

ENHANCING TOURIST EXPERIENCE TO STRENGTHEN REVISIT INTENTION IN ADVENTURE AND SUSTAINABLE TOURISM

RENI YULIVIONA¹, NORHAYATI ZAKUAN², PURBO JADMIKO¹, ELFITRA AZLIYANTI¹, DAHLIANA KAMENER¹, LINDA WATI¹

¹Universitas Bung Hatta, Faculty of Economics and Business, Management Department, Padang, Indonesia

²Universiti Teknologi Malaysia, Faculty of Management, Management Department, Johor, Malaysia

Mailing address: Reni Yuliviona, Management Department, Faculty of Economics and Business, Universitas Bung Hatta, Jl. Sumatera Ulak Karang Padang, Sumatera Barat 25133, e-mail: reniyuliviona@bunghatta.ac.id

Abstract

Introduction. The expansion of multiple tourism sectors continues to face limitations, restricting the full potential for growth. In this context, the factors contributing to declining demand must be investigated since sustainable nature-based tourism plays a significant role in enhancing individual incomes and supporting environmental conservation. Therefore, this research aimed to investigate the factors influencing social media marketing, tourist attractions, experience and destination image regarding the intention to revisit in the context of adventure tourism in Indonesia. **Material and methods.** Theory of Planned Behavior (TPB) has been increasingly used in tourism research to elucidate the factors influencing revisit intention. A total of 88 respondents who participated in adventure tourism with special revisit intention were included in the study. The analysis method adopted was regression using Stata version 12.0. **Results.** The results showed that social media marketing and tourist attractions did not affect revisit intention. In contrast, the experience of tourists and destination image positively influenced revisit intention. Improving the overall tourist experience and cultivating a positive destination image were critical strategies for promoting repeat visits and ensuring the sustainable growth of tourism destination. **Conclusions.** Considering the importance, social media marketing and tourist attractions could be integrated with efforts to enhance satisfaction and perceived value to drive revisitation effectively. Moreover, tourism managers enhanced satisfaction and perceived value to promote repeat visits and achieve sustainable growth competitiveness in a comprehensive strategy.

Key words: revisit intention, social media marketing, tourist attraction, tourist experience, destination image, adventure tourism

Introduction

Over the last three decades, adventure tourism has been known as the most important worldwide component of the tourism industry [1, 2]. This growing tourism includes physically demanding activities in remote or exotic locations and has sparked a lot of attention due to the unique combination of adventure, exercise, and a hint of danger. Furthermore, adventure tourism comprises outdoor activities such as hiking, rafting, and climbing and consists of traveling to faraway, unfamiliar, and dangerous locations. This type of tourism includes a wide range of activities classified based on the level of risk, physical effort, and environment. The 1970s experienced the rise in adventure sports, leading to new sports, equipment, and suppliers. [3]. This primary tourism niche in the 21st century [4] is recognized as a distinct segment [2] evolving in response to the growing demand for nature-based activities, mainly outdoor recreation [5, 6]. However, the issue of digital media in adventure tourism is rarely investigated [4, 7].

Revisit intention has been examined in several investigations [8, 9, 10, 11, 12, 13]. Meanwhile, no analysis investigates the intention to visit or revisit in the context of adventure tourism, especially for social media marketing, attractions, and experience, as well as destination image. Significant research must be

conducted to understand the effects of social media marketing, tourist attraction, experience, and destination image on visit intention. Subsequent investigations should focus on the deficiency to offer thorough comprehension of the interplay and impact of factors on choices to visit a particular destination.

Theory of Planned Behavior (TPB) has been increasingly used in tourism research to elucidate the factors influencing revisit intention. For instance, Yang et al. [14] examined the moderating effects of self-congruity on the relationship between attitudes and revisit intention in different cultural contexts, stating the importance of understanding psychological motivations. Similarly, Yang et al. [14] explored the impact of destination reputation and social responsibility on trust and subsequent revisit intention, emphasizing that positive perceptions could significantly enhance the likelihood of return visits.

According to Sangpikul [15], travel experience is important to the island destination as a key competitiveness factor. Otherwise, the quality of travel experience is the key factor driving individuals to visit a destination. Considering previous research examining travel experience, tourist satisfaction, and destination loyalty [16, 17, 18], the relationship of the variables has not been investigated in the context of halal tourism for Islamic attributes of destination as the main Muslim needs daily. However,

er, only the influence of travel experience on tourist satisfaction and destination loyalty is examined.

The level of tourist attraction is a crucial determinant in the tourism sector since the variable directly impacts the volume of visits to a destination. The level of intention in visiting a destination reflects the appeal, which can lead to higher revenue for the tourism industry and the local economy. Moreover, a significant level of tourist intention enhances investment in developing tourism infrastructure and services to improve the overall quality of the tourist experience and increase positive reputation. Therefore, the long-term viability and expansion of the tourism sector must enhance the inclination to visit by employing efficient marketing tactics, providing high-quality services, and implementing sustainable destination management.

