

Post Visit Behavior and the Influence of Destination Branding and Destination Image in Geopark Tourism

Terra Saptina Maulani^{1*} , Ujang Sumarwan² , Istiharini³ 

¹Faculty of Economic, Parahyangan Catholic University, Indonesia

²Faculty of Human Ecology, IPB University, Indonesia

³Faculty of Management, Parahyangan Catholic University, Indonesia

¹terra.saptina@ekuitas.ac.id, ²sumarwan@apps.ipb.ac.id, ³isti@unpar.ac.id

*Corresponding Author

Article Info

Article history:

Submission June 21, 2025

Revised November 3, 2025

Accepted July 28, 2026

Published September 7, 2026

Keywords:

Destination Branding

Destination Image

Tourist Satisfaction

Revisit Intention

Global Geopark



ABSTRACT

This study emphasizes the significant role of destination branding elements such as culture, climate, product offerings, and government support in shaping the destination image of Ciletuh-Palabuhanratu Global Geopark. **The findings show that** infrastructure and people have less impact on destination image, likely due to the nature based appeal of Geopark destinations, attracting younger generations like Millennials and Generation Z, who prioritize adventure over amenities. **The results suggest** that enhancing product offerings, including diverse accommodations, cultural experiences, and unique natural attractions, is key to improving the destination image and overall tourist satisfaction. **Additionally, the study** reveals that tourist satisfaction mediates the relationship between destination image and revisit intention, meaning that a positive image alone does not directly lead to revisits. Instead, satisfaction derived from the overall experience shaped by product offerings, cultural identity, and climate determines revisit intention. **To strengthen destination** image and encourage revisit intention, the study recommends expanding family friendly, star rated hotels and diversifying tourism activities such as hiking, camping, and water sports. Both the public and private sectors should collaborate on these initiatives, with government support playing a critical role in enhancing destination competitiveness. These recommendations align with SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production), promoting sustainable tourism, creating jobs, and enhancing regional competitiveness through inclusive development.

This is an open access article under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license.



DOI: <https://doi.org/10.34306/att.v8i3.773>

This is an open-access article under the CC-BY license (<https://creativecommons.org/licenses/by/4.0/>)

©Authors retain all copyrights

1. INTRODUCTION

Tourism remains one of the world's most dynamic economic sectors, contributing significantly to national development and local welfare. Many countries are shifting from resource based economies to tourism driven growth, supported by increasing global travel demand and the rising importance of sustainable destination management [1]. Indonesia, with its abundant natural and cultural assets, has positioned its Global Geoparks as strategic tourism resources that support sustainable development, environmental conservation, and community empowerment. However, despite their attractiveness, many Geoparks including the Ciletuh

Palabuhanratu UNESCO Global Geopark have not yet achieved their optimal economic impact due to limited repeat visitation and inconsistent visitor satisfaction levels.

Encouraging repeat visits is essential for sustainable destination competitiveness because returning tourists reduce marketing costs, generate stable revenue, and strengthen long-term destination resilience [2, 3]. Post-visit behavior, particularly revisit intention, therefore becomes a critical area of study within sustainable tourism research. Previous studies consistently show that tourist satisfaction is a dominant predictor of revisit intention [4–7]. More recent evidence reinforces that satisfaction emerges when tourists perceive that their experiences exceed expectations, creating emotional attachment and behavioral loyalty [8, 9].

Alongside satisfaction, destination image remains one of the strongest theoretical foundations explaining post-visit behavior. It encompasses tourists' cognitive perceptions, emotional evaluations, and conative responses toward a place [10]. A positive image improves satisfaction and stimulates loyalty, including the intention to revisit and recommend the destination to others. In branding literature, a strong and unique destination image is shaped through branding elements such as product offerings, cultural identity, climate suitability, community interaction, and governmental support [11–13]. Although previous research has examined destination image and satisfaction, empirical understanding of how destination branding components jointly shape these constructs, particularly within the context of UNESCO Global Geoparks in developing countries, remains limited.

This study addresses that gap by empirically analyzing how destination branding influences destination image and tourist satisfaction, and how these elements subsequently affect revisit intention in the Ciletuh Palabuhanratu Global Geopark. Unlike earlier studies that treat destination image as a direct determinant of revisit intention, this research tests a mediated model, allowing a more comprehensive explanation of post visit behavior. Methodologically, Partial Least Squares Structural Equation Modeling (PLS-SEM) is used because it is well suited for complex relationships, mediated effects, and exploratory models commonly applied in tourism studies [14, 15].

