

The Influence of Emotional Experiences and Behavioral Intentions of Tourists through Destination Image and Satisfaction

Influence of Emotional Experiences and Behavioral Intentions

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ABSTRACT

This study examines how emotional experiences influence the behavioral intentions of international tourists visiting, with destination image and satisfaction as mediating variables. The study aims to explain the psychological mechanisms through which tourism experiences are translated into revisit intention and recommendation behavior. A quantitative approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) based on data collected from 165 international tourists. The findings indicate that emotional experiences significantly affect destination image, satisfaction, and behavioral intentions. Destination image and satisfaction also have significant effects on behavioral intentions and function as mediating variables in the relationship between emotional experiences and behavioral intentions. Satisfaction emerges as the strongest predictor of behavioral intentions, indicating that evaluative judgments play a crucial role in shaping loyalty-related behavior. The discussion highlights that tourist behavior is influenced by the interaction among affective, cognitive, and evaluative processes, in which emotional experiences shape perceptions, and satisfaction strengthens behavioral outcomes. These findings contribute to tourism behavior literature, particularly in adventure-based destinations, by emphasizing the importance of emotionally engaging experiences in strengthening destination image, satisfaction, and long-term tourist loyalty.

Keywords: Behavioral Intentions, Destination Image, Emotional Experiences, Satisfaction, Tourism Behavior.

INTRODUCTION

In many nations, including Indonesia, tourism has grown to be one of the most vibrant industries, greatly boosting regional development, cultural interchange, and economic progress. As an archipelagic nation rich in natural diversity, Indonesia offers a wide array of destinations that attract international tourists. One notable destination is Sorake Beach in South Nias, North Sumatra, which has gained global recognition, especially among surfers, for its powerful and consistently formed waves. This distinctive natural feature positions Sorake not only as a recreational destination but also as a niche hub for surfing and adventure tourism (Suhartanto et al., 2020; Abbasi et al., 2021). However, the emotional experiences that result from visitors' interactions with the surroundings are just as important to a destination's appeal as its physical features.

In recent tourism literature, emotional experience has increasingly been acknowledged as a key determinant of tourists' perceptions and behavioral outcomes. Tourism activities are inherently experiential, often generating affective responses such as excitement,

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pleasure, and memorable impressions (Lv et al., 2020; Abbasi et al., 2023). These emotional reactions influence how tourists perceive a destination and evaluate their overall satisfaction. According to earlier research, emotional experiences play a major role in the development of a destination's image and satisfaction, which in turn influence behavioral intentions, such as the propensity to return and suggest the location to others (Teng, 2020; Jimenez-García et al., 2025). In this sense, behavioral intention is generally considered a significant indicator of visitor loyalty and a destination's long-term viability.

A more integrated approach that takes into account both emotive and evaluative aspects has replaced the solely cognitive perspective in the consideration of tourist behavior. The Theory of Planned Behavior highlights the relevance of psychological processes in influencing travelers' decisions by explaining how attitudes, subjective norms, and perceived behavioral control affect behavioral intention. Expectation Confirmation Theory, on the other hand, emphasizes the significance of experienced quality in post-visit evaluations by arguing that satisfaction arises from comparing past expectations with actual experiences (Oliver, 1980; Rasoolimanesh et al., 2022; Armutcu et al., 2023; Atasoy & Eren, 2023). In addition, Destination Image Theory emphasizes that tourists' perceptions and impressions of a destination play a crucial role in shaping attitudes and behavioral outcomes (Echtner & Ritchie, 1991). These theoretical frameworks suggest that emotional experiences, destination image, and satisfaction are interconnected constructs that influence behavioral intentions.

Despite the increasing emphasis on experiential dimensions in tourism research, empirical studies that simultaneously investigate emotional experiences, destination image, and satisfaction within a mediation framework remain relatively limited, particularly in the context of niche or adventure tourism. Existing studies tend to focus more on mass tourism, urban destinations, or general leisure travel, leaving a gap in understanding how emotional experiences function in specialized tourism settings such as international surfing destinations (Hossain et al., 2022; Zhu et al., 2024). Sorake Beach presents a unique context where tourists are driven not only by relaxation but also by intense emotional engagement through surfing activities. Such high-involvement experiences may generate stronger psychological impressions and influence behavioral intentions differently compared to more conventional tourism settings.

