

***IS IT CULINARY TOURISM, SHOPPING TOURISM, OR HERITAGE TOURISM?
BANDUNG CITY'S BRANDING FROM A TOURIST PERCEPTION***
(APAKAH WISATA KULINER, WISATA BELANJA, ATAU WISATA WARISAN
BUDAYA? BRANDING KOTA BANDUNG DARI PERSEPSI WISATAWAN)

Aditya Rizki Rinaldi

Program Studi Pengelolaan Konvensi dan Acara, Politeknik Multimedia Nusantara, Indonesia

Article Info

Submitted:
14 Oct 2025
Accepted:
4 June 2026
Published:
30 June 2026

Corresponding Author:

Aditya Rizki Rinaldi
* aditya.rizki@mnp.ac.id

Abstract

Destination branding is a critical component of urban tourism marketing, yet scholarly consensus on the dominant brand identity of multifaceted destinations remains limited. Bandung City, Indonesia, presents a compelling case: the city is simultaneously perceived by tourists as a culinary tourism destination, a shopping tourism destination, and a heritage tourism destination, yet no study has systematically prioritized these competing identities using a consumer-based framework. This study addresses that gap by applying Customer-Based Brand Equity (CBBE) theory (Konecnik & Gartner, 2007) integrated with the Analytic Hierarchy Process (AHP) to determine which destination branding alternative—culinary, shopping, or heritage tourism—best reflects tourist perceptions of Bandung City. Data were collected via a structured questionnaire administered to 100 purposively sampled tourists who had visited Bandung City within the preceding two years. CBBE was operationalized through four dimensions: destination awareness, destination image, destination quality, and destination loyalty. AHP pairwise comparisons were processed using Expert Choice 11 software, with all consistency ratios confirmed at ≤ 0.1 . Results reveal that culinary tourism emerged as the highest-ranked branding alternative, scoring highest on destination image, quality, and loyalty, while shopping tourism led on destination awareness. Heritage tourism demonstrated the most consistent performance across all CBBE dimensions. These findings offer evidence-based recommendations for destination management organizations and city governments seeking to develop targeted, equity-driven tourism marketing strategies.

Keywords: Customer-Based Brand Equity; Destination Branding; Analytic Hierarchy Process; Culinary Tourism; Bandung City

INTRODUCTION

Destination branding has attracted substantial scholarly attention over the past two decades, with researchers examining its relationship to tourist visiting intentions (Chi et al., 2020; Kim et al., 2009; Kumail et al., 2022), destination choice behavior (Dey et al., 2020; Toan et al., 2019), post-visit conduct (Choi, 2016; Papadimitriou et al., 2015), and tourist experience satisfaction (Jiménez-Barreto et al., 2020; Roostika, 2012; Singh et al., 2018). Branding is central to tourism marketing because it encapsulates a destination's identity, communicates its unique value proposition, and shapes the cognitive and affective associations tourists form with a place (Lee et al., 2011; Ray et al., 2018). The strength of a destination brand, as reflected through tourist engagement and perception, ultimately determines a destination's comparative advantage in an increasingly competitive global tourism market (Ferns & Walls, 2012).

Despite this extensive body of literature, a critical practical challenge persists for destinations with plural tourism identities: how should city governments and destination management organisations (DMOs) prioritize their branding strategy when tourists hold divergent but equally valid perceptions of the same city? This challenge is particularly acute for Bandung City, the capital of West Java Province, Indonesia, and one of the country's most visited domestic tourist destinations. Existing research has documented Bandung's reputation as a culinary tourism city (Bustomi & Avianto, 2022; Gaffar et al., 2019; Kusumawardani & Putri, 2020; Stevanie & Wulandari, 2021), as a heritage and cultural tourism city (Aji, 2023; Danudara, 2017; Gusnadi, 2019; Purike et al., 2023), and as a premier shopping and creative industry destination (Astuti, 2017b; Department of Culture and Tourism of Bandung City, 2023; Priyanto & Suryana, 2019)—each label supported by distinct bodies of evidence. However, no prior study has systematically evaluated which of these competing identities constitutes the strongest consumer-based brand equity (CBBE) in the eyes of tourists.

This gap is further complicated by the fact that Bandung City's tourism image overlaps with that of surrounding areas, including Bandung Regency and West Bandung Regency, leading to tourist confusion about which tourism products are authentically urban

rather than regional (Department of Culture and Tourism of Bandung City, 2023; Februadi et al., 2019). Auliana et al., (2023) explicitly recommended a redesign of Bandung City's destination branding to create a clearer and more compelling identity. The present study responds directly to this recommendation.

The novelty of this study lies in three areas. First, it is, to the authors' knowledge, the first study to apply an integrated CBBE–AHP framework to compare competing destination branding alternatives for a single urban destination. While CBBE has been applied to tourism destinations (Çinar & Weiss, 2020; Pike, 2008; Ruiz-Real et al., 2020; Wang & Pizam, 2017) and AHP has been used for tourism decision-making (Božić et al., 2018; Jinghuan & Zhen, 2020; Susano et al., 2019), their combination for destination brand prioritization represents a methodological contribution. Second, the study operationalizes Konecnik and Gartner (2007) four-dimensional CBBE model—comprising destination awareness, image, quality, and loyalty—as evaluation criteria within a multi-criteria decision-making framework. Third, this study addresses a specific applied need identified in the Bandung City Regional Tourism Development Master Plan (2012–2025), providing empirical grounds for strategic branding decisions.