This research also supports several Sustainable Development Goals (SDGs), particularly SDG 8 (sustainable economic growth through tourism), SDG 11 (sustainable cities and communities), SDG 12 (responsible consumption and production), and SDG 17 (strengthening partnerships among stakeholders). Findings from this study are expected to guide policymakers, Geopark administrators, and local tourism managers in designing strategies that improve product offerings, strengthen destination branding, enhance tourist satisfaction, and ultimately increase revisit intention ensuring long-term, sustainable Geopark development in Indonesia.

2. LITERATURE REVIEW

2.1. Conceptual Framework and Hypothesis Development

Branding is traditionally built on a strong identity consisting of product, organization, person, and symbol dimensions [16, 17]. Destination branding involves creating visual identity, promoting consistent experiences, building emotional connections, and reducing perceived risks [8, 18]. Recent studies also highlight its role in sustainability and SDG related tourism development [3, 19]. Cultural attributes including local traditions, history, arts, and language remain core elements of destination identity and have consistently been shown to influence destination image [20, 21].

H1: Culture positively influences destination image of Global Geopark destination.

Infrastructure contributes to place branding by enhancing tourists' physical and affective experience [22, 23]. It includes transportation, sanitation, safety, and digital connectivity. While classic studies emphasize its importance, recent work shows mixed findings depending on destination type [24, 25].

H2: Infrastructure positively influences destination image of Global Geopark destination.

Product offerings accommodations, attractions, hospitality services, events, and natural features are essential components of destination branding and significantly shape visitor perceptions [2, 26].

H3: Product offering positively influences destination image of Global Geopark destination.

People, or local residents, are recognized as destination ambassadors who can strengthen place identity through hospitality and interaction with tourists [27, 28].

H4: People positively influences destination image of Global Geopark destination.

Climate and natural landscape are structural elements of a place that influence tourist experience and destination image, particularly in nature-based tourism [29].

H5: Climate positively influences destination image of Global Geopark destination.

The other antecedents of destination image is government intervention. The government suggests that local government initiatives with support from the province can help build the destination brand. The state has an essential role in encouraging tourism, in addition to welcoming travellers and investment, acknowledging that tourism is one of the sectors essential for the development of the national economy. The government can promote tourism as an additional market for trade, as proven by existing research, and local governments will take it seriously [30, 31]. Active government support is of vital importance in destination management, and the autonomy of local government is one of the vital aspects of successful marketing [32, 33]. The hypothesis of the following discussion is induced from these findings:

H6: Government positively influences destination image of Global Geopark destination.

Destination image plays an important role in tourism because a positive image significantly influences tourists' intention to revisit [34, 35]. A good perception will increase tourist satisfaction, which in turn will encourage loyalty and repeat visits [36, 37]. Satisfaction is defined as an emotional response that arises after comparing perceived performance with expectations [38], and many studies have confirmed its strong relationship with destination image. This study adopts the multidimensional concept of destination image including cognitive, affective, conative, and unique components as established in previous studies. Visit image is also recognized as a direct antecedent of revisit intention. This study measures revisit intention using the framework of [39], which includes tourists' willingness to return, recommend the destination to others, and commit time and resources to repeat visits. Thus, the current study propose the following hypotheses:

Destination image plays a significant role in shaping satisfaction and revisit intention [3, 40]. A positive image enhances satisfaction, which subsequently encourages loyalty and return visits.

H7: The destination image positively influence tourist satisfaction of Global Geopark.

H8: The destination image positively influence revisit intention to Global Geopark.

Tourist satisfaction reflects the emotional response derived from comparing expectations with actual experience [41, 42]. Satisfied visitors tend to demonstrate loyalty behaviors, including revisiting and recommending the destination [35].

H9: Tourist' satisfaction positively influence revisit intention to Global Geopark.

3. RESEARCH METHOD

Data for this study were collected through a questionnaire survey administered to tourists visiting the Ciletuh–Palabuhanratu Global Geopark between June and July 2024. A convenience sampling technique was employed due to the absence of a complete sampling frame and the need to access visitors directly at the destination. Although this method is practical for on-site tourism research, it may introduce selection bias, and therefore the findings should be interpreted with caution regarding generalizability.