Theory of Planned Behavior

TPB provides a robust framework for understanding revisit intention in tourism by positing that individual behavior is driven by intention, and influenced by attitudes, subjective norms, as well as perceived behavioral control. According to TPB, a positive attitude toward a destination shaped by past experience and satisfaction can significantly enhance the intention to revisit [19, 20]. For instance, when tourists have enjoyable experience, favorable evaluations lead to stronger intention to return, following the association with positive emotions and satisfaction [20]. Furthermore, subjective norms, which reflect the influence of social pressures and the expectations of peers, can also play a crucial role in shaping revisit intention. Individuals may feel compelled to balance the behaviors of friends or family expressing revisit intention [21]. Lastly, perceived behavioral control, including the perceived ease or difficulty of revisiting a destination, can influence intention. For example, the belief of easily returning to a destination due to factors such as affordability or accessibility increases the likelihood of intending to revisit [22]. TPB shows the interplay of cognitive and social factors in shaping revisit intention as a valuable model for destination marketers aiming to improve loyalty and repeat visitation [14, 23].

Revisit intention

Revisit intention [24, 25] is the ability to make repeat purchases and recommend a particular product or service to others [26]. According to Wu and Zhang [27], loyalty is a strong desire to repeatedly purchase or use a favorite product or service. Situational influences and marketing efforts can lead to behavioral changes. This concept refers to the impact of post-sale assessment on consumer behavior and the company [13]. Meanwhile, visit intention is the desire and motivation that compel individuals or groups to visit a particular tourist destination. In tourism, intention refers to the intrinsic motivation that arises as a response to external factors, prompting individuals to participate in recreational, entertainment, or exploratory activities [28, 29, 30]. Several factors, such as the attractiveness of tourist sites, amenities, ease of access, and overall perception of the destination impact the intention. TPB has been quite useful in examining the view of tourism toward a destination [31].

Social Media Marketing

The significance of social media in promoting tourism and providing valuable information to potential tourists has increased, influencing the intention to visit a specific destination [32]. Moreover, the influence of social media on the behavior of tourists shows the enduring consequences of digital marketing tools on contentment, allegiance, and overall travel experience. By comprehending the complex interplay, business and destina-

tion can customize marketing strategies to attract more tourists, enrich experience, and promote sustained tourism expansion.

The confluence of the factors shows the significance of using social media platforms to interact with tourists, efficiently advertise destination, and shape visiting preferences [35, 36, 37]. The following hypotheses and theories were developed based on previous research. Moreover, the impact of electronic word of mouth and social media on the perception of a destination positively influences the inclination to visit. Positive reviews and recommendations have the potential to generate curiosity and stimulate the intention to explore a particular destination. The overall appeal of a destination and successful marketing strategies generate intention and increase the number of tourists visiting.

Multiple factors, such as social media advertising, tourist sites, encounters, and destination perception, shape visiting preferences. These factors influence preferences, drives, and choices when exploring a destination. Previous research showed that digital content and social media marketing, as well as word-of-mouth communication, influence the inclination to visit a particular destination [37]. The appeal of tourist attractions and efficient social media marketing significantly impact contentment and enthusiasm for visiting destination [25]. The following hypothesis was developed based on previous research:

H1: Social Media Marketing is positively associated with revisit intention

Destination Image

The impact of the destination image as an independent factor on the intention of tourists visiting is substantial [38, 39, 40, 41, 42]. The formation of a favorable perception of a destination, developed through various impressions, beliefs, and perceptions, influences intention-making processes and generates a strong revisit intention [43, 44, 45]. The destination image shaped by promotional activities such as videos and branding plays an important role in attracting tourists and generating a sense of curiosity and eagerness to explore a particular destination [46, 47, 48, 49].

The standard of tourist attractions, facilities, and ease of access can also influence the intention to visit. Individuals may look for a destination with sufficient amenities and attractions that match preferences. Additionally, tourist visiting preferences are impacted by social media advertising campaigns, electronic recommendations, and the overall appeal of a destination. Research has shown that social media marketing shapes intention to visit a particular destination. This is because the variable increases the visibility of a location, promotes engagement, and influences perceptions of the destination. Multiple factors, such as social media advertising, tourist sites, tourist encounters, and destination perception, shape visiting preferences. These factors influence preferences, drives, and choices when exploring a destination. Previous research reported that digital content, social media, and word-of-mouth communication favorably influenced the inclination to visit. The appeal of tourist attractions and efficient social media marketing significantly impact contentment and enthusiasm for visiting a destination. The overall appeal of a destination and successful marketing strategies can create intention and increase the number of visits [36, 50, 51, 52, 53, 54, 55]. The following hypothesis was developed from the obtained results:

H2: Destination Image is positively associated with revisit intention

By comprehending the complex interplay, business and destination can customize strategies to attract more tourists, enrich experience, and promote sustained tourism expansion. The confluence of the factors shows the significance of using social media platforms to interact with tourists, efficiently advertise a destination, and shape visiting preferences.

Significant research must be conducted to understand the effects of social media marketing, tourist attraction, experience, and destination image on visit intention. Subsequent investigations should focus on the deficiency to offer a thorough comprehension of the interplay and impact of factors on choices to visit a particular destination.

Tourist Experience

The experience of tourists constitutes a unique process where individuals find enjoyment [56]. This process is relaxing, changeable, and a real psychological pleasure sensed by tourists in the process of watching, communicating, and imitating [57, 58]. The purpose of tourist experience is to seek happiness or pleasure and the basic level of expression is in emotions [59]. The surrounding environment frequently plays a subtle role in shaping these emotions and behaviors. The essence of tourist experience may arise from the interaction of tourism environmental stimuli with emotions and behavior. Therefore, this research used arousal theory to investigate the relationship between tourism environmental stimuli and tourist experience. The following hypothesis was developed based on previous research.