Moreover, international tourists visiting Sorake Beach often develop perceptions through direct interactions with the natural environment, local culture, and service encounters. These interactions contribute to the formation of destination image and satisfaction, which may serve as mediating variables linking emotional experiences to behavioral intentions (Gohary et al., 2020). However, the underlying mechanisms through which emotional experiences are translated into behavioral intentions via these mediators are not yet fully understood. This gap underscores the need for further empirical investigation to better explain how affective experiences shape tourists' decision-making processes and future behavioral tendencies.

This study aims to examine the mediating roles of destination image and satisfaction in the relationship between emotional experiences and behavioral intentions among international tourists visiting Sorake Beach. The findings are expected to contribute to the tourism behavior literature, particularly within adventure tourism contexts, and to offer practical insights for destination managers in enhancing tourist experiences, strengthening destination image, and promoting sustainable tourist loyalty.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Emotional Experiences

Emotional experiences refer to the affective responses tourists feel during their interactions with a destination, including excitement, pleasure, enjoyment, and memorable sensations. Tourism is inherently experiential, and emotional engagement often becomes a central element in shaping how tourists interpret and remember their travel experiences (Kim & Stepchenkova, 2020; Nazir et al., 2021). These experiences are influenced by sensory stimulation, environmental interactions, social encounters, and

personal involvement in tourism activities. High-intensity activities such as surfing, adventure travel, and nature exploration tend to generate stronger emotional responses compared to routine tourism activities (Martaleni et al., 2021). Such emotional responses play an important role in influencing cognitive evaluations, forming destination image, and determining satisfaction. Research in tourism psychology further highlights that emotional experiences significantly affect tourists' perceptions and post-visit evaluations, making them a key predictor of behavioral intentions (Li et al., 2023).

In addition, findings from consumer behavior and digital interaction studies show that emotional engagement and positive experiential responses contribute to satisfaction and future behavioral tendencies, as individuals are more likely to repeat experiences that create pleasure and personal involvement (Rahmayanti et al., 2021). When tourists experience positive emotions, they tend to develop favorable perceptions and form lasting memories of the destination. According to Pai et al. (2020) and Biswas et al. (2021), emotional experiences have a positive and significant impact on tourist satisfaction since they enhance overall assessments of the place. Additionally, they have a beneficial impact on behavioral intentions since these feelings influence post-visit choices like the desire to return and the willingness to suggest the location (Zhou & Wang, 2024; Yang et al., 2025).

H1: Emotional experiences have a positive and significant effect on destination image.

H2: Emotional experiences have a positive and significant effect on satisfaction.

H3: Emotional experiences have a positive and significant effect on behavioral intentions.

The Effect of Destination Image and Satisfaction on Behavioral Intentions

Destination image refers to the overall perception, beliefs, impressions, and emotional associations that tourists form toward a particular destination, combining cognitive evaluations such as infrastructure, natural attractions, and accessibility with affective responses like excitement, comfort, and enjoyment (Jiménez-Barreto et al., 2020; Jin et al., 2020). As a multidimensional construct shaped by direct experience, information exposure, and social influence, destination image plays a crucial role in influencing tourists' attitudes, satisfaction, and behavioral intentions (Echtner & Ritchie, 1991; Shien et al., 2022). A positive image encourages favorable emotional responses and strengthens tourists' intentions to revisit and recommend the destination, particularly in adventure tourism contexts where uniqueness, challenge, and authenticity are key elements. In this context, destination image also contributes to satisfaction, which is defined as the overall evaluation of a tourism experience based on the comparison between prior expectations and actual experiences, as explained by Expectation Confirmation Theory (Armbrecht, 2021).

Tourist satisfaction is a key component in determining loyalty, intention to return, and word-of-mouth activity (Rasoolimanesh et al., 2023). It is impacted by a number of aspects, such as service quality, environmental circumstances, emotional experiences, and perceived value. Furthermore, studies in behavioral and technology adoption literature confirm that satisfaction and positive evaluations significantly influence continued engagement and future behavioral decisions, as individuals tend to repeat experiences that meet their expectations and deliver perceived value (Rahmayanti et al., 2021).

H4: Destination image has a positive and significant effect on behavioral intentions.

H5: Satisfaction has a positive and significant effect on behavioral intentions.