A minimum sample size of 188 respondents was required based on the minimum R-Square approach recommended for PLS-SEM [43]. A total of 274 valid responses were obtained. Before the structural analysis, an instrument test was conducted, resulting in the removal of nine invalid indicators to ensure reliability and validity. All items were measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied using SmartPLS 3.0. PLS-SEM was selected because it is well-suited for predictive models, theory development, non-normal data, and complex frameworks involving multiple constructs and mediating relationships. Recent tourism and branding studies also highlight PLS-SEM as a robust analytical approach for understanding behavioral intention and post-visit outcomes

4. RESULT AND DISCUSSION

This study included 274 respondents, comprising 152 males and 122 females. Respondents' were categorized in four generational cohorts: Generation Z (15–27 years, N = 120), Millennials (age 28–43, N = 116), Generation X (age 44–59, N = 32), and Baby Boomers (age 60–70, N = 6). Most of the respondents (49%) work in the public and private sectors. Students comprised 29% of the sample, 10% were unemployed, and 18% reported other occupations such as part-time jobs. There were 34% of monthly income measures that were less than IDR 1,500,000, 10% ranged between IDR 1,500,000 - IDR 2,500,000, 14% between IDR 2,500,000 - IDR 3,500,000, and 42% were more than IDR 3,500,000 (IDR = Indonesian Rupiahs). Most of the respondents were domestic tourists. This study using PLS-SEM was used to analyze the data. Performing the reflective measurement model evaluations, the initial criteria to be used is to assess the reliability and validity

of the measurements So, as Table 1 shows, the loading values of all factors exceed the recommended threshold of 0.70, and the Average Variance Extracted (AVE) values for each construct are greater than 0.5. This means that our indicators can be trusted to have uniform meaning, and Table 1 also gives Cronbach's alpha (σ) and Composite Reliability (CR) values for each construct. Both exceed 0.70, demonstrating that the constructs meet the requirements of internal consistency and are considered reliable [44].

Table 1. Measurement Model Assessment Result

Construct & Measure item	Construct Validity		Construct Reliability		R ²
	Loading Factor	AVE*	α^*	CR*	
Culture (CU)		0.710	0.898	0.924	
Preservation of cultural heritage sites	0.845				
Diversity of arts as creative culture	0.872				
Preserved traditions (e.g., farming practices, sea rituals)	0.881				
Frequency of cultural festivals held	0.790				
Preservation of traditional house architecture in heritage villages	0.822				
Infrastructure (INF)		0.731	0.954	0.961	
Adequate public restroom facilities	0.863				
Availability of prayer facilities (e.g., mosques)	0.871				
Availability of trash bins	0.894				
Tourist spots are kept clean from litter	0.856				
Homeless-free tourism zones	0.858				
Accessible and fast internet connectivity	0.831				
Well-maintained roads to tourist spots	0.812				
Adequate public transportation to the Geopark area	0.863				
Clear and adequate signage within the Geopark area	0.847				
Product Offering (PO)		0.652	0.940	0.949	
Diverse options of star-rated hotels	0.843				
Variety of accommodation options	0.759				
Various resort options available	0.804				
Nearby accommodations are of good quality	0.862				
Cultural traditions in the Geopark are appealing	0.859				
Natural beauty of the Mega Amphitheater landscape	0.730				
Scenic beaches within the Geopark area	0.752				
Other geological attractions (e.g., sea caves, geysers)	0.808				
Variety of traditional Palabuhanratu foods as souvenirs	0.867				
Natural & pristine landscape views surpass other destinations	0.777				
Climate (CN)		0.772	0.852	0.910	
Stable climate (not too hot or cold)	0.862				
Preserved biodiversity within the Geopark	0.901				
Outdoor tourism activities align with local climate	0.873				
People (P)		0.771	0.849	0.909	
Friendly local community	0.762				
Ease of communication between locals and tourists	0.948				
Hospitable attitudes of locals toward tourists	0.913				
Government (GOV)		0.888	0.875	0.941	
Government organized promotional events	0.933				
Continuous governmental support for tourism activities	0.951				

Destination Image (DI)	0.793	0.913	0.939	0.709
Cognitive image	0.872			
Affective Image	0.892			
Conative Image	0.894			
Unique Image	0.903			
Tourist Satisfaction (TS)	0.793	0.934	0.950	0.694
Experience exceeded expectations	0.886			
Visiting the Geopark was a wise decision	0.937			
Time and effort invested were worthwhile	0.913			
Expenses incurred were justified by the experience	0.869			
Revisit Intention (RI)	0.863	0.920	0.950	0.449
Intention to revisit in the future	0.920			
Will recommend to friends and family	0.939			
Willingness to invest time and money to revisit	0.928			

*AVE (Average Variance Extracted); α (Cronbach's alpha); CR (Composite Reliability)

The Fornell-Larcker criterion was used to ensure the discriminant validity of the test. According to this criterion, each latent construct should be greater than its correlation with any other construct [45]. As shown in Table 1, all constructs comply with this rule. Therefore, we concluded that each latent variable meets our tests for discriminant validity requirements [46].

