Examining Tourists' Intention to Visit Karimunjawa National Park: The Role of Social Media

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

This study, conducted from September to December 2024, investigates the impact of social media marketing, destination image, destination awareness, and destination trust on visit intention to Karimunjawa National Park, a destination facing environmental sustainability challenges and increasing competition in the tourism sector. Using a quantitative research approach, the study was conducted in Jakarta, involving 241 respondents who were selected through the purposive sampling technique. Data were collected using structured online questionnaires and analyzed through exploratory and confirmatory factor analysis, as well as Structural Equation Modeling (SEM) using SPSS and AMOS software. The results indicate that social media marketing significantly influences destination image and destination awareness, which subsequently has a positive effect on destination trust. Furthermore, destination image, destination awareness, and destination trust are

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proven to significantly drive visiting intention to Karimunjawa National Park. The implications of these research findings can guide tourism industry practitioners and decision-makers in developing more effective marketing strategies, and this study contributes significantly to the literature on tourism marketing, particularly in the context of environmental sustainability challenges faced by destinations like Karimunjawa National Park.

Keywords: Social media marketing; destination image; destination awareness; destination trust; visit intention; Karimunjawa National Park.

1. INTRODUCTION

The tourism industry represents a strategic economic sector that significantly contributes to regional and national income. This sector not only enhances economic growth but also plays a crucial role in preserving local culture and the natural environment. Furthermore, it impacts the creation of new employment opportunities and the increase of income for local communities, ultimately improving their quality of life (Putra, 2022).

One notable tourist destination that attracts the attention of both domestic and international travelers is Karimunjawa National Park, located in Jepara Regency, Indonesia. This national park, recognized as one of nine Marine National Parks in Indonesia, encompasses numerous islands and offers exceptional natural beauty (Fachrozi et al., 2021). However, as a strategically significant tourist destination, Karimunjawa faces substantial challenges in maintaining the sustainability of its ecosystem, particularly in the face of uncertainties such as pandemics, natural disasters, and environmental degradation.

The Covid-19 pandemic in 2020 resulted in a significant decline in visitor numbers, with data indicating a decrease of approximately 26.21% compared to the previous year (MDI-BTNKJ, 2023). This decline has had a direct impact on the local economy, which is heavily reliant on tourism, leading to a loss of income for local businesses, including accommodations, restaurants, and tour guides, thereby threatening their viability (Primananda et al., 2022).

In an era increasingly dominated by digital and social media, the tourism industry encounters unique challenges and opportunities in attracting tourists. In the aftermath of the difficulties posed by the Covid-19 pandemic, tourist destinations must adapt and leverage digital platforms to engage potential visitors (Tasci, 2021). With widespread access to information through these platforms, travelers are now more inclined to conduct independent research prior to visiting a destination. Consequently, destinations that maintain a robust online presence and offer compelling content are more likely to attract tourists (Tchelidze, 2023). This includes the utilization of high-quality photographs and videos, positive reviews from previous visitors, and engaging narratives that foster a favorable perception of the destination (Baber et al., 2022).

Social Media Marketing (SMM) plays a pivotal role in shaping the image, awareness, and trust of tourists. However, there remains a significant gap in understanding how SMM influences tourists' perceptions of destinations that are at high risk for environmental degradation (Tuclea et al., 2020). Therefore, this study aims to explore the ways in which SMM can enhance interest in visiting, cultivate a positive image, and increase awareness and trust among tourists regarding natural destinations that require conservation.

2. LITERATURE REVIEW

2.1 Social Media Marketing

The growth of social media marketing has a significant impact on the tourism sector. With the development of the internet, the function of social media has evolved from merely a social networking platform to an effective marketing tool that allows for direct interaction with consumers. As a result, almost every destination and tourist attraction utilizes social media to enhance efficiency and effectiveness in reaching specific target audiences (Asnawi, 2021). According to previous research, social media marketing is a digital activity that involves platforms such as YouTube, Instagram, or Facebook, which serve as interactive communication channels between consumers and companies (Moslehpour et al., 2021).

