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6 **Title of the paper:** WHAT DRIVES IN THE TOURISM INDUSTRY? CONFIRMATION  
7 BY EMPIRICAL REVIEW

8 **Authors** (First LAST - without institution name!):

9 **Key Words** (at least five keywords): destination; tourism industry; convenience sampling;  
10 perception.

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## ~~WHAT DRIVES IN THE TOURISM INDUSTRY IN SAMARINDA?~~ ~~CONFIRMATION AN BY EMPIRICAL REVIEW EVIDENCE~~

**Comment [D1]:** IN Samarinda? If yes, then the title would be WHAT DRIVES THE TOURISM INDUSTRY IN SAMARINDA? AN IMPERICAL EVIDENCE

### Abstract.

**Aim:** Currently, tourism activities depend not only on what is visible, but on a synergistic effort to attract visitors. If they don't clean upmake repairs immediately, their interest will slowly dwindle. This situation has become a high enigma and attracted us to identify the relationship between visitors' bonding, city branding, technology adaptation, innovation and creativity, and market segmentation.

**Comment [D2]:** Clean up what??

**Materials and Methods:** It described the explanation with the support of 1,278 informants, where we interviewed them while visiting six popular destinations in Samarinda. Using a convenience sampling procedure, we processed this-the survey data through multiple regression and IBM-SPSS software, which analyzed two structures (direct path and mediation path). The terms that are significant or not significant are  $p < 0.05$  for direct effects, and special moderating effects are  $p < 0.01$ .

**Results and discussions:** Exploration showed official outputs, including a positive-significant relationship from visitors bonding to technology adaptation, innovation and creativity to city branding and market segmentation, innovation and creativity to city branding through the role of market segmentation, and market segmentation. Unexpectedly, city branding has a positive but not significant effect on visitors' bonding, technology adaptation and innovation and creativity, t. The results are negative but significant, and technology adaptation has a negative-not significant effect on market segmentation.

**Conclusions:** The novelty of this paper has implications for strength, opinion, and decomposition that need a discussion on the future agenda.

**Key words:** destination, tourism industry, convenience sampling, perception, SPSS.

### INTRODUCTION

In this 21<sup>st</sup> era, the world of marketing continues to experience significant transformations, including drastic changes towards-in tourism management that pay attention to the wishes and responses of visitors through revitalizing the image of the tourist destination itself (Priatmoko et al., 2021). The tourism industry will never stop to presentpresenting the latest breakthroughs to attract people to travel (Ramadania et al., 2021). Therefore, trends need to be created not only to evaluate theoretical developments but also towards improvingto evaluate theoretical developments and improve tourism management for the better (Stankova & Vassenska, 2017). Referring to the concept of economic development, tourism is the only service sector that comes from nature or is made by humans that contributes inclusively to economic growth (GDP) in a country (Bushati, 2017). They can use this potential from the presence of the tourism industry, and its sustainability depends on the will of the local community, the attention of the government, and the attention of the world. If they don't-do not clean up immediately, their interest will slowly dwindle.

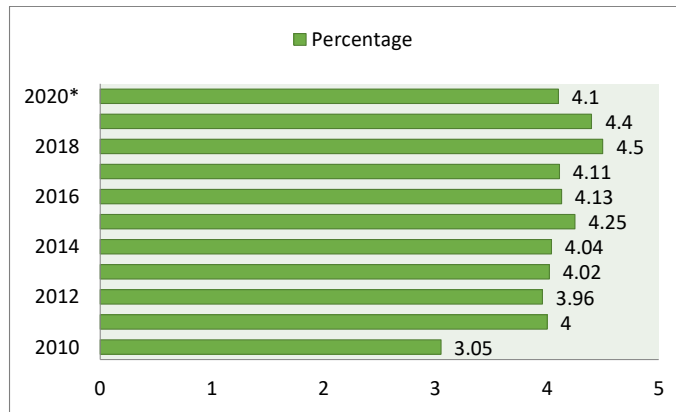
GDP growth has a unidirectional causality affecting the tourism sector in the long run. Both relationships emphasize business improvements and modifications to improve economic performance within the framework of expansion in the tourism sector (Lee & Chang, 2008). Launching from Data Books (2016), Cambodia is the region with the highest contribution of the tourism sector to GDP in ASEAN, up to 29.9% in 2015. This achievement beats nine other countries such as Thailand (20.8%), Laos (14%), and Vietnam (13.9%), where which respectively ranked 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>. Specifically for Indonesia, this sector's contribution to GDP is the lowest and places Indonesia in 7<sup>th</sup> position. With a contribution of only 9.6%, the tourism sector gains in Indonesia are smaller than in Singapore and Malaysia, where the two countries achieved added value from the tourism industry of up to 10% and 13.1%, respectively. However, the value of revenue from the tourism sector in Indonesia is the most dominant, collecting around IDR 1,070 trillion. TourismOn the other hand, tourism, which is the mainstay sector in Thailand and is a tourist destination which-that is the prime destination in ASEAN, only penetrated Rp. 1,060.80 trillion.

