



Contents lists available at [Inovasi Analisis Data](#)
Journal Economic Business Innovation

Journal homepage: <https://analysisdata.co.id>
 ISSN: 3047-4108 P-ISSN 3048-3751



Destination Image, Attractions, and Promotion as Behavioural Drivers of Tourist Visit Intention

Melda Anggraini ¹ , Sari Lestari Zainal Ridho ²

¹ Tourism Business Department, Politeknik Negeri Sriwijaya, Palembang, Indonesia
² Tourism Business Department, Politeknik Negeri Sriwijaya, Palembang, Indonesia

ARTICLE INFO

Article history:
 Accepted 14 August, 2025
 Revised 19 Sept, 2025
 Publication 10 Oct, 2025

Correspondence Author; to
 Melda Anggraini

Type; Research

Keywords:
 Destination image;
 attractions; promotion;
 visit intention; tourism
 marketing

ABSTRACT



Purpose: The present study explores how destination image, tourist attractions and promotion mutually influence proving the intent to visit tourists in a context of cultural heritage tourism. Considering the transformation of behavioural dynamics in tourism toward experience-motivated behaviour, it is crucial to understand the interaction among these three factors in order to enhance destination competitiveness.

Method: Data were assessed using multiple regressions to test partial and full effects of the predictors on visit intention. Measurement items were modified from existing scales to establish construct validity and reliability.

Findings: Findings show visitor attractions as the primary driver of visit intention, evidencing an ever-growing prominence of experiential value over cognitive evaluation. Destination image and promotion exert weak influences from a stand-alone perspective, but they play a significant role when considered jointly, suggesting that intention formation is multidimensional and is driven by interaction effects rather than the influence of single variables.

Novelty: The research develops an expanded model of integrated behaviour in which experiential attraction quality, placing it as the most significant antecedent of intention, and the destination image and promotion are interdependent forces, not independent ones. This adds an enhanced insight about intention formation in heritage tourism settings as the sensory submersion and cultural authenticity outweigh conventional promotional prompts.

Implications: The results offer destination managers strategic insights, indicating that attention should focus on the development of attractions, coherence in their natural attractiveness and a match between building up the image messages and the actual experiential attributes. Inclusive marketing strategies based in reality are suggested to maintain visitors' engagement and behavioural intention.

©2024 Inovasi Analisis Data Inc, All rights reserved

1. Introduction

Tourism is one of the fastest-paced industries in the world, with destinations vying for relevance among constantly-changing visitor needs,



technology advances and fierce market rivalry. Recent research indicates that the intention to visit tourist destinations is more and more made as a result of how such destinations manage to create symbolic meanings, experiential value and persuasive communication within digital and physical touchpoints (Lei et al., 2025; Rather, 2025). The decision-making process of tourists has become more susceptible to destination image, attraction quality and promotional exposure due to their wider approach access for alternative destinations and user-generated information (Correia et al., 2025; Zain et al., 2024).

Despite the critical importance of tourism few destinations worldwide are not stagnating or declining in their level of visitor demand. It has been evidence that a negative image, lack of refreshing the offering value and un-effective promotional activities significantly impinge on tourist motivation (Nzowa & Kara, n.d.; Rungroueng et al., 2025). Digital platforms exacerbate this challenge by enabling travellers to form perceptions that may change drastically depending on algorithm-driven visibility, influencer stories and peers' online reviews where they can result in cognitively and affectively fluctuating judgments about the desirability of a destination (Chen et al., 2025; Luo et al., 2025). Whereby, when attractions do not change or lack of innovation and experiential enrichment, the perception for the value of experience decreases, which is unlikely to urge the formation of intention (Cheng & Cheng, 2025; G. A. Khan et al., 2025).

Conceptually, tourist visit intention is influenced by several behavioural predictors. The image of a destination creates pre-travel anticipations by symbolically, cognitively and affectively framing the way in which tourists judge opportunities (Spratt et al., 2025). Attractions represent the soul of destination and usually serve as the main drivers of the destinations, especially if they present aesthetic, cultural or experiential distinctiveness (Poornima et al., 2025; Sun et al., 2025). Promotion as a system of informational and persuasive leverage manipulates decision-making by moulding social norms, attention cue structures, and perceived relevance - especially in mediated communication contexts (Al-Badawi & Al-Tarawneh, 2025; Shams et al., 2025). While these

three constructs are generally acknowledged, findings in earlier studies concerning their extent of impact and interrelations are mixed (Goletsis et al., 2025).

For instance, some recent research claims that there is a substantial positive effect of exposure to promotion on visit intention (Song et al., 2024), while others suggest that interpersonal recommendations and online peer influence dominate promotional effectiveness (Kim & Khoo-Lattimore, 2022). Additionally, although some researchers highlight destination image as the major determinant of behavioural intention (Rather & Hollebeek, 2023), other research has argued that image indirectly impacts intention simply through satisfaction or emotions rather than exerting a direct effect (Stylos & Vassiliadis, 2023). Similarly, the affective role of attractions show an inconsistent effect: while the quality of attraction is often found to have a positive impact on behavioural intention, some studies have reported weaker associations in situations where respondents are less novel-seeking because they already had been familiar with the offering (Su et al., 2023).