Table 2. Discriminant Validity Fornell Larcker

	CU	CN	DI	GOV	INF	P	PO	RI	TS
CU	0.843								
CN	0.440	0.879							
DI	0.702	0.583	0.890						
GOV	0.671	0.323	0.498	0.942					
INF	0.658	0.450	0.568	0.604	0.855				
P	0.460	0.626	0.537	0.456	0.449	0.878			
PO	0.771	0.512	0.798	0.692	0.639	0.505	0.807		
RI	0.452	0.285	0.590	0.363	0.340	0.410	0.462	0.929	
TS	0.638	0.426	0.833	0.459	0.494	0.559	0.679	0.667	0.891

Table 2 demonstrates strong discriminant validity based on the Fornell–Larcker criterion, which requires that each construct's square root of the AVE be higher than its correlations with other constructs. In this study, all diagonal values such as Culture (0.843), Climate (0.879), Destination Image (0.890), Government Support (0.942), Infrastructure (0.855), People (0.878), Product Offering (0.807), Revisit Intention (0.929), and Tourist Satisfaction (0.891) are greater than the corresponding off-diagonal coefficients [47]. This indicates that each construct shares more variance with its own measurement items than with other variables in the model [48].

These results provide strong empirical support for the discriminant validity of the measurement model [49]. The clear separation among constructs shows that each latent variable represents a distinct theoretical domain and does not overlap excessively with others [50]. This confirms that the model is conceptually sound and that the constructs are reliably capturing unique dimensions within the overall structural framework [51].

Table 3. Result of Hypothesis Testing

Direct Hypothesis	Std β Value	t Value	p Values	Result
CU $\rightarrow$ DI (H1)	0.228	3.667	0.000	Supported
INF $\rightarrow$ DI (H2)	0.031	0.618	0.537	Not Supported
PO $\rightarrow$ DI (H3)	0.597	9.692	0.000	Supported
CN $\rightarrow$ DI (H4)	0.159	2.889	0.004	Supported
PEOPLE $\rightarrow$ DI (H5)	0.101	1.727	0.085	Not Supported

GOV → DI (H6)	-0.185	2.764	0.006	Supported
DI → TS (H7)	0.833	41.447	0.000	Supported
DI → RI (H8)	0.590	1.055	0.292	Not Supported
TS → RI (H9)	0.576	6.221	0.0	Supported

Table 3 presents the results of hypothesis testing using PLS-SEM, displaying the t-values and p-values for each hypothesis [52]. Hypothesis H1 (Culture → Destination Image) and H3 (Product Offering → Destination Image) show significant results, with t-values above the threshold and p-values below 0.001, indicating a strong positive influence. Similarly, H4 (Climate → Destination Image) also demonstrates significance with a p-value of 0.004. However, H2 (Infrastructure → Destination Image) and H5 (People → Destination Image) were not supported, as their p-values exceed 0.05, suggesting no significant impact on destination image in the context of this Geopark study.