Destination Image and Satisfaction as a Mediating Variable

Behavioral intentions refer to tourists' planned future actions toward a destination, such as the intention to revisit, recommend it to others, and share positive experiences. According to the Theory of Planned Behavior, behavioral intention is the most immediate predictor of actual behavior, reflecting psychological processes involving attitudes, perceived value, satisfaction, and emotional attachment (Ajzen, 2020; Yen et al., 2020; Yasami et al., 2021). In tourism research, behavioral intentions are commonly used as

indicators of destination loyalty and sustainability, as positive intentions suggest that tourists perceive the destination as valuable and meaningful. Prior studies by Ahmad et al. (2020) confirm that destination image, satisfaction, and emotional experiences play important roles in shaping behavioral intentions, where strong emotional connections and positive evaluations encourage revisit intentions and word-of-mouth promotion.

This study develops a conceptual framework based on the theory of planned behavior, expectation confirmation theory, and destination image theory to explain the relationships among emotional experiences, destination image, satisfaction, and behavioral intentions. The findings indicate that emotional experiences positively and significantly influence both tourist satisfaction and behavioral intentions, as emotions strengthen overall evaluations and encourage revisit and recommendation behavior (Rasoolimanesh et al., 2021). Empirical studies by Rasoolimanesh et al. (2022) consistently show that satisfaction acts as a mediating variable linking tourism experiences and behavioral outcomes, especially in specialized tourism settings where the intensity of experiences and authenticity of interactions are more prominent. In addition, destination image and satisfaction act as mediating variables in the relationship between emotional experiences and behavioral intentions, indicating that positive emotions enhance tourists' perceptions and evaluations, which subsequently shape their future behavioral decisions (Prayag et al., 2020).

H6: Destination image mediates the relationship between emotional experiences and behavioral intentions.

H7: Satisfaction mediates the relationship between emotional experiences and behavioral intentions.

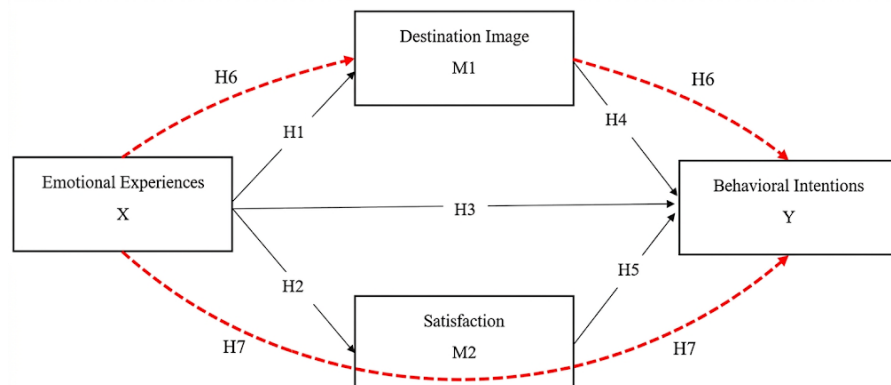


Figure 1. Research Framework

As illustrated in Figure 1, this study examines the relationships among emotional experiences, destination image, tourist satisfaction, and behavioral intentions. Emotional experiences are positioned as the main predictor influencing destination image, satisfaction, and behavioral intentions, while destination image and satisfaction also affect behavioral intentions. In addition, both variables are tested as mediators in the relationship between emotional experiences and behavioral intentions, resulting in seven hypotheses that explain how emotional experiences shape tourists' perceptions, evaluations, and future behavioral decisions.

RESEARCH METHODS

In order to investigate the connections between the emotional experiences, destination image, satisfaction, and behavioral intentions of foreign visitors to Sorake Beach, South Nias, North Sumatra, this study used a quantitative approach. This method was selected in order to use statistical analysis to give empirical evidence and test causal links among latent variables. The analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 4, as this method is appropriate for predictive models, complex relationships, and mediation analysis involving multiple constructs.

The population consisted of international tourists visiting Sorake Beach, with the unit of analysis being individual tourists who had experienced tourism activities at the destination. Purposive sampling was employed to select individuals who were willing to participate and had visited Sorake Beach firsthand. The sample size of 165 foreign visitors is deemed adequate for SEM-PLS analysis. Respondent characteristics such as gender, age, country of origin, travel frequency, and prior visit experience were also collected to provide additional context.