These contradictions point out a clear gap in the literature: Key drivers of visit intention are not comprehensively tested and integrated in a theoretical framework, i.e. destination image, attraction quality, and promotion (Huynh, 2025). With the increasing complexity of tourist decision-making in digital ecosystems, revisiting the relative contributions of these factors is all the more important using contemporary behavioural theory and empirical context. Filling this gap is important for the development of tourism behaviour theory and to inform destination responses to post-pandemic change, technological uptake, and changing visitor needs.

The purpose of this study is therefore to explore how destination image, attractions and promotion influences the intention of visiting by tourists in a competitive tourist environment. The outcomes are anticipated to contribute to the extant literature by explicating the behavioural processes that drive intention formation and providing theoretically justified implications for local destination managers aiming to increase perceived value, enhance digital communication efficiency, retain visitor interest.

2. Literature review

2.1 Destination image

Destination image is a key construct in tourism behaviour studies, which reflects the cognitive and affective beliefs of tourists relating to destination before they develop an intention to visit. Destination image Recent research has theorized DI as a multidimensional judgment based on information exposure, symbolic meaning construction, and emotional connection (Hollebeek et al., 2019; Stylos & Vassiliadis, 2023). In the present-day digital landscapes, destination image is constructed somewhat by user generated content and algorithmic curation and mediated rather than direct experiences (Kim & Khoo-Lattimore, 2022). This reconfiguration means that destination image may no longer be perceived as only static impressions, but rather may evolve into a dynamic construct shaped by real-time digital cues, social endowments and visual consumption habits.

The empirical evidence also highlights the importance of destination image as a key antecedent to visit intention. For example, the recent results suggest that favourable cognitive imagery (e.g., perceived value, uniqueness) and affective responses (e.g., comfort thrill), greatly strengthen the formation of intention (Su et al., 2023). Yet, inconsistent findings are reported—at least one study found that image exerts no direct effects on intent, but does so only indirectly through mediated predictors such as satisfaction and perceived experiential value (Stylos et al., 2021). These discrepancies suggest that DI may not function in the same manner across destination types, tourist segments and/or technological environments.

In such rapidly changing circumstances, destination image is now considered not as a perception but as a psychological frame that also sets expectations, anticipates value, and stimulates judgmental heuristics. Reflecting previous research, this study conceptualises destination image as a fundamental psychological input to intention in a highly competitive tourism environment when symbolic differentiation is involved.

2.2 Tourist attractions

Tourist attractions are the main component of tourists' experiences. They are the physical, cultural, historical and experiential characteristics which induce tourists' consumption (Khan et al., 2022). Recent studies highlight that the quality of attraction increasingly relies on experiential depth, emotional resonance, novelty, and co-creation potential rather than physical attributes per se (Su et al., 2023; Song et al. In such a perspective, attractions act as sites of experience where tourists strive for involvement, reality and individual identification.

A body of research demonstrates that attraction quality very effectively predicts visit intention for attractions offering interactive, aesthetic or culturally embedded value (Hollebeek et al., 2019). Yet, mixed results persist. For destinations with high familiarity or low novelty, attractions might fail to motivate, which could explain their non prediction (Stylos & Vassiliadis, 2023). It is in line with the contemporary hypothesis that attraction-based motivation may decline if visitors' experience-satisfying expectancies are not maintained, and/or if attractions do not keep up with changing visitor preferences.

At the level of intention formation, attractions serve as value-based stimuli that affect tourists' anticipations of pleasure, learning and experiential reward. Hence, positive quality of attraction is considered a direct stimulator of behavioural intention and directly relevant to the destinations that compete in cultural or heritage appeals.

2.3 Promotion

Chinese tourism persuasive communications across many channels end-user experience, promotion has developed into a multi-channel tool for persuasion that model awareness and expectation and social influence in tourism. Since promotional strategies are now integrated in a modern way through digital advertising, social media content offerings, blogger engagement and algorithmic targeting have the potential to reach potential visitors (Song et al., 2024). Recent evidence highlights that the promotional effectiveness is associated with not only emotionally driven message clarity, but also credibility, emotional appeal and perceived

authenticity (Kim & Khoo-Lattimore, 2022; Su et al., 2023).

Promotional exposure effects on intentions are explained via multiple psychological mechanisms. First, attention is brought to destination-relevant cues by increasing saliency. Second, it influences subjective norms through showing social norms such as social approval, popularity or peer concern (Khan et al., 2022). Third, it can be also reduce uncertainty if promotions include data that clarify expectations and perceived risk. These processes are consistent with assumptive models of behaviour stipulating that communication regulators serve as both informative and normative signals that influence intention.

But, there are contrary results: some studies show strong promotional effects on intention (Song et al., 2024) while others claim that interpersonal recommendation and peer-generated content eclipse formal promotional messages (Kim & Khoo-Lattimore, 2022). These inconsistencies prompt a reconsideration of what is formative in promoting within digitally-rich knowledge environments. Promotion in this study is considered an external stimulus to intention through the processes of cognitive availability, social pressure, and perceived relevance.

