

Destination Image Meets Digital Promotion: Shaping Sustainable Tourist Choices at Big Farmer for Food Security

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ABSTRACT

Tourism is widely acknowledged as a catalyst for economic development and social progress, while also serving as a strategic instrument to strengthen food security and support the achievement of the Sustainable Development Goals (SDGs). Within this scope, agro-tourism plays a critical role in connecting tourism with agricultural sustainability, providing benefits for local communities, rural economies, and environmentally responsible consumption. This study investigates the extent to which destination image and digital promotion influence visiting decisions at Big Farmer, an agro-tourism site in West Bandung, with particular attention to Generation Z as the dominant respondent group. Grounded in consumer behavior and sustainable tourism theories, the study applied a quantitative research design, using a structured questionnaire distributed to 99 respondents. Data analysis employed descriptive statistics, validity and reliability testing, as well as multiple regression through SPSS 25. Results confirm that both destination image and digital promotion significantly and positively impact visiting decisions, while Generation Z demonstrated strong responsiveness to authentic digital narratives emphasizing local food identity, cultural heritage, and sustainable practices. These findings highlight the importance of enhancing destination branding and interactive digital strategies as tools not only to improve tourism competitiveness but also to reinforce community-based food systems. The study concludes that tourism stakeholders and policymakers should prioritize digital innovation and agricultural integration in tourism promotion, ensuring that agro-tourism contributes to SDG 2 (Zero Hunger), SDG 8 (Decent Work and Economic Growth), and SDG 12 (Responsible Consumption and Production).

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1. INTRODUCTION

Sustainable tourism is increasingly recognized as a strategic instrument for advancing the Sustainable Development Goals, particularly those related to food security [1]. The development of agro-tourism

has proven to be an effective means of strengthening local food supply chains and supporting sustainable consumption practices [2]. Globally, food-based tourism has not only enhanced the attractiveness of destinations but also reinforced cultural

identity and environmentally friendly agricultural practices [3]. Recent studies emphasize that food tourism generates dual value: reinforcing destination image while simultaneously contributing to SDG 2 (Zero Hunger) [4]. Thus, a destination image linked to food security holds strategic significance that extends beyond mere tourist attraction.

Recent data confirm that food-related tourism has grown substantially over the last five years, underscoring its strategic importance for both economic development and sustainable food systems. Recent estimates indicate that the global culinary tourism industry was valued at approximately USD 11.5 billion in 2023, and it is projected to grow rapidly with an annual expansion rate of nearly 20 percent through 2030 [5]. Similarly, the culinary arts tourism sector is forecasted to rise from USD 16.26 billion in 2025 to USD 54.97 billion by 2032, reflecting accelerating demand for food-centered travel experiences [6]. In 2019, the global agritourism market was valued at USD 69.24 billion; by 2032, it is anticipated to almost triple, reaching close to USD 197.37 billion [7]. In Indonesia, FAO highlights that agro-tourism initiatives in Yogyakarta and Bali have supported farmers in marketing horticultural products, promoting agricultural education, and raising food security awareness [8].

Destination image has been identified as a direct determinant of tourists' perceptions, preferences, and choices when selecting destinations [9]. Empirical evidence suggests that identity narratives embedded in sustainable food practices can foster loyalty while creating meaningful experiences for visitors [10]. Integrating sustainable food systems into destination image has also been shown to serve as a form of public education, raising awareness about local consumption and agricultural sustainability [3]. From a conceptual perspective, contemporary research stresses that destination image can serve as a bridge between tourism attractiveness and tangible contributions to food security [1]. Therefore, food-oriented destination image emerges as a strategic

variable in promoting sustainable tourism and achieving the SDGs.

In the local context, Big Farmer in West Bandung Regency positions itself as an educational agro-tourism destination with the slogan "Proud to Be a Farmer," offering visitors direct experiences with agricultural activities. Despite its unique concept and alignment with the issue of food sustainability, the destination's image has yet to gain widespread recognition among tourists. Visitor numbers remain inconsistent, suggesting that the educational and sustainability values promoted by Big Farmer are not yet firmly established in public perception. Competing destinations in the region are often more prominent in the minds of travelers, creating challenges for Big Farmer to secure a strong position in the tourism market. These conditions highlight the importance of strengthening destination image to influence tourist decision-making while reinforcing food security and supporting the SDGs.

Recent studies have consistently shown that destination image is a critical determinant of tourist decision-making across diverse contexts. [9] demonstrated that destination image and brand value significantly predict tourist behavior, including loyalty and revisit intention. Similarly, [2] emphasized that embedding food-related elements, such as the slow food movement, into destination image enhances its attractiveness and strengthens tourists' sustainable consumption behaviors. Complementing these findings, [1] revealed that tourism and food security are interdependent, and that by integrating agricultural sustainability into their image, destinations can shape visitor decisions and simultaneously support the goals of SDG 2, focused on ending hunger, and SDG 12, which stresses responsible consumption and production.

Scholars widely agree that a strong destination image contributes to positive tourist perceptions and subsequent behavioral intentions [9]. Embedding sustainability and local food narratives into destination branding has been shown to

elevate the distinctiveness of tourism offerings [2]. Furthermore, research emphasizes that destinations aligning their image with food security agendas can simultaneously influence tourist decision-making and strengthen community resilience [1].