**Comment [D3]:** Rephrase this sentence to bring out clearly the contribution of tourism to the GDP

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65 After the outbreak of Covid-19, one sector affected is tourism. Globally, the tourism industry's contribution  
 66 to GDP fell drastically and only picked up 3.7% throughout 2020. According to Data Books (2021), the area  
 67 hardest hit by the slump in the tourism industry was the Caribbean. As is well known, tourism is one sector  
 68 hardest hit by the pandemic tsunami. This also happens all over the world, including Indonesia. Northeast Asia,  
 69 Southeast Asia and the Middle East also hit, packing 56%, 53% and 51%, respectively. Interestingly, Southeast  
 70 Asia suffered significant losses because of the Covid-19 crisis of US \$146 billion.  
 71

**Comment [D4]:** This sentence need to be rephrased to enhance its flow



73 Source: Data Books, 2021; \*projected figures: \*\*Label: X-axis is growth & Y-axis is period

74 **Fig. 1. Tourism sector trends to GDP, 2010-2020**

**Comment [D5]:** It is important to label the axis e.g. what does the y-axis represent? What about the x-axis?

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 77 ~~Negative stigma continues to emerge if you see that the tourism industry in Indonesia is only stagnant and projected to lose to revolutions in other sectors (such as agriculture, manufacturing, and trade) if there are no bright ideas in creating competitive added value (Zarkasyi et al., 2021). Negative stigma continues to emerge if you see that the tourism industry in Indonesia is only stagnant and is projected to lose to revolutions in other sectors (such as agriculture, manufacturing, and trade) if there are no bright ideas in creating competitive added value (Zarkasyi et al., 2021). As an illustration, those who are engaged in travel, hospitality, and restaurants are under great pressure and fear making choices by firing employees, reducing salaries, or closing their businesses.~~  
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 83 It noted that the escalation in the role of the national tourism industry over the past decade has had experienced difficulties. Figure 1, which highlights its contribution to GDP performance, is also not very encouraging (Data Books, 2021). There was 4.05% (on average) of the role of contribution of the tourism industry to the national GDP during the 2010-2020 period. The most serious thing is in 2020, since Covid-19, the tourism sector requires a long recovery process and time.

**Comment [D6]:** Rephrase this sentence to make clearer

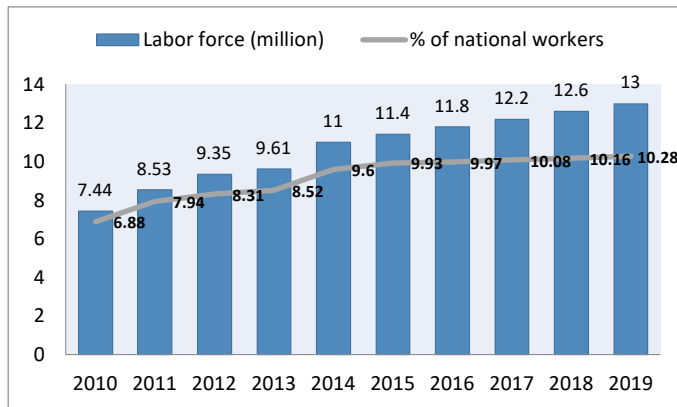
84  
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 89 Orandaru et al. (2021) predict that it is likely that the conditions of the tourism industry will return to normal in 2024, where the contribution is will be approximately around 4.5% from lax policies to attract tourists' attention through the promotion of flights, cheap lodging, visa waivers, and discounting entry tickets. In 2019, the tourism industry's contribution to the national GDP was up to 4.7%. So far, the growth of the tourism industry in Indonesia has never touched-reached 5%.

**Comment [D7]:** Check sentence construction

**Comment [D8]:** Of what?

**Comment [D9]:** Of what?

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Source: Data Books, 2021; \*Label: X-axis is period & Y-axis is growth

Fig. 2. Employment in the tourism sector, 2010-2019

Comment [D10]: It is important to label the a

The proportion of workers in the tourism industry to employment from 2010 to 2019 reached 9.7% from 10.69%. We should note that the labor force in question is defined as those who have been absorbed in the labor market from various economic fields and classified in the productive age, that is, namely 15 years - 64 years (e.g., Rahmatika et al., 2020; Hidayati & Faiz, 2020). In 2019, employment of 13 million people. The number increased by 4.17% compared to 2018. Turning to August 2019, the latest there were around 10.28% of workers in the tourism industry as compared to from 13% of national workers, where this proportion has been increasing since 2010.

Comment [D11]: What does this mean? Is it correct if reference is made to figure 2?

Something has actually contained the exact scenario in the 'market share concept' (Bolarinwa & Obembe, 2017; Edeling & Himme, 2018) which is practiced as a way and how to bring about the desired change, including in the tourism industry (Bolarinwa & Obembe, 2017; Edeling & Himme, 2018; Setini et al., 2020).

Comment [D12]: This sentence require rephrasing to make it clear to the reader

Great attention has been paid to the management of the tourism industry in Indonesia by reviewing devolving its management down to the smallest (regional) level. Darma et al. (2020) concentrate on the key factors that affect the intensity of tourist visits, where they assess five elements, including income, attractions, travel costs, facilities, and time. Citing Aldianto et al. (2019), Mareque et al. (2021), and Richards (2011) that the inability of the government and local communities to encourage city branding, technology adaptation, innovation, and creativity, has the potential to trigger market segmentation and negative visitor bonds in assessing the feasibility of certain tourist destinations. Ideally, ineffective handling of tourist destinations will give rise to poor reactions and enthusiasm from visitors reactions (Roy et al., 2021).

There are monumental challenges and opportunities in the tourism storefront. From a business perspective, we need a synergistic stage with studies that concentrate on marketing and branding, which are the questions in this paper:

- Research Question 1—What is the relationship between visitors bonding and technology adaptation?
- Research question 2—What is the relationship between city branding and visitors bonding?
- Research question 3(a)—What is the relationship between technological adaptation and innovation and creativity?
- Research question 3(b)—What is the relationship between technology adaptation and market segmentation?
- Research question 4(a)—To what extent are innovation and creativity related to city branding?
- Research question 4(b)—To what extent are innovation and creativity related to market segmentation?
- Research Question 5—What is the relationship between market segmentation and city branding?
- Research Question 6—To what extent is visitors bonding related to innovation and creativity through the role of technology adaptation?
- Research Question 7—To what extent is innovation and creativity related to city branding through the role of market segmentation?

