

Toward Developing a Model to Examine the Effect of Cognitive Image, Affective Image on Visiting Intention within Destination Attributes

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Abstract *Tourist destination image has arisen as a prominent issue in tourism literature. Creating a positive image of the destination very significant for destination managers to develop destination attributes. The main objective of this study is to examine the impact of cognitive image, affective image and destination attributes on visiting intention. Structural Equation Modeling (S.E.M.) used to analyze the data. Among of 480 respondents that collected from foreign tourists in Jordan. Finding indicated that cognitive image and affective image have strongly affected on visiting destination. Additionally, the results reveal that destination attributes play a mediating role in the relationship between destination image and intention to revisit.*

Keywords: *Cognitive Image, Affective Image, Destination Attributes*

INTRODUCTION

Destination image is a critical issue in tourism industry that plays a fundamental element in promoting destinations (Carvalho, 2022; Jebbouri et al., 2022; Carballo et al., 2015). The exploration of the image's importance in the advancement of a specific tourism destination has been extensively studied in a substantial amount of academic literature over the course of the past decades (Deng & Li, 2014). It observe the influx of tourist to the country was to visit historical, cultural sites and also for other reasons. This specific type of tourism holds significant importance and acts as the foundational basis for the tourism industry within the country. Several reasons that influence on destination visit such as attitude, quality of destination and destination image, and tourists satisfaction (Balakrishnan & Sambasivan, 2022; Keni et al., 2022; Meeprom & Silanoi, 2020). Also, Chaulagain et al. (2019) posited that the image of a destination has a significant impact on the decision to visit said destination.

Heritage tourism is a sector of the tourism industry that has a long history and is experiencing rapid growth in the future

(Sanjaya & Aruan, 2021; Campos et al., 2020; Surugiu & Surugiu, 2015). The World Tourism Organization (UNWTO) asserts that nearly 40 percent of all international trips are motivated by heritage and culture, indicating a strong demand (McKercher, 2002). The relationship between tourism and heritage has been extensively analyzed in recent years in academic literature, with the introduction of the concept of heritage tourism (Fernández et al., 2016). Heritage tourism encompasses activities that involve visiting or experiencing heritage, encompassing its natural, cultural, and urban aspects (Nguyen & Cheung, 2014). Consequently, heritage tourism covers a wide range of sub-sections, such as history, music festivals, opera, historic tours, and museums (Surugiu & Surugiu, 2015). In the realm of heritage tourism, academic literature explores the relationship between tourists and the artistic and monumental heritage of the destinations they visit (Nguyen & Cheung, 2014). In this context, heritage tourism is characterized by the visitation of heritage destinations and the acquisition of travel experiences. According to Poria et al. (2006), visiting heritage sites can offer more than just recreational activities, similar to what occurs in other destinations, as it represents an encounter between the visitor and their own cultural heritage.

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PURPOSE OF THE STUDY

The main purpose of the present investigation is to establish and assess a theoretical framework for the generation of destination image, with the aim of facilitating a thorough examination of the impact of its distinct constituent elements, specifically, cognitive and affective factors. A thorough exploration of these two constituents of the image will be undertaken, with the ultimate aim of ascertaining the degree to which they shape the overall insight of the destination image. Therefore, the current study will also investigate the destination image, destination attributes and visit destination through destination attributes. The goal of this theoretical framework is to bridge a gap in the current understanding of the function served by the image of a particular destination, specifically a heritage site. Until now, previous research has solely examined the association between destination image and this particular type of destination.

RELATED LITERATURE

Conceptual Model

Destination image is considered one of an essential factor that influencing decision selection of a destination due to it influences on their behavior during travel (Yang et al., 2022; Carballo et al., 2015). The positive image of destination plays significant role for destination choice (Hallmann et al., 2015). The topic of destination image has been the focus of growing scholarly interest within the field of tourism due to its crucial role in the decision-making processes of tourists (Yang et al., 2021a, 2022; Chen et al., 2016). The concept of destination image has been widely recognized as an essential factor in forecasting the behavior of tourists, specifically their intentions to explore a specific destination. To illustrate, destination image has been employed to elucidate the emotions, attitudes, convictions, and overall perceptions of recreational destinations by individuals (Baloglu & McCleary, 1999; Chon, 1991). Previous researchers have defined the destination image in different methods, according to Kotler and Gertner (2004) defined the destination image “the sum of beliefs and impressions people hold about place”. While Beerli and Martin (2004) defined the image as a mental concept of an impressions. Based on Carvalho (2020) explained the image of destination as the sum of combination of travel experiences of people in their memory about the destination. In the contest of destination image, there are two elements of image first cognitive image which it refers to experience that created in the minds of tourists and it depends on the quality and quantity of information available. Second element of image is affective image, this refers to the characteristics of each individual’s (Alcocer &

Ruiz, 2019; Saedi & Hanzadeh, 2018; Qu et al., 2011; Chi & Qu, 2008; Beerli & Martin, 2004). In this regard, According to Martin and Bosque (2008), a tourist’s assessment of a site might be very subjective and based on their own personal experiences. Because tourists may base their perceptions of the same place on very disparate antecedents, which in turn depend on their own ideas and feelings, tourists’ impressions are extremely subjective (Alcocer & Ruiz, 2019).