H3: Tourist Experience is positively associated with revisit intention

Material and methods

This research uses a quantitative methodology to examine the impact of social media marketing, tourist attractions, experience, and destination image on revisit intention. The selection of the independent variables is based on the significant influence on tourist behavior, as supported by previous research. Social media marketing shapes perceptions and engagement, thus enhancing destination appeal. Tourist attractions serve as the core motivation for travel, directly affecting satisfaction and return intention. Meanwhile, experience determines emotional and cognitive evaluations, enhancing loyalty and revisit intention. Destination image reflects overall perceptions of a destination, influencing trust and preference for future visits. By incorporating the variables, this research provides a comprehensive understanding of the key factors driving tourist revisit intention.

The sample consists of 88 tourists who annually engage in specific adventure tourism in Indonesia, thereby contributing to the local economy. Since adventure tourism has a high level of risk, the revisit intention is very limited. Information was gathered using a well-organized survey explicitly created to assess the perception of respondents. Confirmatory Factor Analysis (CFA) was used to validate the questionnaire, ensuring the construct validity. In addition, the questionnaire reliability was assessed using Cronbach's Alpha, with a threshold of 0.70 for acceptability. The survey consisted of various components for each concept, evaluated using a Likert scale to accurately capture the subtleties of the experience and perceptions. The research adhered to the principles of the Declaration of Helsinki and was approved by the Research and Community Service Institute at the Universitas Bung Hatta (009/LPPM-UBH/Ethics/2025).

Based on the description above, multiple regression analysis was adopted using STATA software to analyze the data and ascertain the relationship between independent and dependent variables. This analysis enables the assessment of the proportional impact of social media marketing, tourist attractions, experience, and destination images on visit intention. Before conducting the analysis, classical assumption tests for multicollinearity, heteroscedasticity, and normality were carried out to verify the prerequisites for multiple regression. This shows comprehensive insights into the factors influencing visiting preferences and provides strategic recommendations for destination managers to enhance the appeal and desirability of visits.

A comprehensive method was adopted by examining multiple factors influencing tourist revisit intention, rather than focusing on marketing aspects. Even though marketing plays a crucial role in shaping tourist perceptions and engagement, revisit intention is also influenced by the attractiveness of the destination, the quality of experience, and the overall image. These factors collectively determine the satisfaction of tourists and the likelihood of returning. A more holistic understanding of the key drivers of repeat visits is provided by incorporating a broader perspective, offering valuable insights for marketing strategies and destination management.

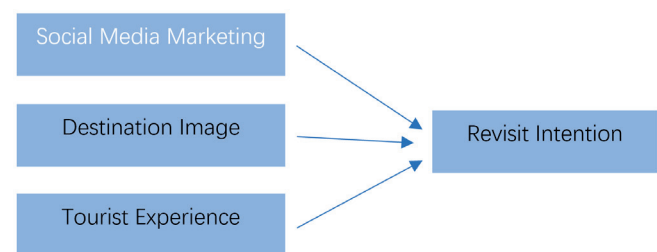


Figure 1. Conceptual Framework

Results

Based on the description of respondent demographics, the most respondents are aged 17-23 (40.9%), followed by individuals aged 31-37 (25%). A more minor percentage falls into older age groups, with 38-44 (8%) and 45-51 years old (5.7%). However, this research does not use respondents above 51 years old since 61.4% of the sample group comprise younger individuals under 31. Regarding gender, the sample has a slightly higher number of men (53.4%) compared to women (46.6%), showing a relatively balanced gender, while 27.3% visited more than five times, suggesting a group of loyal or frequent tourists. The remaining 15.9% visited three or four times. This distribution shows a mix of repeat tourists, with a segment visiting multiple times. The largest group of respondents are students (45.5%), followed by private sector employees (14.8%) and the self-employed (11.4%). Smaller groups include civil servants (4.5%), police/army (4.5%), and housewives (10.2%). Approximately 9.1% fall into the other category, indicating the possibility of not listing other occupations. This breakdown suggests the sample includes a significant portion of young individuals still undergoing education with various other occupations. Meanwhile, 63.6% and 36.4% prefer cross-country and other tourist spots, respectively. This indicates a more substantial intention in cross-country tourism. Most respondents (63.6%) earn Rp. 1,000,000-3,000,000 per month, indicating low-income levels. Additionally, 14.8%, 12.5%, and 8% earn Rp. 5,000,000-7,000,000, Rp. 7,000,000-9,000,000,

and more than Rp. 11,000,000, respectively. This suggests that the majority of respondents fall into lower-income brackets, with a small percentage in higher groups. The descriptives above could be summarized in the table below.