In the specific case of Big Farmer, reinforcing its image as an educational agro-tourism site is essential to ensure steady visitor growth and to position the destination as a model for sustainable food awareness. By cultivating a strong destination image, Big Farmer has the potential not only to attract tourists but also to advance local food security initiatives and contribute to the SDGs. Taking into account the arguments above, the research advances the next hypothesis.

H1: Destination image has a positive influence on tourist decision-making at Big Farmer.

Digitalization has fundamentally transformed the way tourists search for information, evaluate alternatives, and ultimately make travel decisions [11]. Social media-based promotion enables destinations to build interactive communication and create virtual experiences that strengthen destination image [12]. Platforms such as Instagram, TikTok, and YouTube have been shown to effectively shape tourist perceptions through authentic visual content [13]. Moreover, digital promotion provides destinations with opportunities to access global markets at relatively lower costs compared to traditional methods [14]. Accordingly, digital promotion has emerged as a strategic factor inseparable from tourist decision-making behavior.

Over the past five years, the tourism sector has experienced a rapid digital transformation, with social media and online platforms becoming primary sources of travel information. According to [15], more than 74% of global travelers rely on social media content to inspire or plan their trips, a figure that has steadily increased since 2019. Notably, the tourism industry's digital advertising segment stood at around USD 6.5 billion in 2020 and is expected to nearly

double to USD 15 billion by 2027, marking a yearly increase exceeding 12 percent. [16]. The global internet advertising market is projected to grow rapidly, according to Allied Market Research. In Southeast Asia, Indonesia recorded one of the highest growth rates in internet penetration, rising from about 73.7% in 2019 to approximately 78-79.5% in 2023 [17]. These trends illustrate that digital promotion has become indispensable for destinations seeking to influence tourist decision-making, especially in competitive and sustainability-driven markets.

Contemporary literature emphasizes that digital promotion not only enhances brand awareness but also fosters emotional engagement that significantly influences visit intention [14]. Empirical evidence indicates that the consistency and quality of digital content can strengthen tourist loyalty toward specific destinations [12]. In addition, digital promotion is considered an effective medium for educating tourists about sustainability issues, including local consumption and food security [18]. This strategy aligns with the Sustainable Development Goals, with special relevance to SDG 12, which emphasizes responsible consumption and production [19]. In this sense, digital promotion can be positioned as an instrument that bridges destination attractiveness with contributions to global development agendas.

In the context of Big Farmer, digital promotion becomes a crucial aspect since the destination's image has yet to gain widespread recognition among tourists. Promotional efforts remain largely confined to conventional channels, resulting in limited outreach compared to more established destinations. Yet the agricultural education and sustainability narratives promoted by Big Farmer hold strong potential to attract younger generations if communicated creatively through digital media. The key challenge lies in designing content that not only highlights the uniqueness of the destination but also emphasizes its contribution to food security. Therefore, digital promotion strategies are highly relevant for strengthening tourist decision-making in relation to Big Farmer.

Recent studies highlight the significant role of digital promotion in influencing tourist behavior. [20] found that user-generated content significantly shapes tourists' perceptions and strengthens destination imagery, which in turn affects visit intention. Similarly, [21] demonstrated that digital storytelling through social media and interactive platforms directly enhances tourist engagement and decision-making processes. Complementing these findings, [22] emphasized that high-quality, consistent digital content not only attracts tourists but also fosters long-term loyalty toward destinations.

Scholars argue that digital promotion provides destinations with opportunities to create authentic narratives that resonate with tourists' expectations [20]. Interactive content distributed via social media platforms has been shown to affect both cognitive and affective evaluations of destinations [21]. Moreover, digital promotion strategies aligned with sustainability messages can strengthen tourists' pro-environmental attitudes and decision-making [22].

For Big Farmer, adopting digital promotion is not merely a matter of visibility but also a strategic approach to communicate its unique positioning as an agro-tourism destination that supports food security. By leveraging digital platforms, Big Farmer can amplify its educational and sustainability narratives, thereby shaping stronger tourist decision-making. Grounded in this reasoning, the study proposes the following hypothesis.

H2: Digital promotion has a positive influence on tourist decision-making at Big Farmer.

Tourist decision-making is rarely shaped by a single factor; instead, it reflects a combination of cognitive, affective, and contextual influences [20]. Destination image provides the cognitive and affective cues that shape tourists' perceptions of value, while digital promotion functions as a key contextual driver that influences access to and interpretation of information [13]. Empirical studies confirm that tourists are more likely to visit destinations that not only project a strong

image but also communicate effectively through digital channels [9]. These elements jointly contribute to a more holistic understanding of how tourists evaluate alternatives and make their travel choices [22]. Consequently, an integrative view of destination image and digital promotion is critical to capture the complexity of tourist decision-making.