The Konecnik and Gartner (2007) CBBE framework is particularly appropriate for this study. Rooted in Keller's (2013) consumer-based conceptualization of brand equity, it positions tourists—rather than destination managers—as the primary judges of brand strength. Kotler (2016) defines CBBE as the differential effect that brand knowledge has on consumer response to marketing activities, making it a theoretically rigorous lens through which destination positioning can be assessed. Destination awareness refers to the degree to which tourists can recognize and recall a destination; destination image encompasses the set of beliefs, impressions, and perceptions tourists hold; destination quality reflects tourists' evaluative judgments about service and infrastructure; and destination loyalty captures the behavioral and attitudinal intentions to return and recommend (Konecnik & Gartner, 2007). These four dimensions have been validated across diverse tourism contexts (Crespo et al., 2017; Martín et al., 2019; Yuwo et al., 2019) and provide a

comprehensive evaluative structure for comparing the three branding alternatives.

To complement the CBBE framework, this study employs the Analytic Hierarchy Process (AHP), a structured multi-criteria decision-making methodology developed by. AHP decomposes complex decisions into hierarchical components—goals, criteria, sub-criteria, and alternatives—and quantifies their relative priorities through pairwise comparisons (Saaty (1980) in Karczmarek et al., 2021)). AHP has been widely validated in tourism research as a tool for destination evaluation and strategic planning (Božić et al., 2018; Welthagen et al., 2022; Zhang, 2023), and its integration with CBBE enables a systematic, data-driven resolution to Bandung City's branding dilemma.

The study thus aims to: (1) assess tourist perceptions of Bandung City across three destination branding alternatives—culinary tourism, shopping tourism, and heritage tourism—using the four CBBE dimensions; (2) determine the relative priority weights of CBBE criteria through AHP pairwise comparison; and (3) identify the highest-ranked destination branding alternative for Bandung City. The findings are intended to inform stakeholders in the Bandung City tourism sector, including the local government and DMOs, and to contribute to the broader scholarly discourse on consumer-based destination branding methodology.

LITERATURE REVIEW

Customer-Based Brand Equity in Tourism Destinations

Brand equity, defined as the added value a brand confers on a product or service, was initially conceptualized in a consumer goods context by Keller (2013) and (Aaker, 1991). Keller's (2013) CBBE model positions the consumer's knowledge, attitudes, and associations with a brand as the source of its equity, emphasizing that strong brands reside in the minds of consumers rather than in managerial intent. When applied to tourism destinations, CBBE captures the perceptual and evaluative dimensions tourists use to differentiate between competing destinations (Pike, 2008; Wang & Pizam, 2017).

Konecnik and Gartner (2007) were among the first to operationalize CBBE specifically for tourism destinations, proposing a four-dimensional model

comprising awareness, image, quality, and loyalty. This framework has been widely adopted and validated in subsequent studies (Crespo et al., 2017; Martín et al., 2019; Yuwo et al., 2019) and has been applied in Indonesian contexts, including Bandung City (Yuwo et al., 2019). In the present study, destination awareness is operationalized as tourist recognition of and familiarity with Bandung City as a specific type of tourism destination; destination image as the totality of impressions about the city's attractiveness, comfort, and competitiveness; destination quality as tourist evaluations of service quality, cleanliness, safety, and accessibility; and destination loyalty as intentions to revisit, recommend, and prefer the city as a first-choice destination.

Several empirical studies have confirmed the positive relationships among these dimensions. Martín et al. (2019) demonstrated that all four dimensions jointly determine destination brand equity, while tourist satisfaction and loyalty are directly shaped by awareness and image. Chi et al. (2020) found that destination brand equity positively influences travel intention through the mediating role of destination familiarity, underscoring the strategic importance of awareness. Crespo et al. (2017) showed that tourists can form loyalty through perceived quality even without prior destination familiarity, suggesting that quality perceptions may serve as a direct route to brand equity in some contexts. Dam (2017) found that brand image and loyalty are the strongest predictors of revisit decisions, while brand quality had no direct significant effect in his Vietnamese context—a finding partially replicated in the present study's ranking of quality as the lowest-priority CBBE criterion for Bandung City.

The Analytic Hierarchy Process in Tourism Decision-Making

AHP, developed by Saaty (1980) in Karczmarek et al. (2021) and Saaty et al. (2021), is a multi-criteria decision-making methodology that structures complex problems into a hierarchy of goals, criteria, sub-criteria, and alternatives, then derives priority weights through pairwise comparisons using a nine-point ratio scale. The method has been extensively applied in tourism contexts, including evaluating beach attractiveness (Susano et al., 2019), assessing cultural heritage site appeal (Božić et al., 2018),

designing public tourist facilities (Jinghuan & Zhen, 2020), and measuring conference tourism competitiveness (Welthagen et al., 2022). A key advantage of AHP is its capacity to bridge qualitative expert judgment with quantitative analysis, producing transparent and reproducible priority rankings with measurable consistency (Saaty et al., 2021).