Table 1. Description of respondent demographics

Demographics		N	%
Age	17-23 years old	36	40.9
	24-30 years old	18	20.5
	31-37 years old	22	25.0
	38-44 years old	7	8.0
	45-51 years old	5	5.7
	> 51 years old	0	0
Gender	Man	47	53.4
	Woman	41	46.6
Visit	Two times	50	56.8
	Three times	8	9.1
	Four times	6	6.8
	More than five times	24	27.3
Work	Student/Students	40	45.5
	Civil servants	4	4.5
	Army/Police	4	4.5
	Self-employed	10	11.4
	Private sector employee	13	14.8
	Housewife	9	10.2
	Other	8	9.1
Tourist Spots	Cross Country	56	63.6
	Other	32	36.4
Income	Rp. 1,000,000-3,000,000	56	63.6
	Rp. 3,000,000-5,000,000	1	1.1
	Rp. 5,000,000-7,000,000	13	14.8
	Rp. 7,000,000-9,000,000	11	12.5
	> Rp. 11,000,000	7	8.0

In Table 2, social media marketing and tourist attraction variables have five and four valid items with a loading factor range of 0.7526-0.8997 and 0.5513-0.9370, respectively. The tourist experience and destination image variables have four and nine valid items with a loading factor range of 0.6111-0.8295 and 0.6869-0.8431. Finally, revisit intention has four valid items with a factor loading range of 0.5530-0.8589. In the reliability testing, the variables are reliable because the CR value is above 0.80.

Table 3 shows that social media marketing has a positive regression coefficient of 0.141, with a significance of 0.288. This is considered significant when compared to an alpha value of 0.05 since the first hypothesis is rejected. More evidence is needed to establish that social media marketing has a beneficial impact on repeat visit intention. The variable representing tourist attraction yielded a positive coefficient value of 0.132, with a significance value of 0.136. This value is more significant than the alpha level of 0.05, indicating that hypothesis 2 can be rejected. More evidence is needed to establish that tourist attractions favorably impact the intention to revisit. The subsequent variable, tourist

Table 2. Validity and reliability of test results

Instrument	Number of Valid Items	Factor Loading Range	CR
Social media marketing	5	0.7526-0.8997	0.8804
1. I know the existence of a natural tourist destination in Pasaman from the content posted on social media.			
2. I can easily communicate with other tourists and with the managers of tourist attractions in Pasaman on social media pages.			
3. There is information and intentional content about Pasaman's natural attractions on social media pages.			
4. I believe that the disbursement of information and services available on social media pages has been tailored to the needs.			
5. Through my social media pages I can share reviews about people nearby, other tourists, and attractions.			
Tourist attraction	4	0.5513-0.9370	0.8659
1. The tourist attraction offers a beautiful feel.			
2. There are complete facilities and infrastructure that make it easy for me to fulfill my needs when visiting.			
3. There are public transportation facilities to tourist sites.			
4. Hospitality of tour guides, tour managers, and the community in managing and assisting tourist attractions, accessibility, and amenities.			
Traveler Experience	4	0.6111-0.8295	0.8484
1. I gained new knowledge and experience during the visit.			
2. The availability of aesthetic photo spots allows tourists to take selfies there.			
3. The ambiance, attractions, entertainment facilities, and beautiful design bring me happiness.			
4. I imagine myself immersed in the beautiful atmosphere there.			
Destination Image	9	0.6869-0.8431	0.9078
1. I found the environment around the tour clean, friendly, and safe.			
2. Tourist attractions in Pasaman try to organize the layout so that natural elements can still be felt by tourists.			
3. I enjoy the wide variety of events and entertainment provided.			
4. The culture there becomes the identity of the tourist spot.			
5. I discovered that traditional and cultural buildings in Pasaman were designed with deliberate intention.			
6. The road to natural tourist sites in Pasaman is easy for me to reach.			
7. The atmosphere of Pasaman's natural attractions can help refresh my mind.			

Instrument	Number of Valid Items	Factor Loading Range	CR
8. I enjoy all the natural tourism activities offered and capture every photo spot in every tourist attraction in Pasaman.			
9. The price of entrance tickets to tourist sites, the price of food and drinks, and the price of tourist necessities at shopping centers in Pasaman are relatively affordable.			
Intention in Repeat Visits	4	0.5530-0.8589	0.8370
1. When I have free time, I will revisit the natural attractions in Pasaman.			
2. I feel satisfied and would invite others to visit Pasaman's natural attractions.			
3. The positive recommendations I have made to others related to the rides, facilities, and atmosphere that made me want to visit.			
4. I make Pasaman Regency the main tourist destination with my closest people.			

Source: Data analysis, 2025.

Table 3. Hypothesis test results

Variable	Coef	Sig	Alpha	Information
Social media marketing	0.141	0.288	0.05	Rejected
Tourist attraction	0.132	0.136	0.05	Rejected
Traveler Experience	0.229	0.046	0.05	Accepted
Destination Image	0.161	0.031	0.05	Accepted

Source: Data analysis, 2025.

experience, reported a positive coefficient of 0.229 and a significance value of 0.046, less than the predetermined threshold of 0.05. There is evidence to support the conclusion that tourist experience favorably impacts revisit intention. Destination image also received a positive coefficient value of 0.161 and a significance of 0.031 smaller than the threshold of 0.05. Therefore, destination image positively impacts the intention to revisit.

Discussion

Destination image on Revisit Intention

A positive image can attract more tourists and enhance a loyal and enthusiastic tourist base, contributing to the long-term success and sustainability of tourism destination [40]. This result shows the importance of cultivating a positive and appealing destination image to enhance revisit intention and promote the destination to others, contributing to the growth and success of the tourism industry. Furthermore, the empirical evidence is consistent with the broader understanding that destination image plays a crucial role in influencing behavioral intention. The positive coefficient value and significance associated with destination image suggest that a favorable perception can positively impact revisit intention, contributing to overall success and attractiveness. By enhancing destination image through effective marketing strategies, destination managers can create a compelling and appealing image in line with tourists to promote revisit and positive word-of-mouth recommendations.