2.4 Visit intention

The intention to visit a particular destination indicates an individual's motivation and readiness to do so, and is a key predictor of actual travel behaviour (Stylos et al., 2021). Intention to act is influenced by cognitive beliefs, emotional responses, perceived importance and external cues. In the tourism industry, intention is very much influenced by symbolic anticipation and experience (Rather & Hollebeek, 2023).

A recent study found that intention to visit is influenced by the interaction between image, attractiveness, and promotion (Su et al., 2023). The study also found that intention to visit stems from these two ion complexes, and that this is more applicable to attractiveness. However, if results vary depending on the context, this suggests that these variables operate under different psychological conditions. When tourists use the internet to make decisions, they usually process information quickly

and use heuristics influenced by photos, visual content and stories about their experiences. A more complex model of tourist visit intention is enriched by considering the independent effects of images, attractions, and promotions. This study looks at why people decide to visit somewhere. It does this by looking at how people's ideas about a place (destination images), what they see and do there (attractions), and what they hear about it (promotions) all work together.

2.5 Hypotheses development

Destination image influences tourists' pre-visit cognitive framing, emotional anticipation and evaluative expectations. Recent studies indicate that image functions as a perceptual sieve through which tourists make sense of what a destination is worth, secure, authentic as well as offering experience potential (Rather & Hollebeek, 2023). The processing of images is accentuated within a digital context due to user generated content, algorithms and social media prompts (Kim & Khoo-Lattimore, 2022). A positive image diminishes perceived risk, enlarges desirability and triggers good belief structures that are conducive to strengthening the intention (Su, et al., 2023). Although some investigations indicate this as an indirect route through satisfaction or engagement (Stylos et al., 2021), the best evidence is on a direct positive link between destination image and intention.

Latest empirical findings demonstrate how attractions with the features of newness, cultural depth, interactivity and affective nature have great motivational relevance in developing intentions (Khan et al., 2022; Su et al., 2023). Attractions serve as "an experiential cue [which] influence anticipated enjoyment and perceived quality - two central mechanisms in Governing Intention in Experience-based Consumption" (Song et al., 2024). While effects are sometimes attenuated in familiar or low-novelty settings (Stylos et al., 2021) the overall view is that well-conceived attractions amplify experiential anticipation, and increase tourists' intentions to attend.

Advertising is a persuasive and informative tool that effects awareness, perceived relevance, and social size. Promotional strategies implemented on

digital media (e.g., targeted advertising, influencer endorsements, or narrative-driven campaigns) are known to influence intention via enhancing the credibility of messages, emotional connection and perceived experiential value (Song et al., 2024). Promotion is also indicative of how popular something is, or socially acceptable, and affects the subjective norms that facilitate intention formation (Khan et al., 2022). While interpersonal recommendations may at times dominate formal promotional messages Baccelloni et al. (2025), substantial evidence has demonstrated that effective promotional exposure increases cognitive accessibility and motivates to visit.

H1: Destination image positively and significantly influences tourist visit intention.

H2: Tourist attractions positively and significantly influence tourist visit intention.

H3: Promotion positively and significantly influences tourist visit intention.

3. Methods Innovation

3.1 Design research

A quantitative explanatory design is used in the current research to examine causal links of destination image, tourist attraction, promotion and visit intention. This technique is in line with current methodological suggestions, that call for objective measurement and statistical confirmation of constructs in tourism behaviour research (Wetzels et al., 2025). Image sample and data collection A cross-sectional survey of tourists' perceptions was employed at one point in time, which is supported by a number of extant studies that have adopted survey research designs to model intention (Ahmad et al., 2026; Hossain et al., 2024). The approach allows for effective data acquisition and analysis, suitable for articulated inferences between hypotheses in explanatory models.

3.2 Research data population

The target population of study is the tourists who travelled to this destination in the last year-round period (Appendix A). The sample was selected by means of the accidental sampling approach, one that is generally practical in tourism research wherein respondents are mixed and not fully collectible. The sample size of at least 100 respondents was estimated

to be feasible and sufficient for multivariate analysis. We captured original data using a standardised online survey sent to tourists.

3.3 Variable data instrument

Appropriate indicators from contemporary peer-reviewed and Scopus-indexed sources were taken as criteria based measures of all the constructs to establish construct validity and theoretical content. Each construct employed a five-point Likert scale to measure respondents' evaluative predisposition as suggested by the current stages of behavioural measurement literature (Becker & Jaakkola, 2020; Rather & Hollebeek, 2023). Specifically, the measurement model for four dimensions of destination image, tourist attractions, promotion and intention to visit is developed with indicators defined from a set of validated scales in tourism and marketing literature (Su et al., 2023; Song et al., 2024). Appendix B contains the full detail of indicators, and their sources.