The synergy between destination image and digital promotion has become increasingly important in the era of sustainable tourism. [13] argued that social media-driven promotion reinforces destination image by amplifying emotional engagement and authenticity. Similarly, [22] emphasized that high-quality digital content enhances tourists' perceptions of a destination, especially when aligned with narratives of sustainability and local identity. By merging destination image with digital promotion, destinations can effectively build trust and credibility, which in turn strengthens tourists' decisions to visit. Thus, the combined influence of these variables provides a stronger explanatory framework for tourist behavior than when analyzed in isolation.

For Big Farmer, both destination image and digital promotion represent critical levers for encouraging tourist visits. While the image of Big Farmer emphasizes agricultural education and sustainable practices, its limited visibility underscores the need for more effective promotional strategies. The integration of a strong image with well-executed digital promotion could help differentiate Big Farmer from other destinations and reinforce its relevance to younger generations. Such a combined approach is expected to not only attract visitors but also highlight Big Farmer's role in advancing food security awareness. This context positions the simultaneous effect of destination image and digital promotion as central to understanding tourist decision-making in Big Farmer.

Several studies highlight the simultaneous impact of destination image and digital promotion on tourist behavior. [9] showed that destination image significantly

predicts tourist behavior, particularly when supported by brand-related communication strategies. [13] emphasized that social media-based promotion strengthens tourists' perceptions by reinforcing the existing image of destinations. Likewise, [22] demonstrated that integrating digital promotion with strong destination branding yields higher levels of tourist engagement and decision-making effectiveness.

Scholars increasingly stress that tourist decision-making should be studied through models that integrate multiple variables, rather than in isolation [20]. Destination image provides the narrative foundation for tourist perception [9], while digital promotion amplifies these perceptions through interactive and accessible communication channels [13]. When aligned, these factors create a mutually reinforcing effect that enhances the overall persuasiveness of a destination's marketing strategy [22].

In the case of Big Farmer, combining a strong destination image with effective digital promotion is vital to ensure competitive positioning in the tourism market. This integrated approach is expected to strengthen tourists' decision-making processes while also advancing broader objectives such as food security and sustainable development. Based on this rationale, the following hypothesis is formulated:

H3: Both destination image and digital promotion together exert a positive effect on tourists' decision-making at Big Farmer.

While many studies have investigated how destination image and digital promotion affect tourist behavior, the majority have approached these factors separately rather than in combination. Existing literature has demonstrated that destination image shapes tourist perceptions [9] and that digital promotion strengthens engagement through interactive communication channels [13]. However, few studies have attempted to integrate both variables into a unified framework that

simultaneously captures their combined effects on tourist decision-making, particularly within agro-tourism contexts. Moreover, empirical findings remain fragmented, with inconsistent results across regions and types of destinations [2]. Such fragmentation underscores the importance of adopting a comprehensive perspective that accounts for the interconnected roles of destination image and digital promotion in influencing sustainable tourist decisions.

From a conceptual perspective, there is a lack of integrative models that explain how destination image and digital promotion jointly influence tourist decision-making within the framework of sustainability and food security. Methodologically, much of the previous research relies on descriptive or single-variable analyses, limiting the ability to uncover causal mechanisms [22]. Empirically, few studies have focused on agro-tourism destinations in developing countries, and even fewer have considered the Indonesian context, where food security is a pressing national issue [1]. This gap leaves unanswered questions about how sustainable narratives embedded in both destination image and digital promotion can drive tourists' behavioral decisions while simultaneously contributing to the Sustainable Development Goals.

The originality of this study lies in its integration of destination image and digital promotion into a single analytical model tested empirically in the context of Big Farmer, an agro-tourism site in West Bandung Regency. Unlike previous research that has treated these factors separately, this study examines their simultaneous effects on tourist decision-making. Furthermore, by linking these variables explicitly to food security and SDGs, the study advances a novel perspective that situates tourism not only as an economic activity but also as a contributor to global sustainability agendas.

This research is urgent for both academic and practical reasons. Academically, it addresses the fragmentation of prior studies by providing a comprehensive model that combines image and promotion as predictors of decision-

making. Practically, the findings are crucial for destinations such as Big Farmer, which struggle with limited visibility and inconsistent visitor numbers. Strengthening destination image and digital promotion is not only essential for improving competitiveness but also for promoting food security awareness among tourists. In this sense, the study contributes to the dual agenda of advancing scholarly knowledge and supporting sustainable development practices in Indonesia.

The study contributes theoretically by developing and testing an integrated model that combines destination image and digital promotion as simultaneous predictors of tourist decision-making. This model enriches the literature on tourism marketing and sustainability by offering a holistic explanation of how these factors interact in agro-tourism contexts. Practically, the study provides actionable insights for destination managers and policymakers to design strategies that enhance tourist engagement while aligning with national food security goals and the SDGs. By situating Big Farmer as a case study, the research not only addresses local challenges but also offers transferable lessons for similar agro-tourism destinations in developing economies.

2. METHODS

This research employs a quantitative design guided by a deductive reasoning framework. A deductive approach begins from established theories and concepts, which are then tested empirically through hypothesis testing in the field. Quantitative methods were selected because they are grounded in positivistic philosophy, rely on measurable data in numerical form, and enable statistical analysis to evaluate relationships between variables [23].