We summarize the orientation of the presentation of the paper into five chapters (1<sup>st</sup> chapter: introduction, 2<sup>nd</sup> chapter: method, 3<sup>rd</sup> chapter: results, 4<sup>th</sup> chapter: discussion, and 5<sup>th</sup> chapter: conclusion).

Comment [D13]: However, this is a paper wh may not necessary require all these sections

## LITERATURE REVIEW AND CONCEPTUAL

### Visitors bonding

140 The visitor bond is a new embodiment of the ‘customer bond’ theory, which is reviewed as a dynamic zone  
 141 referring to the demands of the times. Cann & Burger (2015) suggest that ~~in order to achieve a higher level of~~  
 142 ~~customer emotional attachment, it is necessary to combine their intentions and significant means, so that it will~~  
 143 ~~achieve a higher level of customer emotional attachment, combining their intentions and significant means to~~  
 144 ~~lead to professional maintenance and long-term commitment is necessary~~ ~~lead to professional maintenance and~~  
 145 ~~long-term commitment~~. The relationship between the seller and the buyer gave birth to a new concept ~~that was~~  
 146 widely reviewed and developed by academics and practitioners.

147 In the tourism's ~~context~~ industry context, visitor bonds often empower public facilities provided by  
 148 destinations, such as tourist attraction information, maps, and social media, to continue to adapt and allow them  
 149 to have fun (Heimtun & Abelsen, 2011). The motive of time and money invested cannot ~~be~~ replaced by the level  
 150 of satisfaction ~~n and this makes them to~~. This makes them share experiences with family and friends in the future.  
 151 Environmental psychology talks about how communication can be two-way. The place factor supports a positive  
 152 atmosphere to represent social bonds in individual relationships to adjust communal bonds through people's  
 153 interactions (Ramkissoon et al., 2014). Innovation and creativity do not arise. Therefore, the visitor bond must  
 154 adapt to technology enthusiasts who are quick in their role in creating a systematic impact that is enjoyed by all,  
 155 including the goal of producing a sustainable effect (Zhao, 2005; Becker et al., 2017). We plan the two  
 156 hypotheses below:

157 Hypothesis 1–*Visitors' bonding has a positive and significant effect on technology adaptation.*

158 Hypothesis 6–*Visitors' bonding has a positive and significant effect on innovation and creativity through*  
 159 *technology adaptation.*

### 160 City branding

161 Castillo-Villar (2019) defines ‘city branding’ as a tool to package competitive advantages for cities ~~in order~~  
 162 ~~to increase tourism attractiveness, expand local identity, minimize social exclusion and investment interest.~~  
 163 ~~Continued by Banakdar & Audirac (2020), Banakdar & Audirac (2020) continued that~~ the approach to city  
 164 branding is more appropriate to ~~effectively supported the image of the city~~ support the city's image effectively.  
 165 The current discussion places more emphasis on two strategies. The first is an urban landscape design and public  
 166 analysis of the ~~image of the city itself~~ city's image. They need a proper conceptual framework to link the two  
 167 indicators into a single process ~~that represents~~ representing social forces and human interaction.

168 It urged cities to create something ~~as~~ valuable and widely recognizable as a ‘brand’. It has largely ignored  
 169 the interest of the city authorities in supporting the aspirations of the population, as it ~~tends to only~~ the ‘city  
 170 brand’. ~~In reality, city's branding strategy leads to successful operations in every political campaign, without~~  
 171 ~~thinking about the benefits of local wisdom, community identity, competitive bridges, and conversations with~~  
 172 ~~tourists (Kusakabe, 2013; Ginesta et al., 2020).~~ –Jojic (2018) views that politically based parties have  
 173 underestimated the meaning of pre-history and local culture owned by the population. They undermine the intent  
 174 and purpose of the city's natural strategy. Indeed, this is unrealistic, increasing the wishes of the population  
 175 ignored, thus ignoring their true identity. A real phenomenon that cannot ~~have avoided is the perception of~~  
 176 ~~tourists who influenced by the attitudes of residents and the avoided is tourists' perceptions influenced by~~  
 177 ~~residents' attitudes~~. This is ~~very much~~ tied to ~~the place~~ where they work, play, and home. One hypothesis is  
 178 formulated:

179 Hypothesis 2–*City branding has a positive and significant effect on visitors' bonding.*

### 180 Technology adaptation

181 Taherdoost (2018) understands the meaning of the future with its ‘technology adaptation model’. The early  
 182 stages of any business need to learn about ~~individual personal~~ acceptance and recognition of each need to  
 183 provide future solutions. The emergence of debates from academics about things that are rejecting or  
 184 encouraging acceptance of technology is an issue that is always viral until now. They have adapted several  
 185 frameworks to describe new technologies. ~~U and~~ users can, of course, receive all relevant information in  
 186 different parts of the world. Literacy on technology adaptation is ~~more~~ about ~~the actual review of~~ reviewing the  
 187 ‘concept of technology adoption’. Along the way, it applied this conceptualization with ‘technology theory’ for  
 188 future researchers, ~~in order~~ to understand and differentiate from the limitations of previous technologies (Lai,  
 189 2017).

190 The key to using technology is to generate brilliant ideas. ~~Rapid~~ Hence, rapid technological transformation,  
 191 changing people's creativity and generating innovation ~~as a competitive advantage~~ offer competitive advantages  
 192 (Acar et al., 2019). Although efforts towards innovation and creativity ~~constrained by deadlines, scarce~~  
 193 ~~resources, rules, and regulations, they still attract great interest in the fields of~~ are constrained by deadlines,  
 194 scarce resources, rules, and regulations, they still attract great interest in marketing management, industrial  
 195 organization, organizational behavior, organizational management, entrepreneurship, and information. An  
 196 integration mechanism that brings about transitions in innovation and creativity, ~~able to~~ can facilitate cross-  
 197 disciplinary learning to set the stage for the future.