3.4 Data analysis

The data were processed with IBM SPSS 27 software through descriptive statistics analysis, validation and reliability of the instrument testing, classical assumption diagnosis in order to give solid measurements and unbiased estimation. These steps are in line with the recent methodological advice on behavioural and tourism research (Becker & Jaakkola, 2020; Wetzels & Wetzels, 2023). Multiple regression and multivariable regression were then applied to examine the partial and simultaneous influences of destination image, tourist attractions, and promotion on the visit intention, as regression was still one of firmly established methods for causal investigation in intention based research (Song et al., 2024). The significance of the models was tested by t-tests, F-tests, and R^2 .

4. Results of Innovation and Discussion

4.1 Normality test

The normality test results are depicted in Fig. 1 using a standardised residual plot. The residual distribution appears to be fairly normal, from the approximate symmetry of the histogram around zero and the overlay straight line with follow a proportional bell curve. There are fairly few residuals

in the left or right tails of the distribution, however, and none with extreme deviation. There are no high skew or “spikey” patterns, therefore we can classify the distribution as normal. These circumstances

suggest that the normality condition is met and our regression model can be used to move on to the next step of analysis.

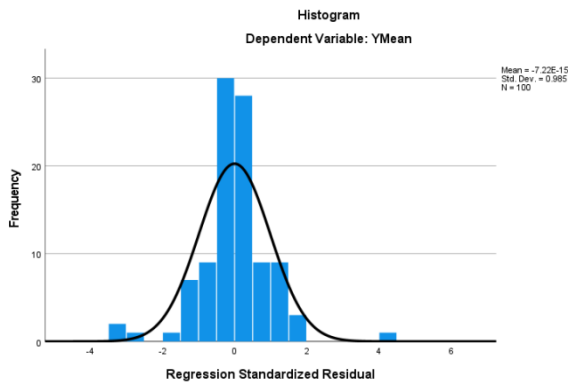


Figure 1. Distribution of Standardized Regression Residuals

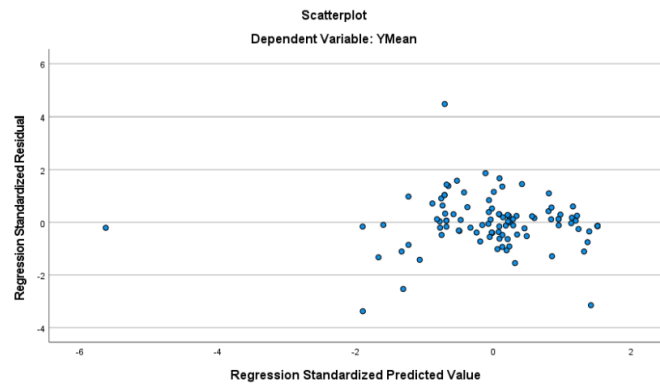


Figure 2. Heteroscedasticity Scatterplot Output

4.2 Assessment of Multicollinearity

The test of multicollinearity in Table 1 indicates that all independent variables have tolerance greater than 0.10 and VIF lower than 10. These thresholds show lack of significant linear correlation between the predictors and hence no multicollinearity problem in model. This requirement guarantees that each independent variable brings in unique explanatory information and does not inflate the standard errors of regression coefficients. In addition, the lack of multicollinearity also demonstrates that the stability of parameter estimation is good and reliable for interpretation of each effects on an independent variable in line with a regression model. Therefore, it seems that the model is appropriate for further inferential analysis and testing of hypotheses.

4.3 Heteroscedasticity test

Figure 2 demonstrates the scatterplot of standardized residuals versus standardized predicted values. The residuals do not seem to be placed uniformly along the plot, no pattern as convergence (either narrow close, widening or alignment) in any at direction is visible. The observations are randomly spread out above and below the line zero, and no funnel-shaped relationship or any systematic waves are observed which would normally show

heteroscedasticity. This spread of values randomly around the centre means that residuals variance is much the same for any value of predicted. Therefore, the homoscedasticity assumption can be considered fulfilled for the regression model, which means that estimates of parameters are trustful and model is applicable with confidence in further inferential testing.

4.4 Multiple regression analysis

Table 2 displays the regression results for multi-regression analysis, and you will see from Table 2 that for all the exploratory variables our independent variables have positive coefficients which mean that an increase in destination image, tourist attractions, and promotion relates to an increase in visit intention. Promotion has the greatest impact among the three predictors, indicated by a higher coefficient value. This indicates that tourist behavioural responses are determined more strongly by marketing campaigns than any of the other variables. Overall, the regression result confirms that the model reflects a positive direction of predictors for visit intention, and this is consistent with general pattern found in tourism behaviour models.

4.5 R-Square test

An R-Square value of 0.947 reflects that the model can explain up to 94.7% variance of visit intention, therefore having an excellent predictive power. The adjusted R-Square value of 0.945 also supports the robustness of model in terms of number of predictors added. On the other hand the standard error of 0.10895 implies a low level of estimation error which enhances testing of model reliability. This evidence collectively demonstrates that destination image, attractions and promotion together provide an extremely accurate explanation of tourists' intention to visit; the regression model is hence robust in interpretation and further analysis.