Several prior studies have indicated that the dimensions of social media marketing consist of

interaction, entertainment, trendiness, customization, and word-of-mouth (Kim & Ko, 2012; Tungka et al., 2020; Asnawi, 2021; Meliawati et al., 2023). Previous studies have explored the impact of social media marketing on other variables such as destination image, destination awareness, destination quality, brand loyalty, trust, perceived value, electronic word-of-mouth, destination trust, and visit intention (Baber et al., 2022; Asnawi, 2021; Dedeoğlu et al., 2020; Hapsari et al., 2023; Moslehpour et al., 2021; Ervina et al., 2022; Sodawan et al., 2022). In this study, social media marketing is linked to destination image, destination awareness, destination trust, and visit intention.

Previous research has highlighted the influence of social media marketing on destination image (Asnawi, 2021; Baber et al., 2022; Shiratina et al., 2022). They found that there is a significant effect of social media marketing on destination image. Some scholars (Dedeoğlu et al., 2020; Hapsari et al., 2023) have investigated the role of social media marketing in enhancing destination awareness. In this study, it was found that social media marketing has a significant impact on destination awareness. Furthermore, Moslehpour et al. (2021) measured the impact of social media marketing on destination trust, particularly concerning the growing online ride-hailing service companies. They demonstrated that social media marketing has a significant influence on destination trust.

Based on the findings from previous research initiatives, this study formulates the following hypotheses for empirical testing:

H1 – Social media marketing will have a significant impact on destination image.
H2 – Social media marketing will have a significant impact on destination awareness.
H3 – Social media marketing will have a significant impact on destination trust.

2.2 Destination Image

Based on several studies, destination image can be defined as the mental representation of a destination formed in an individual's mind, reflecting tourists' expectations of that object (Candra et al., 2020; Witarsyah et al., 2023). This concept encompasses perceptions of core tourism products, attractions, and facilities that meet the needs of both domestic and international tourists.

Previous research has indicated that the dimensions of destination image consist of two main aspects: cognitive image and affective image (Hanif et al., 2018; Jaya & Prianthara, 2020; Shiratina et al., 2022; Witarsyah et al., 2023). Cognitive image refers to the beliefs and understanding that an individual has about a destination based on the information obtained, such as facts and descriptions from various sources, including media and past experiences. On the other hand, affective image encompasses the positive feelings or emotions experienced by individuals while at the destination, such as pleasure, excitement, tranquility, and entertainment.

2.3 Destination Image and Visit Intention

Previous research conducted by Shiratina et al. (2022) demonstrated a positive and significant influence of destination image on visit intention. This finding is consistent with the study by Witarsyah et al. (2023), which also stated that the variable of destination image has a positive and significant impact on visit intention. The results of these studies emphasize that a strong and positive destination image plays a significant role in encouraging tourists' intentions to visit that destination.

Based on the findings from prior research initiatives, this study proposes the following hypothesis for empirical testing:

H4 – Destination image will have a significant impact on visit intention.

2.4 Destination Awareness

Based on previous research, destination awareness refers to the level of knowledge and recognition that individuals have regarding a tourist destination, including whether the destination is a primary choice when considering travel (Junaedi & Harjanto, 2020; Vila et al., 2021; Cervova & Vavrova, 2021). This concept encompasses an understanding of the attractions offered as well as the potential for developing new attractions, which serve to attract the interest of prospective tourists.

According to earlier studies (Hanif et al., 2018; Farikhin, Mansur, & Priyono, 2020; Jaya & Prianthara, 2020; Shiratina et al., 2022; Witarsyah et al., 2023), it is known that the dimensions of destination awareness consist of five dimensions: destination interest (the

individual's interest in learning more about or considering the destination as a travel option), destination attention (the individual's attention to information or promotions about the destination that capture their interest), recommendation to others (the tendency of individuals to recommend the destination to others), association with facilities (the individual's perception of the facilities offered by the destination, such as comfort and service quality), and destination recall (the individual's ability to remember destinations they have previously known or visited, which is important for future travel decisions).

2.5 Destination Awareness and Visit Intention

Previous research conducted by Ervina et al. (2022) demonstrated a positive and significant influence of destination awareness on visit intention. This finding is consistent with the study by Idris et al. (2023), which also stated that the variable of destination awareness has a positive and significant impact on visit intention. The results of these studies emphasize that the higher the awareness of tourists regarding a destination, the greater the likelihood that they will have the intention to visit that destination.

