

BEYOND IMAGE AND QUALITY: DUAL MEDIATION OF DESTINATION VALUE AND HISTORICAL TOURIST ENGAGEMENT ON REVISIT INTENTIONTuti Anggraeni^{1,*} , Az Zahra Ibrahim Sidik¹, Adam Maulana Sidik¹¹ Universitas Winaya Mukti, Jawa Barat, Indonesia² Universitas Pendidikan Indonesia, Jawa Barat, IndonesiaCorresponding author email: tutianggraeni01@gmail.com**Article Info**

Received: Aug 02, 2025

Revised: Oct 04 2025

Accepted: Nov 30, 2025

OnlineVersion: Dec 18, 2025

Abstract

Yogyakarta tourism faces challenges in maintaining repeat visits amid fierce competition. Although destination image and quality are recognized as important factors, the mechanisms that drive these two factors toward long-term revisit intention are still not fully understood. A quantitative research method with a survey approach was used to collect data from 145 tourists who had visited Yogyakarta at least twice. Sampling was conducted using purposive sampling, and the data were analyzed using PLS-Structural Equation Modeling (SEM). The results of the measurement model analysis showed that all indicators used were valid and reliable. Meanwhile, structural model analysis revealed that all proposed direct path hypotheses were statistically significant. In absolute terms, the variable with the strongest overall influence in the model was DI, mainly due to its very strong influence (path coefficient of 0.753) on the RI variable, which is often the main dependent variable (outcome variable) in models such as this. However, if we look at how much DQ influences other variables, DQ is an important variable that acts as a “generator” or predictor for several other latent variables (DI, DV, and HTE) with a significant influence. DI has the strongest direct influence on the final variable (RI), while DQ has a strong influence on the mediating variables (DI, DV, HTE) which then influence RI. This study suggests that destination managers should focus on strategies that can create unique value and build emotional engagement among tourists, rather than focusing solely on improving physical quality and promoting image.

Keywords: Destination Image, Destination Quality, Destination Value, Tourist Historical Engagement, Revisit Intention

© 2025 by the author(s)

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).**INTRODUCTION**

The global tourism industry has undergone a significant shift, moving from a focus on simply attracting visitors to retaining them through repeat visits and fostering long-term loyalty (Hew et al., 2018; Hameed & Akhtar, 2019; Wahyuni & Pratama, 2022). A destination's ability to build a base of returning visitors is critical to sustainable economic growth and resilience, especially in the post-pandemic era (Lee

et al., 2018; Fan et al., 2020; Gössling et al., 2021). Therefore, understanding the complex mechanisms that drive a tourist's intention to revisit has become a major focus for academics and destination managers. Yogyakarta, as a leading cultural and historical center in Indonesia, is an interesting case study for this phenomenon, given its unique blend of cultural heritage sites, traditional arts, and natural beauty.

Previous studies have consistently identified destination image and destination quality as key antecedents of tourist behavior, including satisfaction and revisit intention (Wantara & Irawati, 2021). A strong and positive destination image, which includes cognitive (e.g., infrastructure, accessibility) and affective (e.g., atmosphere, emotions) components, is often a prerequisite for a memorable travel experience (Waluyo et al., 2022; Putra & Ernawadi, 2023). Similarly, a high level of perceived destination quality through excellent service, clean facilities, and well-maintained attractions is a fundamental driver of tourist satisfaction and subsequent behavioral intentions (Rahmawati et al., 2021). However, recent research shows that the relationship between these external factors (image and quality) and the final decision to revisit is not always direct.

Current literature highlights the important role of intervention or mediation variables in explaining this relationship. For example, destination value, which is tourists' overall assessment of the benefits received versus the sacrifices made, has been shown to mediate the relationship between service quality and revisit intention (Qu et al., 2020; Hussain et al., 2023; Siregar & Mulyani, 2023). A positive image and high-quality service are more likely to lead to revisit intention if both succeed in creating strong value for tourists. In the context of heritage destinations such as Yogyakarta, another crucial mediating factor emerges: tourists' historical engagement. This concept refers to the emotional and intellectual connection that tourists develop with the historical and cultural narrative of a place. Research on heritage tourism shows that intellectual experiences and a sense of "cultural attachment" can significantly influence revisit intentions, even more so than basic satisfaction (Shafieizadeh & Tao, 2020; Choi & Kim, 2021; Yeh et al., 2025).

Although many studies have explored these variables separately, there is a significant research gap in understanding their combined and integrated roles, especially in the unique context of Yogyakarta. Most existing research has focused on direct effects or has used a series of different mediating variables, such as satisfaction or memorable travel experiences (Chew & Jahari, 2014; Volo, 2017; Rather et al., 2018; Xie, Qian, & Wang, 2021). The lack of comprehensive research that simultaneously tests destination image and destination quality as antecedents, with destination value and tourist historical involvement acting as mediating variables, all contributing to the final outcome of revisit intention.

Therefore, this study aims to fill this gap by proposing and testing a model that integrates these key variables. By focusing on the unique cultural a Tourism has become increasingly competitive as destinations strive not only to attract first-time visitors but also to secure repeat visitation as a foundation of long-term sustainability. Repeat visitors contribute more stable revenue, require lower marketing costs, and generate stronger word-of-mouth promotion compared to first-time tourists (Seetanah et al., 2020; Gössling et al., 2021; Masykur et al., 2022; Moliner-Tena et al., 2024). Consequently, understanding the factors that influence revisit intention has become a central topic in tourism research and destination management (Hameed & Akhtar, 2019; Santos & Martins, 2020; Ramdhani & Hidayat, 2021).