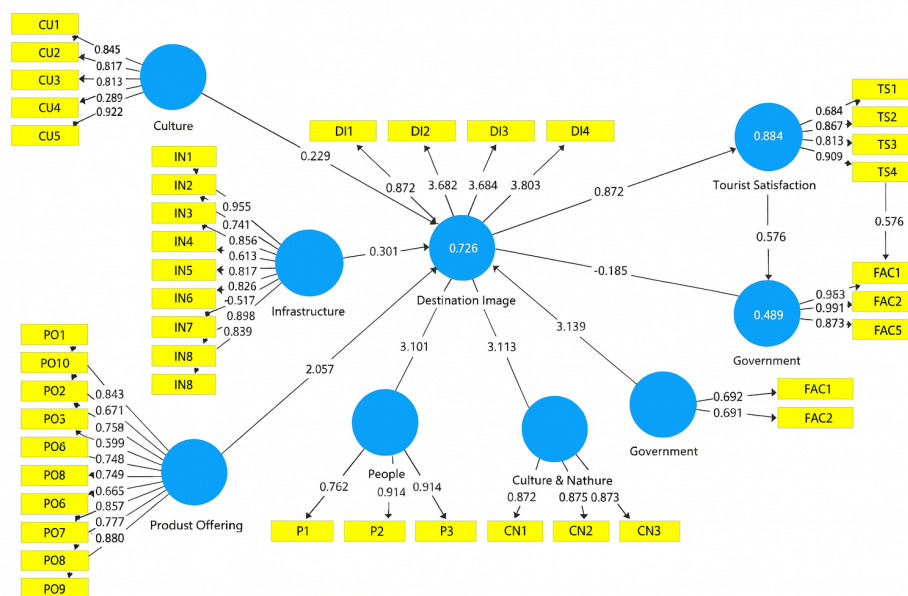


Figure 1. Structural Model Coefficient Result

Figure 1 illustrates the structural model's coefficient results, revealing the relationships between key variables, including culture, infrastructure, product offering, people, climate, government, destination image, tourist satisfaction, and revisit intention. The model shows that Culture ($\beta = 0.228$, $t = 3.667$, $p = 0.000$) and Product Offering ($\beta = 0.597$, $t = 9.692$, $p = 0.000$) significantly influence Destination Image, which in turn has a strong positive impact on Tourist Satisfaction ($\beta = 0.833$, $t = 41.447$, $p = 0.000$), leading to Revisit Intention ($\beta = 0.576$, $t = 6.221$, $p = 0.000$). However, Infrastructure ($\beta = 0.031$, $p = 0.537$) and People ($\beta = 0.101$, $p = 0.085$) show weaker or insignificant effects on Destination Image. These findings highlight the importance of enhancing tourism products and experiences to improve destination perceptions and satisfaction, which directly influence tourists' likelihood to return. The results also emphasize the significant role of government support ($\beta = -0.185$, $p = 0.006$) in promoting the destination. These insights are crucial for tourism managers and policymakers, guiding them to focus on sustainable tourism by prioritizing investments in diverse, high-quality tourism products and infrastructure, particularly for younger, adventure-seeking tourists. This aligns with SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production), underlining the need for government involvement in fostering sustainable tourism that drives regional economic development and creates jobs.

5. MANAGERIAL IMPLICATIONS

The findings of this study provide crucial insights for tourism managers, policymakers, and destination marketers, especially in the context of sustainable tourism. Specifically, destination branding elements such as culture, product offerings, climate, and government support are significant factors shaping the destination image of the Ciletuh-Palabuhanratu Global Geopark. Cultural preservation, including heritage sites and traditional festivals, plays a key role in enhancing the destination's appeal. This implies that investments in cultural tourism can strengthen the brand image of Geoparks and improve tourist satisfaction. Furthermore, the study highlights that diverse tourism products such as unique geological sites, accommodation options, and local culinary experiences are critical in shaping a positive destination image, contributing to higher tourist satisfaction and revisit intention. Government support through promotional efforts and tourism development initiatives also plays a vital role in building the destination's brand image. These insights suggest that policymakers and Geopark administrators should prioritize cultural preservation, product diversification, and collaborative government efforts to enhance the region's competitiveness in the tourism market.

Moreover, this research aligns with SDG 8 (Decent Work and Economic Growth) by showing how destination branding and tourism development can drive regional economic growth, particularly through job creation and local entrepreneurship in the tourism sector. The findings also resonate with SDG 11 (Sustainable Cities and Communities) by emphasizing the importance of cultural preservation and sustainable tourism practices that foster community well-being and resilience. By investing in sustainable tourism infrastructure and product offerings, tourism can become a tool for inclusive economic development in the region. Furthermore, the study supports SDG 12 (Responsible Consumption and Production) as it highlights the need for sustainable practices in tourism, ensuring that environmental preservation is integrated into tourism management strategies. Lastly, the study contributes to SDG 17 (Partnerships for the Goals) by underscoring the role of government collaboration with local stakeholders to develop and promote sustainable tourism initiatives that benefit both the environment and the local economy. By fostering partnerships between local communities, governments, and businesses, the Geopark can achieve long-term sustainability and enhance its appeal as a tourist destination.

6. CONCLUSION

This study highlights the significant influence of destination branding elements such as culture, climate, product offerings, and governance on the formation of destination image. It reveals that **infrastructure** and **people** have less impact, which may be attributed to the nature-based appeal of Geopark destinations, particularly attracting younger generations like Millennials and Generation Z who prioritize outdoor adventures over amenities. These findings suggest that enhancing the **product offerings** such as diverse lodging options, cultural experiences, and unique attractions is key to improving destination image and overall tourist satisfaction.

Moreover, the study underscores the role of **tourist satisfaction** as a mediating factor between destination image and revisit intention, indicating that a positive destination image alone does not directly translate into tourists' intentions to revisit. Instead, it is the satisfaction derived from the overall experience shaped by product offerings, cultural elements, and climate that influences this behavior.

To strengthen the destination image and encourage revisit intention, the study recommends several practical steps. Expanding accommodations to include family-friendly, star-rated hotels and diversifying tourism activities such as hiking, camping, and water sports are essential for attracting a wider range of tourists. Both public and private sectors should collaborate in these initiatives, also focusing on government support through events and strategic information centers. These recommendations are directly aligned with the goals of SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production), as they aim to create jobs, promote sustainable tourism, and enhance destination competitiveness through thoughtful, inclusive development.