Examining the elements of the destination image that are utilized to forecast travelers’ actions toward a comprehensive destination image presents contentious issues. The destination image models developed by Garnter (1993) include conative, affective, and cognitive images. The main focus of the aforementioned models’ analyses was how destination image compositions affected travelers’ actions, either directly or indirectly (Agapito et al., 2013; Chew & Jahari, 2014; Papadimitriou et al., 2015, 2018; Styliadis et al., 2020b). These studies indicated that the destination image model is responsible for visitors’ intents to return and offer comments and recommendations. Researchers have proven that the emotional component mediates the interaction between the cognitive and cognitive components in order to better grasp this topic (Agapito et al., 2013).

Over the past forty years, a great deal of research has examined the role that an image plays in determining the success of a particular tourism destination. These studies have taken a variety of approaches to the subject (Deng & Li, 2014). Some studies have examined the destination from different approaches, such as motivation and revisit, satisfaction (Yoon & Uysal, 2005), further, some studies have shown that tourists are more attract to a destination image based on their experiences, emotions and impressions rather than the reality of the destination itself (Kim & Yoon, 2003; Abodeeb et al., 2015). Moreover, Kozak (2001) examined how tourists developed their perception about destinations. He claimed that tourists when they are enjoyed in the vacations are eager to spread positive image about the destination and they are more to return to same destination in future.

In recent years, the concept of image has been employed to elucidate visitor behavior within the context of a country and its destinations. Numerous studies employing image models have demonstrated that the destination image exerts a positive and direct influence on visit intention (Yang et al., 2022; Phillips et al., 2013). Additionally, further investigations have deepened our comprehension of the country image, which has been recognized as a determinant of destination image in relation to visitor behavior (Chaulagain et al., 2019). Moreover, when a country is viewed as a whole, the holistic image of the country and destination is crucial to influencing people’s travel-related decisions about that location. As a result, country image and destination image appear related

given that vacations are deemed a country's product or service (Hahm & Tacci, 2020). Travelers frequently judge destinations based on country image, which in turn shapes their attitudes towards visiting a particular place.

Hence, the term "linkage of cultural destination image model" in this study refers to both cognitive and affective images. It is hoped that the relationship between the constructs of individualism and uncertainty avoidance in this conceptual model—which includes a cross-cultural approach—will improve our understanding of tourists' intentions to recommend and revisit.

Destination Attributes and Revisits Intention

The significance of destination attributes holds great influence over the modified behavior of tourists and their consumption of tourism products, making it a prominent concern within the field of tourism (Meng & Han, 2018). This aspect also emerges as one of the determining factors in tourists' decision-making process regarding travel (Alrousan et al., 2020; Kirilenko et al., 2019). The intention of tourists to revisit a destination stands as a crucial element for achieving success in a fiercely competitive tourism marketplace (Singh & Singh, 2019). According to Buhalis (2000), destinations can be described as "amalgams of tourism products, offering an integrated experience to consumers" (p. 97), which can also be subjectively perceived by tourists (Buhalis, 2000).

Several studies have conducted research on different aspects of destination attributes and their relationship with various factors such as expenditure, satisfaction, travel intention, and length of stay. For instance, Alrousan et al. (2016) examined the connection between destination attributes and expenditure, while Auliya and Prianti (2022) and Lee and Xue (2020) explored the relationship between destination attributes and satisfaction. Similarly, Alhaj Mohammad (2020) investigated the influence of destination attributes on travel intention, and Alhaj Mohammad and Herzallah (2023) focused on the length of stay. Additionally, some studies have highlighted the significance of destination attributes as a crucial element in shaping the destination image. Hence, Auliya and Prianti (2022) investigated the impact of destination attributes on tourist loyalty was examined in this study, with tourist satisfaction acting as a mediating variable. The findings of the research indicated that destination attributes had a significant influence on tourist satisfaction. Also, Alhaj Mohammad and Herzallah (2023) studied the relationship between destination attributes such as attraction, product quality and price) and length of stay within satisfaction factor. The outcomes of this investigation have demonstrated a statistically significant relationship between the mentioned features of a destination