Comment [D14]: Meaning??

200 Market segmentation is better driven by innovation and creativity, referring to 'entrepreneurial theory'. The  
 201 perspective of these two hierarchies is a must in the business sustainability process. ~~There is a kind of semi-~~  
 202 ~~formal process from the institution that~~ A semi-formal process from the institution enhances creativity and  
 203 innovation to realize market success. Components of market segmentation are not always purely connected.  
 204 Business literacy must complement ~~to~~ success with foresight through innovation and creativity (Juliana et al.,  
 205 2021). Referring to theoretical and empirical assumptions, we propose the following two hypotheses:

206 Hypothesis 3(a)–*Technological adaptation has a positive and significant effect on innovation and creativity.*

207 Hypothesis 3(b)–*Technology adaptation has a positive and significant effect on market segmentation.*

### 208 **Innovation and creativity**

209 Masson et al. (2017) analyzed three differences between innovation and creativity. First, innovation is not  
 210 necessarily a new thing in the organization, but usually as adoption, creative reactions, and processes that arise  
 211 from imposed restrictions. Second, creativity can involve various generations with creative ideas, but they do not  
 212 have to be implemented in a system. Instead, innovation must practice and introduced 'deliberately' through in  
 213 better or new ways. Third, in its application, innovation must refer to the principle of benefit at a certain level of  
 214 analysis, but this does not apply to creativity in certain cases. Thus, the inherent components of innovation and  
 215 creativity can related ~~depending on the values or goals of the organization~~ depending on the organization's values  
 216 or goals.

217 The competitive environment serves to produce contemporary cities. Comparative advantage is success in  
 218 implementing various strategic instruments. We cannot separate the attractiveness of a tourist destination from  
 219 effective branding. Therefore, penetration is needed by strengthening innovation and creativity (Dudek  
 220 Mańkowska & Grochowski, 2019). ~~These two things are most often used by branding strategie~~  
 221 ~~Branding strategies most often use these two things~~. The potential of local wisdom is a way to package innovation to  
 222 present positive attributes.

223 The ~~presence of~~ the 'smart city concept' also arises from a series of diffusion in innovation and creativity.  
 224 As expressed by Ayu et al. (2020), if the understanding of stakeholders in the current era has optimized  
 225 clustering techniques that are concentrated on the 'creative economy'. It ~~fully realized efficiently~~  
 226 ~~efficiently~~ realised the importance of awareness to form a new face that is in line with the desire to improve city branding.  
 227 On this occasion, they consider economic restructuring through creativity as the initial foundation to prove  
 228 ~~expectations regarding the image of the city~~ the city's image expectations for making strategic plans. Rodrigues &  
 229 Schmidt (2021) present a valuable proposal that the forging factor is a component of the 'branding' discipline,  
 230 whereby city policies are based on high relevance to tourism and hospitality management. In fact, in a 'creative  
 231 city', it is more interesting to relate it to its contribution to ~~the brand identity of a ea city's brand identity~~  
 232 by making a breakthrough in marketing.

233 Most cities across Europe have improved by incorporating marketing methods, philosophies and  
 234 administrative techniques into their governments. The causes of misalignment and city operational difficulties  
 235 are supported by transferring marketing knowledge. Cities are assets that have the potential to be marketed.  
 236 Branding a city is the right way to implement and describe a city (Kavaratzis, 2004). The starting point depends  
 237 on communication, image management, and city construction. The concept of 'corporate branding' can change  
 238 to apply to cities.

239 On the one hand, city branding pursues economics, but city identification requires communication channels  
 240 among city residents. The need for relevance of the framework clarifies a process involving multiple  
 241 communities to increase investment, competition, tourism and resources. We formed three hypothetical  
 242 statements:

243 Hypothesis 4(a)–*Innovation and creativity have a positive and significant effect on city branding.*

244 Hypothesis 4(b)–*Innovation and creativity have a positive and significant effect on market segmentation.*

245 Hypothesis 7–*Innovation and creativity have a positive and significant impact on city branding through*  
 246 *market segmentation.*

### 247 **Market segmentation**

248 Danneels (1996) states that a crucial concept in marketing is fixing market segmentation. Although there are  
 249 few publications on its application to business development, segmentation in higher education is quite popular  
 250 (Chen & Hsiao, 2009). The world of education has adopted 'marketing segmentation theory' in analyzing each  
 251 cluster to report individual abilities. Intense business competition causes people to enter a strong 'competition  
 252 arena'. The behavior of the market adjusts to demand; so that the form of supply will target the impulse of  
 253 repeated interactions.

254 The point of view on the competitive side, ~~designed with the involvement of the organization is designed~~  
 255 ~~with the organisation's involvement~~ to win the competitive market. Sari & Nurhadi (2019) align strategies in  
 256 market segmentation based on the marketing mix and value. Through the concept of 'positioning',  
 257 'segmentation', and 'targeting'. The target market is selected by utilizing social media such as Facebook and  
 258  
 259



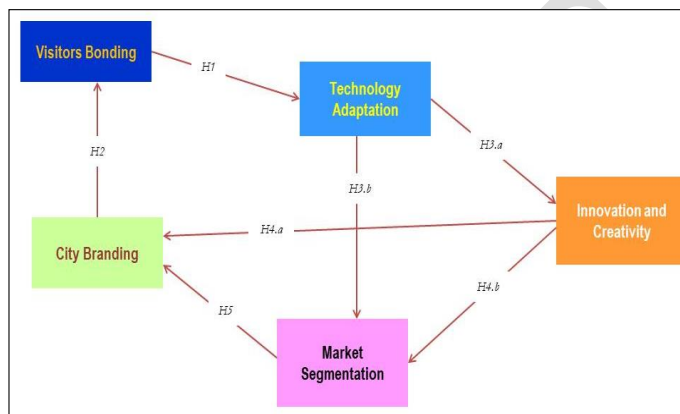
Instagram, where consumers will be classified into two groups. As a result, the ad prototype has proven to be effective in stealing their attention with a focus, focusing on city branding. From here, it structured the arguments as follows:

Hypothesis 5–Market segmentation has a positive and significant effect on city branding.