4.6 F test result

The F test in Table 4 reveals that the regression model is significant as indicated by an F-value of 570.955 with $p < 0.05$. This implies that destination image, attraction and promotion as a whole can explain much of the variance in visit intention. The value of the F statistic also indicates a good overall fit of the model and implies the predictors as such (i.e., all together), add up to substantial explanatory power. This result indicates that the regression

model works well to reflect the collective effect of independent variables, thereby reinforcing the stability of this analytic model for subsequent interpretation in tourist behavioural studies.

4.7 t test result

The t-test findings in Table 5 show partial influence significantly differed among independent variables. Tourist attraction is highly influential on visit intention, the $t=4.876$ and $p < 0.05$ of which indicates that scenic spot attributes are the central part governing tourists' behaviour reactions. Destination image and promotion on the other hand do not show statistically significant partial effects with p-values greater than 0.05. This is an indication that while these variables may contribute to the model as a group, they are too weak in their individual influence to independently predict visit intention. These findings emphasize the strong power of attraction quality and suggest that image and promotional efforts could be most effective when combined with other sources.

Table 1. Multicollinearity diagnostics results

Model	Tolerance	VIF
1 (Constant)		
Destination Image	0.166	6.019
Tourist Attraction	0.103	9.703
Promotion	0.175	5.725

Source; Author 2025

Table 2. Regression coefficients

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.700	0.211	-	8.059	0.000
Destination Image	0.289	0.116	0.153	1.426	0.157
Tourist Attraction	0.298	0.146	0.651	4.876	0.001
Promotion	0.326	0.099	0.120	1.191	0.233

Source; Author 2025

Table 3. R-Square output

Model	R	R Square	AR Square	Std. Error
1	,973a	,947	,945	,10895

Source; Author 2025

Table 4. F-Test Output

Source	Sum of Squares	df	Mean Square	F	Sig.
--------	----------------	----	-------------	---	------



Regression	20.332	3	6.777	570.96	0.000
Residual	1.14	96	0.012	-	-
Total	21.471	99	-	-	-

Source; Author 2025

Table 5. t-Test Output

Variable	t	Sig.
Destination Image	1.426	0.157
Tourist Attraction	4.876	0.001
Promotion	1.191	0.233

Source; Author 2025

4.8 Discussion

The finding shows that destination image has a positive influence on visit intention, but it is not significant to be partial effect because image alone cannot lead behavioural response by itself. The latest studies confirm that: image of the destination covers an extent of relationships with other experiential attributes, but is no longer a unique determinant. For example, Kim and Park (2020) demonstrate that image affects intention only when combined with affective value, whereas Stylos et al. (2021) show that the image effects become muted when tourists attach greater importance to authenticity of experience rather than symbolic qualities. Likewise, Rather and Hollebeek (2023) note that perceptions of destination image are most influential when they are established through experiential engagement rather than cognitive perceptions alone. These results are consistent with the current study in that they suggest Kampung Kapitan’s image may enhance the visit intentions indirectly via synergic effect, combined with attractions and promotion exposure rather than an independent cognitive judgment.

The tourist attractions show a strong partial effect, indicating that they are the most important factors affecting intentions to visit. Recent literature strongly focuses on attractions, in particular cultural or heritage attractions as the focal point for travel behaviour formation. Öksüz et al. (2025) find out that the level of attractiveness adds more value to an experience and encourages visitation. Complementing this, Jameel et al. (2025), indicate that cultural authenticity and environmental beauty are significantly linked with revisit intention in a heritage tourism context. Song, Wang & Han (2024) There is further evidence from Song, Wang and Han

(2024) that attractions with an immersive cultural story are more effective in predicting intention than the cognitive image factors. These results support the findings here, that elements of Kampung Kapitan’s heritage architecture and cultural identity are found to be highly motivating of tourist visitation.

Promotion has a positive value of the regression coefficient, but its partial effect is not significant, implying that promotional communications are unlikely to have reach, relevance and persuasive power to generate intention on their own. These patterns are being observed in more recent studies. Kim and Khoo-Lattimore (2022) stress that tourists are increasingly depending on peer-generated content for heritage destination decisions instead of official promotional sources. In another study, Su et al. (2023) find that only when promotion is in line with what is an authentic destination visit experience. Moreover, Song et al. (2024) that digital advertising needs to be emotionally and narratively coherent in order for intention to be affected considerably. These findings also serve to explain the present results: marketing efforts for Kampung Kapitan may need more seamless embedding in cultural narratives and better targeting of intended outcomes to demonstrate behavioural effects.

Although the strengths of individual predictors differ, a simultaneous test reveals that destination image, attractions and promotion jointly explain a large proportion of visit intention. This supports the notion of a multidimensional nature of intention formation and also suggests that it is more accurately portrayed through integrated models of behaviour. Current tourism studies contribute to this view.

Rather and Hollebeek (2023) note that integrated cognitive-experiential paths lead to more pronounced behavioural effects than do their isolated counterparts. Similarly, Song et al. (2024) demonstrate that such a reinforcing loop, in relation to intention is strengthened when interactive relationships are formed between the effects of experience, image, and communication. Moreover, Purmonen, Jaakkola and Terho (2023) demonstrate that tourist decisions in culturally-rich destinations result from relationships or the relationship of sense-driven, cognitive-, and information-processes. These findings complement closely to the current study, emphasizing on committed connection between image-building and attraction-enhancing tools as well as promotional communication in order to enhance trips to Kampung Kapitan.