Data were gathered using a structured questionnaire distributed both directly at the location and through online forms for tourists who had recently visited the destination. The questionnaire was prepared in English to ensure clarity for international respondents and included statements measuring emotional experiences, destination image, satisfaction, and behavioral intentions. Respondents evaluated each statement based on their personal experiences. Before the main data collection, the instrument was reviewed and tested to ensure clarity and relevance of the items, and participation was voluntary, with respondents informed about the academic purpose of the study (Martaleni et al., 2022).

All constructs were measured using reflective indicators adapted from prior literature in tourism and consumer behavior. Emotional experiences were captured through feelings such as excitement, enjoyment, and memorable impressions, while destination image focused on perceptions of attractiveness, uniqueness, and overall impression of the destination. Positive word-of-mouth, readiness to suggest, and intentions to return were used to gauge behavioral intentions, while satisfaction was determined by comparing expectations with actual experiences. A five-point Likert scale, spanning from strongly disagree to strongly agree, was utilized for every item. Convergent validity, discriminant validity, and composite reliability tests were used to evaluate the outer model in the data analysis using SmartPLS 4. Path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and mediation analysis were used to evaluate the inner model and test the suggested hypotheses.

RESULTS

The structural model illustrates the relationships among emotional experiences, destination image, satisfaction, and behavioral intentions of international tourists visiting Sorake Beach. Emotional experiences act as the primary exogenous construct influencing both mediating and endogenous variables in the model.

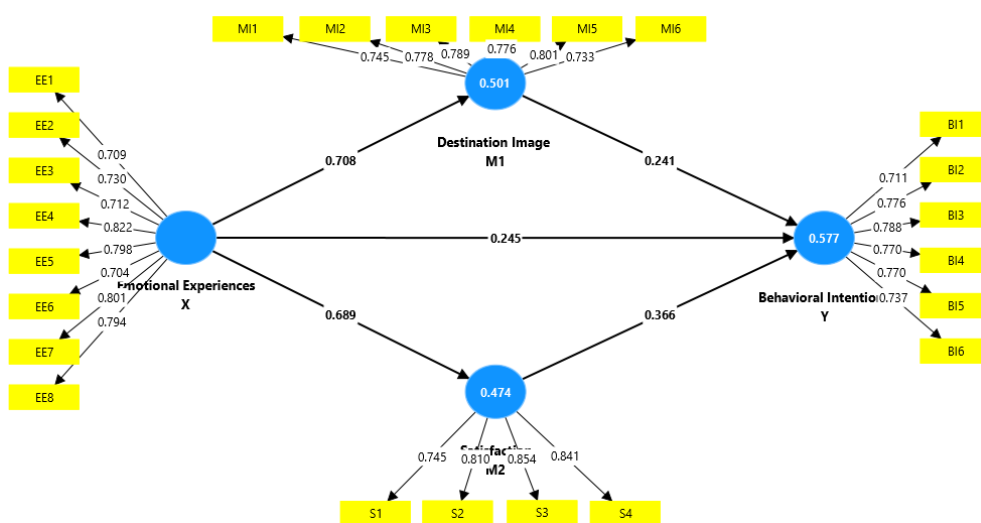


Figure 2. SEM Algorithm Result

Figure 2 shows that at the indicator level, all measurement items demonstrate satisfactory loading values above the acceptable threshold, confirming that each indicator

reliably represents its respective construct. Emotional experiences are measured through eight indicators, destination image through six indicators, satisfaction through four indicators, and behavioral intentions through six indicators, all of which show strong contributions to their respective latent variables.

Table 1. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Emotional Experiences	0.895	0.897	0.916	0.578
Behavioral Intentions	0.853	0.854	0.891	0.576
Destination Image	0.863	0.865	0.898	0.594
Satisfaction	0.829	0.836	0.886	0.662

Convergent validity and construct reliability test results are shown in Table 1. Emotional experiences had the highest dependability ($\alpha = 0.895$), followed by destination image ($\alpha = 0.863$), behavioral intentions ($\alpha = 0.853$), and satisfaction ($\alpha = 0.829$). All categories exhibit Cronbach's alpha values over 0.70, indicating strong internal consistency. Furthermore, all constructs' composite reliability ratings (rho_a and rho_c) are higher than the suggested cutoff of 0.70, indicating that the indicators reliably measure the corresponding latent variables. Emotional experiences also record the highest composite reliability (rho_c = 0.916), indicating a strong representation of the construct by its indicators.