In the present study, AHP is not applied in isolation but is embedded within a CBBE framework, whereby the four CBBE dimensions serve as criteria and the three branding alternatives—culinary, shopping, and heritage tourism—serve as decision options. This integration allows the study to move beyond merely describing tourist perceptions toward prescriptively recommending a prioritized branding strategy. The consistency ratio (CR) is used to validate all pairwise comparisons, with $CR \leq 0.1$ considered acceptable (Saaty et al., 2021).

Bandung City as a Multifaceted Tourism Destination

Bandung City is a major domestic tourism destination in Indonesia, particularly popular among tourists from the Jabodetabek metropolitan area. The city offers a diverse tourism portfolio spanning historical tourism, educational tourism, culinary tourism, shopping, sports, and MICE (Meetings, Incentives, Conferences, and Exhibitions). This diversity, while an asset, creates a branding challenge: tourists and stakeholders hold multiple competing perceptions of the city's primary tourism identity (Februadi et al., 2019).

Research consistently identifies culinary tourism as a dominant lens through which Bandung is perceived (Bustomi & Avianto, 2022; Gaffar et al., 2019; Komaladewi, 2017; Turgarini, 2020). Turgarini (2020) conceptualized Bandung as a Sundanese gastronomy foodscape, encompassing street food, traditional markets, restaurants, culinary festivals, and educational culinary institutions. The city's favorable climate and diverse food offerings have shaped a distinctive culinary experience (Gaffar et al., 2019), supported by digital platforms and mobile applications that enhance information access for food tourists (Setiawan & Wulandari, 2020; Turgarini et al., 2021).

Simultaneously, Bandung has a well-established identity as a shopping destination. Historically known as *Parijs van Java*—a reference to its colonial-era

reputation as the most fashionable city in the Dutch East Indies—Bandung has been branded as Shopping Paradise (Rahmiati & Amin, 2019) and is recognized as a center for fashion, factory outlets, and creative industries across Java (Astuti, 2017b). The city's Regional Tourism Development Master Plan (2012–2025) explicitly designates creative shopping and culinary tourism as strategic development priorities (Department of Culture and Tourism of Bandung City, 2023).

Heritage tourism represents a third identity, rooted in Bandung's rich colonial and Sundanese cultural legacies. The city contains numerous historical buildings and landmarks dating from the Dutch colonial period (Abdillah et al., 2022; Bustomi & Avianto, 2022), as well as traditional Sundanese arts and cultural sites (Gusnadi, 2019). Nugroho et al. (2023) demonstrated that heritage tourism resources in Bandung City generate unique and highly competitive tourism products, while Rahman et al. (2021) confirmed that CBBE for heritage destinations is positively shaped by brand experience, cultural intelligence, and destination loyalty. Despite these assets, heritage tourism has received comparatively less attention in Bandung's official branding communications.

METHODS

Research Design

This study employs an exploratory-descriptive research design, consistent with identifying and comparing perceptual patterns across tourist groups rather than testing causal hypotheses (Bougie & Sekaran, 2021; Malhotra & Dash, 2016). The integration of CBBE theory and AHP methodology aligns with the mixed-priority approach recommended for multi-criteria tourism decision research (Božić et al., 2018; Welthagen et al., 2022). The quantitative AHP analysis is used to derive priority weights that aggregate and rank individual tourist perceptions, enabling systematic comparison of the three branding alternatives.

Sampling and Data Collection

Data were collected in June 2024 via a structured online questionnaire distributed through social media platforms (Instagram, X, and Facebook). Purposive random sampling was employed, with the eligibility

criterion that respondents had visited Bandung City at least once within the preceding two years. The sample comprised 100 respondents, a size consistent with exploratory-descriptive tourism studies and adequate for AHP-based analysis, where the method's validity depends on the consistency of pairwise judgments rather than statistical power alone (Saaty, 1980 in Karczmarek et al., 2021 and Saaty et al. (2021)). The questionnaire achieved a 100% response rate within the distribution period.

The questionnaire was organized into three sections corresponding to the three branding alternatives: Bandung City as a Culinary Tourism City, as a Heritage Tourism City, and as a Shopping Tourism City. Each section contained 14 items measuring the four CBBE dimensions—destination awareness (3 items), destination image (3 items), destination quality (4 items), and destination loyalty (4 items)—resulting in 42 items in total. Item content was developed based on Konecnik and Gartner (2007) original scale items, adapted to the urban tourism context of Bandung City and validated through a review of prior Bandung-specific tourism literature (Februadi et al., 2019; Yuwo et al., 2019). Items were measured on a five-point Likert scale. The questionnaire instrument is available upon request from the corresponding author.

A limitation of the purposive online sampling approach is the potential for self-selection bias, as respondents who are active on social media and willing to complete online surveys may differ

systematically from the broader tourist population. Additionally, the restriction to tourists who had visited Bandung City in the prior two years may under-represent first-time visitors or tourists with longer intervals between visits. Future research should consider more representative sampling strategies, including intercept surveys at key tourist sites.