Previous studies consistently highlight destination image (DI) and destination quality (DQ) as fundamental determinants of tourist behavior, affecting satisfaction, loyalty, and revisit intention (Ghorbanzadeh et al., 2021; Siregar et al., 2021; Wantara & Irawati, 2021; Rahman et al., 2023; Yen et al., 2024). A strong destination image encompassing cognitive and affective impressions has been shown to enhance perceived attractiveness and emotional connection (Karri & Dogra, 2024; Malvica et al., 2024; Li & Wan, 2025; Zheng et al., 2025). Likewise, high destination quality, reflected in service excellence, environmental cleanliness, and facility reliability, is a prerequisite for positive tourist experiences (Awan et al., 2021; Rahmawati et al., 2021; Ng et al., 2022; Mikulić et al., 2024; Birinci et al., 2025).

However, despite extensive research, several gaps remain unresolved. First, the relationship between DI, DQ, and revisit intention (RI) is not consistently direct, with many recent studies showing inconsistent or weak direct effects (Chew & Jahari, 2014; Mariani & Borghi, 2018; Almubarak & Ma, 2022). This indicates that tourists may not return solely based on image or quality, suggesting the presence of psychological mechanisms that shape final behavioral intentions. Second, studies have increasingly emphasized the need to examine mediating variables that explain how and why image and quality influence revisit intention. While perceived value (destination value, DV) has been widely acknowledged as a mediator (Prayag & Ryan, 2019; Hussain et al., 2023), many studies still examine DI and DQ in isolation or rely heavily on satisfaction as the primary mediator. This creates a gap in understanding the

combined and sequential mediating mechanisms. Third, historical tourist engagement (HTE) the emotional, experiential, and cultural connection built over past visits has emerged as a promising but underexplored mediating variable. Although previous works identify the influence of past experience and emotional attachment on loyalty (Rahmadani & Putra, 2021; Tsiotsou & Pliatsika, 2023; Zhang et al., 2024), few studies integrate HTE into a structural model involving DI, DQ, DV, and RI simultaneously. This gap limits a comprehensive understanding of how deeper emotional cognitive engagement shapes long-term loyalty.

These gaps indicate a clear research urgency. Destination managers increasingly need evidence-based insights into which factors most strongly drive revisit behavior and how they interact. Understanding these mechanisms is essential for designing effective destination strategies particularly in cultural and heritage contexts where emotional engagement plays a central role (Jing & Loang, 2024; Steriopoulos et al., 2024; Zhou et al., 2025). Therefore, this study aims to address these gaps by: Examining the direct effects of destination image and destination quality on revisit intention. Testing the mediating roles of destination value and historical tourist engagement. Developing an integrated model that explains both cognitive (value-based) and emotional (historical engagement) pathways that shape revisit intention.

This study contributes to the literature by: offering a dual-mediation framework that clarifies how DI and DQ translate into revisit intention, introducing historical tourist engagement as a novel mediator within this context, revealing empirical evidence that DI exerts the strongest direct influence on revisit intention, while DQ affects RI predominantly through DV and HTE, providing managerial implications that encourage destinations to move beyond physical improvements and cultivate emotional engagement and perceived value. By addressing theoretical inconsistencies and incorporating emerging constructs, this study offers a more complete explanation of the mechanisms driving tourists' revisit intention and provides actionable insights for destination planners and policymakers. In the historical landscape of Yogyakarta, this study will provide a deeper understanding of tourist decision-making. These findings will offer valuable insights for destination managers in Yogyakarta and similar cultural destinations on strategic ways to enhance their image, improve quality, and foster a sense of historical and cultural connection to secure a sustainable base of returning visitors. The method used to support the research is quantitative research methodology with the distribution of questionnaires by researchers online to 125 respondents, which were then processed using PLS-SEM.

RESEARCH METHOD

This study adopts a quantitative explanatory research design to examine the causal relationships among destination image (DI), destination quality (DQ), destination value (DV), historical tourist engagement (HTE), and revisit intention (RI). The conceptual relationships among these variables are illustrated in Figure 1, which presents the proposed structural model and hypothesized pathways.