Based on the findings from prior research initiatives, this study proposes the following hypothesis for empirical testing:

H5 – Destination awareness will have a significant impact on visit intention.

2.6 Destination Trust

Destination trust refers to visitors' readiness to rely on the ability of medical tourism destinations to fulfill their service promises. This trust provides assurance to medical tourists that services will be delivered with transparency, reliability, and without risks or difficulties (Abubakar & Ilkan, 2016; Su et al., 2022). Destination trust encompasses factors such as reliability, integrity, competence, and quality assurance that influence the desire to travel. It reflects tourists' perceptions of the reputation and credibility of the destination, as well as the destination's ability and willingness to provide the promised services.

There are five indicators to measure destination trust at Karimunjawa National Park, adapted from Afolabi et al. (2021). The first indicator is

confidence in the quality of the destination. Second, there is assurance of satisfaction for visitors. Third, the destination is expected to meet visitors' expectations. Fourth, the tourist destination strives to satisfy visitors as a recreational site. Finally, there is confidence that the tourist destination will meet the needs of travelers.

2.7 Destination Trust and Visit Intention

Previous research conducted by Sodawan et al. (2022) demonstrated a positive and significant influence of destination trust on visit intention. The findings of this study emphasize that the level of tourists' trust in a destination plays a crucial role in motivating them to visit that destination. A high level of trust in the reliability and quality of the destination increases the likelihood that tourists will plan and undertake a visit.

Based on the findings from prior research initiatives, this study proposes the following hypothesis for empirical testing:

H6 – Destination trust will have a significant impact on visit intention.

3. METHODS

3.1 Measures

In this study, we have adopted a framework that involves measuring each variable analyzed through indicators previously used in studies related to marketing and tourism. social media marketing was measured using indicators derived from Meliawati et al. (2023). Similarly, destination image was measured using indicators from Jaya & Prianthara (2020). This study assesses destination awareness using indicators previously used by Araújo Vila et al. (2021). On the other hand, destination trust items were adapted from Afolabi et al. (2021). Lastly, we adapted an indicator previously used in research by Susanto et al. (2020) to measure visit intention. A six-point Likert-type scale was used to respond to the items. The scale ranged from 'Strongly Disagree' to 'Strongly Agree.' By adopting a framework that utilizes previously tested indicators, we can effectively measure and analyze critical variables in the marketing and tourism domain. The following figure, Fig. 2, illustrates the theoretical framework in this study, which is measured through indicators derived from previous research in the fields of marketing and tourism.
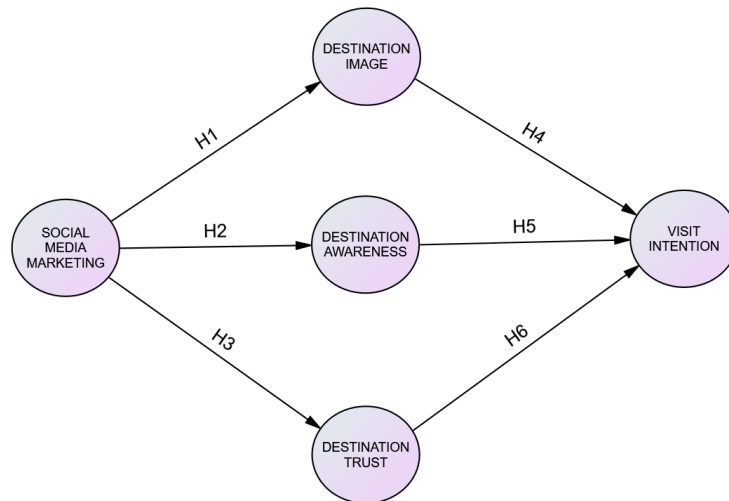
Fig. 1. The Theoretical Framework (Source: The authors, 2024)

Table 1. Criteria of a Fitted Model

Criteria	Rule of Thumb	Resources
Probability	≥ 0,05	Candra et al. (2020)
CMIN/DF	≤ 2,00	
CFI	≥ 0,95	
RMSEA	≤ 0,08	

3.2 Data Analysis

The research was conducted in four distinct stages of data processing. The first stage involved the initial validity assessment through Exploratory Factor Analysis (EFA), which aimed to identify the underlying factor structure of the indicators, using SPSS version 25.0. An indicator was deemed valid if it achieved a score of 0.4 or higher. The second stage comprised a Reliability Test to evaluate the consistency of the constructs utilized in the study. Constructs were considered reliable if they attained a Cronbach's alpha (α) score of 0.7 or above.

