, and were analysed using two regression models.

## **Operational Definition**

An operational definition is required in research, to characterize the research variables into indicators, dimensions and concepts. Besides, it can also facilitate understanding and avoid differences in views in this study. Table 1 presents the operational definition of the major variables used in this study.

Table 1

### *Operational Definition*

<b>No</b>	<b>Variable</b>	<b>Variable Concept</b>	<b>Indicator</b>
1.	Destination Image (X)	The destination image is already familiar in the world of tourism because in essence, it is the image that actually moves and encourages tourists to make their choice of tourist destinations.	- Natural conditions - Events and entertainment - Historical or cultural attractions - Infrastructure - Accessibility - Relaxation - Outdoor activities - Price and value
2.	Interest in Travel (Y)	A sense of attraction to an object because it is based on a sense of liking so that attention arises which results in wanting to be involved with the object as well as a strong incentive to have a closer, active and deep relationship naturally, spontaneously and selectively (Kotler et al, 2006)	- Interest - Preference - Information Search
3.	Promotion (Z)	The activity of notifying products or services to be offered to potential consumers / tourists who are the target market (Kotler & Keller, 2016)	- Promotional messages - Promotion media - Promotion time - Promotion frequency

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## **The Case Study Area of Bedengan**

This research was conducted in Bedengan, Camping Ground Selorejo. Malang is a city located 800 to 1500m above the sea level. With this altitude, it is very attractive in terms of its

surrounding natural conditions. Bedengan tourism which is located in Selokerto hamlet, Selorejo village, Dau sub-district, about 13 kilometers from the city center of Malang and surrounded by several universities is categorized as natural tourism. This Bedengan tourist destination offers the tourists to get in close proximity with nature. The journey to Bedengan is relaxing as tourists are only required to just look for the Joyo Agung road and continue until the Selokerto village. Here is where most of the tourist attractions are situated. The entrance ticket is quite affordable, priced at only Rp. 5,000 / person, and Rp. 3000 for motorcycle parking and Rp. 5,000 for a standard car park. The facilities that are provided include children's games, a campsite area of 2.5 hectares where tourists can stay overnight with an additional fee of Rp. 5,000 / person. Besides, as a camping ground, Bedengan also provides outdoor activities such as flying fox and out bond which have a national licensed instructor. In addition, there are also prayer rooms and bathrooms that are simple with the purpose of offering a unique experience with nature without neglecting the safety of the tourists. There are also facilities such as parking lots and food stalls which are managed by local villagers.

Before being known as a tourist spot in Malang district, Bedengan was only a tree nursery area, where the locals call it a bed; which explains the origin of the name Bedengan. Another attraction is the citrus picking tour around the site. Visitors are allowed to pick oranges according to their taste. To join this citrus picking tour, tourists are required to pay for the entrance fee. The citrus plantation farms are owned by the locals, offering 12 types of oranges to choose from. The tourists may choose whether to eat or take the picked fruits home. However, they need to pay the price of the fruits which is affordable and cheaper compared to the market price. The Bedengan area is actually owned by the local Perhutani. However, its daily management is carried out by the Selorejo Village Forest Management Partnership Institution (LKDPH). LDKPH itself is an institution under the Forest Management Unit (KPH) Malang Regency. Since its opening to the public in 2007, the beds have been visited by many tourists. Generally they come on Saturdays and Sundays, as well as throughout the holiday season. Most of them come from Malang, although there are also those who stop by from Surabaya and its surroundings areas.

Despite the concept of the tourism object of Bedengan is nature, is also favored by young tourists

of the millennial generation. There are still many young visitors joining the tour even though there are many other modern tourism objects in the Sekirar zone which is a proof that natural tourism objects, especially Bedengans tourism, still have good potential and prospects for development. The beauty of the natural view around indeed encourages the tourist activities. One example of the attractions is a bridge from a pine tree as in the picture above where the bridge is used to get across from one tourist destination to another around the Bedengan area. The presence of a narrow river also adds on to the beauty of the attraction.

### **Hypotheses**

From the formulation of the problem, research objectives and previous literature, the hypothesis in this study is formulated as follows:

- H1: There is a significant influence of destination image on tourists' interest in travelling to Bedengan.
- H2: There is a significant influence of destination image on tourism promotion of Bedengan.
- H3: There is a significant influence of promotion on tourist interest in travelling to Bedengan.
- H4: There is a significant influence of image of the destination on tourist interest in travelling to Bedengan through promotion.