and the mediating factor of satisfaction. Additionally, the findings have demonstrated that satisfaction acts as a positive mediator in the relationship between destination attributes and the length of stay experienced by tourists in Jordan. Furthermore, both destination attributes and tourist satisfaction were found to have a significant impact on tourist loyalty. Fakeye and Crompton (1991) emphasized the role of destination attributes in creating a favorable destination image. Moreover, destination attributes encompass a diverse range of components, including the physical and natural environment, as well as services and facilities that attract tourists. From marketing perspective, it is emphasized by Eusébio and Vieira (2011) that managers of tourism systems should pay specific attention to the evaluation made by tourists regarding the attributes of a destination. This factor explains the majority of the variation in overall satisfaction, thus exerting a robust and immediate influence on the likelihood of recommendation. Furthermore, it indirectly but significantly affects the likelihood of repeat visits, which in turn has a potent direct impact on tourist's recommendation to destination. Similarly, Understanding how tourists perceive a destination is crucial for destination marketing (Litvin & Ng, 2001). Recently, Moon and Han (2018) highlighted the multidimensional nature of destination attributes. Consequently, recent studies have recognized that various factors, such as destination quality and destination awareness, influence both destination selection and revisit intention. Meeprom and Silanoi (2020) and Carvalho (2022) investigated the impact of destination quality and destination awareness on tourists' intention to revisit.

According to Ekanayake and Gnanapala's (2016) the multiple attributes of a destination are significant determinants of tourist satisfaction and behavioral intentions. It is generally observed that tourists who have had satisfying experiences in a particular destination, which include access to entertainment and attractions, tend to develop positive perceptions of said destination, as noted by Ramseook-Munhurrin et al. in 2015. Ekanayake and Gnanapala (2016) also emphasized the influence of certain destination attributes, such as the quality of attractions, service, and infrastructure, on tourists' experiences and loyalty. Furthermore, Kim (2014) further explored the impact of destination attributes on the indelible experiences of travelers, shedding light on the significance of these attributes. Consequently, it can be concluded that destination characteristics play a pivotal role in aligning with visitors' experiences and reactions, reinforcing their importance in the tourism industry.

METHODOLOGY

Recently, Structural Equation Modeling (S.E.M.), one of the vastest methods that used to analyze destination image and visiting the destination. The technique chosen for the specific

research endeavor in question was none other than the highly esteemed and widely accepted by numerous scholars. The selected methodological approach was identified as the Partial Least Squares (P.L.S.) method, which was considered to be the most effective alternative for performing the S.E.M. methodology. This measurement model interprets the relationships between variables of this study.

Measurements

The thoughtful design and execution of this questionnaire ensured that the data collected would be robust and reliable, thus contributing to the overall validity and credibility of the research findings. The questionnaire served as a vital tool in gathering information from international tourists, enabling researchers to effectively investigate and evaluate the various aspects of their experiences and perceptions related to the destination of interest. The careful consideration given to the construction of the questionnaire ensured that it was able to capture a wide range of variables, allowing for a thorough analysis of the research objectives and hypotheses. Overall, the questionnaire was instrumental in providing a comprehensive and detailed understanding of the international tourists' perspectives and behaviors, thereby enhancing the knowledge and insights gained from the research study.

This questionnaire was carefully designed, consisting of a total of four sections that were well-organized and structured to achieve the objectives of this study. The process of formulating the questions within this questionnaire was carried out with meticulousness and precision, paying significant attention to not only the extensive exploration of relevant scholarly literature but also the specific characteristics of the destination that was being scrutinized. As a result of this comprehensive approach, all the components encompassed within the proposed conceptual model were adequately addressed within the questionnaire, thereby facilitating the empirical examination and testing of the proposed hypotheses.

The measurements tool in this study for (cognitive image, affective image, destination attributes and visit destination) was 5 point Likert scale. Sections cognitive image, destination attributes and visit destination were measured from strongly agree - strongly disagree. While affective image section was measured from offer very much - offer very little. In the last section, the questionnaire includes some questions related to tourists' behavior and tourists' characteristics.

Sample and Data Collection

The population of this study consisted of individuals who had previously traveled to Jordan. The selection of the sample was based on the statistical data provided by the Ministry of Tourism and Antiquities for the year 2022. Specifically, the total number of tourists who participated in this study amounted to 480 individuals. Prior to their involvement, all respondents were required to complete a questionnaire. In order to encourage the participation of tourists in this research, the distribution of handcrafts was employed. The sample consisted of international tourists who had visited Jordan during the summer of 2023.