5. Conclusion

This research aims to explore the effect of destination image, tourist attractions and promotion on visit intention in cultural tourism and heritage. The results show that the tourist attraction is the most significant predictor of behavioural intention and thus confirms a dominant role of experiential and cultural value in driving visitation. Destination image and promotion presented non-significant partial effects, their contribution being statistically significant when included together with attractions, which endorses the idea that travel intention is determined in the context of the interaction between cognitive, experiential and informational cues but not for particular isolated factors. The model has good, empirical explanation power which implies that the three factors together provide a strong basis for explaining tourist's behaviour. Our results suggest the necessary considerations around maintaining cultural integrity, improving visitor attraction appeal and aligning promotional stories with a true experiential value. In general, the study provides further evidence on importance of integrated marketing strategies in tourism sector, with particulate emphasis in places and destinations where heritage is a strength factor for them, where narrative congruence, contact activation and cultural relevance positively affecting intentions to visit as a result are affected. By contributing empirical evidence which is based within the heritage context,

the study enhances existing tourism behaviour literature and offers strategic implications for destination managers who aspire to enhance competitive advantage and maintain visitation.

Limitations

There are a few limitations to this study that should be considered in the light of the results. First, the cross-sectional nature of this study design does not allow to assess how tourist perceptions alter over time, so no causal inferences be made beyond statistical associations. Second, due to the use of convenience sampling data might not be representative and cannot be generalised to wider tourist populations. A third limitation is related with the fact that the study concerns one single cultural destination, where motivational patterns and experiential expectations might be different as compared to other heritage or nature based contexts. Moreover, the model consists of only three predictors and other variables that could influence visit intention (e.g., perceived value, prior experience, digital engagement, accessibility or social influence) are not considered in explaining further variability. These restrictions further suggest the requirement for broader, longitudinal methods in future studies.

Theoretical Contributions

Several theoretical implications presented in this study for the tourism behaviour literature. First, it augments the prominence of tourist attractions as essential experiential cues, thereby building upon recent theoretical advances which value experiential value and cultural immersion more highly than traditional cognitive image-based assessments. Second, the conclusions reveal that destination image and promotion work better in a multidimensional approach by exerting an indirect effect through interacting with experiential attributes than following segregated paths. This broadens the view of the process of forming behavioural intention, emphasizing how critical behaviour antecedents combine (not independently act) to form an intention. Third, it contributes to heritage tourism theory by offering empirical evidence that narrative authenticity, cultural

uniqueness, and sensory stimulation still play a critical role in tourist motivation. Finally, in its validation of the significant complementary predictive power of the three factors, this study augments integrated destination marketing models and helps develop theoretical viewpoints that focus on cognitive-experiential-communicative elements influencing tourist decision indicators.

CRediT Author Statement

Melda Anggraini: Conceptualization, Methodology, Data Curation, Formal Analysis, Writing – Original Draft Preparation, Visualization.

Sari Lestari Zainal Ridho: Supervision, Validation, Writing – Review & Editing, Resources, Project Administration.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships

Appendices data research

Appendix A1. Demographic Characteristics of Respondents

Category	Sub-category	F	Percent
Age	15–25	52	52%
	26–35	36	36%
	36–45	11	11%
	46–55	1	1%
Gender	Male	53	53%
	Female	47	47%
Occupation	Homemaker	6	6%
	Students	30	30%
	Civil Servant/Private Staff	33	33%
	Entrepreneur	31	31%
Total		100	100%

Appendix A2. operational definitions and indicators

Variable	Operational Definition	Indicators	Source (Scopus)
Destination Image (X ₁)	Tourists’ cognitive and affective perceptions toward a destination’s overall impression, symbolism, and reputation.	(1) Visual impression, (2) Destination reputation, (3) Safety-comfort perception, (4) Destination uniqueness	(Hollebeek et al., 2019)
Tourist Attractions (X ₂)	Experiential, cultural, and aesthetic elements that motivate visitors and create perceived value.	(1) Cultural uniqueness, (2) Facilities quality, (3) Activity availability, (4) Historical value	(A. Khan et al., 2025; Wilkesmann & Bassyiouny, 2025)

that could have appeared to influence the work reported in this paper.

Acknowledgments

The authors express their gratitude to the Sriwijaya State Polytechnic, particularly the Tourism Business Study Program, for the academic and administrative support provided throughout the completion of this study. Appreciation is also extended to the respondents who participated in the survey and contributed valuable insights for this research.