In the third stage, a second validity assessment was performed using Confirmatory Factor Analysis (CFA) to verify the validity of the constructs identified in the EFA. The evaluation of the model was based on four criteria: Probability, CMIN/DF, CFI, and RMSEA. Finally, the fourth stage involved hypothesis testing through Structural Equation Modeling (SEM) to examine the proposed hypotheses, using AMOS software version 29.0. A hypothesis was accepted if it achieved a Critical Ratio (CR) score of 1.96 or higher. The same four criteria—

Probability, CMIN/DF, CFI, and RMSEA—were employed for model evaluation. Overall, this study implemented a rigorous data processing methodology to ensure the validity and reliability of the constructs and the accuracy of the hypotheses tested through SEM (see Table 1).

4. RESULTS

4.1 Participants

The study involved a total of 241 respondents, all of whom are consumers residing in Jakarta, possess social media accounts, and are familiar with the social media presence of Karimunjawa National Park. A purposive sampling technique was employed, resulting in a sample composition of 114 males (47.3%) and 127 females (52.7%). The majority of respondents were aged between 17 and 25 years, accounting for 123 individuals (51.0%). In terms of educational background, the highest level of education reported was a bachelor's degree, with 169 respondents (70.5%) holding this qualification out of the total sample. Regarding employment status, 174 respondents (72.2%) indicated that they were currently employed. Finally, marital status revealed that

the majority of respondents were single, with 150 individuals (62.2%) reporting that they had never been married. These demographic data points provide an overview of the characteristics of study participants who varied in sex, age, educational background, employment status, and marital status (Table 2).

4.2 Validity and Reliability Test

This study has conducted validity and reliability tests on the data, and the research results can be seen in Table 3. Based on the research findings, we can observe that each measured construct variable maintains the established indicators. Social media marketing retains five indicators with a high level of reliability, indicated by a Cronbach's alpha value of 0.847. Similarly, the destination image construct is maintained

with six indicators, showing strong reliability with an alpha value of 0.898. Destination awareness, which consists of five indicators, demonstrates good internal consistency with an alpha value of 0.891. Additionally, the destination trust construct, supported by five indicators, achieves satisfactory reliability, as reflected in a Cronbach's alpha value of 0.882. Finally, the visit intention construct retains three indicators with a high level of reliability, marked by an alpha value of 0.785. All retained indicators show strong validity in measuring the observed variables. Furthermore, almost all constructs exhibit alpha scores above 0.8, indicating a high level of reliability in measuring these variables. These findings confirm the credibility of the collected data and provide a solid foundation for subsequent analysis and interpretation.

Table 2. Profile of Participants

Profile		Frequency	Percent
Sex	Male	114	47.3
	Female	127	52.7
Age	≥ 45 Years	5	2.1
	17-25 Years	123	51.0
	26-35 Years	91	37.8
	36-45 Years	22	9.1
Educational Background	≤ High School	16	6.6
	Diploma	36	15.0
	Bachelor's Degree	169	70.5
	Master's Degree	20	8.3
Employment Status	Employed	174	72.2
	Unemployed	36	15.0
	Entrepreneur	28	11.6
	Retired	3	1.2
Marital Status	Single	150	62.2
	Married	80	33.2
	Divorced	6	2.5
	Deceased Partner	5	2.1