The primary instrument employed for the purpose of data collection from international tourists was the questionnaire, which played a central role in acquiring valuable information.

DATA ANALYSIS AND RESULTS

In light of the characteristics of this study, which involves predictive analysis based on a specific sample, we have opted for the utilization of the partial least squares (PLS) estimation method for the assessment of both measurement and structural models. This choice is informed by several advantages associated with PLS in comparison to alternative analytical techniques. First, PLS does not necessitate the assumption of a normal distribution of data, as highlighted by Chin (1998). Second, PLS is particularly well-suited for investigations pertaining to theoretical development, as emphasized by Hair et al. (2011). Consequently, to perform the PLS estimation, the study has employed Smart PLS 4 as the analytical tool of choice.

Participant Characteristics

Table 1 summarizes all the details related to respondents' demographic variables and their characteristics. Among (480) questionnaires, (55.8%) from respondents were male and (44.2%) were female; and (61.7%) of the respondents' were in the age group of 21-33. More than half of the respondents were married, figuring about (54.2%); about (47.9%) of the respondents' had a monthly income between group 3001\$ - 6000\$. More than half of the tourists were educated Bachelor and (30.4%) were Government sector. Most of respondents were come from Europe (46.3%). The results showed that (54.5%) the tourists used Air transportation to reach Jordan, and they came for leisure (53.1%), it showed that (81.9%) from the respondents intend to visit Jordan in future.

Table 1: Tourists Characteristics Profile in Jordan

Variables	Percent	Variables	Percent
Gender		Would you like come to Jordan again	
Male	55.8 %	Yes	81.9%
Female	44.1 %	No	18.1%
Age		Education	
Below 20	3.5%	Primary school	1.4%
21 years – 26	25.9%	Secondary school	3.9 %
27 years – 33	35.8%	Diploma	28.4 %
34 years – 39	14.3%	Bachelor	55.3 %
40 years – 45	10.2%	High education	4.3 %
46 years – 51	6.2%		
More than 52 years	4.1%		
Marital Status		Transportation	
Single	26.5%	Air	54.5%
Married	54.2%	Road/Land	34.4%
Separate	19.2%	Sea	14.1%
Occupation		Nationality	
Business owner	25.4%	North America	23.8%
Government sector	30.4%	Europe	46.3%
Private sector	14.7%	Australia	9.9%
Retiree	4.3%	Africa	4.7%
Students	2.1%	Asia	8.0%
Others	17.6%		
What is your purpose of visit?		Income	
Leisure		Less than 3,000\$	15.8 %
Business	53.1%	3,001 \$ - ,6000 \$	47.9 %
Visiting friends/ relatives	24.9%	6,001 \$ - 8,000 \$	18.7 %
Others	18.7%	8,001 \$ - 10,000 \$	12.8 %
	3.3%	More than 10,000 \$	4.8 %

Descriptive Statistics of the Latent Constructs

The mean values of the four latent variables in this study exhibit a range between 4.025 and 4.160 on a five-point Likert scale, with corresponding standard deviations spanning from 0.540 to 0.609 (see Table 2). Importantly, all mean values surpass the midpoint of 2.50, implying a general inclination towards higher levels on the Likert scale for all variables. Specifically, the latent variable “Affective

Image (AI) “attained the highest mean value, registering at 4.160, while “Destination Attributes (DA) “demonstrated the lowest mean value, standing at 4.025. Examination of dispersion, as indicated by the standard deviations, reveals that “Destination Attributes (DA) “displayed the greatest variability with a standard deviation of 0.609, while “Cognitive Image (CI) “exhibited the least variability with a standard deviation of 0.540. These descriptive statistics provide an overview of the dataset’s central tendencies and dispersions.

Table 2: The Results of Descriptive Analysis

Construct	No. of Items	Mean	Std. Deviation
Cognitive Image (CI)	8	4.146	0.540
Affective Image (AI)	5	4.160	0.559
Destination Attributes (DA)	8	4.025	0.609
Visit Destination (VD)	8	4.045	0.588

Measurement Model

In the assessment of the measurement model, the primary objective was to ascertain construct validity, with a focus on ensuring the appropriate utilization of psychological instruments encompassing reliability and discriminant validity. Indicators loading was evaluated using Smart PLS, and the results are presented in Table 3. It is noteworthy that 29 items exhibited loading values surpassing the established threshold of 0.6. However, it is important to highlight that specific item, namely “CI8”, displayed factor loadings below the 0.6 threshold. Consequently, this particular

indicator was omitted from subsequent Partial Least Squares (PLS) analysis within the scope of this research inquiry. This outcome serves as compelling evidence of the overall alignment of the constructs (Hair et al., 2011).