This study applies an associative research design, intended to analyze how Destination Image and Digital Promotion affect tourists' visiting decisions. This method is deemed relevant because associative research seeks to determine the presence of significant relationships among two or more

variables, a purpose that corresponds with this study's objectives.

The main technique for gathering data in this study involved distributing structured questionnaires to the respondents. According to [23], questionnaires are widely recognized as reliable tools for capturing attitudes, opinions, and perceptions in quantitative research. In this study, the instrument applied a five-point Likert scale, extending from "strongly disagree" to "strongly agree."

1. For the Destination Image variable, 15 items were developed based on dimensions of identity, positioning, and personality.
2. For the Digital Promotion variable, 15 items were formulated, covering engagement, accessibility, and interactivity.
3. For the Visiting Decision variable, 10 items were included, addressing confidence, preference, recommendations, and repeat visits.

The study population includes every visitor to the Big Farmer agro-tourism site in West Bandung Regency throughout the period from December 2023 to December 2024, with an estimated total of 15,500 visitors. Given the large population, the study utilized a non-probability approach through accidental sampling. This method was deemed suitable as it enables the researcher to include respondents met directly at the location, as long as they fulfill the predetermined criteria. (e.g., aged above 17 years and having visited the destination) [24]. The Slovin formula, with a margin of error set at 10%, was used to calculate the sample size, resulting in a minimum of 99 respondents. This sample size is considered adequate to represent the population and ensure reliability of statistical analysis. The data analysis process involved two stages:

1. **Descriptive Analysis** is applied to present respondent characteristics and variable

tendencies in the form of tables, frequencies, means, minimum, maximum, and standard deviations, thereby providing a comprehensive overview of the dataset [25].

2. Inferential/Verification

Analysis: The analysis was carried out using multiple regression to examine how Destination Image and Digital Promotion influence visiting decisions. The following diagnostic and hypothesis tests were performed:

4. Validity and Reliability Tests: Conducted to confirm that the instrument appropriately captures the constructs under study and demonstrates consistent internal measurement. [26], [27].
5. Classical Assumption Tests: This stage involved examining normality using the Kolmogorov–Smirnov test, assessing multicollinearity through tolerance and VIF values, and detecting heteroscedasticity with the scatterplot approach..
6. Coefficient of Determination (R^2): Applied to identify how much of the variance in visiting decisions can be accounted for

by the independent variables [23].

7. Hypothesis Testing: The analysis applied the t-test to assess partial effects and the F-test to evaluate simultaneous effects, both conducted at a 95% confidence level ($\alpha = 0.05$).

The conceptual framework of this study highlights the interrelationship between Destination Image, Digital Promotion, and Visiting Decision. Destination Image is conceptualized through three dimensions: identity, positioning, and personality, each of which shapes the way tourists perceive and evaluate a destination [28]. Similarly, Digital Promotion is measured through indicators of social media engagement, accessibility, and interactivity, which together reflect the effectiveness of digital platforms in reaching and influencing potential visitors [29]. Both variables are anticipated to significantly influence tourists' attitudes and decision-making about a destination, while at the same time connecting tourism to wider socio-economic outcomes.

The dependent variable, Visiting Decision, refers to the ultimate result of a tourist's assessment and decision-making process. It is operationalized through indicators such as confidence in making a decision, selecting a preferred destination, recommending the destination to others, and intention to revisit [9].

Table 1. Visiting Decision, Destination Image, and Digital Promotion

Construct	Indicator	Reference
Visiting Decision	Confidence in making a decision	[9]
	Selecting a particular tourist destination as the main choice	
	Providing recommendations to others regarding the destination	
	Intention to revisit the destination	
Destination Image	Destination Identity (associations/impressions/perceptions of consumers)	[28]
	Destination Positioning (differentiation of benefits/advantages to recall)	
	Destination Personality (efforts to build added value/positive image)	
Digital Promotion	Social Media Engagement (level of audience involvement on social media)	[29]
	Accessibility (ease of accessing information and services)	
	Interactivity (users' ability to directly interact with the brand/product)	

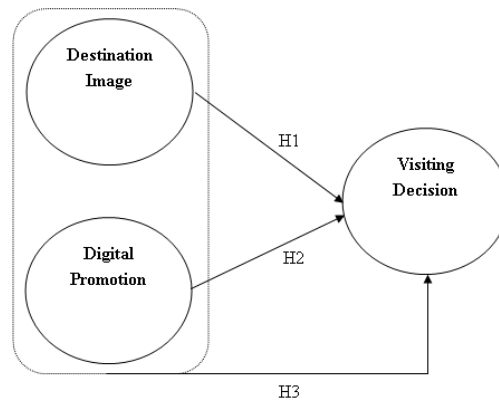


Figure 1. Conceptual Framework

These indicators not only reflect behavioral patterns in tourism but also have potential implications for local economic resilience. In destinations where tourism supports agricultural products and culinary traditions, visiting decisions contribute indirectly to strengthening local food security. This linkage is particularly relevant for rural destinations that integrate local farming and food supply chains into their tourism offerings.