The research by Ma et al. [58] titled "Reflection of Customer Experience and Destination Image of Tourist Trust through Satisfaction Mediation" provides insights into the influence of destination image on tourist trust and satisfaction. The significant effect of destination image on visit intention suggests that a positive perception of a destination can enhance satisfaction and loyalty, leading to increased revisit and positive word-of-mouth recommendations. Moreover, the result is consistent with a broader understanding that destination image is a crucial determinant of behavioral intention. The research titled "The Influence of The Gastronomic Narrative of Chicken Merangkat, Culinary Taste, and Destination Image on Tourist Satisfaction in the Green Tourism Village of Bilebante, Indonesia" analyzes the impact of gastronomic narratives and destination image on tourist satisfaction, stating the importance of creating appealing and memorable experience for tourists. The positive coefficient value and significance associated with destination image emphasize the need for managers to focus on enhancing and promoting a positive destination image in attracting tourists, enhancing satisfaction, and promoting revisit.

Tourist Experience on Revisit Intention

The research by Drosson et al. [54] titled "Smart Tourism Destination Experience: The Mediating Impact of Arousal Levels" explores the effect of experience quality on tourist perceptions of value, destination image, and satisfaction. This result shows the importance of providing high-quality and memorable experience for tourists to increase satisfaction, destination image, and revisit, contributing to long-term success and competitiveness. Moreover, the empirical evidence is consistent with the broader understanding that tourist experience is crucial in shaping behavioral intention [60]. The positive coefficient value and significance associated with tourist experience suggest that the quality, interactions, and services provided significantly influence revisit intention. By enhancing the overall tourist experience through personalized and engaging activities, destination managers can create a positive and lasting impression on tourists, leading to increased satisfaction, loyalty, and revisit.

Social Marketing on Revisit Intention

Social media marketing is often considered a powerful tool in promoting tourism destination. However, research by Al-Badi et al. [61] on "Utilizing Social Media to Encourage Domestic Tourism in Oman" suggests that the direct impact of social media on tourist visit intention may not be substantial. Social media facilitate interactive conversations and customer relationships but may not significantly drive revisit intention. This result shows the importance of understanding the role in tourism marketing strategies. Additionally, Pramudhita [62] explored "The Role of Social Media Marketing Activities to Improve E-Wom and Visit Intention to Indonesia Tourism Destination through Brand Equity." The research shows the significance of customer engagement and brand building through social media marketing. Even though the platforms excel in creating customer engagement and facilitating interactions between brands and customers, the direct impact on visit intention may not be definitive. This reports the necessity of integrating social media efforts with other marketing strategies to influence revisit intention.

Tourist Attraction on Revisit Intention

The findings from Bhati & Pearce and Jensen et al. [63, 64] suggest that tourist attractions and service quality may not have a significant impact on revisit intention. This challenges the common assumption that the appeal and quality of tourist at-

tractions are the primary factors influencing revisit intention. The results indicate that other factors, such as overall satisfaction, destination image, and perceived value, may significantly shape revisit intention. This shows the complexity of tourist behavior and the need for a comprehensive understanding of the various factors influencing revisit intention. Furthermore, Asseburg et al. and Guo et al. [65, 66] support the notion that tourist attractions may not directly affect revisit intention. Even though electronic word of mouth and tourist attraction had a positive effect on revisit intention, destination image did not have a significant impact. This suggests that more than the appeal of tourist attractions is required to drive revisit intention. The importance of considering a holistic method to destination marketing should also incorporate various factors such as service quality, customer satisfaction, and overall destination experience to engage and retain tourists effectively.

Conclusions

In conclusion, social media marketing did not have a significant positive effect on revisit intention. Even though the platform could engage and interact with potential tourists, revisit intention might not be influenced. Considering this, tourism development strategies could integrate social media efforts with other comprehensive marketing tactics to maximize the impact. Similarly, more than tourist attractions was needed to significantly impact revisit intention. This showed that factors such as overall satisfaction, perceived value, and destination image were more crucial in shaping revisit intention. To effectively develop tourism, destination managers were expected to focus on creating a holistic experience beyond the appeal of individual attractions. This could include enhancing service quality to offer unique and personalized experience, and ensuring that the overall ambience and infrastructure of the destination meet expectations. In contrast, tourist experience and destination image significantly affected revisit intention. Positive and memorable tourist experience enhanced satisfaction and loyalty, promoting revisit and positive word-of-mouth essential for long-term success and sustainability. Therefore, tourism development could prioritize the quality of experience offered to tourists. This included investing in staff training, maintaining high customer service standards, and creating engaging activities in line with tourists.