Funding

This research received no specific grant from any funding agency, institution, or organization.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

Variable	Operational Definition	Indicators	Source (Scopus)
Promotion (X ₃)	Marketing communication signals delivered through digital or conventional channels to influence awareness and interest.	(1) Social media information, (2) Content creativity, (3) Promotion reach, (4) Message clarity	(J. Wang & Huang, 2025; M.-Y. Wang et al., 2025) (Kim et al., 2024)
Visit Intention (Y)	Tourists' motivational readiness and likelihood to visit a destination in the near future.	(1) Interest in visiting, (2) Visiting plan, (3) Information search intention, (4) Readiness to visit	(Jiang & Stylos, 2021; Stylos & Vassiliadis, 2023)

References

- Ahmad, N., Samad, S., Ahmad, A., Han, H., & Raposo, A. (2026). Breaking new ground in hotel employee health and tourism in pursuit of sustainable development goals: A case study. *International Journal of Hospitality Management*, 133, 104493. <https://doi.org/10.1016/j.ijhm.2025.104493>
- Al-Badawi, M., & Al-Tarawneh, A. (2025). *Linguistic Persuasive Strategies Used by Salespersons in Promotions BT - From Machine Learning to Artificial Intelligence: The Modern Machine Intelligence Approach for Financial and Economic Inclusion* (A. M. A. Musleh Al-Sartawi, M. Al-Okaily, A. A. Al-Qudah, & F. Shihadeh (eds.); pp. 975–984). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-76011-2_71
- Baccelloni, A., Mazzú, M. F., Ricotta, F., & Mattiacci, A. (2025). Uncovering the role of weak ties in implicit networks of influence: a network analysis on recommendation algorithms' neighborhood. *European Journal of Marketing*, 59(12), 2725–2762. <https://doi.org/10.1108/EJM-02-2024-0136>
- Chen, L., Hashim, R., Sthapit, E., Yan, Z., & Garrod, B. (2025). Exploring the impact of travel vlog attributes on silver tourists' behavioural intentions: the role of cognitive and emotional resonance. *Current Issues in Tourism*, 1–20. <https://doi.org/10.1080/13683500.2025.2523536>
- Cheng, X., & Cheng, A. (2025). Destination Image and Participant Behavior Intention: The Case of the Hainan Expo and the Moderating Role of Policy Support. *International Journal of Tourism Research*, 27(5), e70141. <https://doi.org/10.1002/jtr.70141>
- Correia, R., Aksionova, E., Venciute, D., Sousa, J., & Fontes, R. (2025). User-generated content's influence on tourist destination image: a generational perspective. *Consumer Behavior in Tourism and Hospitality*, 20(2), 167–185. <https://doi.org/10.1108/CBTH-11-2023-0208>
- Goletsis, Y., Christogeorgou, K., & Mylonidis, N. (2025). Exploring the effect of institutions on entrepreneurial ecosystems: A meta-analysis. *Journal of Small Business Management*, 63(3), 936–984. <https://doi.org/10.1080/00472778.2024.2363845>
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47(1), 161–185. <https://doi.org/10.1007/s11747-016-0494-5>
- Hossain, M. S., Hossain, M. A., Masud, A. Al, & Hossain, M. S. (2024). Understanding the effect of millennial tourists' accommodation service experiences using structural equation modeling techniques: an emerging economy context. *South Asian Journal of Marketing*, 6(1), 1–15. <https://doi.org/10.1108/SAJM-02-2023-0019>
- Huynh, A. D. T. (2025). How perceived smart tourism services drive memorable experiences and revisit intentions: a case study at Can Tho City, Vietnam. *International Journal of Tourism Cities*, 1–13.