### Design and content

We formed the model for combining the basic content of 'marketing management', 'branding', and 'TAM' in one interior (eg Nistor, 2019; Pantano & Di Pietro, 2012; Galib et al., 2018; Hsu, 2016; Rokka, 2021). The components of the selected variables become a unit. Based on this work on the research questions and proposed hypotheses, therefore, nine points divided into seven problems, which are divided into seven problems analyzed directly and two problems investigated by reviewing the role of technology adaptation and market segmentation as mediation (see Figure 3).

Comment [D15]: What?



Source: author's idea

Fig. 3. Theoretical framework

## METHODOLOGICAL APPROACH

### Data collection

Data was collected based on 'participant statements' through the distribution of questionnaires and we interviewed them interviews. The scheme started with planning that involves inter-authors to choose choosing the time of the survey, location, and participants. Before entering the interview session, goals and objectives need to be focused on domestic and foreign visitors based on the current situation of destinations in Samarinda City, where at least they are well acquainted with the current geographic, demographic and cultural situation. Because the characteristics of the informants have were known, it was is easy to collect data because they are also visitors at all destinations in Samarinda. Convenience sampling is the right solution referring to the urgency of the study, the availability of elements, a coincidental inherent identity, and the ease of achieving it (Etikan et al., 2016). This intended for visitors who met randomly and considered under the guidelines, so that the sample unit not determined by certain formulas such as parameter estimates in population proportions or formulas (Salkind, 2010). The special reason convenience sampling is applied is the accuracy of accuracy and we do not accept the exact inflow of tourist visits to Samarinda City in 2021. In addition, because there are certain hours and days imposed on tourists during Covid-19, this technique is the most efficient option, without ignoring health protocols and reducing comfort. The level of understanding of the credibility of the informants makes it easier to answer each statement item.

Comment [D16]: Thi is not clear to the reader

Comment [D17]: Meaning?

Comment [D18]: Since the study had been do it is good to use past tense

Comment [D19]: This is not clear

The composition of the sample was 1,278 visitors spread over fifteen points, including the Desa Budaya Pampang, Kampung Tenun Samarinda, Taman Rekreasi, Lembah Hijau, Rumah Ulin Arya, and Jungle Water World. These popular destinations are in ten sub-districts in Kota Samarinda (for example, Ratnasari et al., 2020).

Comment [D20]: Rephrase these sentences

### Analysis instrument

The method of analysis starts with the presentation of the data empirically. In the first scheme is to place the informant's statement into four items (4 = very meet very acceptable the criteria, 3 = meet the criteria acceptable,

Comment [D21]: What does this mean?

305 | 2 = ~~do not meet the criterion~~ acceptable, and 1 = ~~very donot acceptable~~ ~~not meet the criteria~~). The second  
 306 | tendency is to tabulate the data according to each variable and the informant's code. Then, we transformed the  
 307 | overall value into the IBM-SPSS software. In many respects concerning empirical testing, statistical assumptions  
 308 | for research of the type of social experiment, ZA et al. (2021), McHugh (2013), and Aslam (2021) recommend  
 309 | ~~meeting standard~~ standards such as goodness of fit. Descriptive statistics, validity, reliability, partial test, and  
 310 | moderating effect measured the feasibility of the regression model. The conditions, Kaiser-Meyer-Olkin  
 311 | Measure of Sampling Adequacy (KMO-MSA) and Bartlett's test support the validity, Cronbach's Alpha (CA)  
 312 | determines the reliability, the relationship of the variables directly (H1; H2; H3-a; H3-b; H4- a; H4-b; and H5),  
 313 | and specifically for the moderating effect (H6 and H7) calculated based on the extra program, namely the Sobel  
 314 | test.

Comment [D22]:

Comment [D23]: This does not read well

## 316 RESULTS

### 317 Informant experience

319 | These six destination reputations also refer to the daily visit rate compared to other destinations in  
 320 | Samarinda. After ~~it-we~~ completed the interview stage, we summarized important information from the visitors.  
 321 | Table 1 displays the characteristics of informants based on the regional origin, age, gender, legal status, travel  
 322 | destination, and visiting experience.

323 | **Table 1. Sosio-demografis variables**

	Profiles	N = 1,278	%
Origin	Indonesian	529	41.39
	Asia (outside Indonesia)	384	27.23
	Europe	75	5.87
	South America	40	3.13
	North America	66	5.16
	Australian	162	12.68
	Africa	8	0.62
	Other nationalities	14	1.09
Age	Younger than 20 years	243	19.02
	21 – 30 years	115	8.99
	31 – 40 years	397	31.06
	41 – 50 years	458	35.84
	Older than 50 years	65	5.09
Gender	Female	571	44.68
	Male	707	55.32
Legal status	Skilled worker	313	24.49
	Just visiting	241	18.86
	Domestic worker	558	43.66
	International student	166	12.99
Travel destination	Desa Budaya Pampang	424	33.18
	Kampung Tenun Samarinda	169	13.22
	Taman Rekreasi	200	15.65
	Lembah Hijau	68	5.32
	Rumah Ulin Arya	230	18
Visiting experience	Jungle Water World	187	14.63
	Less than 1 years	548	42.88
	1 – 3 years	169	13.22
	More than 3 years	561	43.90

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325 | *Source: interview result*

326 | Overall, 41.39% of visitors' citizenship status came from Indonesia, with an average age of 41-50 years at  
 327 | 35.84%. Surprisingly, the dominant visitors were male by 55.32%. The enthusiasm ~~of-for~~ the visit can ~~be seen~~  
 328 | from their official status as residents, where 43.66% of them ~~are-were~~ domestic workers ~~and-t~~. The rest ~~were~~  
 329 | visitors who have visas as foreign residents ~~or~~ as professional workers in several national and international  
 330 | companies ~~that have with~~ branches in East Kalimantan; to students from various countries taking part in 'student  
 331 | exchange programs' with several universities in Samarinda.