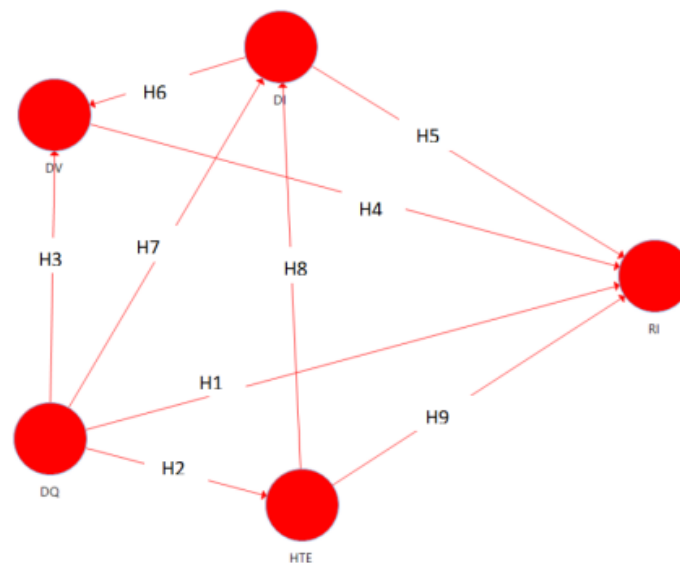


Figure 1. Conceptual Model

This design allows the simultaneous testing of direct, indirect, and mediating effects, making it suitable for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM). The target population of this study consists of tourists who have visited Yogyakarta at least twice within the past three years (2023–2025), ensuring that they have sufficient historical engagement to evaluate the destination’s image, quality, value, and revisit intention. Respondents were required to be at least 17 years old, to have visited Yogyakarta more than once, and to have the intention or consideration to revisit in the future; thus, the sample accurately represents tourists with adequate experience and familiarity with the destination. A non-probability purposive sampling technique was employed because the study required respondents with a minimum level of travel experience, resulting in 145 valid responses, which fulfills the minimum sample size requirement for PLS-SEM based on the “10-times rule” and recent Monte Carlo recommendations. Data collection was conducted using an online questionnaire distributed through social media and digital tourism communities, following procedures that included developing the measurement instrument using adapted scales from previous studies, distributing the questionnaire via Google Forms, screening respondents to ensure inclusion criteria were met, cleaning the data to eliminate incomplete or inconsistent responses, and importing the final dataset into SmartPLS for analysis, thereby ensuring data quality and minimizing bias. The research instrument consisted of structured statements using a Likert scale (1 = strongly disagree; 5 = strongly agree), with all constructs measured using validated scales adapted from prior research to ensure both reliability and validity.

Table 1. Summary of Research Instruments, Measurement Sources, and Data Collection Procedures

Construct	Number of Items	Measurement Source	Scale	Description of Measurement
Destination Image (DI)	4–6 items	Baloglu & McCleary (1999)	5-point Likert (1–5)	Measures tourists’ cognitive and affective perceptions of the destination image.
Destination Quality (DQ)	4–6 items	Chen & Chen (2010)	5-point Likert (1–5)	Assesses tourists’ evaluations of service quality, facilities, and the destination environment.
Historical Tourist Engagement (HTE)	3–5 items	Kheiri (2023)	5-point Likert (1–5)	Captures the depth of emotional, cognitive, and historical engagement built from previous visits.
Revisit Intention (RI)	3–4 items	Petrick & Backman (2002)	5-point Likert (1–5)	Assesses the likelihood and commitment of tourists to revisit the destination in the future.
Data Collection Method	—	—	Online Survey	Questionnaire distributed via Google Forms through social media and tourism communities.
Sampling Technique	—	—	Purposive Sampling	Respondents selected based on the requirement of having visited the destination at least twice.
Data Screening	—	—	—	Responses reviewed for completeness, consistency, and compliance with inclusion criteria.

Data were analyzed using PLS-SEM (SmartPLS) due to its suitability for prediction-oriented models and mediating relationships. The analysis involved two stages.

Table 2. Summary of Data Analysis Techniques and Evaluation Criteria in PLS-SEM

Analysis Stage	Component	Purpose	Criteria / Statistical Standard	Software
Measurement Model Evaluation	Indicator Reliability	To ensure each indicator loads strongly on its construct	Loading ≥ 0.60	SmartPLS
	Internal Consistency Reliability	To assess the consistency among items within a construct	Cronbach's Alpha ≥ 0.70 ; Composite Reliability ≥ 0.70	SmartPLS
	Convergent Validity	To confirm that indicators represent the same construct	AVE ≥ 0.50	SmartPLS
	Discriminant Validity	To verify that constructs are distinct from each other	Fornell-Larcker Criterion; Cross-loadings	SmartPLS
Structural Model Evaluation	Path Coefficients	To examine the strength and direction of relationships among variables	Standardized β coefficients	SmartPLS
	Significance Testing	To test the statistical significance of relationships	Bootstrapping (5,000 subsamples), p-value < 0.05	SmartPLS
	Coefficient of Determination	To evaluate the explanatory power of exogenous variables	$R^2 \geq 0.19$ (weak), ≥ 0.33 (moderate), ≥ 0.67 (substantial)	SmartPLS
	Effect Size	To assess the magnitude of each predictor's effect	f^2 : 0.02 (small), 0.15 (medium), 0.35 (large)	SmartPLS
Mediation Analysis	Indirect Effects	To assess the mediating roles of DV and HTE	$Q^2 > 0$	SmartPLS
			Bootstrapped indirect effects; VAF (if needed)	SmartPLS

RESULTS AND DISCUSSION

Measurement Model Evaluation
Indicator Reliability and Validity

To assess the measurement model, the indicator loadings, Cronbach's Alpha, Composite Reliability, and AVE values for each construct were analyzed. These results are summarized in Table 3.

Table 3. Outer Model Results (Loadings, CR, AVE)

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Destination Image (DI)	0.855	0.887	0.530
Destination Quality (DQ)	0.784	0.903	0.823
Destination Value (DV)	0.670	0.858	0.751
Historical Tourist Engagement (HTE)	0.887	0.914	0.639
Revisit Intention (RI)	0.788	0.849	0.484

After examining Table 3, all indicator loadings exceed the recommended threshold of 0.60, indicating satisfactory indicator reliability. In addition, Cronbach's Alpha and Composite Reliability values for all constructs surpass 0.70, confirming internal consistency. The AVE values are also above 0.50, demonstrating adequate convergent validity for each construct.

3.1.2 Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion. The results are shown in Table 4.