7. DECLARATIONS

7.1. About Authors

Terra Saptina Maulani (TS)  <https://orcid.org/0009-0008-1106-5674>

Ujang Sumarwan (US)  <https://orcid.org/0000-0001-5905-2364>

Istiharini (II)  <https://orcid.org/0009-0001-8963-3167>

7.2. Author Contributions

Conceptualization: TS; Methodology: US; Software: II; Validation: TS and II; Formal Analysis: US and TS; Investigation: II; Resources: US; Data Curation: TS; Writing Original Draft Preparation: II and TS; Writing Review and Editing: US and II; Visualization: TS; All authors, TS, US, and II, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

7.4. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

REFERENCES

- [1] U. Otayboyev, "The role of international organizations and education in the development of tourism potential of countries," *Nordic Press*, vol. 2, no. 0002, 2024, nordic Academic Materials Proceedings. [Online]. Available: <https://research.nordicuniversity.org/index.php/nordic/article/view/899>
- [2] M. R. H. Polas, V. Raju, S. M. Hossen, A. M. Karim, and M. I. Tabash, "Customer's revisit intention: Empirical evidence on gen-z from bangladesh towards halal restaurants," *Journal of Public Affairs*, vol. 22, no. 3, 2022.
- [3] C. Marques, R. Vinhas da Silva, and S. Antova, "Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations?" *Tourism Management*, vol. 85, p. 104293, 2022.
- [4] S. Bag, N. Ray, and B. Banerjee, "Assessing the effects of experiential quality on behavioural intention of customers in banking services: The moderating role of experiential satisfaction," *FIIB Business Review*, vol. 14, no. 5, pp. 605–618, 2025.
- [5] C. Pan and A. Ratasuk, "Determinants of revisit intention: A case of snorkeling tourism in hainan province," *Journal of ASEAN PLUS Studies*, vol. 6, no. 1, pp. 43–64, 2025.
- [6] M. Fahlevi, "Experiential quality and satisfaction in marine tourism: A gendered analysis of post-visit behavior and frequency of visits in lampung, indonesia," *Cogent Social Sciences*, vol. 11, no. 1, p. 2460811, 2025.
- [7] C. D. Dzitse, S. Doku, J. A. Dogbe, and M. Nkrumah, "Towards sustainable beach tourism: Analysis of beach attractiveness, overall experience, and revisit intention in coastal ghana," *International Journal of Contemporary Tourism Research*, vol. 8, no. 1, pp. 13–30, 2024.
- [8] M. Chaudhary and N. U. Islam, "Impact of perceived risk on tourist satisfaction and future travel intentions: A mediation–moderation analysis," *Global Business Review*, vol. 26, no. 5, pp. 1425–1442, 2025.
- [9] H. Jia, D. Kim, and K. Kim, "Verification of the impact of sports event service quality and host destination image on sports tourists' behavioral intentions through meta-analytic structural equation modeling," *Behavioral Sciences*, vol. 15, no. 8, p. 1019, 2025.
- [10] T. Hansen, S. Olk, and T. U. Thomsen, "A meta-analysis of sustainable tourist behavioral intention and the moderating effects of national culture," *Journal of Sustainable Tourism*, vol. 32, no. 5, pp. 883–903, 2024.
- [11] M. E. Korstanje, H. Séraphin, and V. G. Gowreesunkar, *Post-disaster and post-conflict tourism*. CRC Press, 2023.
- [12] S. Swain, C. Jebarajakirthy, B. K. Sharma, H. I. Maseeh, A. Agrawal, J. Shah, and R. Saha, "Place branding: A systematic literature review and future research agenda," *Journal of Travel Research*, vol. 63, no. 3, pp. 535–564, 2024.