In addition to construct validity, we conducted assessments of convergent validity by utilizing composite reliability and average variance extracted (AVE) measures. The AVE scores, as presented in Table 3, ranged from 0.530 to 0.571, all exceeding the established benchmark value of 0.5. Moreover, the composite reliability values fell within the range of 0.863 to 0.914, thereby meeting the recommended benchmark of 0.7.

Table 3: Results of the Confirmatory Factor Analysis

Constructs	Items	Loading	Composite Reliability	AVE
Affective Image (AI)	Affective 1: wonderful destination	0.718	0.863	0.559
	Affective 2: Beautiful destination	0.791		
	Affective 3: exciting destination	0.749		
	Affective 4: friendly destination	0.830		
	Affective 5: Safe destination	0.635		
Cognitive Image (CI)	CI1: Variety of historical sites	0.714	0.899	0.561
	CI2: Variety of culture festivals	0.790		
	CI3: Outdoor Activities	0.696		
	CI4: Variety of natural parks	0.748		
	CI5: Attractive destination	0.728		
	CI6: The dead sea	0.810		
	CI7: Natural reserve	0.752		
	CI8: Petra archaeological city	Deleted		
Destination Attributes (DA)	DA1: Organized destination	0.739	0.914	0.571
	DA2: Value for Money	0.771		
	DA3: Availability of infrastructure	0.613		
	DA4: Attractive destination	0.790		
	DA5: Nightlife events	0.761		
	DA6: Availability of infrastructure	0.779		
	DA7: Suitable accommodation	0.754		
	DA8: Quality of tourism products	0.818		
Visit Destination (VD)	VD1: Relax and fun	0.793	0.900	0.530
	VD2: Beaches	0.710		
	VD3: Entertainments and events	0.692		
	VD4: Adventure activities	0.758		
	VD5: Trying local food	0.717		
	VD6: Friendliness of local people	0.723		
	VD7: Knowing new culture	0.663		
	VD8: Local culture and Folklore	0.759		

Following the procedure outlined by Fornell and Larcker (1981), the study evaluated discriminant validity subsequent to assessing convergent validity. Discriminant validity was ascertained by examining the correlations between measures representing potentially overlapping constructs. Table 4 presents the findings, indicating that the square root of the Average Variance Extracted (AVE) values consistently exceeded the off-diagonal elements within their respective rows and columns. These results confirm that the requisite level of discriminant validity has been established (Fornell & Larcker, 1981). Additionally, the study employed the Heterotrait-Monotrait Ratio (HTMT) as a measure of the correlation between constructs, with a threshold value of 0.90 serving as the criterion for acceptability. As detailed in Table 5, the analysis revealed no evidence of compromised discriminant validity, as all constructs met the established standards (Fornell & Larcker, 1981) and (Henseler et al., 2015).

Regarding the evaluation of common method bias, the

present study applied Harman's single-factor test, utilizing SPSS version 28 for analysis. The findings indicate that the variance accounted for by the first factor is below 50%, aligning with the criteria established by Podsakoff et al. (2003), thereby suggesting the absence of common method bias.

Turning attention to the assessment of variance inflation factor (VIF) for the study's constructs, the analysis yielded VIF values ranging from 1.151 to 2.321. These values fall comfortably below the commonly accepted threshold of 5.0, in accordance with the guidelines outlined by F. Hair Jr et al. (2014). Consequently, we can conclude that there are no issues of collinearity among the constructs under investigation.

In summary, the measurement model demonstrates satisfactory levels of both convergent validity and discriminant validity.

Table 4: Fornell-Larcker Criterion

	Affective Image (AI)	Cognitive Image (CI)	Destination Attributes (DA)	Visit Destination (VD)
Affective Image (AI)	0.748			
Cognitive Image (CI)	0.554	0.749		
Destination Attributes (DA)	0.494	0.607	0.755	
Visit Destination (VD)	0.588	0.696	0.779	0.728

Table 5: Heterotrait-Monotrait Correlation Ratio

	Affective Image (AI)	Cognitive Image (CI)	Destination Attributes (DA)	Visit Destination (VD)
Affective Image (AI)				
Cognitive Image (CI)	0.636			
Destination Attributes (DA)	0.557	0.68		
Visit Destination (VD)	0.682	0.796	0.871	

Assessment of Structural Model

The principal criteria employed in evaluating the structural model's quality reside in the determination coefficient (R^2) and the significance level of the path coefficients, also known as beta values (Hair et al., 2011). In accordance with Fig. 1, The Adjusted R^2 for the "Destination Attributes (DA)" variable is 0.404, signifying that 40.4% of the variance

in the "Destination Attributes (DA)" can be accounted for by the variables encompassing Affective Image (AI) and Cognitive Image (CI), while the residual variance is attributed to factors external to the research model. Variable visit destination (VD) has an adjusted value of 0.607, which means 60.7% of the Visit Destination (VD) variance can be explained by the Destination Attributes (DA), while the rest is explained by other variables outside the research model.