As depicted in Figure 1, both Destination Image and Digital Promotion are posited to have direct effects on Visiting Decision. This design underscores the dual importance of perception and marketing efforts in achieving not only economic competitiveness but also sustainability. By attracting visitors through positive images and effective digital promotion, destinations can stimulate demand for local products, empower communities, and reinforce the goals of SDG 2 (Zero Hunger) and SDG 8 (Decent Work and Economic Growth). Thus, the framework not only explains visiting behavior but also situates tourism development within the global agenda of sustainable development, showing how destination management can support both socio-economic growth and long-term food security.

3. RESULTS AND DISCUSSION

The demographic profile of respondents shows that the majority were female (63.6%), while male participants

accounted for 36.4%. This gender distribution suggests that women were more actively represented in the survey, which may indicate a higher level of engagement among female respondents in relation to tourism decision-making. In terms of age, the data reveal that most respondents were in the 21–30 years age group (73.7%), followed by those above 30 years (18.2%) and a smaller proportion aged 0–20 years (8.1%). This indicates that the sample is dominated by young adults, who are often considered the most active segment in traveling and digital media usage.

Educational background further demonstrates the diversity of the respondents, with the largest proportion holding a Diploma or Bachelor's degree (52.5%), followed by Senior High School graduates (42.4%), and smaller groups with a Master's degree (3.0%) or Junior High School (2.0%). The data indicate that most respondents had achieved a fairly high educational background, an aspect considered important in decision-making since education can shape preferences, perceptions, and access to information.

With regard to occupation, the data show that students (23.2%) and teachers (18.2%) formed the largest groups, followed by housewives (10.1%), private employees (7.1%), and a variety of other professions such as farmers, freelancers, civil servants, and entrepreneurs. This indicates that the respondents came from heterogeneous professional backgrounds, contributing to a more comprehensive understanding of

visiting decisions. In terms of income, nearly half of the respondents reported earning less than Rp 2,000,000 (48.5%), while 18.2% stated that they had no income, and only 11.1% earned more than Rp 6,100,000. Such findings

reflect the predominance of low-income groups in the sample, which has implications for affordability and price sensitivity in relation to tourism products and services.

Table 2. Respondents' Demographic Characteristics

Characteristics	Frequency	%
Gender		
Male	36	36.4%
Female	63	63.6%
Age		
0–20 years	8	8.1%
21–30 years	73	73.7%
Above 30 years	18	18.2%
Education		
Junior High School	2	2.0%
Senior High School	42	42.4%
Diploma/Bachelor (D3/S1)	52	52.5%
Master's Degree (S2)	3	3.0%
Occupation		
Civil Servant (ASN)	1	1.0%
Unemployed	12	12.1%
Laborer	3	3.0%
Data Analyst	1	1.0%
Data Engineer	1	1.0%
Drafter	1	1.0%
Photographer	1	1.0%
Freelancer	3	3.0%
Teacher	18	18.2%
Housewife	10	10.1%
Private Employee	7	7.1%
Student	23	23.2%
Operator	1	1.0%
Village Apparatus	2	2.0%
Farmer	4	4.0%
Flight Attendant	1	1.0%
Librarian	1	1.0%
Administrative Staff	2	2.0%
Technical Support	1	1.0%
Entrepreneur	6	6.1%
Income		
No Income	18	18.2%
< Rp 2,000,000	48	48.5%
Rp 2,100,000 – 4,000,000	17	17.2%
Rp 4,100,000 – 6,000,000	5	5.1%

Characteristics	Frequency	%
> Rp 6,100,000	11	11.1%

An important finding from the demographic data is the predominance of young respondents, particularly those aged 21–30 years (73.7%), which largely corresponds to Generation Z. This generational group is widely recognized as digital natives who are highly responsive to online platforms, making their presence particularly relevant to a study that emphasizes digital promotion and destination image. Their dominant representation in the sample strengthens the reliability of the research findings, especially in capturing how younger cohorts make visiting decisions in the digital era.

Moreover, the active role of Generation Z in tourism has broader implications beyond travel behavior. As a generation that is more socially conscious and digitally connected, Gen Z often demonstrates awareness of issues such as sustainability, food security, and community well-being. Their preferences for destinations that promote local products, cultural heritage, and authentic culinary experiences indirectly support local food security by strengthening demand for locally sourced goods and encouraging short food supply chains.

This pattern of behavior is closely in line with the Sustainable Development Goals, especially Goal 2 (Zero Hunger), which stresses the importance of food system resilience, and Goal 12 (Responsible Consumption and Production), which promotes sustainable consumption practices. By choosing and promoting destinations that integrate local agriculture, gastronomy, and cultural values, Generation Z tourists contribute not only to economic growth (SDG 8) but also to the resilience of local

communities and food systems. Thus, their dominance in this study provides meaningful insights into how youth-driven tourism behaviors can serve as catalysts for achieving sustainability targets.

3.1 Validity Test

The validity assessment was carried out to confirm that every questionnaire item in this study effectively captured the targeted constructs and could be used for subsequent analysis. The overall results indicate that all items across the three variables, namely Destination Image, Digital Promotion, and Visiting Decision, exceeded the R Table threshold of 0.195. This confirms that each indicator is able to reflect its construct effectively, thereby strengthening the accuracy and credibility of the measurement instruments. With Destination Image validated through identity, positioning, and personality, Digital Promotion through engagement, accessibility, and interactivity, and Visiting Decision through confidence, preference, recommendations, and revisit intentions, the study demonstrates a comprehensive and robust set of variables. These findings provide a strong basis for continuing with reliability testing and advanced statistical analyses.