- [13] N. L. Homer, G. W. Kazantakis, and C. S. Sappho, "The role of destination image in influencing tourist behaviors and experiences: A comparative study of the greek islands versus mainland destinations," *Journal of Hospitality and Tourism Management*, vol. 6, no. 3, pp. 1–11, 2023.
- [14] A. Leffia, A. C. Kiboyi, and R. F. Terizla, "Implementation of the use of artificial intelligence in higher education," *Blockchain Frontier Technology*, vol. 3, no. 2, pp. 150–153, 2024.
- [15] A. S. Mastana, "A primer on partial least squares structural equation modeling (pls-sem)," *Wisdom Journal of Humanities and Social Sciences*, vol. 2, no. 1, pp. 62–64, 2025.
- [16] R. M. Elalfy, A. M. A. Elayat, and M. H. Elsharnouby, "Building good brand experience to sustain positive electronic word of mouth: the mediating effect of brand love," *Management & Sustainability: An Arab Review*, vol. 4, no. 2, pp. 217–236, 2025.
- [17] M. Ajeng, A. Kirei, and K. Amanda, "Blockchain technology application for information system security in education," *Blockchain Frontier Technology*, vol. 3, no. 1, pp. 26–31, 2023.
- [18] L. Xie, X. Guan, S. S. Yeh, and T. C. Huan, "Using value co-creation behavior as a mediator to explore the influence of virtual tourism community characteristics on destination brand equity," *Journal of Brand Management*, vol. 32, no. 1, pp. 1–16, 2025.
- [19] A. D. Rachmadanty, A. A. Muhtar, and A. Agustina, "Examining the impact of gamification and customer experience on customer loyalty in e-commerce: Mediating role of customer satisfaction," *Journal of Enterprise and Development (JED)*, vol. 7, no. 1, pp. 180–191, 2025.
- [20] U. Rahardja and Q. Aini, "Analyzing player performance metrics for rank prediction in valorant using random forest: A data-driven approach to skill profiling in the metaverse," *International Journal Research on Metaverse*, vol. 2, no. 2, pp. 102–120, 2025.
- [21] R. J. Neethling, E. P. Kleynhans, and P. Mncayi, "A regional analysis of the competitiveness of industries in the nelson mandela bay metropolitan municipality, south africa," *Local Economy*, vol. 38, no. 2, pp. 119–138, 2023.
- [22] P. Singh and V. Bhatt, "Leveraging geographical indications for tourism development and destination branding," in *Navigating Intellectual Property Challenges in Tourism*, 2025, pp. 241–252.
- [23] M. Potapovs, "Place branding: Is it public policy, or isn't it?" *Place Branding and Public Diplomacy*, vol. 20, no. 3, pp. 275–292, 2024.
- [24] M. H. R. Chakim, P. A. Sunarya, V. Agarwal, I. N. Hikam *et al.*, "Village tourism empowerment against innovation, economy creative, and social environmental," *Aptisi Transactions on Technopreneurship (ATT)*, vol. 5, no. 2sp, pp. 162–174, 2023, <https://doi.org/10.34306/att.v5i2sp.342>.
- [25] J. Smith and L. Walker, "Harnessing renewable energy for sustainable urban development: Policy pathways for emerging cities," London, 2023.
- [26] M. Jia, J. Chen, Y. Chen, Y. Ge, L. Zheng, and S. Yang, "Coupling relationship between tourists' space perception and tourism image in nanxun ancient town based on social media data visualization," *Buildings*, vol. 15, no. 9, p. 1465, 2025.
- [27] R. Zhao, J. Edelenbos, and M. de Jong, "Between branding and being: how are inclusive city branding and inclusive city practices related?" *Journal of Place Management and Development*, vol. 18, no. 1, pp. 20–39, 2025.
- [28] D. Styliadis, "Exploring resident–tourist interaction and its impact on tourists' destination image," *Journal of Travel Research*, vol. 61, no. 1, pp. 186–201, 2022.
- [29] K. Diantoro, D. Supriyanti, Y. P. A. Sanjaya, S. Watini *et al.*, "Implications of distributed energy development in blockchain-based institutional environment," *Aptisi Transactions on Technopreneurship (ATT)*, vol. 5, no. 2sp, pp. 209–220, 2023, <https://doi.org/10.34306/att.v5i2sp.343>.
- [30] A. Lemmetyinen, L. Nieminen, J. Aalto, and T. Pohjola, "Enlivening a place brand inclusively: Evidence from ten european cities," *Place Branding and Public Diplomacy*, vol. 21, no. 1, pp. 67–80, 2025.
- [31] M. Garcia, R. Patel, and S. Khan, "Evaluating workforce readiness for digital transformation: Government strategies for 2030," Washington, DC, 2024.
- [32] G. Jacqueline, Y. Putri Ayu Senjaya, M. Firli, and A. Bayu Yadila, "Application of SmartPLS in Analyzing Critical Success Factors for Implementing Knowledge Management in the Education Sector," *APTISI Transactions on Management (ATM)*, vol. 8, no. 1, pp. 49–57, 2024.
- [33] A. Mauladi, A. Rahayu, and L. A. Wibowo, "The role of social media and destination image in increasing tourist visits to unesco global geopark in west java," 2023.
- [34] P. Phakdee-Auksorn, N. Soonsan, S. Sungthong, and K. Chunjan, "Analyzing sustainable destination im-