Analytic Hierarchy Process Procedure

AHP was implemented in four stages. First, the decision hierarchy was constructed, comprising: (1) the overall goal of determining the optimal destination branding for Bandung City; (2) four criteria derived from the CBBE model—Destination Awareness (AWR), Destination Image (IMG), Destination Quality (QLT), and Destination Loyalty (LOY); (3) fourteen sub-criteria operationalizing each dimension; and (4) three alternatives—Culinary Tourism (CUL), Shopping Tourism (SHP), and Heritage Tourism (HRT) (see Figure 1). Second, pairwise comparisons were conducted at the criteria level and at the sub-criteria level within each criterion, with comparison matrices populated using aggregated questionnaire response weights. Third, priority synthesis was performed using Expert Choice 11 software to derive local and global priority weights for all elements in the hierarchy. Fourth, consistency was verified for all comparison matrices, with all Consistency Ratios (CR) confirmed to be ≤ 0.1 , indicating acceptable judgment consistency (Saaty, 1980).

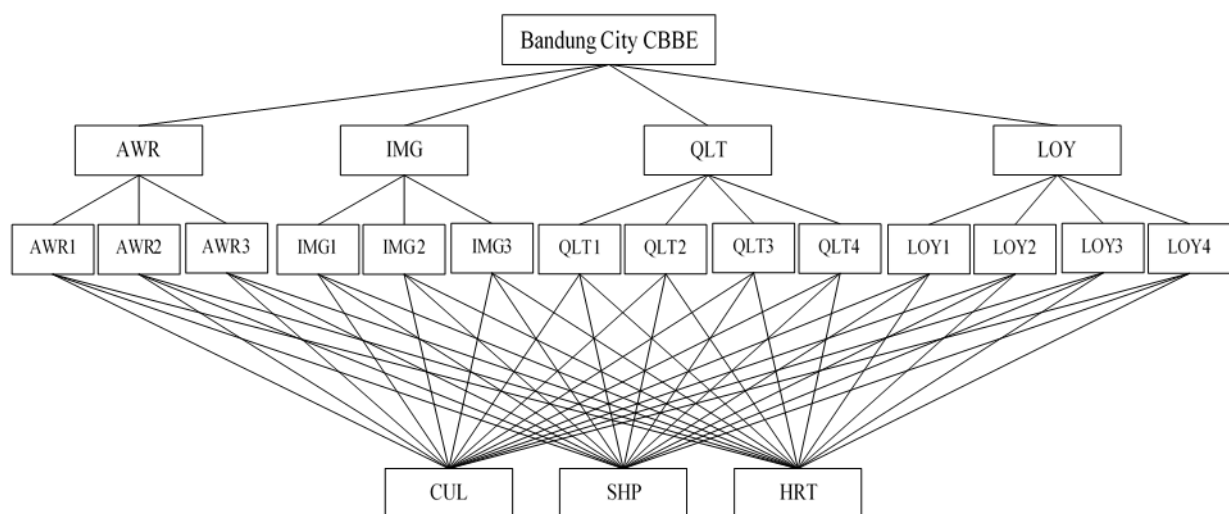


Figure 1. Analytical Hierarchy Process Structure

RESULTS AND DISCUSSION

Priority Weights of CBBE Criteria

Table 1 presents the priority weights and inconsistency indices for all CBBE criteria and sub-criteria. Destination Awareness and Destination Image each received equal weighting

of 0.289, establishing them as co-equal primary criteria. Destination Loyalty received a weight of 0.246, followed by Destination Quality at 0.175, the lowest-ranked criterion.

Table 1. AHP Priority Weights and Inconsistency Indices for CBBE Criteria and Sub-Criteria

Matrix	Weight	Inconsistency	Remarks
Destination Branding		0.02	<i>Valid</i>
Destination Awareness	0.289	0.05	<i>Valid</i>
The level of ease of getting to know the city as a tourist destination	0.413	0.00	<i>Valid</i>
The level of ease in recognizing the characteristics of the city as a tourist destination	0.260	0.05	<i>Valid</i>
The level of uniqueness of the city as a tourist destination	0.327	0.00	<i>Valid</i>
Destination Image	0.289	0.05	<i>Valid</i>
The level of attractiveness of tourist attractions in the city	0.413	0.00	<i>Valid</i>
Comfort level while in the city	0.260	0.00	<i>Valid</i>
The level of the city's competitive ability as a tourist destination	0.327	0.00	<i>Valid</i>
Destination Quality	0.175	0.05	<i>Valid</i>
The level of service quality of tourist attractions in the city	0.343	0.05	<i>Valid</i>
The level of cleanliness of the city as a tourist destination	0.243	0.00	<i>Valid</i>
The level of security of the city as a tourist destination	0.172	0.00	<i>Valid</i>
The level of ease of getting to tourist attractions in the city	0.243	0.00	<i>Valid</i>
Destination Loyalty	0.246	0.02	<i>Valid</i>
The level of desire to visit the city as a tourist destination	0.395	0.05	<i>Valid</i>
The level of desire to recommend the city as a tourist destination	0.278	0.05	<i>Valid</i>
The level of belief that the city as a tourist destination can provide more services	0.163	0.00	<i>Valid</i>
The level of desire to make the city the first choice tourist destination	0.163	0.00	<i>Valid</i>

The co-equal primacy of Destination Awareness and Destination Image is consistent with foundational CBBE theory. Konecnik and Gartner (2007) positioned image as an essential determinant of destination choice, while Chi et al. (2020) demonstrated that awareness—mediated by destination familiarity—positively and significantly shapes travel intentions. Vila et al. (2021) further confirmed that media exposure, including film and television, substantially enhances destination awareness and motivates visitation. The relatively lower weight assigned to Destination Quality is broadly consistent with Dam's (2017) finding that quality had no direct significant effect on revisit decisions in a comparable developing-country tourism context, suggesting that for Bandung City, brand visibility and image are more powerful differentiators than service quality.