Average Variance Extracted (AVE) values greater than 0.50 for every construct verify convergent validity. The highest AVE (0.662) is seen in satisfaction, which is followed by destination image (0.594), emotional experiences (0.578), and behavioral intents (0.576). The validity of the measurement model is supported by these findings, which show that each construct sufficiently explains the variation of its indicators.

Table 2. Fornell-Larcker Criterion

Construct	DI	S	EE	BI
Destination Image (DI)	0.770			
Satisfaction (S)	0.671	0.814		
Emotional Experiences (EE)	0.708	0.689	0.760	
Behavioral Intentions (BI)	0.660	0.696	0.668	0.759

Discriminant validity was evaluated using the Fornell-Larcker criterion, as shown in Table 2. Each construct's square root of AVE is higher than its correlations with other constructs. For instance, the square root of AVE for destination image (0.770) is greater than its connections with behavioral intentions (0.660), emotional experiences (0.708), and satisfaction (0.671). Emotional experiences (0.760), behavioral intentions (0.759), and satisfaction (0.814) all show similar trends. These findings verify that every construct in the model assesses a different concept and is empirically distinct.

Table 3. HTMT Ratio

Constructs	Behavioral Intentions	Destination Image	Emotional Experiences
Destination Image	0.759	—	
Emotional Experiences	0.761	0.799	—
Satisfaction	0.824	0.782	0.795

Further assessment of discriminant validity using the Heterotrait-Monotrait Ratio (HTMT), as shown in Table 3, indicates that all values are below the 0.90 threshold, confirming acceptable discriminant validity. The highest HTMT value is observed between behavioral intentions and satisfaction (0.824), while the lowest is between behavioral intentions and destination image (0.759). In addition, the consistency between the original sample and sample mean values reflects the stability of the measurement model. These results confirm that the constructs meet the criteria for reliability and

validity, including internal consistency, convergent validity, and discriminant validity, supporting the suitability of the model for further structural analysis.

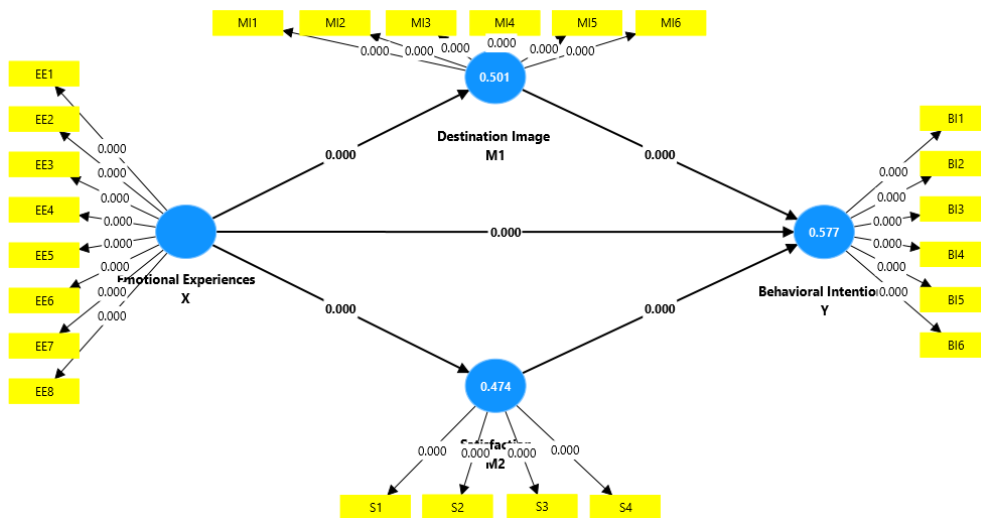


Figure 3. Bootstrapping Result

The model illustrates each endogenous construct’s capacity for explanation, as seen in Figure 3. 50.1% of the variance in destination image ($R^2 = 0.501$) and 47.4% of the variance in pleasure ($R^2 = 0.474$) can be explained by emotional experiences. Additionally, 57.7% of the variance in behavioral intentions may be explained by the combination of emotional experiences, destination image, and satisfaction ($R^2 = 0.577$), demonstrating significant predictive power. The intensity and relevance of the linkages between emotional experiences, destination image, satisfaction, and behavioral intentions are assessed by looking at path coefficients, indirect effects, and effect sizes (f^2) in the structural model.