Based on the description above, improving the overall tourist experience and cultivating a positive destination image were critical strategies for promoting revisit and ensuring the sustainable growth of tourism destination. Social media marketing and tourist attractions could also be integrated with efforts to enhance satisfaction and perceived value to drive revisit intention effectively. Tourism destination could achieve sustained growth and competitiveness through the adoption of a comprehensive method to combine effective marketing, exceptional service quality, and memorable experience. Furthermore, travel experience was an important factor influencing satisfaction and revisit intention. Several destination attributes or features also created important travel experience when visiting a destination. In this context, the travel experience influenced tourist satisfaction and revisit intention. Conversely, when a destination successfully attracted tourists but failed to provide enjoyable trips or positive travel experience, tourists were unlikely to return or recommend it to others.

References

1. Cheng M., Edwards D., Darcy S., Redfern K. (2018). A tri-method approach to a review of adventure tourism literature: Bibliometric analysis, content analysis, and a quantitative systematic literature review. *Journal of Hospitality & Tourism Research* 42(6), 997-1020. DOI: 10.1177/1096348016640588
2. Gross S., Sand M. (2020). Adventure tourism: a perspective paper. *Tourism Review* 75(1), 153-157. DOI: 10.1108/TR-06-2019-0211
3. UNWTO (2014). *Global Report on Adventure Tourism*. Retrieved 10 December, 2024 from : https://skift.com/wp-content/uploads/2014/11/unwto-global-report-on-adventure-tourism.pdf%0Ahttps://skift.com/wp-content/uploads/2014/11/unwto-global-report-on-adventure-tourism.pdf%0Ahttp://cf.cdn.unwto.org/sites/all/files/pdf/final_global_report_on_adv.
4. Cater C.I. (2006). Playing with risk? Participant perceptions of risk and management implications in adventure tourism. *Tourism Management* 27(2), 317-325. DOI: 10.1016/j.tourman.2004.10.005
5. Buckley R. (2007). Adventure tourism products: Price, duration, size, skill, remoteness. *Tourism Management* 28(6), 1428-1433. DOI: 10.1016/j.tourman.2006.12.003
6. Pomfret G., Bramwell B. (2016). The characteristics and motivational decisions of outdoor adventure tourists: a review and analysis. *Current Issues in Tourism* 19(14), 1447-1478. DOI: 10.1080/13683500.2014.925430
7. Williams P., Soutar G.N. (2009). Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context. *Annals of Tourism Research* 36(3), 413-438. DOI: 10.1016/j.annals.2009.02.002
8. Zaitul Z., Ilona D., Novianti N. (2022). Village-based tourism performance: Tourist satisfaction and revisit intention. *Polish Journal of Sport and Tourism* 29(2), 36-43. DOI: 10.2478/pjst-2022-0013
9. Abbasi G.A., Kumaravelu J., Goh Y.N., Dara Singh K.S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC* 25(2), 282-311. DOI: 10.1108/SJME-12-2019-0109
10. Mannan M., Chowdhury N., Sarker P., Amir R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management* 14(4), 922-947. DOI: 10.1108/JM2-12-2017-0135
11. Ramkissoon H., Uysal M.S. (2011). The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism* 14(6), 537-562. DOI: 10.1080/13683500.2010.493607
12. Shahijan M.K., Rezaei S., Amin M. (2018). Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention. *International Journal of Quality & Reliability Management* 35(10), 2304-2327. DOI: 10.1108/IJQRM-07-2017-0135
13. Cakici A.C., Akgunduz Y., Yildirim O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review* 74(3), 443-462. DOI: 10.1108/TR-02-2018-0025
14. Yang S., Isa S.M., Ramayah T. (2022). Does uncertainty avoidance moderate the effect of self-congruity on revisit intention? A two-city (Auckland and Glasgow) investiga-