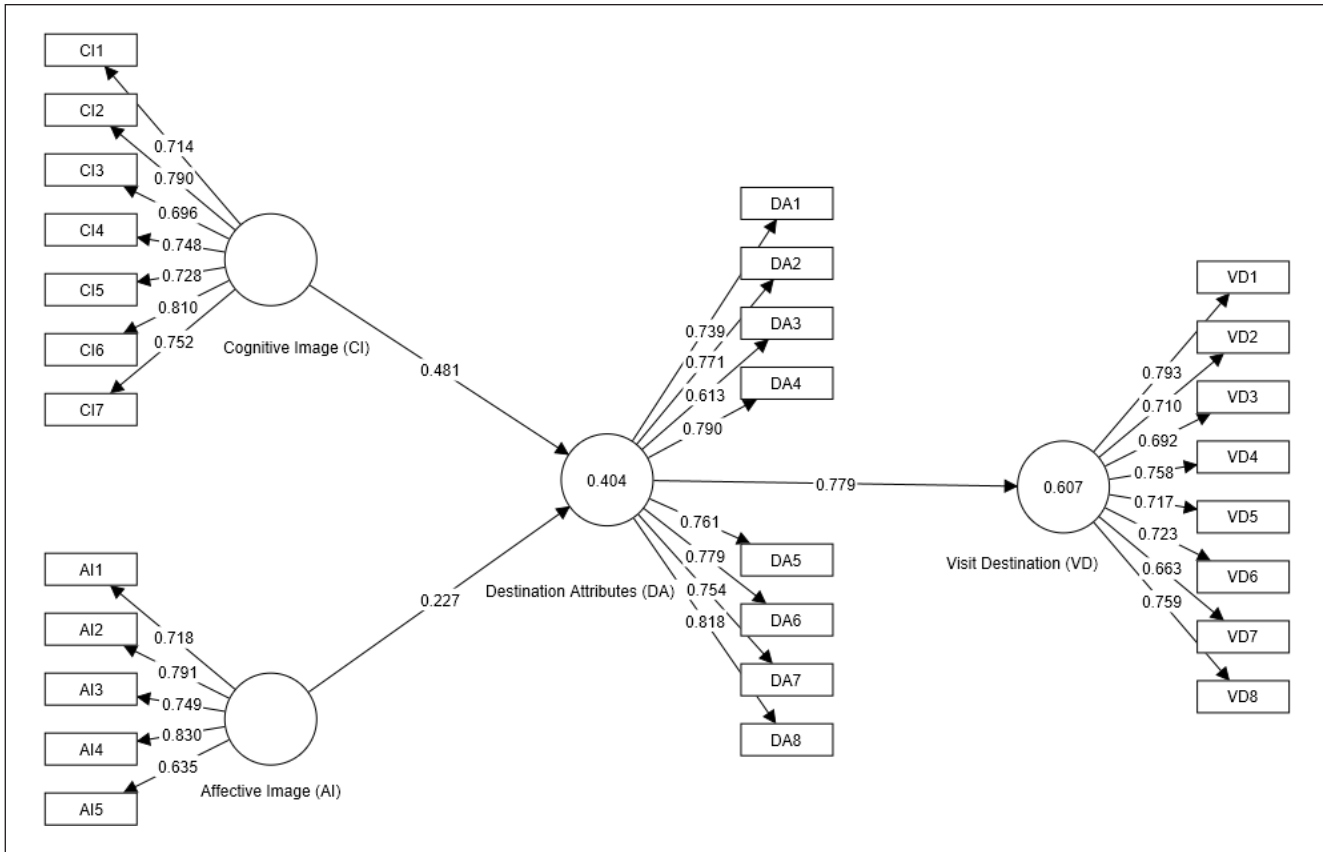


Fig. 1: Measurement Model

The path coefficients of the structural model have been measured and bootstrap analysis (resampling = 5000) was performed to assess the statistical significance of the path coefficients.

Table 6 and Fig. 2 present the outcomes of the direct hypothesis testing conducted in this study. The analysis indicates that all research hypotheses tested were deemed acceptable based on the collected data.