### 333 Empirical findings

Comment [D24]: Check sentence construction the entire setion on research findings



In the first place, Table 2 exposes the feasibility of the model played by-in three parts, including descriptive statistics examining penetration on standard deviation and mean, criteria for confirmatory factor analysis (CFA) referring to KMO-MSA and Bartlett's test, then reliability revealed by CA values.

Guidance for KMO-MSA must be higher than 0.5 because the variable is workable to be predicted and analyzed further, while Bartlett's test presented at a significance level and must be less than 0.05 (for example, Kurniawati & Khairunnisa, 2020). The model packing CFA shows the amazing thing with consistent construct size ( $KMO-MSA = 0.65$ ;  $p = 0.03$ ).

**Comment [D25]:** Check sentence construction here

**Comment [D26]:** Check sentence construction here

**Table 2. Degree of measurement**

Variables and dimensions	Update from	SD	Mean	CA
<i>Visitors bonding</i>		0.78	3.20	0.71
- Destination attribute performance	Cossío-Silva et al., 2019;	0.79	3.61	0.72
- Motivate visitors	Meng et al., 2008; Yap &	0.83	3.04	0.79
- Destination satisfaction	Allen, 2011	0.78	2.85	0.68
- Motivate visitors		0.72	3.28	0.63
<i>Technology adaptation</i>		0.80	3.31	0.73
- Human resources	Sugandini et al., 2018; Arifin	0.84	2.91	0.88
- Knowledge	et al., 2018; Purwantini et al.,	0.80	3.42	0.65
- Complexity	2020	0.75	3.59	0.66
<i>Innovation and creativity</i>		0.75	3.61	0.72
- New product development	Cropley et al., 2011;	0.66	3.64	0.61
- Competitiveness	Permatasari et al., 2021;	0.76	2.77	0.63
- Capabilities	Dziallas & Blind, 2019;	0.78	3.83	0.62
- Diagnosis	Wahyuningtyas et al., 2021	0.76	3.98	0.87
- Social impact		0.81	3.84	0.85
<i>Market segmentation</i>		0.80	3.02	0.80
- Goal creation	Shashkova et al., 2021;	0.72	3.36	0.81
- Destination image	López-Roldán & Fachelli,	0.72	3.19	0.83
- Psychographic	2021; Utama, 2016	0.94	3.22	0.80
- Destination identity		0.93	2.53	0.79
- Comparative typology		0.71	2.80	0.75
<i>City branding</i>		0.75	3.49	0.76
- Brand strategy place	Hereźniak et al., 2018;	0.90	3.65	0.76
- Urban competitiveness	Moradi et al., 2018;	0.64	3.91	0.78
- Cultural and social characteristics	Hereźniak & Anders-	0.59	3.61	0.76
- Brand performance venue	Morawska, 2015; Shirvani	0.83	3.86	0.73
- Infrastructure facilities	Dastgerdi & De Luca, 2019	0.8370	3.86287	0.73084
- Competitive advantage		0.79081	2.87304	0.84069
		0.81	3.04	0.69

*KMO-MSA: 0.65; Chi-Square: 68.40; Sig.: 0.03*

*Source: compiled from IBM-SPSS*

Another impressive record, leading to the success of all variables that collect average points, SD, and CA, is commensurate. The results show for visitors bonding ( $SD = 0.78$ ;  $M = 3.20$ ;  $CA = 0.71$ ), technology adaptation ( $SD = 0.80$ ;  $M = 3.31$ ;  $CA = 0.73$ ), innovation and creativity ( $SD = 0.75$ ;  $M = 3.61$ ;  $CA = 0.72$ ), market segmentation ( $SD = 0.80$ ;  $M = 3.02$ ;  $CA = 0.80$ ), and city branding ( $SD = 0.75$ ;  $M = 3.49$ ;  $CA = 0.76$ ). As an illustration, the provision in  $CA > 0.6$  (Taber, 2018; Van Griethuijsen et al., 2015).

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**Table 3. Causality outcome**

From	To	Test-statistic	P-values
Visitors bonding	Technology adaptation	1.894**	0.013
Visitors bonding through technology adaptation	Innovation and creativity	1.416***	0.156
City branding	Visitors bonding	0.220**	0.251
Technology adaptation	Innovation and creativity	-2.134**	0.038
Technology adaptation	Market segmentation	-1.683**	0.100
Innovation and creativity	City branding	5.871**	0.014
Innovation and creativity	Market segmentation	9.066**	0.005