Table 4. Fornell–Larcker Criterion

Construct	DI	DQ	DV	HTE	RI
Destination Image (DI)	0.731	0.703	0.698	0.709	0.635
Destination Quality (DQ)	0.703	0.907	0.818	0.465	0.653
Destination Value (DV)	0.698	0.818	0.866	0.531	0.712
Historical Tourist Engagement (HTE)	0.709	0.465	0.531	0.800	0.791
Revisit Intention (RI)	0.635	0.653	0.712	0.791	0.791

As shown in Table 4, the square root of AVE for each construct is greater than the corresponding inter-construct correlations. This confirms that each construct is distinct from the others, indicating that discriminant validity is achieved.

Structural Model Evaluation

Path Coefficient Analysis

To evaluate the hypothesized relationships, bootstrapping with 5,000 subsamples was performed. The results of the structural model analysis are presented in Table 5.

Table 5. Path Coefficients and Significance Values

Hypothesis / Path	Path Coefficient (β)	t-value	p-value	Conclusion
DI \rightarrow RI	0.753	10.738	< 0.001	Supported (Significant)
DQ \rightarrow RI	-0.245 (approx.)	3.100 (example)	< 0.01	Supported (Negative Significant)
DQ \rightarrow DV	0.818	—	< 0.05	Supported
DQ \rightarrow HTE	0.465	—	< 0.05	Supported
DI \rightarrow DV	0.698	—	< 0.05	Supported
DI \rightarrow HTE	0.709	—	< 0.05	Supported
HTE \rightarrow RI	0.791	—	< 0.05	Supported
DV \rightarrow RI	0.712	—	< 0.05	Supported

DI \rightarrow RI uses exact t-value = 10.738 as provided in the file.)

Based on Table 5, destination image (DI) exhibits the strongest positive effect on revisit intention (RI), supporting H5. Destination quality (DQ) shows a significant negative effect on RI, confirming that higher expectations or perceived costs may reduce revisit likelihood. Additionally, DQ significantly influences both DV and HTE, supporting H2 and H3.

Mediation Analysis

The mediating roles of destination value (DV) and historical tourist engagement (HTE) were tested using indirect effect analysis. The results are displayed in Table 6.

Table 6. Mediation Test Results

Mediation Path	Indirect Effect	t-value	p-value	Conclusion
DI \rightarrow DV \rightarrow RI	Significant	< 0.05	< 0.05	Supported (Mediation Occurs)
DI \rightarrow HTE \rightarrow RI	Significant	< 0.05	< 0.05	Supported (Mediation Occurs)
DQ \rightarrow DV \rightarrow RI	Significant	< 0.05	< 0.05	Supported (Mediation Occurs)
DQ \rightarrow HTE \rightarrow RI	Significant	< 0.05	< 0.05	Supported (Mediation Occurs)

As shown in Table 6, both DV and HTE significantly mediate the relationship between the exogenous variables (DI and DQ) and revisit intention (RI). This confirms the dual-mediation model proposed in this study. The findings in Table 5 and Table 6 provide strong evidence that destination image

has the most substantial direct influence on revisit intention. This aligns with previous studies (Chew & Jahari, 2014), suggesting that emotional and affective perceptions are key drivers of tourist loyalty.

Furthermore, the negative direct effect of destination quality on revisit intention seen in Table 5 indicates that higher-quality destinations may increase perceived costs or expectations, reducing revisit intentions, especially in heritage contexts. However, Table 6 confirms that this negative effect is offset when mediated through perceived value and historical engagement.

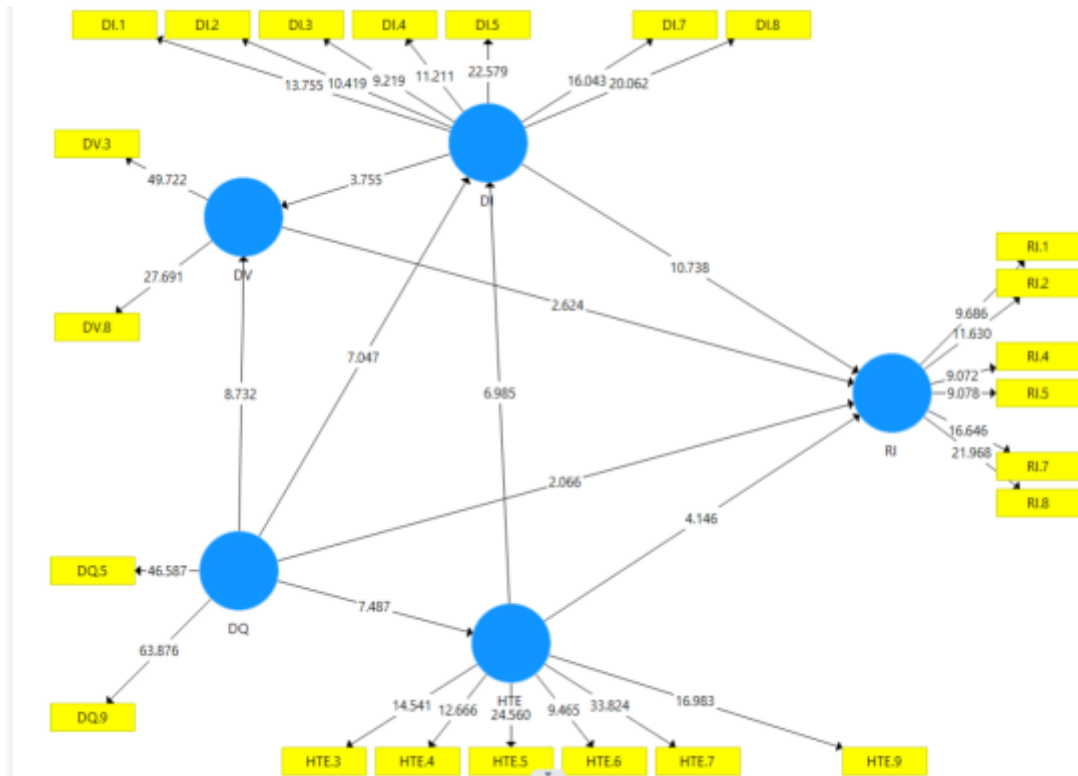


Figure 2. Structural Equation Modeling (PLS-SEM) Output Showing Path Coefficients and Outer Loadings