## **RESULTS**

### **Respondent Descriptions**

Table 2 depicts the description of the place of origin of the tourists for this study. Based on the table, it is known that most of the tourists come from Malang with a total of 73%, while the remaining 27% come from outside Malang. This means that Bedengan tourism is still only dominantly known by the surrounding Malang residents while residents from outside Malang are not very familiar with Bedengan tourist attractions.



Table 2

*Origin of tourists visiting Bedengan*

No	Origin of tourists	Number	Percentage
1.	City of Malang Raya	73	73%
2.	Outside the city of Malang Raya	27	27%
Total		100	100%

***Tourist Work***

The questionnaire was distributed to Bedengan tour visitors, and the data obtained are tabulated in Table 3. Based on Table 3, tourists visiting Bedengan in terms of occupation showed that there were 45% students, 16% government employees, 20% private sector workers and the remaining 19% are entrepreneurs. This indicates that the academic community makes up the highest number of tourists visiting Bedengan due to its natural attractions.

Table 3

*Work of Tourists Visiting Bedengan*

No	Tourist work	Number	Percentage
1.	Student	45	45%
2.	Government employees	16	16%
3.	Private sector worker	20	20%
4.	Entrepreneur	19	19%
Total		100	100%

**Reliability Test Results**

Based on the processed data in Table 4, it can be concluded that the questionnaire in this study is reliable or can be used for further research. This is evident from all Cronbach's alpha coefficient values for the three variables that are greater than 0.60.

Table 4

*Instrument Reliability Test Results*

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>characteristic</b>	<b>Information</b>
(X) destination image	0.603	>0.60	Reliable
(Z) promotion	0.721	>0.60	Reliable
Y (interest in traveling)	0.714	>0.60	Reliable

**Classic Assumption Test**

To provide certainty that the regression equation obtained has accuracy in estimation, is unbiased and consistent, a classic assumption test approach consisting of: normality test, multicollinearity test, heteroscedasticity and autocorrelation were used.

**1. Normality**

The Kolmogorov Smirnov test on the residual regression value was run to examine the normality of the data. If the probability of the Kolmogorov Smirnov test result is greater than 0.05, the normality assumption is fulfilled. Based on the results of normality testing, it is known that "the significance value of the regression residuals formed is greater than the real level of 5%, so it can be said that the normality assumption is fulfilled".

**2. Multicollinearity**

Multicollinearity test "aims to test whether the regression model found a correlation between the independent variables. Multicollinearity should not occur in a good regression test model. The presence or absence of multicollinearity can be detected by analyzing the correlation matrix of the independent variables through the Variance Inflation Factor (VIF) and the tolerance value. If the VIF of the independent variable is <10 and the tolerance value > 0.1, it means that there is no multicollinearity. Based on the test results, it is known that the independent variables in research model 4 have a VIF value <10 or a tolerance value > 0.1. Therefore, it can be said that there are no symptoms of multicollinearity between the independent variables in this study.

### **3. Heteroscedasticity**

Heteroscedasticity test is used "to see if there is an inequality of variance from one residual to another. Heteroscedasticity assumption testing can be done by using the Glejser test statistical test method. The Glejser test is performed by regressing the independent variables to their residual absolute values. If the value is sig. > 0.05, homoscedasticity is present and if the value is sig. <0.05, heteroscedasticity is absent. "Based on the results of the analysis, it is known that the independent variable in the study namely Influence (X) Destination Image on (Y) Travel Interest has a significance value > 0.05. Hence, it can be concluded that there is no heteroscedasticity or in other words the assumption of non-heteroscedasticity has been fulfilled.

### **4. Autocorrelation**

Autocorrelation test is a statistical analysis that is performed to determine the correlation of the variables in the prediction model with changes in time. Autocorrelation is a correlation between observation members arranged according to time and place (Bahri, 2018; 174). A good regression model is one that is free from autocorrelation. If there is a correlation, it will be called an autocorrelation problem (Ghozali in Bahri, 2018; 174). Based on the results of the analysis in model 1, the effect (X) of the image of the destination on (Y) interest in travel, the value of  $dw = 1.704$  with  $du = 1.694$  were obtained; if the value of  $du < dw < 4 \cdot du$  then there is no autocorrelation. Based on the calculation results, it was found that the value of  $du = 1.694 < 1.704 < 4 \cdot 1.694 (2.306)$ . Thus, there is no autocorrelation in the regression model studied. Based on the analysis results in model 2, Influence (X) image of Destination on (Z) Promotion, the value of  $dw = 1.907$  with  $du = 1.694$  were obtained, if the value of  $du < dw < 4 \cdot du$ , then there is no autocorrelation.