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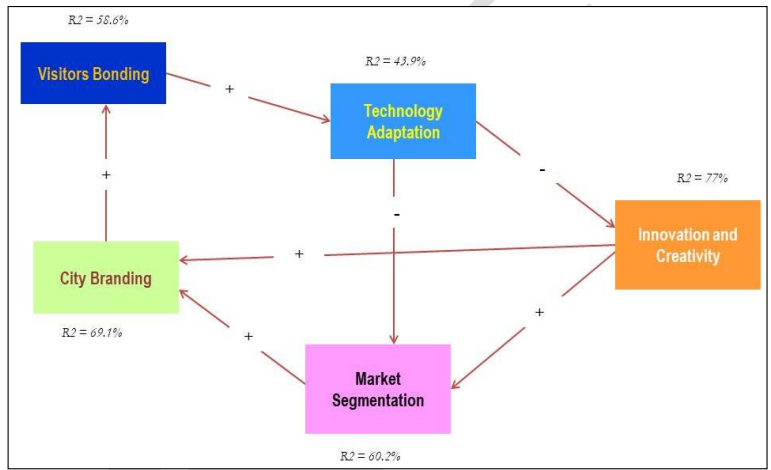
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Innovation and creativity trough market segmentation	City branding	4.078***	0.000
Market segmentation	City branding	4.567**	0.026

Source: compiled from IBM-SPSS, where: \*\* $p < 0.05$  and \*\*\* $p < 0.01$

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The proportion of each relationship between variables has paid off nicely. As a result, visitors' bonding affects technology adaptation positively significantly ( $T = 1.894; p = 0.013$ ), but technology adaptation does not mediate in the relationship between visitors bonding and innovation and creativity is positive-not significant ( $T = 1.416; p = 0.156$ ). Therefore, technology adaptation has less systematic effect from these two patterns. From Table 3, we know that city branding has an insignificant effect, although it is positive ( $T = 0.220; p = 0.251$ ). Another news is that technology adaptation has a significant effect, but the effect is actually negative ( $T = -2.134; p = 0.038$ ). We should note that on market segmentation, technology adaptation has a negative-not significant impact ( $T = -1.683; p = 0.100$ ). Returning to the output of SPSS, the test findings also contain a positive-significant effect of innovation and creativity for city branding ( $T = 5.871; p = 0.014$ ) and market segmentation ( $T = 9.066; p = 0.005$ ). Following this fantastic achievement, market segmentation could play an indirect effect between innovation and creativity on city branding ( $T = 4.078; p = 0.000$ ). Market segmentation again presented a positive-significant reaction to city branding ( $T = 4.567; p = 0.026$ ). Market segmentation is the most prominent key variable when compared to other forming variables.



Source: compiled from IBM-SPSS

Fig. 4. Overall estimate

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Figure 4 shows the paths in each path. Both positive (+) and negative (-) markers showed association for all seven relationships (direct effect). What needs to be emphasized is how strong the construct is in a model. Therefore, we use the coefficient of determination (R<sup>2</sup>) to sharpen the fit and how well several variables in the linear regression equation fit (eg Chicco et al., 2021). Agunbiade & Ogunyinka (2013) categorizes R<sup>2</sup> into five forms, namely 0 - <0.30 = negligible correlation, 0.30 - <0.50 = low positive correlation, 0.50 - <0.70 = moderate positive correlation, 0.70 - <0.90 = high positive correlation, and 0.90 - 1 = very high positive correlation. From this, we can conclude that the path that links visitors to bonding with technology adaptation is moderately positive. However, technology adaptation actually has a low positive determination towards innovation and creativity. Another observation that makes a difference, where innovation and creativity on market segmentation and city branding, the determination is high positive. Then, market segmentation has a moderate positive acceptance for city branding and city branding is quite superior in contributing to visitor bonding, which is moderately positive.

**DISCUSSION**

By carrying out the mission of 'developing tourism destinations and making Indonesia a world-class tourism destination', the Indonesian government, through the Ministry of Tourism and Creative Economy, also covers strengthening the creative economy (Simanjuntak, 2013). Unfortunately, from the diversity of culture, historical heritage, and natural heritage from Indonesia (Dewi et al., 2021; Hasibuan et al., 2011; Fitri et al., 2015), they heard only a few and they heard only a few about Indonesia's diversity of culture, historical, and natural heritage

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Comment [D27]: Check sentence construction this section

395 (Dewi et al., 2021; Hasibuan et al., 2011; Fitri et al., 2015) popular among tourists such as Lake Toba. (North  
 396 Sumatra), Kuta Beach (Bali), Derawan Islands (Berau), Borobudur Temple (Yogyakarta), Raja Ampat Islands  
 397 (West Papua), and Mount Rinjani (Lombok). East Kalimantan will soon become the center-centre of the  
 398 Indonesian government in 2024, as if we have not heard it about the tourism industry. Samarinda, as the capital  
 399 city of East Kalimantan Province, As the capital city of East Kalimantan Province, Samarinda actually has  
 400 interesting tourist destinations that come from an ancient and artificial heritage, but, However, the prospects are  
 401 not as bright as the six tourism that have been reviewed previously that is Desa Budaya Pampang, Kampung  
 402 Tenun Samarinda Taman Rekreasi, Lembah Hijau, Rumah Ulin Arya, and Jungle Water World. Only some of  
 403 them continue to be promoted, but it still limited them to exhibitions at festivals and well known nationally, such  
 404 as handicraft products (Purwadi, 2015; Indriastuti et al., 2020).

Comment [D28]: What does this mean?

405 A reputation is at stake in thinking about the development model of the tourism industry in Samarinda City.  
 406 Referring to BPS-East Kalimantan Province (2021), although Samarinda City has several hotels of all sizes, in  
 407 terms of accommodation and tourist destinations, it is still far behind Berau. Not only that, when compared to  
 408 other regencies and cities in East Kalimantan, Samarinda also lags the level of tourist arrivals, where foreign  
 409 tourists prefer to visit Berau, while, In contrast, the flow of domestic (local) tourist arrivals chooses Balikpapan  
 410 City instead of Samarinda.