Based on Table 3, all nine items of the Destination Image variable show R Count values greater than the R Table (0.195). This confirms that every statement item is valid and suitable for use as an instrument. The validity across the three indicators (identity, positioning, and personality) ensures that this construct captures tourist perceptions comprehensively and can be reliably analyzed in the subsequent stages.

Table 3. Validity Test of Destination Image Variable

Indicator	Item	R Count	R Table	Result
Destination Identity	X1.1	0.403	0.195	Valid
	X1.2	0.407	0.195	Valid

Indicator	Item	R Count	R Table	Result
Destination Positioning	X1.3	0.358	0.195	Valid
	X1.4	0.352	0.195	Valid
	X1.5	0.416	0.195	Valid
	X1.6	0.415	0.195	Valid
	X1.7	0.465	0.195	Valid
Destination Personality	X1.8	0.408	0.195	Valid
	X1.9	0.385	0.195	Valid

Source: Processed SPSS Output (2025)

Referring to Table 4, the nine items of the Digital Promotion variable all have R Count values above the R Table (0.195). This result validates the indicators of engagement, accessibility, and interactivity as reliable

measures of digital promotion. These items can be confidently used in subsequent analyses to assess the role of digital strategies in influencing tourist behavior.

Table 4. Validity Test of Digital Promotion Variable

Indicator	Item	R Count	R Table	Result
Social Media Engagement	X2.1	0.720	0.195	Valid
	X2.2	0.821	0.195	Valid
	X2.3	0.737	0.195	Valid
	X2.4	0.735	0.195	Valid
Accessibility	X2.5	0.573	0.195	Valid
	X2.6	0.785	0.195	Valid
	X2.7	0.733	0.195	Valid
Interactivity	X2.8	0.766	0.195	Valid
	X2.9	0.738	0.195	Valid

Source: Processed SPSS Output (2025)

As shown in Table 5, all ten items of the Visiting Decision variable have R Count values greater than the R Table (0.195). This demonstrates that the indicators of confidence, preference, recommendations,

and revisit intentions are valid and represent the construct effectively. The variable can thus be included in further reliability and regression analysis with confidence.

Table 5. Validity Test of Visiting Decision Variable

Indicator	Item	R Count	R Table	Result
Confidence in Decision Making	Y1	0.625	0.195	Valid
	Y2	0.703	0.195	Valid
	Y3	0.752	0.195	Valid
	Y4	0.791	0.195	Valid
Destination Preference	Y5	0.795	0.195	Valid
	Y6	0.706	0.195	Valid
Recommendations to Others	Y7	0.784	0.195	Valid
	Y8	0.758	0.195	Valid
Repeat Visit Intention	Y9	0.803	0.195	Valid

Indicator	Item	R	Count	R Table	Result
	Y10	0.824	0.195		Valid

Source: Processed SPSS Output (2025)

3.2 Reliability Test

The reliability of the instrument was examined through Cronbach’s Alpha. In quantitative research, a questionnaire is deemed reliable when the coefficient exceeds

0.70. The SPSS results, as shown in Table 6, revealed that all nine indicators of the Destination Image variable surpassed this threshold, confirming their consistency in measuring the construct.

Table 6. Reliability Test of Destination Image Variable

Indicator	Item	Cronbach’s Alpha	Threshold	Result
Destination Identity	X1.1	0.907	0.70	Reliable
	X1.2	0.899	0.70	Reliable
	X1.3	0.901	0.70	Reliable
Destination Positioning	X1.4	0.899	0.70	Reliable
	X1.5	0.901	0.70	Reliable
	X1.6	0.897	0.70	Reliable
Destination Personality	X1.7	0.896	0.70	Reliable
	X1.8	0.900	0.70	Reliable
	X1.9	0.899	0.70	Reliable

Source: Processed SPSS Output (2025)

Referring to Table 7, all nine items of the Digital Promotion variable achieved Cronbach’s Alpha values above 0.70. These

results demonstrate that the instrument is reliable for capturing the dimensions of engagement, accessibility, and interactivity.

Table 7. Reliability Test of Digital Promotion Variable

Indicator	Item	Cronbach’s Alpha	Threshold	Result
Confidence in Making Decisions	Y1	0.915	0.70	Reliable
	Y2	0.911	0.70	Reliable
	Y3	0.907	0.70	Reliable
	Y4	0.905	0.70	Reliable
Destination Preference	Y5	0.906	0.70	Reliable
	Y6	0.911	0.70	Reliable
Recommendations to Others	Y7	0.905	0.70	Reliable
	Y8	0.907	0.70	Reliable
Repeat Visit Intention	Y9	0.904	0.70	Reliable
	Y10	0.902	0.70	Reliable

Source: Processed SPSS Output (2025)

Table 8 indicates that all ten indicators of the Visiting Decision variable produced Cronbach’s Alpha values above 0.70, demonstrating their consistency,

reliability, and suitability for further analysis.