<https://doi.org/10.1080/20565607.2025.2590169>

- Jameel, A., Hussain, A., Kanwel, S., Guo, W., & Khan, S. (2025). Impact of pull-push motivations on tourist satisfaction and loyalty: the moderating role of Islamic attributes in shaping destination image. *Humanities and Social Sciences Communications*, 12(1), 1333. <https://doi.org/10.1057/s41599-025-05622-0>
- Jiang, Y., & Stylos, N. (2021). Triggers of consumers' enhanced digital engagement and the role of digital technologies in transforming the retail ecosystem during COVID-19 pandemic. *Technological Forecasting and Social Change*, 172, 121029. <https://doi.org/https://doi.org/10.1016/j.techfore.2021.121029>
- Khan, A., Rauf, Z., Khan, A. R., Rathore, S., Khan, S. H., Shah, N. S., Farooq, U., Asif, H., Asif, A., Zahoora, U., Khalil, R. U., Qamar, S., Tayyab, U. H., Khan, F. B., Majid, A., & Gwak, J. (2025). A Recent Survey of Vision Transformers for Medical Image Segmentation. *IEEE Access*, 13, 191824–191849. <https://doi.org/10.1109/ACCESS.2025.3618215>
- Khan, G. A., Bashir, I., Alshiha, A. A., Alnasser, E. M., Alkhozaim, S. M., & Alshiha, F. A. (2025). Balancing thrill, risk and sustainability: an optimal arousal perspective on space tourism intentions. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-03-2025-0073>
- Kim, Yoo Ri, Nsom Kimbu, Albert, Ramakrishnan, Sumeetra, & Saha, Prosanjit. (2024). Understanding the Travel Decision-Making Behaviors of Ethnic Minority Tourists: The Moderating Role of Psychological Empowerment. *Journal of Travel Research*, 64(5), 1064–1084. <https://doi.org/10.1177/00472875241245407>
- Lei, Z., Zou, Y., Xiao, H., & Wang, K. (2025). Self-transformation through mountain cycling: Tourists' emotional experiences and geographical imaginations. *Journal of Hospitality and Tourism Management*, 65, 101354. <https://doi.org/https://doi.org/10.1016/j.jhtm.2025.101354>
- Luo, Zeyuan, Wang, Lilei, & Liu, Hongbo. (2025). Influencer Marketing and Destination Visit Intention: The Interplay Between Influencer Type, Information Format, and Picture Color Hue. *Journal of Travel Research*, 00472875251322514. <https://doi.org/10.1177/00472875251322514>
- Nzowa, S., & Kara, N. (n.d.). The impact of the royal tour documentary and online travel agencies on Tanzania's tourism sector. *Journal of Ecotourism*, 1–19. <https://doi.org/10.1080/14724049.2025.2525158>
- Öksüz, M., Bulut, Ç., Candemir, A., & Bozkurt, i. (2025). Digital or physical satisfaction? The effects of consumers' digital intentions and physical experiences on revisiting the restaurants. *International Journal of Hospitality Management*, 125, 104011. <https://doi.org/https://doi.org/10.1016/j.ijhm.2024.104011>
- Poornima, P., Mishra, H. G., Bhat, A. A., & Pandita, S. (2025). Unveiling the heart of tourism: a grounded theory exploration of factors shaping tourists' dark place attachment. *Journal of Hospitality and Tourism Horizons*, 1(4), 415–437. <https://doi.org/10.1108/JHTH-04-2025-0054>
- Rather, R. A. (2025). Metaverse marketing and consumer research: theoretical framework and future research agenda in tourism and hospitality industry. *Tourism Recreation Research*, 50(1), 189–197. <https://doi.org/10.1080/02508281.2023.2216525>
- Rungroueng, T., Phomsopha, K., Kaenkaew, C., Tovar, S., Daengmeese, S., & Manosuthi, N. (2025). Elements Affecting Thai Tourists' Intentions To Make the Decision To Choose Cruise Tourism. *ABAC Journal*, 45(2), 80–97. <https://doi.org/10.59865/abacj.2025.9>
- Shams, S. M. R., Brown, D. M., & Hardcastle, K. (2025). *Brand Management, Marketing Communication, and Promotion Management for People, Planet, and Profit BT - Sustainable Marketing: Strategic Marketing for People, Planet and Profit* (S. M. R. Shams, D. M. Brown, & K. Hardcastle (eds.); pp. 227–298). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-79130-7_4

- Sprott, D. E., Hollebeek, L. D., Sigurdsson, V., Clark, M. K., & Urbonavicius, S. (2025). Avatars' Phygital Social Presence in the Metaverse: An Engaged Theory Perspective. *Psychology & Marketing*, 42(6), 1528–1540. <https://doi.org/https://doi.org/10.1002/mar.22191>
- Stylos, N., & Vassiliadis, C. A. (2023). Gamification design: toward developing image perception scales for generation Z consumers. *International Journal of Contemporary Hospitality Management*, 37(5), 1516–1533. <https://doi.org/10.1108/IJCHM-12-2022-1616>
- Sun, L., Wang, L., Lee, T. J., & Wu, J. (2025). Advancing scale development of tourists' cultural experience in ethnic villages. *Current Issues in Tourism*, 1–20. <https://doi.org/10.1080/13683500.2025.2481156>
- Wang, J., & Huang, A.-M. (2025). Moved by Emotion and Persuaded by Reason: The Influence of Source Credibility and Travel Vlog Attributes on Tourism Destination Image. *Journal of Quality Assurance in Hospitality & Tourism*, 1–32. <https://doi.org/10.1080/1528008X.2025.2487041>
- Wang, M.-Y., Ruan, W.-Q., Jenkins, C. L., & Li, R. (2025). Exploring Tuwei promotion in cultural tourism and its social media users' response. *Asia Pacific Journal of Marketing and Logistics*, 1–19. <https://doi.org/10.1108/APJML-01-2025-0029>
- Wetzels, M., Wetzels, R., Schweiger, E., & Grewal, D. (2025). How Topic Modeling Can Spur Innovation Management. *Journal of Product Innovation Management*, 42(5), 921–946. <https://doi.org/https://doi.org/10.1111/jpim.12790>
- Wilkesmann, M., & Bassiouny, M. (2025). From leisure to labor: How workations are reshaping hospitality and destination marketing in the era of New Work. *Journal of Destination Marketing & Management*, 36, 100991. <https://doi.org/https://doi.org/10.1016/j.jdmm.2025.100991>
- Zain, N. A. M., Hanafiah, M. H., Asyraff, M. A., Ismail, H., & Bafadhal, A. S. (2024). User generated content versus mainstream media influence on hot spring tourism destination image formation. *Tourism Review*, 80(6), 1261–1276. <https://doi.org/10.1108/TR-04-2024-0250>