411 Unforgettable memories by tourists, be they positive or negative, Whether positive or negative, unforgettable  
 412 memories by tourists certainly have significant emotional consequences for them at a destination (Ahsanah &  
 413 Artanti, 2021). A wonderful image really depends on what they learn, feel, and remember about a particular  
 414 object. Thus, social capital is the first thing that must be considered in identifying how those who travel  
 415 contribute to public recognition, build tourism spaces, and pocket benefits such as social identity (Domi et al.,  
 416 2019).

417 City brands that contain 'value equity' collectively represent the emotional, opportunity, social and  
 418 economic benefits of engaging in activities ranging from special festivals and celebrations to various  
 419 information. This reminds us that city branding is not only a full-fledged job by the government but also  
 420 stakeholders in power to convey positive news about the state of the city to tourists (Mujihestia et al., 2018).

421 It highlighted valuable needs in the bonding of city and tourist brands through strategic design. They  
 422 certainly have experiences that will be told about tourist trips in terms of operations, history, processes, products,  
 423 operations, and processes (Mitchel & Orwig, 2002). The involvement of individual loyalty and experience is  
 424 inseparable from the 'brand bond' which contributes to a more maximum brand value. In the end, the availability  
 425 of relatively accessible knowledge, along with increasingly fierce competition from tourist destinations,  
 426 strengthens the relationship between tourists and brands to absorb tourist loyalty.

427 In an informal environment such as tourism, Soares et al. (2021) are more oriented towards a 'care-based  
 428 technology adoption model' to adopt innovations that have created creativity for many essential discoveries.  
 429 Straub (2009) suggests that individuals always adapt to time, space, and complex processes in technological  
 430 development, so that there are social aspects that need to be formed in influencing every decision. The  
 431 facilitation of technological adaptation must address contextual, emotional, and cognitive issues. The implication  
 432 is that it focuses on networking involving formal organizations to share opportunities for a wide range of people.

433 Creativity and innovation are the lifeblood of an organization. In the business world, these two vital keys  
 434 involve the individual behavior and skills required to explore the 'concept of innovation', whether it is a natural  
 435 factor or growing by learning and adaptation in an environment oriented towards the 'creativity concept'  
 436 (Glassman & Opengart, 2016). This is where the essence of the special offer of entrepreneurship seems more  
 437 practical than the theoretical aspect.

438 Goyat (2011) does not emphasize the role of creativity in market segmentation. However, Otuedon (2016)  
 439 actually teaches that it is important to stay creative, because there are different ways to facilitate the market  
 440 segmentation process. Intense competition in the global market makes customer segments homogeneous because  
 441 the need for some level of creativity has exceeded jurisdictional boundaries. Sutapa et al. (2017) packs creativity  
 442 to adjust market segmentation or the correct level of need. Through a true multi-step market segmentation  
 443 process, it is a testament to market knowledge, creativity, and managerial insight. The right scientific technique  
 444 to organize the segmentation basis is to produce segments that meet the criteria, including responsive,  
 445 substantial, accessible, and identifiable. Creativity must get the right market segmentation based on the best  
 446 innovation potentials.

## 447 CONCLUSION

448 This paper has the ambition to examine the connection between visitors bonding, technology adaptation,  
 449 innovation and creativity, market segmentation, and city branding by involving visitors at six destinations in  
 450 Samarinda City during 2021. The consideration was that Samarinda did not have a magnet for tourists and for  
 451 several decades considered there is a metamorphosis in the improvement of tourist attractions through  
 452 attractions, festivals, and various programs carried out by the government to attract their attention. Through a  
 453 series of statistical procedures in the regression method, we found nine fragments that visitor bonding could  
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455 grow technology adaptation up to 189.4% (H1 accepted), visitor bonding increased innovation and creativity  
 456 through technology adaptation reached 141.6% (H6 accepted), innovation and creativity added city branding and  
 457 market segmentation with a proportion of 587.1% (H4.a and H4.b accepted), innovation and creativity increased  
 458 city branding through market segmentation by 407.8% (H7 accepted), and market segmentation grew city  
 459 branding up to 456.7% (H5 accepted). Among other empirical evidence, there are results that contradict the  
 460 hypothesis. Although the city branding relationship could increase visitors' bonding by 22%, the impact was not  
 461 significant (H2 rejected). Worse yet, innovation and creativity fell to 213.4%, if technology adaptation added  
 462 (H3.a rejected). We can also see inconsistency from the increase in technology adaptation, which actually harms  
 463 market segmentation by 168.3% (H3.b rejected).

464 No study is perfect, as with in this case. The drawback of our study lies in the sampling technique.  
 465 Appropriately, implementing the sample considers the maturity of the informants' insight, for example, by using  
 466 purposive sampling. That way, the investigation can get a maximum response because those selected are visitors  
 467 who understand the ins and outs of destinations in Samarinda City, have ideal characters with competent literacy  
 468 coverage, and the level of interpretation of a terminology in a professional way. Therefore, further work will  
 469 continue to develop. Elaboration of the study based on the expansion of variables and dimensions also  
 470 recommended.

471 Future agendas need to integrate the implications of this research. Therefore, changing perspectives from  
 472 practical and theoretical contributions is difficult. We hope the results will continue to strengthen aspects related  
 473 to city branding to visitors bonding, and technology adaptation to innovation and creativity and market  
 474 segmentation. It contained all stakeholders in the 'five helix concept' (academics, business actors, media,  
 475 communities, and, of course, the government). These parties must make contemporary breakthroughs that can  
 476 modernize destinations by changing the 'face of the city' not just a cursory project, making it possible to provoke  
 477 the desire of tourist visits.

#### 478 ACKNOWLEDGEMENTS

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 482 authors made substantial contributions to the conception and design of the study. The authors took responsibility  
 483 for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.  
 484

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