Within the Awareness sub-criteria, the highest weight was assigned to ease of recognition (AWR1, weight = 0.413), followed by destination uniqueness (AWR3, weight = 0.327) and

characteristic recognizability (AWR2, weight = 0.260). Within the Loyalty sub-criteria, revisit intention (LOY1) received the highest weight (0.395), consistent with the principle that loyalty mediates the relationship between tourist trust and destination brand equity (Hadianfar, 2021; Kegoro & Justus, 2020).

Comparison of Branding Alternatives

Across the three destination branding alternatives, culinary tourism emerged as the highest-ranked option overall, scoring highest on destination image, destination quality, and destination loyalty. Shopping tourism scored highest on destination awareness, reflecting the deeply embedded national recognition of Bandung as a shopping destination. Heritage tourism showed the most balanced performance across all four CBBE dimensions. Figure 2 presents the performance sensitivity chart from Expert Choice 11, illustrating the relative positioning of all three alternatives across the four criteria.

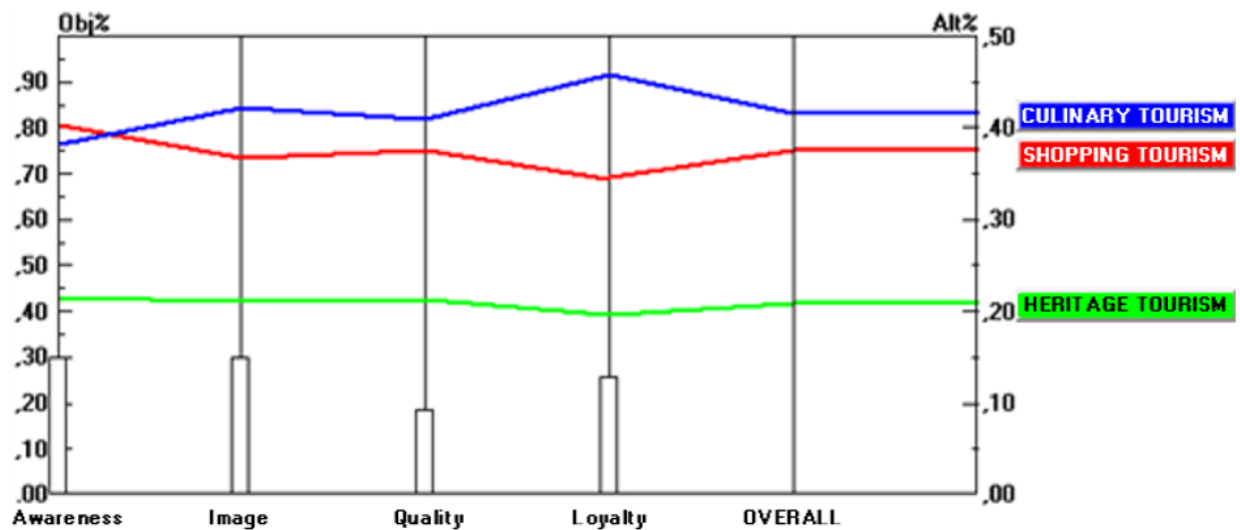


Figure 2. Performance Sensitivity of Destination Branding Alternatives across CBBE Criteria

These findings are consistent with and extend a substantial body of Bandung-specific research. The superiority of culinary tourism on image, quality, and loyalty aligns with Turgarini's (2020) characterization of Bandung as a Sundanese gastronomy foodscape and with Gaffar et al.'s (2019) finding that Bandung's climate and culinary diversity create a distinctively appetizing experience. Pratminingsih and Puspitasari (2015) demonstrated that food image significantly influences tourist satisfaction, which in turn directly shapes loyalty—a causal pathway consistent with culinary tourism's highest loyalty score in the present study. Auliana et al. (2023), Bustomi and Avianto (2022), and Februadi et al. (2019) all identified culinary tourism as a central pillar of Bandung's tourist appeal.

Shopping tourism's highest performance on destination awareness is attributable to Bandung's enduring historical reputation as *Parijs van Java* and *Shopping Paradise* (Astuti, 2017b; Rahmiati & Amin, 2019). Rahmiati and Amin's (2019) CBBE study of Bandung tourists similarly found shopping facilities to be the highest-rated attribute, reinforcing the strong association between Bandung's awareness and its shopping identity.

Heritage tourism's consistent but second-ranked performance across all four CBBE dimensions suggests an underutilized asset in Bandung's branding portfolio. Nugroho et al. (2023) demonstrated that heritage tourism resources in Bandung generate unique and competitive products, while Rahman et al.

(2021) showed that heritage destination CBBE is positively shaped by brand experience and cultural intelligence. Saeedi and Heidarzadeh Hanzae (2018) argued that developing heritage tourism branding requires focused investment in brand recognition and quality perceptual strategic opportunity for Bandung City going forward.