- tion. *Journal of Destination Marketing & Management* 24, 100703. DOI: 10.1016/j.jdmm.2022.100703
15. Sangpikul A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research* 12(1), 106-123. DOI: 10.1108/IJCTHR-06-2017-0067
 16. Khoo-Lattimore C., Ekiz E.H. (2014). Power in praise: Exploring online compliments on luxury hotels in Malaysia. *Journal of Hospitality & Tourism Research* 14(3), 152-159. DOI: 10.1177/1467358414539970
 17. Kim A.K., Brown G. (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. *Anatolia* 23(3), 328-347. DOI: 10.1080/13032917.2012.696272
 18. Paker N., Vural C.A. (2016). Customer segmentation for marinas: Evaluating marinas as destinations. *Tourism Management* 56, 156-171. DOI: 10.1016/j.tourman.2016.03.024
 19. Bronner F., de Hoog R. (2020). The floating vacationer: Destination choices and the gap between plans and behavior. *Journal of Destination Marketing & Management* 16, 100438. DOI: 10.1016/j.jdmm.2020.100438
 20. Hassan S.B., Soliman M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management* 19, 100495. DOI: 10.1016/j.jdmm.2020.100495
 21. Mkono M., Hughes K., McKercher B. (2022). Does the environment matter in the 'new normal'? *Annals of Tourism Research Empirical Insights* 3(2), 100060. DOI: 10.1016/j.annale.2022.100060
 22. Otoo F.E., Kim S., King B. (2021). African Diaspora Tourism - How motivations shape experiences. *Journal of Destination Marketing & Management* 20, 100565. DOI: 10.1016/j.jdmm.2021.100565
 23. Kottász R., Bennett R., Vijaygopal R., Gardasz B. (2021). Driverless futures: Current non-drivers' willingness to travel in driverless vehicles. *Journal of Marketing Management* 37(15-16), 1656-1689. DOI: 10.1080/0267257x.2021.1963309
 24. Yoo S.R., Lee S.W., Jeon H.M. (2020). The role of customer experience, food healthiness, and value for revisit intention in GROCERANT. *Sustainability* 12(6), 2359. DOI: 10.3390/su12062359
 25. Sharka R., Sedayo L., Morad M., Abuljadayel J. (2024). Measuring the impact of dental service quality on revisit intention using an extended SERVQUAL model. *Frontiers in Oral Health* 5, 1362659. DOI: 10.3389/froh.2024.1362659
 26. Yuliviona R., Abdullah M., Alias Z., Irda, Azliyanti E. (2018). The effect of Islamic attributes and quality service on satisfaction toward muslim tourist visit to Padang City Indonesia. *International Journal of Engineering and Technology* 7(4), 475-479. DOI: 10.14419/ijet.v7i4.28.22634
 27. Wu S., Zheng Y. (2014). The influence of tourism image and activities appeal on tourist loyalty - A study of Tainan City in Taiwan. *Strategic Management Journal* 5(4), 121-135. DOI: 10.5430/jms.v5n4p121
 28. Oktavia R.C.D., Gantina D., Pusparani P., Festivalia F., Marie A.L. (2023). Interest in visiting leading tourist destinations in Jakarta. *TRJ Tourism Research Journal* 7(1), 1-17. DOI: 10.30647/trj.v7i1.209
 29. Randall C., Rollins R.B. (2013). Perceived crowding and encounter norms of kayakers in Pacific Rim National Park Reserve, Canada. *Tourism in Marine Environments* 9(1-2), 35-51. DOI: 10.3727/154427313X13659574649948
 30. Patalo R.G., Sugeha A.Z., Harlyson Y.F. (2023). Image of the destination on interest in tourist visits ecotourism destination Clungup Mangrove Conservation. *Jurnal Pariwisata Pesona* 8(2), 261-267. DOI: 10.26905/jpp.v8i2.11922
 31. Baalbaki J. (2024). Egyptian crises and destination brand image: the resurrection of the mummy. *Current Issues in Tourism* 27(6), 887-905. DOI: 10.1080/13683500.2023.2187280
 32. Asnawi A. (2021). Destination images: Antecedents of city marketing, tourism event, and social media marketing concept. *Jurnal Perspektif Pembiayaan dan Pembangunan Daerah* 9(2), 171-186. DOI: 10.22437/ppd.v9i2.12742.
 33. Gerashchenko D. (2022). Academic leadership and university performance: Do Russian universities improve when they are led by top researchers? *Higher Education* 83(5), 1103-1123. DOI: 10.1007/s10734-021-00732-5
 34. Sanny L., Arina A.N., Maulidy R.T., Pertiwi R.P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters* 10(10), 2139-2146. DOI: 10.5267/j.msl.2020.3.022
 35. Laurie S., Mortimer K., Holtz M., Little B. (2024). Enhancing students' understanding of social media marketing and the use of advertising and public relations terminology within IMC: A participatory action research project. *Journal of Marketing Education* 46(1), 45-56. DOI: 10.1177/02734753231162610
 36. Juhaidi A., Fuady M.N., Ramadan W., Ma'ruf H. (2024). Instagram activities, engagement and enrollment intention in Indonesia: A case in the third largest island in the world. *Nurture* 18(2), 435-455. DOI: 10.55951/nurture.v18i2.642
 37. Nguyen Viet B., Dang H.P., Nguyen H.H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management* 7(1), 1796249-179. DOI: 10.1080/23311975.2020.1796249
 38. Ilkhanizadeh S., Golabi M., Hesami S., Rjoub H. (2020). The potential use of drones for tourism in crises: A facility location analysis perspective. *Journal of Risk and Financial Management* 13(10), 246. DOI: 10.3390/jrfm13100246
 39. Domènech A., Mohino I., Moya-Gómez B. (2020). Using flickr geotagged photos to estimate visitor trajectories in world heritage cities. *ISPRS International Journal of Geo-Information* 9(11), 646. DOI: 10.3390/ijgi9110646
 40. Sestras P., Roşca S., Bilaşco Ş., Naş S., Buru S.M. et al. (2020). Feasibility assessments using unmanned aerial vehicle technology in heritage buildings: Rehabilitation-restoration, spatial analysis and tourism potential analysis. *Sensors* 20(7), 2054. DOI: 10.3390/s20072054
 41. Filocamo F., Di Paola G., Mastrobuono L., Roskopf C.M. (2020). MoGeo, a mobile application to promote geotourism in Molise region (Southern Italy). *Resources* 9(3), 31. DOI: 10.3390/resources9030031
 42. Shen S., Sotiriadis M., Zhang Y. (2020). The influence of smart technologies on customer journey in tourist attractions within the smart tourism management framework. *Sustainability* 12(10), 4157. DOI: 10.3390/su12104157
 43. Nistoreanu P., Aluculesei A.C., Avram D. (2020). Is green marketing a label for ecotourism? The Romanian experience. *Information* 11(8), 389. DOI: 10.3390/INFO11080389
 44. Chebli A., Othmani M.C., Ben Said F. (2020). Market segmentation in urban tourism: Exploring the influence of personal factors on tourists' perception. *Journal of Tourism and Services* 11(20), 74-108. DOI: 10.29036/jots.v11i20.144