Based on the calculation results, it is found that the value of  $du$  is  $1.694 < 1.907 < 4 \cdot 1.694 (2.306)$ , so it can be concluded that there is no autocorrelation in the regression model studied. Based on the results of the analysis in model 3, Effect (Z) Promotion on (YZ) Interest in Travel, the value of  $dw = 1.939$  with  $du = 1.694$  were obtained. If the value of  $du < dw < 4 \cdot du$ , then there is no autocorrelation. Based on the calculation results, it was found that the value of  $du = 1.694 < 1.939$

$d_w = 1.694$  ( $2.306$ ), so there is no autocorrelation in the regression model studied. Based on the results of the analysis in the model 4, Influence (X) Image of Destination and (Z) Promotion on (Y) Interest in Travel, the value of  $d_w = 1.813$  with  $d_u = 1.694$  were obtained. If the value of  $d_w < d_u$ , then there is no autocorrelation. Based on the results of the calculation, it is found that the value of  $d_u = 1.694 < 1.813 < 1.694$  ( $2.306$ ), so there is no autocorrelation in the regression model studied.

### **Path Analysis Value**

To find out the value of each existing pathway and the effect of each of the studied variables, a path test was carried out using a two-model regression test. From the path analysis that has been carried out, the value or result of each relationship is obtained; both direct and indirect. The value of each direct effect and indirect effect can be seen in the table below:

Table 5

*Direct, Indirect, and Total Effects*

No	Path	Direct	Indirect	Total	Information
1.	X – Y	0.230	-	-	Sig
2.	X – Z	0.613	-	-	Sig
3.	Z – Y	0.377	-	-	Sig
4	X – Z – Y	-	$0.613 * 0.377$ $= 0.231$	$0.613 + 0.377$ $= 0.99$	Sig

This instrument is said to be reliable if the Cronbach alpha value  $\geq 0.60$ . Based on Table 5, it is known that the alpha Cronbach value of the independent variable is above 0.60, so it can be concluded that the variable is reliable and can be analyzed further. Based on the results of these values, a path diagram for sub-structure 4 is obtained which is described as follows:

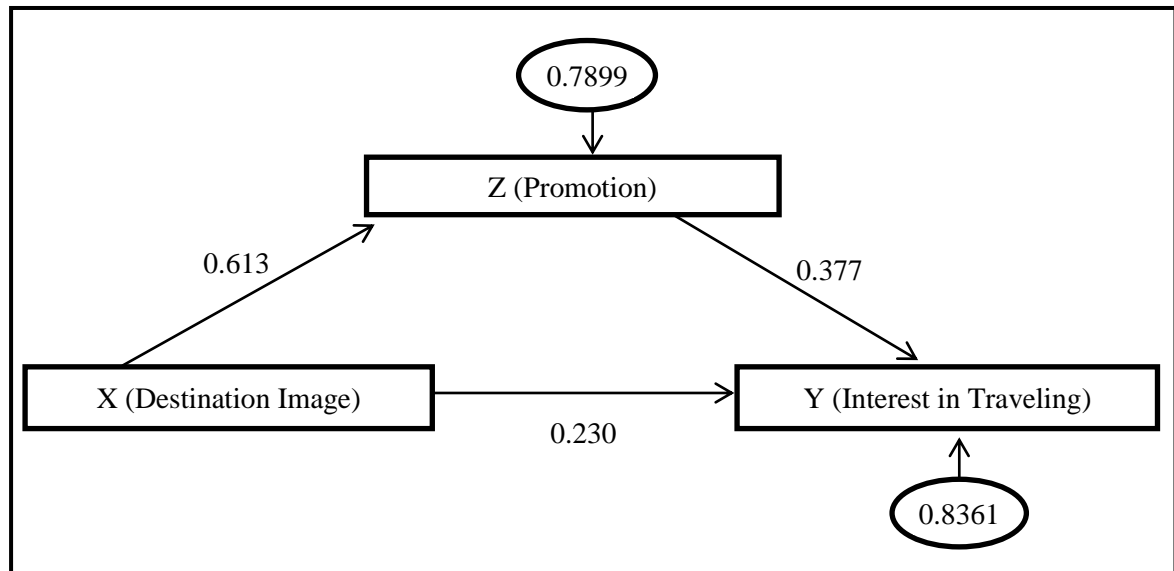


Figure 2

The results of each path from primary data

### Findings and Discussion of Hypotheses

***H1: There is a significant influence of destination image on tourist interest in travelling to Bedengan.***

Hypothesis testing on the effect of destination image on tourist interest in traveling in Bedengan showed significant results. This is supported by the opinion of (Nurhayati et al., 2019) in their research showing that the image of tourism destinations has a positive effect on the interest of tourists to visit. Destination image is the belief that tourists have regarding the products or services offered. Destination images are not always formed from experience or facts, but can be formed so that they become a strong motivating factor or impetus for a tourist trip to a tourism destination. Several studies stated that, destination image has a positive and significant effect on tourists' intentions to visit a tourist place (Hidayatullah et al., 2020; Ningtiyas et al., 2021; Fatimah, 2019). A tourist attraction is something that has an attraction to be seen and enjoyed which is worthy of being sold to the tourist market (Lopez, 2011). Tourist attraction too, is the main motivation for visitors to make tourist visits or in other words everything that becomes an attraction for tourists visiting a certain area (Al-Kwifi, 2015).

It can be concluded that the existence of tourist attractions offered by tourist objects can attract

tourists to visit. Tourist attraction offers abundant of exclusive experience for all the visitor and increases the likelihood that the visitors will revisit. Al-Kwifi's (2015) research showed that the image of destination attracts tourists to visit. Therefore, it can be concluded that the image of a destination has a positive effect on tourists' interest in traveling to a tourist spot. A well-structured and well-planned tourism development will provide optimal benefits. It is important to develop tourism that takes into account the carrying capacity and target market of tourism destinations as this development leads to sustainable tourism development which does not only provide benefits to the actors involved, but also provide satisfaction for tourists.

***H2: There is a significant influence of destination image on tourism promotion of Bedengan.***

Hypothesis testing on the effect of promotion on interest in traveling to Bedengan showed significant results. It can be said that promotion has a positive effect on interest in traveling. The results of this study are in line with researches by Ita Riyanti et al. (2020), Rachmawati et al. (2019) and N'dami et al. (2021), which suggested that the promotional mix simultaneously has a significant effect on the level of tourist visitors. Besides, only partially advertising and word of mouth marketing have a significant effect on the level of tourist visits. Promotion is one part of the marketing mix which plays a large role, so it is fitting that the manager will be able to increase promotional activities. Hypothesis testing on the effect of promotion on interest in traveling to Bedengan showed significant results. Similarly, in a research by Areks and Nadjib, (2015), they found that promotional mix simultaneously has a significant effect on the level of tourist visitors, besides only partially advertising and word of mouth marketing have a significant effect on the level of tourist visits. The results of this study are also in line with the research of Setiawan and Farid (2015), which stated that the main medium of promotion is through events and public relations.

Not only that, the test results indicate the conformity of the results with Rahayu Widayanti's research which showed that simultaneously advertising, personal selling, sales promoting, and public relations have a major influence on the decisions of domestic tourists to travel (Widayanti, 2012). Furthermore, research from Herat et al. (2015), Indriastuty (2020) and Mahampang (2019)

concluded that there has been rise in the efforts to increase tourists as seen in the field of promotion and marketing which has been carrying out publicity activities well. So it can be concluded that the promotion mix of Erau's traditional cultural tourism events such as advertising, sales promotion, and public relations have a significant effect on visitors' interest. Therefore, good promotion will have an impact on someone's interest in something. Tourism promotion is not only aimed at introducing a tourist destination but also raising awareness to tourists about the important value of a distribution, because promotion is one part of the marketing mix that plays a big role.

***H3: There is a significant influence of promotion on tourist interest to travel to Bedengan.***

Hypothesis testing on the influence of destination image in promoting Bedengan tourism showed significant results. This proves that destination image has a positive effect on the promotion of tourism in Bedengan. These results are in accordance with the results of researches conducted by Agusti et al.(2020),Amelia and Hidayatullah (2020) and Eman et al.(2021) which in their research explained the diversity and condition of the image of destination submitted to tourism candidates through the promotion route to be one of the elements that cannot be separated. The results of the study explain that in addition to the existing promotions, the images that tourists receive on tourist destinations are also very important and need to be paid attention to.