The role of social media as a mediating variable across all three alternatives merits specific attention. Dedeoğlu et al. (2020) demonstrated that social media sharing enhances both destination brand awareness and quality perceptions, while Raji et al. (2019) argued that social media automates brand perception formation. The Bandung City Government has actively leveraged social media to promote culinary events (Setiawan & Wulandari, 2020), which may partly explain culinary tourism's stronger image and quality ratings relative to heritage tourism, where social media promotion remains comparatively underdeveloped.

CONCLUSION

This study applied an integrated CBBE–AHP framework to determine the optimal destination branding alternative for Bandung City, Indonesia, from a tourist perception perspective. Drawing on data from 100 purposively sampled tourists, AHP pairwise comparisons assigned equal priority to Destination Awareness and Destination Image (each 0.289) as the leading CBBE criteria, followed by Destination Loyalty (0.246) and Destination Quality (0.175).

Across three branding alternatives, culinary tourism emerged as the overall highest-ranked destination branding, scoring highest on image, quality, and loyalty, while shopping tourism led on awareness. Heritage tourism exhibited consistent but moderate performance across all dimensions.

The findings carry several practical implications for destination management. First, the Bandung City Government and DMOs should formally adopt culinary tourism as the primary destination branding axis, aligning official marketing communications, event programming, and physical destination development around this identity. Second, shopping tourism's strong awareness advantage should be leveraged as a complementary brand story, positioning both identities as mutually reinforcing. Third, heritage tourism represents an underexploited differentiating asset; targeted investment in heritage interpretation, visitor experience quality, and social media promotion could elevate its CBBE.

This study has several limitations. The 100-respondent sample limits generalizability across diverse tourist demographics. Online survey distribution introduces potential self-selection bias. Future research should employ larger and more representative samples, involve tourism industry experts in AHP pairwise comparisons, and conduct longitudinal studies tracking changes in CBBE dimensions over time. The causal mechanisms linking culinary tourism experiences to destination loyalty also warrant deeper qualitative investigation.

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Abdillah, D., Ardiwidjaja, R., Marhanani Tri Astuti, & Putranto, D. (2022). Development of Eco-Friendly Travel Patterns based on Cultural Heritage Attractions in the City of Bandung. *East Asian Journal of Multidisciplinary Research*, 1 (11), 2507–2520. <https://doi.org/10.55927/eajmr.v1i11.2132>
- Aji, H. N. (2023). Tourism Marketing Communication Strategy at 'Dieng Culture Festival' as An Effort to Improve the Economy of the Dieng Community. *Enrichment: Journal of Management*, 13(4), 2499–2511. www.enrichment.iocspublisher.org
- Astuti, M. T. (2017a). Strategi Komunikasi Kota Bandung Dalam Membentuk City Branding Sebagai Destinasi Wisata Belanja. *Jurnal Kepariwisata Indonesia*, 12, 111–128.
- Astuti, M. T. (2017b). Strengthening the identity of tourism destination in bandung city with city branding. *International Journal of Development Research*, 7(12), 17692–17698.
- Auliana, L., Arifianti, R., & Taryana, A. (2023). Branding Model of Bandung City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 144(12), 112–117. <https://doi.org/10.18551/rjoas.2023-12.13>
- Bougie, R., & Sekaran, U. (2021). *Research Methods for Business: A Skill-Building Approach*.
- Božić, S., Vujičić, M. D., Kennell, J., Besermenji, S., & Solarević, M. (2018). Sun, sea and shrines: Application of analytic hierarchy process (AHP) to assess the attractiveness of six cultural heritage sites in Phuket (Thailand). *Geographica Pannonica*, 22(2), 121–137. <https://doi.org/10.5937/22-16983>
- Bustomi, T., & Avianto, B. N. (2022). City branding of the “music-design-culinary” as urban tourism of Bandung, West Java. *International Journal of Tourism Cities*, 8(1), 53–69. <https://doi.org/10.1108/IJTC-06-2020-0123>
- Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52 (November 2018). <https://doi.org/10.1016/j.jretconser.2018.12.012>
- Choi, S. S. (2016). A study on effect of tourism storytelling of tourism destination brand value and tourist behavioral intentions. *Indian Journal of Science and Technology*, 9(46), 1–6. <https://doi.org/10.17485/ijst/2016/v9i46/107387>
- Çınar, K., & Weiss, D. (2020). Digital marketing and virtual tourism to enhance destination accessibility. In *Sustainable destination*