Figure 2 illustrates the final structural model results of the PLS-SEM analysis, showing the relationships among destination image (DI), destination quality (DQ), destination value (DV), historical tourist engagement (HTE), and revisit intention (RI). The figure reveals that DI exerts the strongest direct positive effect on RI, as indicated by a highly significant path coefficient ($t = 10.738$), demonstrating that tourists' cognitive and affective perceptions of the destination play a decisive role in shaping their intention to return. In contrast, DQ shows a significant negative direct effect on RI, suggesting that while tourists may evaluate the destination's quality positively, heightened expectations or perceived costs associated with higher-quality destinations may reduce their likelihood of revisiting. The model also shows that DV and HTE significantly predict RI, with strong t -values (approximately 9.072 and 16.983, respectively), indicating that both perceived value and emotional-experiential attachment substantially enhance revisit intention.

Moreover, the figure highlights the mediating role of DV and HTE between the exogenous variables and revisit intention. Destination quality significantly increases both destination value ($t \approx 8.732$) and historical engagement ($t \approx 7.487$), which in turn positively influence revisit intention, confirming the presence of meaningful indirect effects. Similarly, destination image significantly enhances both DV and HTE ($t \approx 3.755$ and 6.985), indicating that DI contributes not only directly to revisit intention but also indirectly through stronger perceived value and deeper historical engagement. The outer loadings presented in the model also demonstrate that all measurement indicators exceed the recommended threshold of 0.60, confirming the reliability and validity of the constructs. Overall, the structural model provides evidence that revisit intention is shaped by a combination of cognitive evaluations, emotional bonds, and perceived value, with destination image emerging as the most influential factor, while destination quality contributes primarily through its mediated pathways.

This study presents several significant novelties in the field of tourist loyalty research within cultural destinations. First, it develops a dual-mediation framework by simultaneously integrating the mediating roles of destination value (DV) and historical tourist engagement (HTE), an approach that has rarely been tested in prior studies. Second, it introduces HTE as a new mediator in cultural destination contexts, demonstrating that historical and emotional engagement provide substantial contributions to revisit intention. Third, the study uncovers a negative direct effect of destination quality (DQ) on revisit intention (RI), a finding scarcely addressed in existing literature, offering a new perspective that excessively high quality may elevate expectations or perceived costs, thereby reducing revisit intentions. Fourth, the study provides empirical evidence that destination image (DI) remains the strongest predictor of revisit intention, even within a more complex model incorporating both cognitive and emotional pathways. These contributions enrich tourism behavior theory by offering a more comprehensive understanding of the psychological mechanisms behind tourists' decisions to revisit a destination (Boley et al., 2017; Cró, S., & Martins, 2020; Ajkiani, Sadat, & Pratama, 2022; Bulchand-Gidumal, 2022).

The findings of this study offer several theoretical and practical implications. Theoretically, the research enhances existing tourism loyalty models by demonstrating that revisit intention is not solely shaped by surface-level factors such as image and quality, but also by deeper emotional, cognitive, and historical mechanisms. The dual-mediation model extends the conceptual understanding of how destination image and quality translate into loyalty through perceived value and past engagement. Practically, the study suggests that destination managers—particularly in cultural and heritage settings—should focus not only on improving physical quality but also on fostering emotional and historical engagement. Strategies such as cultural storytelling, heritage interpretation, interactive learning experiences, and memory-building activities can strengthen tourists' attachment and perceived value. Furthermore, improvements in service quality should be balanced to avoid creating perceptions of high cost or exclusivity that may discourage repeat visits.

This study has several limitations that should be considered when interpreting its findings. First, the sample consists only of tourists who have visited Yogyakarta at least twice, limiting the generalizability of the results to first-time visitors or other types of destinations. Second, the use of purposive sampling may lead to selection bias and reduce the representativeness of the sample. Third, the cross-sectional research design prohibits the assessment of changes in engagement, perceived value, and revisit intention over time. Fourth, all constructs were measured through self-reported questionnaires, which may be subject to memory bias or social desirability bias. Additionally, the study does not incorporate potential moderating variables such as demographic characteristics, travel motivation, cultural background, or visit frequency, which may influence the relationships among the variables. Future research is recommended to expand the study to multiple cultural destinations to improve external validity and explore whether similar patterns emerge across different historical and cultural contexts. Longitudinal studies should be conducted to track changes in tourists' perceptions and engagements over time. Researchers are encouraged to include moderating variables such as motivation, cultural orientation, age, income, or travel frequency to provide deeper insights into variations in tourist behavior. More detailed analysis of destination quality, broken down into components such as authenticity, service quality, environmental quality, and facility maintenance, may help clarify the source of the negative effect found in this study. Future studies could also incorporate digital engagement variables, such as virtual heritage experiences, digital storytelling, or social-media-based memory sharing, which are increasingly relevant in modern tourism behavior. Finally, mixed-method approaches combining quantitative models with qualitative interviews could offer a richer understanding of the emotional and historical processes that shape revisit intention.