The diversity of image destination becomes a distinct advantage in conducting promotions, aligned with the results of research by Seyidov and Adomaitiene, (2016) which explains that each region has its own diversity and uniqueness, which, if properly expiated in promotional activities, will have a major impact in influencing potential tourists to come to that place. Another research that is in line is the research of Sartika et al. (2014) on promotion mix found that promotional mix has an influence on the image of the destination. Likewise, the research results of Hania, et al. (2016) as well as the research results of Sunarti and Sri Hartini (2015) suggested that tourism promotion will be easy to do if the tourism sector has diversity ranging from the location to the activities offered which are mixed in the image of destination so that the uniqueness and attractiveness of the destination can influence the visitors to visit the place.

***H4: There is a significant influence of destination image on tourist interest in travelling to Bedengan through promotion.***

Hypothesis testing on the influence of promotion to potential visitors has been tested. The influence of destination image on tourists' interest in travelling through tourism promotion showed significant results. The results of this study support the research conducted by Çoban (2012), Qu et al.(2011) and Wibowo et al.(2021) which also explained that the image of destination has a positive direct effect on promotion in an effort to increase the attractiveness and interest of visitors. The more diverse the image mix of the destination, the easier it will be to carry out promotions because there will be a lot that can be raised in a series of promotions in an effort to increase interest in visiting a place. The results of this study support the research results of Suwarduki & Yulianto, (2016) which showed that the image distension variable has a direct and significant effect on visiting Interest when introduced with the right promotion path. However, the results of this study do not support the results of the study by Putri et al. (2015) who found that destination image had no effect on visiting tourists.

Nevertheless, the results of this study support the research conducted by Agusti et al., (2020) where the results of their research indicated that the image of the destination and promotion simultaneously has a significant effect on the tourists' decision to visit. Tourists' interest in travelling will increase with the promotion of the place which includes the advantages of the place, facilities, culture and social environment which are all formed in the promotion mix of the image of the destination. The image will be perceived differently by different people. In addition, the results of this study are supported by previous research conducted by Fatimah (2019) that the destination image variable has a significant effect on the tourist satisfaction variable, which subsequently affects the tourists' loyalty. The results of the study by Tasci (2016) also explained that promotion is often used as the spearhead of the marketing mix. If the promotion is successful, it will bring more income to the company.



## **CONCLUSION**

Based on the results of the research that has been carried out and the discussion of the research results, it can be concluded that: 1) Destination image positively influences the interest to travel. This is indicated by the significant value of  $\beta = 0.230$  and a significance level of 0.035 (less than 0.05). These results indicate that the destination image variable has a significant positive effect on tourist's interest to travel by 0.230, meaning that every one point increase in the destination image variable, the tourist interest will increase by 0.230. 2) Promotion positively influences the interest to travel to Bedengan, which is indicated by a significant value of  $\beta = 0.613$  and a significance level of 0.000. This means that the destination image variable has a significant effect on promotion. 3) Destination image positive influences the promotion of tourism in Bedengan as evident by the significant value of  $\beta = 0.377$  and a significance level of 0.001. This means that the promotional variable has a significant effect on the interest in traveling, 4) Destination image has a positive influence on the interest to travel to Bedengan through promotion as evident by a significant value on the image of the destination on the interest in traveling.

In developing tourist destinations, many factors are needed to introduce these destinations to the wider community. One of the effort that can support and expand services and promotion of a destination, is through collaboration between destination managers and the existing tourism awareness groups (Hidayatullah et al., 2017). Besides, it is also essential to create competitive information systems (Hidayatullah et al., 2019) in addition to improving the existing service system. Increased investment in order to increase tourist facilities is also highly necessary for the balance of existing tourist attractions (Windhyastiti et al., 2021) including transportation facilities to tourist attractions (Hidayatullah et al., 2020). As a conclusion, by motivating tour managers to accept tourists and fulfilling all that the tourists' demands, it will certainly, encourage tourists to visit the destination (Alvianna et al., 2020; Rachmawati et al., 2020).

## **CONFLICT OF INTEREST**

The authors declare no conflict of interest.

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