Table 4. Path Coefficients

Construct Pair	Original Sample	Sample Mean	Standard Deviation	t-statistics	p-values
Emotional Experiences → Destination Image	0.708	0.710	0.032	22.107	0.000
Emotional Experiences → Satisfaction	0.689	0.690	0.028	24.462	0.000
Emotional Experiences → Behavioral Intentions	0.245	0.246	0.058	4.202	0.000
Destination Image → Behavioral Intentions	0.241	0.239	0.054	4.451	0.000
Satisfaction → Behavioral Intentions	0.366	0.367	0.056	6.483	0.000

As shown in Table 4, emotional experiences have strong positive effects on destination image ($\beta = 0.708$) and satisfaction ($\beta = 0.689$), indicating that tourists’ emotional responses play a crucial role in shaping both their perceptions of the destination and their level of satisfaction. Emotional experiences also directly influence behavioral intentions ($\beta = 0.245$), suggesting that affective and memorable tourism experiences can encourage revisit intentions and positive recommendations.

Furthermore, destination image positively affects behavioral intentions ($\beta = 0.241$), implying that a favorable perception of Sorake Beach strengthens tourists’ future behavioral tendencies. Satisfaction exerts the strongest direct influence on behavioral intentions ($\beta = 0.366$), highlighting the dominant role of overall experience evaluation in shaping revisit intention and word-of-mouth behavior. All structural relationships are statistically significant, with high t-statistics and p-values of 0.000, indicating robust

support for the proposed hypotheses. The consistency between the original sample and sample mean values further confirms the stability and reliability of the structural model.

Table 5. Indirect Effects

Construct Pair	Original Sample	Sample Mean	Standard Deviation	t-statistics	p-values
Emotional Experiences → Satisfaction → Behavioral Intentions	0.252	0.253	0.041	6.193	0.000
Emotional Experiences → Destination Image → Behavioral Intentions	0.170	0.170	0.039	4.377	0.000

Table 5 displays the results of the mediation analysis. Emotional experiences significantly influence behavioral intentions through satisfaction ($\beta = 0.252$; $t = 6.193$; $p = 0.000$) and destination image ($\beta = 0.170$; $t = 4.377$; $p = 0.000$). These findings show that satisfaction and destination image both operate as mediators in the relationship between emotional experiences and behavioral intentions. The mediation is partial since emotional experiences continue to have a substantial direct impact on behavioral intentions. This implies that emotional experiences influence behavioral intentions through evaluative judgment and cognitive perception, both directly and indirectly.

Table 6. Effect Size

Relationship	f ²
Emotional Experiences → Destination Image	Moderate
Emotional Experiences → Satisfaction	Moderate
Emotional Experiences → Behavioral Intentions	Small–Moderate
Destination Image → Behavioral Intentions	Small–Moderate
Satisfaction → Behavioral Intentions	Moderate

As presented in Table 6, the effect size analysis shows that emotional experiences have a moderate effect on destination image and satisfaction, indicating their important role in shaping tourists' perceptions and evaluations. Emotional experiences also exhibit a small to moderate effect on behavioral intentions, suggesting that their influence is both direct and strengthened through mediating variables. While satisfaction has a modest influence, destination image has a small to moderate impact on behavioral intentions, supporting its function as a major driver of revisit intention and recommendation behavior. These findings indicate that emotional experiences act as the central driver influencing destination image and satisfaction, which subsequently shape behavioral intentions, highlighting the importance of both affective and evaluative processes in determining tourists' future decisions.

DISCUSSION

The results indicate that emotional experiences have a positive and significant effect on destination image, showing that tourists' emotional responses play an important role in shaping how they perceive Sorake Beach. This finding is consistent with prior studies by Krey et al. (2021) and Hamdy et al. (2023), which emphasize that affective experiences contribute to destination image formation. It also aligns with research suggesting that destination image is influenced not only by physical attributes but also by emotional interactions (Afshardoost & Eshaghi, 2020; Li et al., 2023). This finding aligns with Abdou et al. (2022) and Cheng and Chen (2022) that positive emotional experiences strengthen tourists' perceptions and memorability of destinations. The result is also in line with destination image theory, which highlights the role of affective components in shaping perceptions (Meng & Cui, 2020).