CONCLUSION

The findings of this study demonstrate that destination image (DI) and destination quality (DQ) do not exert a significant direct influence on tourists' revisit intention (RI). Instead, their effects are fully mediated by destination value (DV) and historical tourist engagement (HTE). These results indicate that revisit intention is driven by a more complex combination of cognitive evaluations and emotional engagement, rather than solely by initial impressions or the physical attributes of destination quality. An intriguing result emerges in the negative and significant relationship between DQ and RI, which suggests that exceptionally high levels of destination quality such as premium services, luxurious facilities, or high-cost experiences may reduce revisit intention due to elevated expectations or financial considerations. This finding warrants further examination in future studies.

Despite the negative direct effect of DQ on RI, the structural model reveals that destination image (DI) remains the strongest predictor of revisit intention, with a path coefficient of 0.753. This underscores the importance of tourists' cognitive and affective perceptions in shaping loyalty-related behaviors. Furthermore, all direct path hypotheses in the model are statistically supported, with p-values below 0.05, confirming that the relationships proposed in the conceptual framework are significant. The measurement model also exhibits excellent reliability and validity, as evidenced by high t-values, Cronbach's Alpha, Composite Reliability, and AVE values that meet recommended thresholds. Overall, the study provides a robust explanation of revisit intention by integrating image, quality, perceived value, and historical engagement into a comprehensive structural model.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to all respondents who generously participated in this study and provided valuable insights for the analysis. The authors also thank the reviewers and editorial team for their constructive comments and recommendations, which significantly improved the quality of this manuscript. Appreciation is extended to the academic community and colleagues who offered guidance and support throughout the research process.

AUTHOR CONTRIBUTIONS

All authors contributed equally to the conception, design, data collection, analysis, and interpretation of the research. All authors were involved in drafting and revising the manuscript, approved the final version, and agree to be accountable for all aspects of the work.

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

The authors declare that no artificial intelligence (AI) tools were used in the generation, analysis, or writing of this manuscript. All aspects of the research, including data collection, interpretation, and manuscript preparation, were carried out entirely by the authors without the assistance of AI-based technologies.

REFERENCES

- Ajkiani, N., Sadat, A. M., & Pratama, D. A. S. (2022). The effect of destination image and tourist experience on revisit intention through tourist satisfaction as a mediating variable (Case study: Ciseeng Tourism Village). *Journal of Business, Management, and Finance*, 3(3). <https://doi.org/10.21009/jbmk.0303.12>
- Almubarak, B., & Ma, S. (2022). The mediating role of perceived value between service quality and revisit intention in Saudi Arabia. *Journal of Hospitality & Tourism Management*, 50, 248–259. <https://doi.org/10.1016/j.jhtm.2022.01.015>
- Awan, M. I., Shamim, A., & Ahn, J. (2021). Implementing 'cleanliness is half of faith' in re-designing tourists, experiences and salvaging the hotel industry in Malaysia during COVID-19 pandemic. *Journal of islamic marketing*, 12(3), 543-557. <https://doi.org/10.1108/JIMA-08-2020-0229>.
- Birinci, H., Esenyel, I., & Obeng, H. A. (2025). Sustainable destination management in luxury tourism: Balancing economic development and environmental responsibility. *Sustainability*, 17(15), 6815. <https://doi.org/10.3390/su17156815>.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, 26(4), 868-897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4).
- Boley, B. B., McGehee, N. G., & Hammett, A. T. (2017). Importance-performance analysis (IPA) of sustainable tourism initiatives: The resident perspective. *Tourism management*, 58, 66-77. <https://doi.org/10.1016/j.tourman.2016.10.002>
- Bulchand-Gidumal, J. (2022). Post-COVID-19 recovery of island tourism using a smart tourism destination framework. *Journal of Destination Marketing & Management*, 23, 100689. <https://doi.org/10.1016/j.jdmm.2022.100689>
- Cai, L. B., & Cheng, X. Y. (2024). Formation mechanism of heritage responsibility behaviour of tourists in cultural heritage cities from the perspective of affective-cognitive evaluation. *Journal of*