- age through the cognitive–affective–conative model: International tourist perspective,” *Journal of Quality Assurance in Hospitality & Tourism*, pp. 1–28, 2025.
- [35] Harfizar, E. Martin, M. Abdul Aziz, A. Pujihanarko, and N. R. Pratiwi, “Exploring the Research on Utilizing Machine Learning in E-Learning Systems,” *International Transactions on Artificial Intelligence (ITALIC)*, vol. 2, no. 1, pp. 76–80, 2023.
- [36] H. G. Yudawisastra, S. E. Bander, S. Mumu, L. T. Harinie, D. N. Sastradinata, B. E. Muljono, and M. I. Firdaus, *Teori-Teori Perilaku Konsumen*. CV. Intelektual Manifes Media, 2024.
- [37] M. N. Al Islamiyah, D. S. S. Wuisan *et al.*, “Analyzing the impact of marketing mix and hospital brand image on patient satisfaction and loyalty: A study at xyz maternity hospital,” *Eduvest-Journal of Universal Studies*, vol. 4, no. 10, pp. 8662–8681, 2024.
- [38] R. G. Munthe, M. Susan, and B. M. Sulungbudi, “The role of internal marketing in building organizational commitment and reducing turnover intention affecting the improved performance of life insurance agents in indonesia,” *Aptisi Transactions on Technopreneurship (ATT)*, vol. 6, no. 1, pp. 56–71, 2024, <https://doi.org/10.34306/att.v6i1.387>.
- [39] A. Rahman, M. Yasin, M. Marjun, L. Latoki, and K. Kamal, “The impact of experiential marketing, destination image, and viral marketing on visitor satisfaction in the post-pandemic tourism industry of central sulawesi,” *TechTalent & Business Review*, vol. 1, no. 3, pp. 47–64, 2025.
- [40] Q. Zheng and S. Rahman, “Examining the mediating effect of destination image between sensory impression and behavioral intention: Empirical evidence from china world natural heritage sites,” *SAGE Open*, vol. 15, no. 2, p. 21582440251341404, 2025.
- [41] S. Maulana, I. M. Nasution, Y. Shino, and A. R. S. Panjaitan, “Fintech as a financing solution for micro, small and medium enterprises,” *Startupreneur Business Digital (SABDA Journal)*, vol. 1, no. 1, pp. 71–82, 2022.
- [42] F. S. Alberti, J. Rey-Maqueira, and J. Lozano, “Tourism seasonality and public policy: an exploratory analysis—lessons from mallorca, spain,” *Investigaciones Turísticas*, no. 30, pp. 74–91, 2025.
- [43] I. Khong, N. Aprila Yusuf, A. Nuriman, and A. Bayu Yadila, “Exploring the Impact of Data Quality on Decision-Making Processes in Information Intensive Organizations,” *APTISI Transactions on Management (ATM)*, vol. 7, no. 3, pp. 253–260, 2023.
- [44] E. Edeh, W.-J. Lo, and J. Khojasteh, “Review of partial least squares structural equation modeling (pls-sem) using r: A workbook: By joseph f. hair jr., g. tomas m. hult, christian m. ringle, marko sarstedt, nicholas p. danks, soumya ray. cham, switzerland: Springer,(2021). 197 pp. 0,openaccess; 59.99, hard-cover book.” 2023.
- [45] S. Kannappan, “Evaluating machine learning models for business decision-making: A structural equation modeling approach,” *Journal of Marketing & Social Research*, vol. 2, pp. 260–267, 2025.
- [46] Emilyani, M. Grace Hardini, N. Aprila Yusuf, and A. Rahmania Az Zahra, “Convergence of Intelligent Networks: Harnessing the Power of Artificial Intelligence and Blockchain for Future Innovations,” *ADI Journal on Recent Innovation (AJRI)*, vol. 5, no. 2, pp. 200–209, 2024.
- [47] Q. Chu, G. Bao, and J. Sun, “Progress and prospects of destination image research in the last decade,” *Sustainability*, vol. 14, no. 17, p. 10716, 2022.
- [48] F. Eddyono, D. Darusman, U. Sumarwan, and T. Sunarminto, “Optimization model: the innovation and future of e-ecotourism for sustainability,” *Journal of Tourism Futures*, vol. 11, no. 1, pp. 96–113, 2025.
- [49] D. E. Rose, J. Van Der Merwe, and J. Jones, “Digital marketing strategy in enhancing brand awareness and profitability of e-commerce companies,” *APTISI Transactions on Management*, vol. 8, no. 2, pp. 160–166, 2024.
- [50] E. D. Rahmawati and P. I. Pratiwi, “Branding kebumen geopark through enhancing the intent of tourists to return,” *Enrichment: Journal of Management*, vol. 14, no. 4, pp. 638–646, 2024.
- [51] U. Suhud *et al.*, “Destination sustainability of ijen geopark as perceived by tourists: The role of destination image and brand,” *GeoJournal of Tourism and Geosites*, 2025.
- [52] G. G. Wakjira, “The influence of memorable tourism experiences, destination image, and loyalty intention: Evidence from geopark,” *DIJEFA: Journal of Economics, Finance and Administrative Science*, 2024.