- branding and marketing: strategies for tourism development.* <https://doi.org/10.1079/9781786394286.0198>
- Crespo, Á. H., Gutiérrez, H. S. M., Sánchez, M. del M. G. de los S., & Agudo, J. C. (2017). Examining the hierarchy of destination brands and the chain of effects between brand equity dimensions. *Journal of Destination Marketing and Management*, 6(4), 353–362.
- Dam, D. X. (2017). Factors Affecting Tourist Destination Choice: A Survey of International Travelers to Hanoi, Vietnam. *Journal of Economics and Development*, 19(1), 77–92. <https://doi.org/10.33301/2017.19.01.06>
- Danudara, A. B. (2017). Perencanaan Produk Paket Wisata Heritage di Paguyuban Pelestarian Budaya Bandung. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 1(1), 10–24. <https://doi.org/10.34013/jk.v1i1.3>
- Dey, B., Mathew, J., & Chee-Hua, C. (2020). Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness. *International Journal of Culture, Tourism, and Hospitality Research*, 14(4), 639–666. <https://doi.org/10.1108/IJCTHR-08-2019-0138>
- Dinas Kebudayaan dan Pariwisata Kota Bandung. (2023). Kajian Pemetaan Potensi Ekonomi Kreatif pada Lokasi Kampung Wisata Rintisan. In *Pemerintah Kota Bandung*.
- Februadi, A., Wibisono, N., & Purnamasari, D. (2019). Bandung's Image as a Tourist Destination: An Application of Quantitative and Qualitative Approach. *International Journal of Applied Business Research*, 1(01), 58–69. <https://doi.org/10.35313/ijabr.v1i01.41>
- Ferns, B. H., & Walls, A. (2012). Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis. *Journal of Destination Marketing and Management*, 1(1–2), 27–35. <https://doi.org/10.1016/j.jdmm.2012.07.002>
- Gaffar, V., Hendrayati, H., & Bahtiar, V. P. (2019). Factors Influencing Restaurant Selection in Bandung Culinary City. *1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)*, 65 (May 2018), 123–127. <https://doi.org/10.2991/icebef-18.2019.30>
- Gusnadi, D. (2019). Komodifikasi Seni Tradisional Sunda sebagai Daya Tarik Wisata Budaya di Kota Bandung. *Jurnal AKRAB JUARA*, 4(3), 14–55.
- Hadianfar, N. (2021). Impact of Social Media Marketing on Consumer-Based Brand Equity for Tourism Destination. *International Journal of Digital Content Management*, 1(2), 150–170.
- Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79(February 2019). <https://doi.org/10.1016/j.tourman.2020.104101>
- Jinghuan, N., & Zhen, W. (2020). Research on function optimization design of public products in Tourist Attractions Based on AHP. *Proceedings - 2020 13th International Conference on Intelligent Computation Technology and Automation, ICICTA 2020*, 173–177. <https://doi.org/10.1109/ICICTA.51737.2020.00044>
- Karczmarek, P., Pedrycz, W., & Kiersztyn, A. (2021). Fuzzy analytic hierarchy process in a graphical approach. *Group Decision and Negotiation*, 30(2), 463–481. <https://doi.org/10.1007/s10726-020-09719-6>
- Kegoro, H. O., & Justus, M. (2020). Critical Review of Literature on Brand Equity and Customer Loyalty. *International Journal of Business, Economics and Management*, 7(3), 146–165. <https://doi.org/10.18488/journal.62.2020.73.146.165>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Equity*. Pearson.
- Kim, S. H., Han, H. S., Holland, S., & Byon, K. K. (2009). Structural relationships among

- involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travelers. *Journal of Vacation Marketing*, 15(4), 349–365. <https://doi.org/10.1177/1356766709335835>
- Komaladewi, R. (2017). The Representation of Culinary Experience as the Future of Indonesian Tourism Cases in Bandung City, West Java. *International Journal of Business and Economic Affairs*, 2(5), 268–275. <https://doi.org/10.24088/ijbea-2017-25001>
- Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400–421. <https://doi.org/10.1016/j.annals.2006.10.005>
- Kotler, K. (2016). *Marketing Management (15th ed.)*. Global Edition.
- Kumail, T., Qeed, M. A. Al, Aburumman, A., Abbas, S. M., & Sadiq, F. (2022). How Destination Brand Equity and Destination Brand Authenticity Influence Destination Visit Intention: Evidence from the United Arab Emirates. *Journal of Promotion Management*, 28(3), 332–358. <https://doi.org/10.1080/10496491.2021.1989540>
- Kusumawardani, K. A., & Putri, F. R. (2020). Exploring the Behavioural Intention in Culinary Tourism: A Study on Bandung Tourist Destination. *Global Research on Tourism Development and Advancement*, 2(1), 63–81. <https://doi.org/10.21632/garuda.2.1.63-81>
- Lee, H. M., Lee, C. C., & Wu, C. C. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7), 1091–1111. <https://doi.org/10.1108/03090561111137624>
- Malhotra, N., & Dash, S. (2016). Marketing Research: An Applied Approach. In *Pearson India Education Services*.
- Martín, H. S., Herrero, A., & Salmones, M. D. M. G. de los. (2019). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 22(16), 1992–2013.
- Nugroho, F. A., Handizar, D. H., & Furqan, A. (2023). Tracing the Remains of the Dutch Colonialism Period and Its Influence on Heritage Tourism Resources in Bandung City, Indonesia. *Archives of Business Research*, 11(5), 99–109. <https://doi.org/10.14738/abr.115.14704>
- Nugroho, I. W., Rahayu, S., & Andajani, E. (2020). Pengaruh Experiential Value dan Place Food Image Behavioral Intention Wisata Kuliner Bandung. *Ekonomi Dan Bisnis*, 24(2), 34–40.
- Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. K. (2015). Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. *Journal of Travel Research*, 54(3), 302–315. <https://doi.org/10.1177/0047287513516389>
- Pike, S. (2008). *Destination Marketing: An integrated marketing communication approach*. Elsevier Inc.
- Pratminingsih, S. A., & Puspitasari, D. M. (2015). Developing Bandung as Culinary Destination. *The Fourth International Conference on Entrepreneurship and Business Management (ICEBM 2015), November*.
- Priyanto, R., & Suryana. (2019). Membangun brand destination Kampung Rajut Binong Jati sebagai tujuan wisata belanja produk rajutan di Kota Bandung. *Jurnal Kajian Pariwisata*, 1(1), 31–43.
- Purike, E., Azizah, N., Ajibroto, K., Kesumah, P., & Sujana, N. (2023). Wisata Heritage Dan Kalangan Milenial Muda Di Kota Bandung. *Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 1(1), 1–13.
- Rahman, M. S., Abdel Fattah, F. A. M., Hussain, B., & Hossain, M. A. (2021). An integrative model of consumer-based heritage destination brand equity. *Tourism Review*, 76(2), 358–373. <https://doi.org/10.1108/TR-12-2019-0505>
- Rahmiati, F., & Amin, G. (2019). Factors of Tourist Perceived Value of Indonesia Shopping Tourism. *Firm Journal of Management Studies*, 4 (1), 1. <https://doi.org/10.33021/firm.v4i1.680>