Table 3. Results of Data Validity and Reliability Tests

	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Social Media Marketing		**0.847**
SMM1	I feel that social media makes it easier for me to communicate, share ideas, and information related to Karimunjawa National Park with other users.	0.807	
SMM2	I feel that social media platforms entertain me by providing interesting and enjoyable content related to Karimunjawa National Park .	0.805	
SMM3	I feel that social media provides the latest and trendiest information about Karimunjawa National Park .	0.790	
SMM4	I feel that social media provides information searches and	0.789	

|	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Social Media Marketing		**0.847**
	services tailored to my needs regarding Karimunjawa National Park.		
SMM5	I interact with online reviews or recommendations about Karimunjawa National Park because of social media.	0.747	
	Destination Image		0.898
DI1	I feel that Karimunjawa National Park has many interesting cultural attractions to visit.	0.855	
DI2	I feel that Karimunjawa National Park offers interesting cultural diversity.	0.831	
DI3	I feel that the tourism infrastructure in Karimunjawa National Park is of good quality.	0.811	
DI4	I feel the atmosphere in Karimunjawa National Park is very comfortable.	0.804	
DI5	I feel the environment in Karimunjawa National Park is clean and natural .	0.799	
DI6	I feel that Karimunjawa National Park is an exotic destination.	0.786	
	Destination Awareness		0.891
DA1	Seeing Karimunjawa National Park through social media made me interested in the destination.	0.863	
DA2	When I saw the Karimunjawa National Park destination on social media, I paid attention to the location of the destination.	0.848	
DA3	I will recommend the Karimunjawa National Park destination that I saw through social media to my friends and family.	0.848	
DA4	Several facilities of Karimunjawa National Park quickly came to my mind when I saw tourist destination posts on social media.	0.809	
DA5	I can quickly recall marketing activities about Karimunjawa National Park .	0.807	
	Destination Trust		0.882
DT1	I feel confident in Karimunjawa National Park as a quality tourist destination.	0.846	
DT2	Karimunjawa National Park will guarantee my satisfaction as a visitor.	0.830	
DT3	The tourist destinations in Karimunjawa National Park will meet my expectations.	0.829	
DT4	Karimunjawa National Park as a recreational tourism destination will try to satisfy me.	0.822	
DT5	I am confident in Karimunjawa National Park as a tourist destination that will meet my travel needs.	0.802	
	Visit Intention		0.785
VI1	I intend to visit the Karimunjawa National Park destination because of its increasingly beautiful natural attractions .	0.855	
VI2	I intend to visit Karimunjawa National Park as a tourist destination in the near future.	0.834	
VI3	I plan to visit the Karimunjawa National Park destination when you want to go on holiday to a tourist spot.	0.821	

4.3 Hypotheses Test

The structural model depicted in Fig. 2 illustrates the tested hypotheses and provides a visual representation of the relationships among the variables in this study. This model serves as a foundation for understanding how the various factors interact and influence one another. The study assesses the feasibility of this model through several evaluation indicators. The Comparative Fit Index (CFI) score of 0.99 indicates a high level of fit between the model and the observed data, approaching the ideal value of 1.00. Additionally, the Root Mean Square Error of Approximation (RMSEA) score of 0.02 suggests that the model has a low estimation error rate. The study also evaluates the model using a Chi-Square-to-Degrees of Freedom (CMIN/DF) ratio of 1.074, which indicates the alignment of the model with the data. These values demonstrate that the model possesses good quality and effectively reflects the relationships between the variables studied in accordance with the proposed hypotheses. The research findings presented in Table 4 report the test results of the six hypotheses. The Critical Ratio (CR) scores for all hypotheses range from 2.484 to 3.692, indicating a strong significance level. CR scores that exceed the threshold value confirm that the hypotheses have a significant impact on the tested variables. These results indicate a consistent and robust relationship between the studied variables, providing empirical support for the conceptual framework of this research. These findings have important implications for the validity and reliability of the study's conclusions in the context of the relationships examined.