For the first hypothesis (H1), the significant influence of

“affective image” on “destination attributes” was supported by the results ($\beta = 0.227$, $t = 5.324$, $p < 0.05$). Likewise, the second hypothesis (H2), which states that “cognitive image” positively influences “destination attributes”, was also supported by survey data with values ($\beta = 0.481$, $t = 10.610$, $P\text{-value} < 0.05$). Finally, the third hypothesis (H3), which states that “destination attributes” positively influences “visit destination”, was supported by the survey data with values ($\beta = 0.779$, $t = 32.937$, $P\text{-value} < 0.05$).

Table 6: The results of Structural Model

Hypothesis	Structural Relationship	Standardised Path (β)	Bootstrap T-Value	P Values	Result for Hypothesis
H1	Affective Image (AI) -> Destination Attributes (DA)	0.227	5.324	0	Supported
H2	Cognitive Image (CI) -> Destination Attributes (DA)	0.481	10.61	0	Supported
H3	Destination Attributes (DA) -> Visit Destination (VD)	0.779	32.937	0	Supported

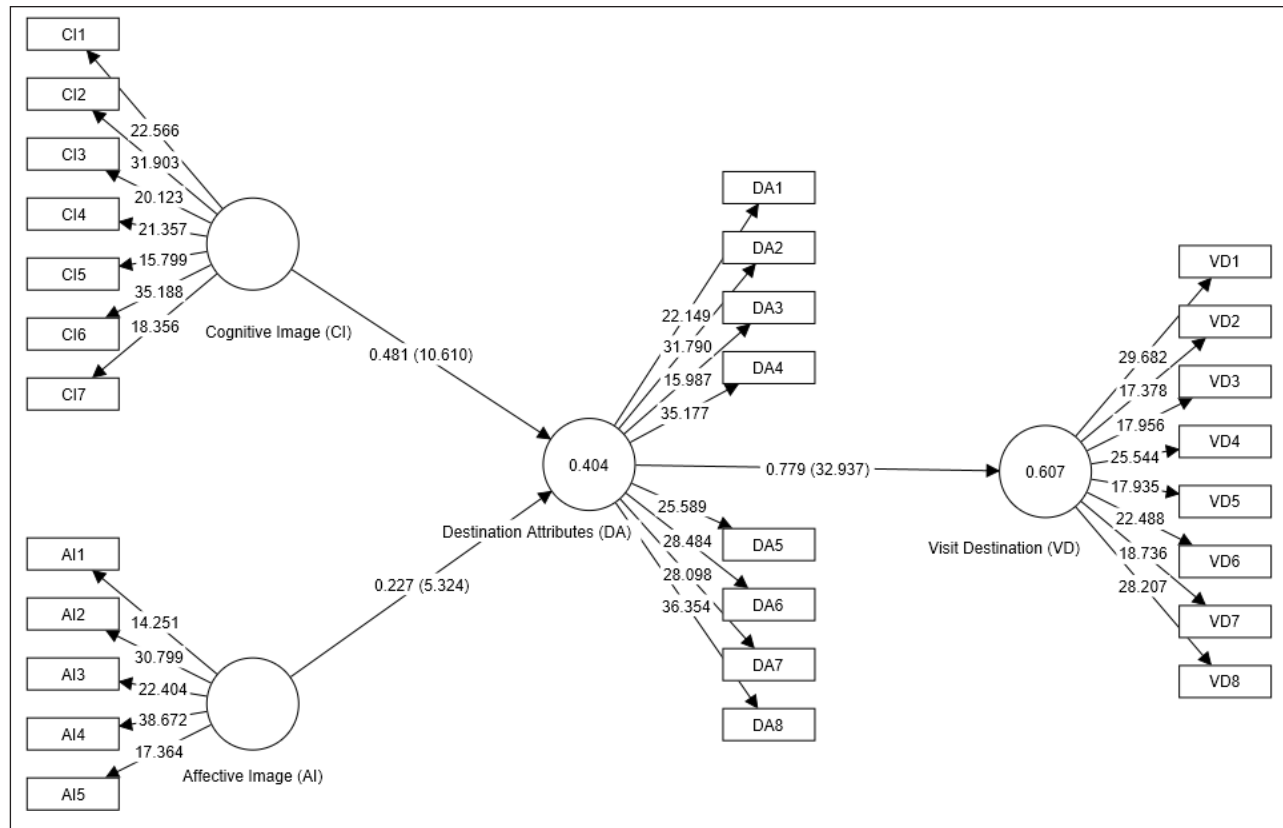


Fig. 2: Structural Model

DISCUSSION AND CONCLUSION

Despite the growing body of work published in the last decades related to destination image, there is still some degree of ambiguity in the literature on the effect of cognitive image, affective image, destination attributes and visit destination. Indeed, several studies revealed that the relationships between these constructs are complex, diverse and dynamic from different aspects (Jebbouri et al., 2022; Yang et al., 2022; Carballo et al., 2015). This study investigates the effect of cognitive image, affective image and visit destination through destination attributes. The outcomes of this study reveal some salient relationships between destination attributes and destination image. In this study, destination attributes are considered as mediate the relationship between destination image and visit destination (Lee & Xue, 2020). The results showed that there is statistically significant between destination image and visit destination.