Table 8. Reliability Test of Visiting Decision Variable

Indicator	Item	Cronbach's Alpha	Threshold	Result
Confidence in Making Decisions	Y1	0.915	0.70	Reliable
	Y2	0.911	0.70	Reliable
	Y3	0.907	0.70	Reliable
Destination Preference	Y4	0.905	0.70	Reliable
	Y5	0.906	0.70	Reliable
	Y6	0.911	0.70	Reliable
Recommendations to Others	Y7	0.905	0.70	Reliable
	Y8	0.907	0.70	Reliable
Repeat Visit Intention	Y9	0.904	0.70	Reliable
	Y10	0.902	0.70	Reliable

Source: Processed SPSS Output (2025)

3.3 Data Analysis

3.3.1 Descriptive Analysis

Descriptive statistics were applied to summarize the dataset by examining indicators such as mean, standard deviation, variance, minimum and maximum values, total scores, range, kurtosis, and skewness [25]. This analysis involved 99 respondents who fulfilled the study's criteria. The results reflect the average distribution of responses for the three variables: digital promotion, destination image, and visiting decision, as detailed in the subsequent table.

As presented in Table 9, the Digital Promotion variable ranges from a minimum

of 13 to a maximum of 45, with an average of 29.97 and a standard deviation of 6.947. Because the mean exceeds the deviation, the distribution is considered stable without major outliers. For Destination Image, scores fall between 18 and 45, yielding a mean of 31.84 and a standard deviation of 6.813, which suggests consistent assessments among respondents. The Visiting Decision variable ranges from 20 to 50, with a mean value of 39.20 and a deviation of 6.647, again showing a balanced spread of responses. Overall, the three variables exhibit well-structured distributions, supporting the suitability of the dataset for further statistical testing.

Table 9. Descriptive Statistics

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Digital Promotion	99	13	45	29.97	6.947
Destination Image	99	18	45	31.84	6.813
Visiting Decision	99	20	50	39.20	6.647
Valid N (listwise)	99				

Source: Processed SPSS Output (2025)

3.3.2 Verification Analysis

Verification analysis was performed to evaluate how strongly the independent

variables affect the dependent variable. The method used was multiple linear regression, complemented by classical assumption checks such as normality, multicollinearity, and autocorrelation. The normality test, examined through the P-P Plot and Kolmogorov–Smirnov procedure, yielded an Asymp. Sig value of 0.183 (> 0.05), which indicates a normal data distribution. In addition, the multicollinearity test showed tolerance scores of 0.991 (> 0.10) and VIF values of 1.009 (< 10) for both Destination Image (X1) and Digital Promotion (X2), confirming the absence of multicollinearity in the model.

In addition, the Durbin–Watson test produced a value of 1.908, which lies between the lower and upper limits ($1.765 < 1.908 < 2.235$). This indicates that the model does not suffer from positive or negative autocorrelation, confirming the independence of residuals. Collectively, these outcomes show that the regression model satisfies the classical assumptions and is suitable for further hypothesis testing and regression procedures.

3.4 Multiple Linear Regression Analysis

A multiple linear regression was conducted to assess how the independent variables—Destination Image (X1) and Digital Promotion (X2)—affect the dependent variable, Visiting Decision (Y). The outcomes are summarized in Table 10, from which the regression equation is obtained as follows:

$$Y = 19.924 + 0.286X1 + 0.339X2$$

Explanation of the regression equation:

1. The constant value of 19.924 indicates that if Destination Image (X1) and Digital Promotion (X2) are assumed to be zero, the Visiting Decision (Y) will remain at 19.924. This demonstrates a baseline contribution to visiting decision independent of the predictors.
2. The regression coefficient for Destination Image (X1) is 0.286, indicating a positive influence. In practical terms, a one-unit rise in Destination Image corresponds to an increase of 0.286 in Visiting Decision, assuming the other variable remains unchanged.
3. The regression coefficient of Digital Promotion (X2) is 0.339, which also shows a positive effect. This indicates that for every 1-unit increase in Digital Promotion, the Visiting Decision increases by 0.339, holding the other variable constant.

Thus, both independent variables positively influence visiting decision, highlighting the importance of destination image and digital promotion in encouraging tourist visits.

Table 10. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error		
(Constant)	19.924	3.663		5.440
Destination Image	0.286	0.088	0.293	3.264
Digital Promotion	0.339	0.086	0.354	3.944

a. Dependent Variable: Visiting Decision (Y)

Source: Processed SPSS Output (2025)

3.5 Coefficient of Determination (R²)

The coefficient of determination (R²) serves to indicate how much of the variance

in the dependent variable can be explained by the independent predictors in the model. As presented in the table, the R² value was 0.232, suggesting that Destination Image and

Digital Promotion jointly account for 23.2% of the variation in Visiting Decision. The remaining 76.8% is attributed to other variables not included in the model, such as

elements of the marketing mix—price, product, people, process, and physical evidence (Kotler & Keller, 2016).