- Raji, R. A., Mohd Rashid, S., & Mohd Ishak, S. (2019). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*, 25 (5), 511–534. <https://doi.org/10.1080/13527266.2018.1455066>
- Ray, N., Das, D. K., & Kumar, R. (2018). *Tourism Marketing: A Strategic Approach*. CRC Press.
- Resmi, I. C., Dhewanto, W., & Dellyana, D. (2024). Gastronomy Tourism: Local Food and Tourism Experience in Bandung. *7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022)*, 10, 1804–1810. https://doi.org/10.2991/978-94-6463-234-7_190
- Roostika, R. (2012). Destination Branding and Its Influence on Tourist's Satisfaction and Loyalty. *Journal of Technology Management*, 11(1), 113808.
- Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing and Management*, 17(June). <https://doi.org/10.1016/j.jdmm.2020.100453>
- Saaty, T. L., Zoffer, H. J., Vargas, L. G., & Guiora, A. (2021). The Analytic Hierarchy Process: Beyond “Getting to Yes” in Conflict Resolution. In *Overcoming the Retributive Nature of the Israeli-Palestinian Conflict* (pp. 1–181). Springer. <https://doi.org/10.1007/978-3-030-83958-1>
- Setiawan, D., & Wulandari, S. (2020). Perancangan Desain User Interface Aplikasi Kabita. *ARTCOMM*, 03(01), 26–40.
- Singh, R., Mehraj, N., & Roostika, R. (Ratna). (2018). Destination brand experience and its relationship with tourists satisfaction and intention to recommend: A conceptual model. *African Journal of Hospitality, Tourism and Leisure*, 7(1), 113808.
- Stevanie, I. R., & Wulandari, A. A. A. (2021). West Java culinary tourism center. *IOP Conference Series: Earth and Environmental Science*, 729(1). <https://doi.org/10.1088/17551315/729/1/012060>
- Susano, A., Sutrisno, S., Darmawan, A., Pujiastuti, P., Novita, D., Syamsiyah, S., & Mufti, A. (2019). Determination system of designing the best beach object in bali by using AHP method. *Journal of Physics: Conference Series*, 1175 (1). <https://doi.org/10.1088/17426596/1175/1/012053>
- Toan, L. D., Phu, N. H., Hai, P. T., Yen, H. T. P., & Son, P. X. (2019). Applying theory of planned behaviour in researching tourists' behaviour: The case of Hoi An World Cultural Heritage site, Vietnam. *African Journal of Hospitality, Tourism and Leisure*, 8(5).
- Turgarini, D. (2020). Bandung City as A Sundanese Gastronomy Foodscape. *Digital Press Social Sciences and Humanities*, 4(Ihtf), 00004. <https://doi.org/10.29037/digitalpress.44351>
- Turgarini, D., Fajri, I., Pratiwi, M., & Ridwanudin, O. (2021). *Android Application as a Information System of Sunda Gastronomic for Tourism Attraction in Bandung City*. *Ntf 2019*, 84–93. <https://doi.org/10.5220/0009785600840093>
- Vila, N. A., Brea, J. A. F., & de Carlos, P. (2021). Film tourism in Spain: Destination awareness and visit motivation as determinants to visit places seen in TV series. *European Research on Management and Business Economics*, 27(1), 100135. <https://doi.org/10.1016/j.iedeen.2020.100135>
- Wang, Y., & Pizam, A. (2017). Destination Marketing and Management: Theories and Applications. In *CABI* (Vol. 01).
- Welthagen, L., Slabbert, E., & Plessis, E. du. (2022). Conference tourism competitiveness: An applied AHP framework. In *Journal of Convention and Event Tourism* (Vol. 23, Issue 5, pp.435–459). Routledge. <https://doi.org/10.1080/15470148.2022.2095316>
- Yuwo, H., Ford, J. B., & Purwanegara, M. S. (2019). Customer-based Brand Equity for a Tourism Destination (CBBETD): the Specific Case of Bandung City, Indonesia. *Organizations and*

Markets in Emerging Economies, 4(1), 8–22.
<https://doi.org/10.15388/omee.2013.4.1.14255>

<https://doi.org/10.1109/GCAT59970.2023.10353522>

Zhang, Y. (2023). Study on the Method and System of Rural Tourism Recommendation based on Seasonal Characteristics and Location Characteristics Under AHP Algorithm. *2023 4th IEEE Global Conference for Advancement in Technology, GCAT 2023*, 1–6.