Table 4. Results of the Hypotheses Tested Note: (***) P value is less than 0.0001

Hypotheses	Path	C.R.	P	Result
H1	Social Media Marketing→ Destination Image	3,617	***	Accepted
H2	Social Media Marketing→ Destination Awareness	3,629	***	Accepted
H3	Social Media Marketing→ Destination Trust	3,692	***	Accepted
H4	Destination Image→ Visit Intention	4,005	***	Accepted
H5	Destination Awareness→ Visit Intention	2,484	,013	Accepted
H6	Destination Trust→ Visit Intention	6,496	***	Accepted
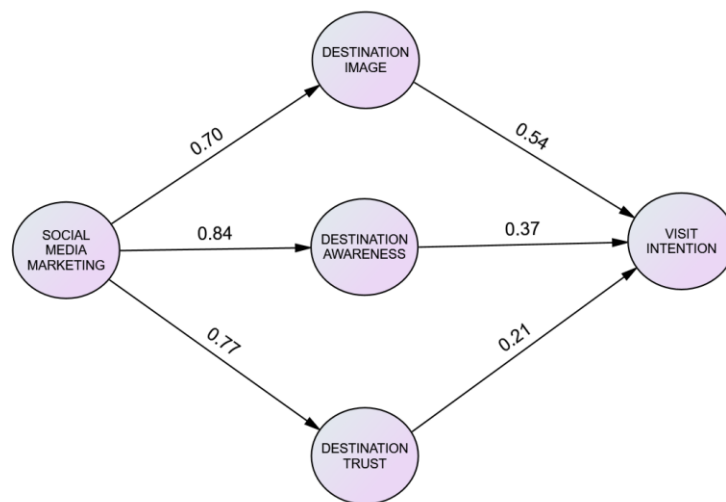
Fig. 2. Structural Model of the Hypotheses Tested (Source: The authors 2024)

5. DISCUSSION

The results of testing the first hypothesis (H1) indicate that Social Media Marketing (SMM) has a significant effect on Destination Image (DI) with a Critical Ratio (CR) value of 3.617 and a P-value < 0.001. This value exceeds the standard CR > 1.972 and meets the significance requirement of P < 0.05; thus, this hypothesis is accepted. These results suggest that marketing strategies through social media can enhance the image of a destination in the eyes of tourists. This finding is consistent with the research conducted by Asnawi (2021), Baber et al. (2022), and Shiratina et al. (2022), which states that marketing through social media plays a crucial role in shaping a positive image of a tourist destination, especially in the current digital era.

In the second hypothesis (H2), the analysis results indicate a significant effect of Social Media Marketing (SMM) on Destination Awareness (DA) with a Critical Ratio (CR) value of 3.629 and a P-value < 0.001. This hypothesis is accepted as it meets the significance criteria. This suggests that campaigns conducted through social media are effective in increasing tourists' awareness of a destination. Several previous studies (Dedeoğlu et al., 2020; Hapsari et al., 2023) support this finding, demonstrating that social media can expand the reach of information and enhance tourists' awareness of new destinations.

The results of testing the third hypothesis (H3) indicate that Social Media Marketing (SMM) has a significant effect on Destination Trust (DT) with a Critical Ratio (CR) value of 3.692 and a P-value < 0.001. Therefore, this hypothesis is accepted. This suggests that marketing through social media not only enhances awareness and the image of a destination but also builds tourists' trust. Research by Moslehpour et al. (2021) found that credible and transparent content on social media platforms can increase potential tourists' trust in the promoted destination.

In the fourth hypothesis (H4), Destination Image (DI) has a significant effect on Visit Intention (VI) with a CR value of 4.005 and a P-value of 0.014. This hypothesis is accepted as the CR value is greater than 1.972 and P < 0.05. This finding indicates that a positive destination image significantly influences tourists' intention to visit. Some studies (Shiratina et al., 2022; Witarsyah et al., 2023) show that a strong destination image affects tourists' decisions when choosing a tourist destination.

The results of testing the fifth hypothesis (H5) indicate that Destination Awareness (DA) has a significant effect on Visit Intention (VI) with a CR value of 2.484 and a P-value of 0.013. This result supports the notion that good destination awareness can enhance tourists' intention to visit. Previous research (Ervina et al., 2022; Idris et al., 2023) supports this finding, stating that the higher the awareness of tourists regarding a destination, the greater the likelihood that they will visit it.

In the sixth hypothesis (H6), the analysis results show that Destination Trust (DT) has a significant effect on Visit Intention (VI) with a CR value of 6.496 and a P-value < 0.001. This hypothesis is accepted and indicates that tourists' trust in a destination is an important factor in encouraging their intention to visit. Research by Sodawan et al. (2022) shows that the level of tourists' trust in a destination significantly influences their final decision in choosing a tourist destination.