45. Candia S., Pirlone F., Spadaro I. (2020). Integrating the carrying capacity methodology into tourism strategic plans: A sustainable approach to tourism. *International Journal of Sustainable Development and Planning* 15(3), 393-401. DOI: 10.18280/ijstdp.150317
46. Rasoolimanesh S.M., Seyfi S., Hall C.M., Hatamifar P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management* 21, 100621. DOI: 10.1016/j.jdmm.2021.100621
47. Chaulagain S., Wiitala J., Fu X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management* 12, 1-11. DOI: 10.1016/j.jdmm.2019.01.005
48. Moon H., Han H. (2019). Tourist experience quality and loyalty to an island destination: the moderating impact of destination image. *Journal of Travel & Tourism Marketing* 36(1), 43-59. DOI: 10.1080/10548408.2018.1494083
49. Jeong Y., Kim S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics* 32(4), 940-960. DOI: 10.1108/APJML-02-2019-0101
50. Berhanu K., Raj S. (2024). The role of social media marketing in Ethiopian tourism and hospitality organizations: Applying the unified theory of acceptance and use of technology model. *Cogent Social Sciences* 10(1), 2318866. DOI: 10.1080/23311886.2024.2318866
51. Basri W. (2020). Examining the impact of artificial intelligence (AI)-assisted social media marketing on the performance of small and medium enterprises: Toward effective business management in the Saudi Arabian context. *International Journal of Computational Intelligence Systems* 13(1), 142-152. DOI: 10.2991/ijcis.d.200127.002
52. Katsikari C., Hatzithomas L., Fotiadis T., Folinis D. (2020). Push and pull travel motivation: Segmentation of the Greek market for social media marketing in tourism. *Sustainability* 12(11), 4770. DOI: 10.3390/su12114770
53. Luo L., Kim W. (2024). How virtual influencers' identities are shaped on Chinese social media: A case study of Ling. *Global Media and China* 9(3), 325-343. DOI: 10.1177/20594364231188353
54. Drossos D., Coursaris C., Kagiouli E. (2024). Social media marketing content strategy: A comprehensive framework and empirically supported guidelines for brand posts on Facebook pages. *Journal of Consumer Behaviour* 23(3), 1175-1192. DOI: 10.1002/cb.2269
55. Aji P.M., Nadhila V., Sanny L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science* 4(2), 91-104. DOI: 10.5267/j.ijdns.2020.3.002
56. Wang J., Xie C., Huang Q., Morrison A.M. (2020). Smart tourism destination experiences: The mediating impact of arousal levels. *Tourism Management Perspectives* 35, 100707. DOI: 10.1016/j.tmp.2020.100707
57. Zheng W., Liao Z., Lin Z. (2020). Navigating through the complex transport system: A heuristic approach for city tourism recommendation. *Tourism Management* 81, 104162. DOI: 10.1016/j.tourman.2020.104162
58. Ma H., Chiu Y.H., Tian X., Zhang J., Guo Q. (2020). Safety or travel: Which is more important? The impact of disaster events on Tourism. *Sustainability* 12(7), 3038. DOI: 10.3390/su12073038
59. Kuhzady S., Çakici C., Olya H., Mohajer B., Han H. (2019). Couchsurfing involvement in non-profit peer-to-peer accommodations and its impact on destination image, familiarity, and behavioral intentions. *Journal of Hospitality and Tourism Management* 44, 131-142. DOI: 10.1016/j.jhtm.2020.05.002
60. Szromek A.R., Kruczek Z., Walas B. (2020). The attitude of tourist destination residents towards the effects of over-tourism - Kraków case study. *Sustainability* 12(1), 1-17. DOI: 10.3390/SU12010228
61. Al-Badi A., Tarhini A., Al-Sawaei S. (2017). Utilizing Social Media to Encourage Domestic Tourism in Oman. *International Journal of Business and Management* 12(4), 84-94. DOI: 10.5539/ijbm.v12n4p84
62. Pramudhita N.D.E. (2021). The role of social media marketing activities to improve e-wom and visit intention to indonesia tourism destinations through brand equity. *Jurnal Sekretaris & Administrasi Bisnis* 5(1), 17-28. DOI: 10.31104/jsab.v5i1.181
63. Bhati A., Pearce P. (2017). Tourist attractions in Bangkok and Singapore; linking vandalism and setting characteristics. *Tourism Management* 63, 15-30. DOI: 10.1016/j.tourman.2017.05.014
64. Jensen Ø., Li Y., Uysal M. (2017). Visitors' satisfaction at managed tourist attractions in Northern Norway: Do on-site factors matter? *Tourism Management* 63, 277-286. DOI: 10.1016/j.tourman.2017.06.025
65. Asseburg J., Hattke J., Hensel D., Homberg F., Vogel R. (2020). The tacit dimension of public sector attraction in multi-incentive settings. *Journal of Public Administration Research and Theory* 30(1), 41-59. DOI: 10.1093/jopart/muz004
66. Guo X., Wang Y., Tao J., Guan H. (2023). Identifying unique attributes of tourist attractions: an analysis of on-line reviews. *Current Issues in Tourism* 27(2), 1-19. DOI: 10.1080/13683500.2023.2165904

Submitted: December 10, 2024

Accepted: April 07, 2025