Emotional experiences are also found to have a positive and significant effect on tourist satisfaction, indicating that tourists who experience positive emotions tend to evaluate their experience more favorably. This finding is consistent with previous studies by Bhati et al. (2020), Sharma and Nayak (2020), and Qian et al. (2022), which demonstrate the

role of emotional engagement in enhancing satisfaction. Brochado et al. (2022) and Chen et al. (2023) suggest that satisfaction is not only influenced by functional attributes but also by emotional quality, particularly in experiential tourism contexts. In addition, this finding by Khan et al. (2021) and Rather et al. (2021) aligns with studies highlighting that emotional involvement increases perceived authenticity and memorability. The result is consistent with expectation confirmation theory, where emotional responses shape how tourists evaluate whether their expectations have been fulfilled.

The findings further show that emotional experiences have a positive and significant effect on behavioral intentions, suggesting that positive emotions encourage tourists to revisit and recommend the destination. This result is consistent with Wong et al. (2019) and Lee and Xue (2020), indicating that emotional experiences influence loyalty-related behaviors and post-visit decisions. It also supports studies emphasizing the importance of emotional attachment in shaping behavioral intentions (Majeed et al., 2020; Zhao et al., 2022; Luong, 2025). In line with the theory of planned behavior, emotional experiences contribute to forming positive attitudes that strengthen intention (Vishwakarma et al., 2020).

Destination image is found to have a positive and significant effect on behavioral intentions. This finding is consistent with previous studies by Ghorbanzadeh et al. (2021) and Chou et al. (2025), which identify destination image as a key predictor of behavioral intentions. It also aligns with research showing that a strong destination image increases tourists' confidence and willingness to engage in loyalty behaviors (Quynh et al., 2021). This result supports destination image theory, which explains that perceptions influence attitudes and behavioral outcomes.

Tourist satisfaction also has a positive and significant effect on behavioral intentions. This finding is consistent with Ratnasari et al. (2020), who showed that satisfied tourists are more likely to revisit and recommend a destination. It also supports studies emphasizing satisfaction as a key determinant of loyalty and long-term engagement (Majeed et al., 2020; Vishwakarma et al., 2020; Luong, 2025). The result aligns with findings that satisfaction plays a central role in shaping post-visit behavioral intentions and is consistent with expectation confirmation theory (Zhao et al., 2022).

The mediation analysis indicates that destination image and tourist satisfaction both positively mediate the relationship between emotional experiences and behavioral intentions. Emotional experiences influence tourists' behavioral intentions indirectly through their perceptions and evaluative judgments of the destination. This finding is consistent with Rather et al. (2021) emphasizing the mediating role of destination image in connecting experiences and behavioral outcomes, as well as Brochado et al. (2022) suggesting that emotional experiences are transformed into cognitive evaluations before affecting behavior. The result also supports destination image theory, which explains perception as a bridge between experience and behavior (Echtner & Ritchie, 1991; Qian et al., 2022). Furthermore, the mediating role of satisfaction aligns with prior tourism studies and supports expectation confirmation theory, where satisfaction functions as an evaluative mechanism shaped by emotional experiences (Rahman et al., 2020; Sharma & Nayak, 2020; Soltani et al., 2021; Sharafuddin et al., 2024).

CONCLUSION

This study concludes that emotional experiences play a central role in shaping destination image, tourist satisfaction, and behavioral intentions among international tourists visiting Sorake Beach. Emotional experiences influence behavioral intentions both directly and indirectly through destination image and satisfaction, highlighting the interaction of affective, cognitive, and evaluative processes in determining tourist behavior. Among the variables, satisfaction emerges as the strongest predictor of behavioral intentions, followed by destination image, confirming their importance in driving revisit intention and recommendation behavior.

From a practical perspective, the findings suggest that tourism stakeholders should focus on creating emotionally engaging and meaningful experiences to strengthen

destination image and enhance satisfaction. Emphasis on experiential design, service quality, and authenticity is essential to building positive perceptions and long-term tourist engagement. However, this study has several limitations, including its focus on a single destination, the use of only international tourist samples, and a cross-sectional design, which may limit generalizability and the ability to capture changes over time.

Future research is recommended to expand the scope by including multiple destinations and comparative settings, as well as conducting longitudinal studies to better understand changes in tourist behavior over time. Additionally, incorporating variables such as service quality, perceived value, cultural interaction, and destination attachment may provide a more comprehensive explanation of tourist behavioral intentions.

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