The findings from the hypotheses indicate that social media marketing plays a crucial role in enhancing destination image, which is vital for attracting tourists. Effective social media campaigns are essential for increasing destination awareness and drawing more visitors. Additionally, social media marketing not only raises awareness and improves destination image but also builds trust among potential visitors. A positive destination image significantly influences tourists' intentions to visit, highlighting the need for strategic marketing efforts. Furthermore, strong destination awareness is key to enhancing tourists' intentions to visit, emphasizing the importance of effective promotion. Finally, building trust in a destination is critical for encouraging visit intentions, underscoring the necessity for transparent marketing practices.

6. CONCLUSION

The findings of this study reveal important insights into the influence of social media marketing on the intention to visit Karimunjawa National Park, particularly regarding destination image, awareness, and trust. A significant finding is that a positive destination image greatly enhances tourists' visit intentions. Additionally, destination awareness plays a crucial role in shaping potential tourists' interest, while social media marketing significantly impacts destination trust, which in turn affects visit intentions.

This study confirms that destination trust is a key factor influencing tourists' intentions to visit, reinforcing the idea that reliable information shapes tourists' beliefs. Furthermore, the research highlights the positive relationship between destination image and visit intentions, as well as the impact of social media responses on potential tourists' decisions.

Furthermore, the research highlights the positive correlation between destination image and visit intentions, emphasizing that a well-crafted image can attract more visitors. It also explores how social media interactions, such as comments and reviews, can sway potential tourists' decisions, illustrating the power of social media engagement in the tourism industry. Overall, this study sheds light on the intricate dynamics between social media marketing and tourist behavior, offering practical implications for destination marketers aiming to enhance their strategies.

7. IMPLICATION

The implications of these findings can guide tourism industry practitioners and decision-makers in developing more effective marketing strategies. This study also contributes significantly to the literature on tourism marketing, especially in the context of environmental sustainability challenges faced by destinations like Karimunjawa National Park.

From a theoretical perspective, this study makes a significant contribution to the tourism marketing literature by exploring the intersection of social media influence and environmental sustainability challenges. It provides a nuanced understanding of how digital marketing strategies can be aligned with sustainable tourism practices, particularly in ecologically sensitive areas like Karimunjawa National Park. The research underscores the importance of integrating sustainability messages into marketing efforts, thereby promoting responsible tourism that benefits both the environment and local communities.

Moreover, the study highlights the need for ongoing research into the dynamic relationship between social media marketing and tourist behavior, particularly in the context of sustainability. It encourages scholars to explore new models and frameworks that address the complexities of marketing in environmentally sensitive destinations. By doing so, the tourism industry can develop strategies that not only drive economic growth but also preserve the natural and cultural heritage of destinations like Karimunjawa National Park for future generations.

8. LIMITATION

However, the study acknowledges several limitations that may impact the comprehensiveness of its findings. One notable limitation is the exclusion of other influencing factors, particularly tourists' direct experiences with the destination. Direct experiences can significantly shape perceptions and intentions, as they encompass personal interactions, emotional responses, and firsthand encounters with the destination's offerings. By not considering these elements, the study may overlook critical aspects that contribute to tourists' decision-making processes.

To address these limitations, future research should aim to expand the range of variables analyzed. This could include exploring personal motivations, such as individual preferences, travel history, and cultural background, which can all play a crucial role in shaping visit intentions. Additionally, incorporating qualitative methods, such as interviews or focus groups, could provide richer insights into the subjective experiences of tourists and how these experiences influence their perceptions of the destination.

Accordingly, future studies could investigate the impact of external factors, such as economic conditions, social influences, and environmental changes, on tourists' intentions to visit. By adopting a more holistic approach that considers a wider array of variables, researchers can gain deeper insights into the complex dynamics that drive tourism behavior. This comprehensive understanding will not only enhance the theoretical framework surrounding tourism marketing but also provide practical implications for destination management and marketing strategies, ultimately leading to more effective engagement with potential visitors.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of this manuscript.

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests or non-financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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