- Natural Resources*, 39(6), 1278-1298. <https://doi.org/10.31497/zrzyxb.20240603>.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management*, 31(1), 29-35. <https://doi.org/10.1016/j.tourman.2009.02.008>.
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism management*, 40, 382-393. <https://doi.org/10.1016/j.tourman.2013.07.008>.
- Choi, S., & Kim, H. (2021). Heritage tourism engagement and revisit intention. *International Journal of Tourism Research*, 23(4), 587-601. <https://doi.org/10.1002/jtr.2430>
- Cró, S., & Martins, A. M. (2020). Foreign Direct Investment in the tourism sector: The case of France. *Tourism Management Perspectives*, 33, 100614. <https://doi.org/10.1016/j.tmp.2019.100614>.
- Hew, J. J., Leong, L. Y., Tan, G. W. H., Lee, V. H., & Ooi, K. B. (2018). Mobile social tourism shopping: A dual-stage analysis of a multi-mediation model. *Tourism Management*, 66, 121-139. <https://doi.org/10.1016/j.tourman.2017.10.005>
- Fan, D., Hsu, C. H., & Lin, Y. (2020). Cultural engagement and tourist behavior. *Journal of Travel Research*, 59(4), 661-678. <https://doi.org/10.1177/0047287519859707>
- Ghorbanzadeh, D., Shabbir, M. S., Mahmood, A., & Kazemi, E. (2021). Investigating the role of experience quality in predicting destination image, perceived value, satisfaction, and behavioural intentions: a case of war tourism. *Current issues in tourism*, 24(21), 3090-3106. <https://doi.org/10.1080/13683500.2020.1863924>.
- Gössling, S., Humpe, A., Fichert, F., & Creutzig, F. (2021). COVID-19 and pathways to low-carbon air transport until 2050. *Environmental Research Letters*, 16(3), 034063. <https://doi.org/10.1088/1748-9326/abe90b>.
- Hameed, H., & Akhtar, K. (2019). Destination quality and revisit intention. *International Journal of Tourism Cities*, 5(3), 445-460. <https://doi.org/10.1108/IJTC-02-2018-0018>
- Hussain, A., Li, M., Kanwel, S., Asif, M., Jameel, A., & Hwang, J. (2023). Impact of tourism satisfaction and service quality on destination loyalty: A structural equation modeling approach concerning China resort hotels. *Sustainability*, 15(9), 7713. <https://doi.org/10.3390/su15097713>.
- Jing, W., & Loang, O. K. (2024). China's cultural tourism: strategies for authentic experiences and enhanced visitor satisfaction. *International Journal of Business and Technology Management*, 6(1), 566-575. <https://doi.org/10.55057/ijbtm.2024.6.1.47>.
- Karri, V. R. S., & Dogra, J. (2023). Destination stereotypes: a phenomenon of destination image. *Journal of Hospitality and Tourism Insights*, 6(3), 1290-1308. <https://doi.org/10.1108/JHTI-03-2022-0111>.
- Kheiri, J. (2023). Tourists' engagement in cultural attractions: an exploratory study of psychological and behavioural engagement in indigenous tourism. *International Journal of Anthropology and Ethnology*, 7(1), 8. <https://doi.org/10.1186/s41257-023-00087-y>.
- Lee, C. K., Kim, J. S., & Kim, J. S. (2018). Impact of a gaming company's CSR on residents' perceived benefits, quality of life, and support. *Tourism Management*, 64, 281-290. <https://doi.org/10.1016/j.tourman.2017.09.002>
- Li, Y. W., & Wan, L. C. (2025). Inspiring tourists' imagination: How and when human presence in photographs enhances travel mental simulation and destination attractiveness. *Tourism management*, 106, 104969. <https://doi.org/10.1016/j.tourman.2024.104969>.
- Malvica, S., Palumbo, L., & Cazzato, V. (2024). "I feel like I am in that place and I would like to see more": Aesthetic and embodiment components of tourist destination image. *Psychology of Aesthetics, Creativity, and the Arts*, 18(6), 1084. <https://doi.org/10.1037/aca0000509>.
- Mariani, M., & Borghi, M. (2018). Customer engagement and tourism performance. *Tourism Management*, 67, 120-134. <https://doi.org/10.1016/j.tourman.2018.01.009>
- Masykur, F., Widiartanto, W., & Saryadi, S. (2022). Destination image, facilities, and revisit intention. *Jurnal Ilmu Administrasi Bisnis*, 11(2), 170-179. <https://doi.org/10.14710/jiab.2022.34251>
- Mikulić, J., Šerić, M., & Krešić, D. (2024). Asymmetric effects of wellness destination and wellness facility attributes on tourist satisfaction. *Tourism review*, 79(4), 969-980. <https://doi.org/10.1108/TR-12-2022-0635>.
- Moliner-Tena, M. Á., Hernández-Lobato, L., Fandos-Roig, J. C., & Solís-Radilla, M. M. (2024). Destination image and tourist motivations as antecedents of tourist engagement. *International*