The results indicated that there is relationship between affective image, cognitive image destination attributes and visit destination. It highlights the significant of destination image and destination attributes to visit destination. According to Meng and Han (2018) acknowledged that destination attributes effect on visit destination. The

significant of destination image, due to the advanced of competitive advantages in tourism sector (Kester & Croce, 2011). This observation is consistent with the findings of a study by Yang et al. (2022) in which they studies cognitive image and affective image. It showed that destination image influenced on their behavior and chose the destination.

The findings of this study also proved that destination attributes has in direct effect on visit destination. Measuring destination attributes is important in the context of travel competitive market due to it plays a crucial role in cultivating customer loyalty, increasing the probability of repeat visits, and facilitating good word-of-mouth communication (Alhaj Mohammad & Herzallah, 2023; Alrousan et al., 2016). When visitors search in various destination attributes and activities such as nightlife events, organized destination, and variety of attraction sites in destination, they inevitably affect in entertainment experiences and visit destination (Alrousan et al., 2020). Moreover, this aspect also determined the importance of decision making process to travel (Kirilenko et al., 2019). The results of this study also with the line of Alhaj Mohammad and Herzallah (2023) that found destination attributes very significant for tourists.

From marketing perspective, availability of many and various attributes in destination is positively related to satisfaction of tourists and destination loyalty (Lee & Xue,

2020). In this regard, Auliya and Prianti (2022) studied the impact of destination attributes on tourist loyalty. They acknowledged that destination attributes had a significant influence on tourist satisfaction. Hence, the managers and decision makers should give their attention to this issue of tourists satisfaction and destination attributes to create new activities and fun in destination for development.

It is noteworthy that the structural equation model showed the relationship between destination image cognitive and affective, destination attributes, and visit destination storytelling intents exhibited consistent results for visitors who had embarking participated in destination activities in this study. This conceptual paper sheds light on tourism research by developing a theoretical framework for tourists' behavioral intention to revisit a destination. Although empirical data from previous studies have confirmed the image model by exploring the relationship between cognitive image, affective image, destination attributes and visit destination.

Managerial Recommendations

Our results are relevant to practitioners in tourism industry such as tour operators, travel agencies and destination managers. They should give attention to destination characteristics to increase number of tourists coming to the country. It showed that destination image is playing significant role to attract tourists to a destinations. In this regards, to increase competitive and market share, they need to offer customized travel experience and continuously developing the characteristics of the tourist destination. Moreover, this study also shows that variety of destination attributes affected on destination image that can influence on visit destination and will generate tourists satisfaction. In this point, destination managers need to preserve the unique identity of destination image by offering variety of different tourism activities such as surfing, adventure, and taking advantage of nature in the country.

Theoretical Implications

This study reveals fundamental connections in the cognitive representation of a destination, the affective representation of a destination, the characteristics of the destination, and the act of visiting the destination, thereby making a valuable contribution to the field of tourism theory. Firstly, it is evident that the cognitive image and affective image have a direct and favorable impact on the decision to visit a particular destination. This empirical evidence influences the existing theoretical constructs and enhance our comprehension of the complex components associated with the cognitive image pertaining to a destination. Second, the study

revealed that, variety of destination attributes had strongly positively affected on visit the destination. This mean that, destination attributes mediates the relationship between cognitive image, affective image and visit destination. Finally, the analysis shows that travel experiences from different groups of tourists, although valued elsewhere, have influence on visit touristic sites. This clearly demonstrates that individuals who participate in tourism have different preferences and expectations within this specific framework, thus highlighting the importance of tailored experiential offerings that are specifically designed to meet the needs and desires of leisure-oriented destinations. In summary, this study refines and extends theoretical knowledge about the relationships between cognitive image, affective image, destination attributes and visit destination, the sector is enriched by the provision of valuable insights that serve as a valuable resource for both researchers and practitioners, aiding them in their respective endeavors and enhancing their knowledge and understanding in a significant manner.

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