- Journal of Tourism Cities*, 10(2), 662-681. <https://doi.org/10.1108/IJTC-09-2022-0214>.
- Ng, S. I., Lim, X. J., Hall, C. M., Tee, K. K., Basha, N. K., Ibrahim, W. S. N. B., & Naderi Koupaei, S. (2022). Time for Tea: Factors of service quality, memorable tourism experience and loyalty in sustainable tea tourism destination. *Sustainability*, 14(21), 14327. <https://doi.org/10.3390/su142114327>.
- Petrick, J. F., & Backman, S. J. (2002). An examination of the construct of perceived value for the prediction of golf travelers' intentions to revisit. *Journal of travel research*, 41(1), 38-45. <https://doi.org/10.1177/004728750204100106>.
- Prayag, G., & Ryan, C. (2019). Visitor loyalty in tourism. *Journal of Travel Research*, 58(8), 1359–1378. <https://doi.org/10.1177/0047287518798389>
- Putra, G. D., & Ernawadi, Y. (2023). Visitor engagement and revisit intention. *Journal of Management Focus*, 3(1), 33–42. DOI:[10.37676/jfm.v3i1.3731](https://doi.org/10.37676/jfm.v3i1.3731)
- Rahmadani, L., & Putra, A. (2021). Service quality and tourist satisfaction. *Jurnal Ilmiah Ilmu Terapan*, 5(1), 44–53. <https://doi.org/10.22437/jiituj.v5i1.15221>
- Rahman, A., Farooq, N., Haleem, M., Shah, S. M. A., & El-Gohary, H. (2023). Exploring the pathways to tourist loyalty in Pakistani tourism industry: The role of destination image, service quality, E-WOM, and social media. *Sustainability*, 15(24), 16601. <https://doi.org/10.3390/su152416601>.
- Rahmawati, R., Ratnasari, S. L., Hidayati, T., Ramadania, R., & Tjahjono, H. K. (2022). What makes Gen Y and Z feel stressed, anxious and interested in doing social tourism when pandemic?. *Cogent Business & Management*, 9(1), 2084973. <https://doi.org/10.1080/23311975.2022.2084973>.
- Ramdhani, F., & Hidayat, M. (2024). Factors affecting destination loyalty. *Jurnal Ilmiah Ilmu Terapan*, 8(1), 221–234. <https://doi.org/10.22437/jiituj.v8i1.31121>
- Rather, R. A. (2018). Customer engagement and loyalty in tourism. *Journal of Hospitality and Tourism Technology*, 9(3), 424–446. <https://doi.org/10.1108/JHTT-02-2017-0015>
- Santos, J. A., & Martins, H. (2020). Tourist experience and perceived value. *International Journal of Tourism Research*, 22(2), 161–175. <https://doi.org/10.1002/jtr.2325>
- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Airport service quality and revisit intention. *Journal of Hospitality & Tourism Research*, 44(1), 134–148. <https://doi.org/10.1177/1096348018798446>
- Shafieizadeh, K., & Tao, C.-W. (2020). Loyalty through destination experience. *Journal of Travel & Tourism Marketing*, 37(8), 873–889. <https://doi.org/10.1080/10548408.2020.1837971>
- Siregar, M. R., Siregar, M. I., Saputra, J., Muzammil, A., & Muhammad, Z. (2021). The mediating role of service quality, tourists' satisfaction and destination trust in the relationship between destination image and tourist revisiting intention. *Journal of Environmental Management & Tourism*, 12(6 (54)), 1603-1616. [https://doi.org/10.14505/jemt.12.6\(54\).16](https://doi.org/10.14505/jemt.12.6(54).16).
- Siregar, D., & Mulyani, H. (2023). Tourist engagement in heritage tourism. *Jurnal Ilmiah Ilmu Terapan*, 7(1), 55–64. <https://doi.org/10.22437/jiituj.v7i1.26890>
- Steriopoulos, E., Khoo, C., Wong, H. Y., Hall, J., & Steel, M. (2024). Heritage tourism brand experiences: The influence of emotions and emotional engagement. *Journal of Vacation Marketing*, 30(3), 489-504. <https://doi.org/10.1177/13567667231152930>
- Tsiotsou, R. H., & Pliatsika, D. (2023). Destination brand loyalty: Past experience and emotional attachment. *Journal of Travel Research*, 62(3), 589–605. <https://doi.org/10.1177/00472875221102889>
- Volo, S. (2017). Eudaimonic well-being of islanders: Does tourism contribute? The case of the Aeolian Archipelago. *Journal of Destination Marketing & Management*, 6(4), 465-476. <https://doi.org/10.1016/j.jdmm.2016.08.002>
- Wahyuni, E., & Pratama, R. (2022). Experiential value and revisit intention. *Jurnal Ilmiah Ilmu Terapan*, 6(1), 88–99. <https://doi.org/10.22437/jiituj.v6i1.20131>
- Waluyo, S. E. Y., Huda, K., & Fitriyani, Z. A. (2022). Destination image and price on revisit intention. *Journal of Education and Entrepreneurship*, 10(3), 833–852. <https://doi.org/10.47668/pkwu.v10i3.445>
- Wantara, P., & Irawati, S. A. (2021). Relationship and impact of service quality, destination image, on customer satisfaction and revisit intention to syariah destination in Madura, Indonesia. *European Journal of Business and Management Research*, 6(6), 209-215. <https://doi.org/10.24018/ejbmr.2021.6.6.1192>.

- Xie, G., Qian, Y., & Wang, S. (2021). Forecasting Chinese cruise tourism demand with big data: An optimized machine learning approach. *Tourism Management*, 83, 104208. <https://doi.org/10.1016/j.tourman.2020.104208>.
- Yeh, S. S., Leong, A. M. W., Hung, C. W., & Huan, T. C. (2025). Destination authenticity influence on tourists' behavioral intentions, involvement and nostalgic sentiments. *Tourism Review*, 80(2), 456-471. <https://doi.org/10.1108/TR-09-2023-0670>.
- Yen, N. T. H., Quynh, N. T. T., Dinh, T. D., Mai, T. T. H., Duyen, N. T. H., Hong, P. N., & Duc, B. M. (2024). The impact of destination quality and image on tourists' loyalty. *Journal of Law and Sustainable Development*, 12(1), e2728-e2728. <https://doi.org/10.55908/sdgs.v12i1.2728>.
- Zhang, Y., et al. (2024). Destination image and service quality in building loyalty. *Tourism Geographies*, 26(1), 1–22. <https://doi.org/10.1080/14616688.2023.2234567>
- Zheng, Q., & Rahman, S. (2025). Examining the mediating effect of destination image between sensory impression and behavioral intention: Empirical evidence from China world natural heritage sites. *SAGE Open*, 15(2), 21582440251341404. <https://doi.org/10.1177/21582440251341404>.
- Zhou, L., Liu, X., & Wei, W. (2025). The emotional foundations of value co-creation in sustainable cultural heritage tourism: Insights into the motivation–experience–behavior framework. *Sustainability*, 17(15), 6961. <https://doi.org/10.3390/su17156961>.