Table 11. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.481a	0.232	0.216	5.887

a. Predictors: (Constant), Digital Promotion (X2), Destination Image (X1)

Source: Processed SPSS Output (2025)

3.6 Correlation Coefficient

Correlation analysis was employed to measure both the strength and direction of relationships between the variables. In this study, it was used to assess the associations among the independent and dependent constructs. As reported in Table 12, the correlation between Destination Image (X1) and Digital Promotion (X2) was 0.095 with a significance of 0.348, suggesting a weak and insignificant link. Conversely, Destination Image (X1) correlated positively and

significantly with Visiting Decision (Y) at 0.327 ($p = 0.001$). Digital Promotion (X2) also showed a significant positive association with Visiting Decision (Y), with a coefficient of 0.382 ($p = 0.000$). These outcomes indicate that although Destination Image and Digital Promotion are not strongly connected to each other, both exert independent positive effects on Visiting Decision. Thus, enhancing either factor can contribute to encouraging tourists' choices.

Table 12. Correlation Coefficient

Correlations	X1 (Destination Image)	X2 (Digital Promotion)	Y (Visiting Decision)
Destination Image (X1)	1	.095	.327**
Sig. (2-tailed)		.348	.001
N	99	99	99
Digital Promotion (X2)	.095	1	.382**
Sig. (2-tailed)	.348		.000
N	99	99	99
Visiting Decision (Y)	.327**	.382**	1
Sig. (2-tailed)	.001	.000	
N	99	99	99

Note: Correlation is significant at the 0.01 level (2-tailed).

Source: Processed SPSS Output (2025)

Pearson's Product Moment Correlation was employed to test the potential positive association among Destination Image (X1), Digital Promotion (X2), and Visiting Decision (Y). The coefficient of correlation (r) varies between -1 and $+1$, with -1 representing a perfectly negative association, 0 reflecting no association, and $+1$ denoting a perfectly positive or very strong relationship.

Based on the results shown in Table 12, the correlation between Destination Image and Digital Promotion is 0.095. This coefficient reflects the presence of a positive association, but with very weak strength, suggesting that the practical connection between the two variables is almost negligible. The correlation between Destination Image and Visiting Decision is 0.327, which indicates a positive relationship of weak to moderate strength. Meanwhile,

the correlation between Digital Promotion and Visiting Decision is 0.382, which reflects a positive and moderate relationship.

These findings demonstrate that while the correlation between the two independent variables is minimal, both Destination Image and Digital Promotion maintain significant positive correlations with Visiting Decision. This highlights the importance of each variable as an independent contributor to tourists' decisions, even though they are not strongly related to one another.

3.7 Hypothesis Testing

The purpose of hypothesis testing in this study is to assess whether Destination Image (X1) and Digital Promotion (X2), as independent variables, have partial or joint effects on the dependent variable, Visiting

Decision (Y), at the Big Farmer tourist site. The analysis was performed using appropriate statistical procedures, as outlined below.

3.7.1 Partial Test (t-test)

The t-test was employed to evaluate the specific contribution of each independent variable toward the dependent variable. The criteria for decision-making are outlined as follows:

1. If $t_{count} < t_{table}$, then H_0 is accepted and H_1 is rejected.
2. If $t_{count} > t_{table}$, then H_0 is rejected and H_1 is accepted.
3. If $sig. \leq 0.05$, the result is significant.
4. If $sig. \geq 0.05$, the result is not significant.

Table 13. Partial Test (t-test)

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	19.924	3.663		5.440	.000
Destination Image (X1)	0.286	0.088	0.293	3.264	.002
Digital Promotion (X2)	0.339	0.086	0.354	3.944	.000

a. Dependent Variable: Visiting Decision (Y)
 Source: Questionnaire Data, processed (2025)

Effect of Destination Image on Visiting Decision

- H0: Destination Image does not significantly influence Visiting Decision at BigFarmer.
- H1: Destination Image significantly influences Visiting Decision at Big Farmer.

Table 13 shows that the calculated t-value for Destination Image is 3.264 with a significance level of 0.002. The critical t-value at $df = 96$ and $\alpha = 0.05$ (two-tailed) is 1.984. Because $3.264 > 1.984$ and the significance is below 0.05, H_0 is rejected and H_1 is accepted, confirming that Destination Image significantly and positively influences Visiting Decision.

Effect of Digital Promotion on Visiting Decision

- H0: Digital Promotion does not significantly influence Visiting Decision at Big Farmer.
- H1: Digital Promotion significantly influences Visiting Decision at Big Farmer.

Table 16 reports a t-value of 3.944 for Digital Promotion with a significance level of 0.000. Since this exceeds the critical value of 1.984 and the p-value is below 0.05, the null hypothesis is rejected while the alternative is accepted. Thus, Digital Promotion significantly and positively influences Visiting Decision.

3.7.2 Simultaneous Test (F-test)

The simultaneous test (F-test) was conducted to examine whether Destination Image (X1) and Digital Promotion (X2) jointly influence Visiting Decision (Y). The criteria are as follows:

1. If $F_{count} < F_{table}$, H_0 is accepted and H_1 is rejected.
2. If $F_{count} > F_{table}$, H_0 is rejected and H_1 is accepted.
3. If $sig. \leq 0.05$, the effect is significant.

Table 14. Simultaneous Test (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1002.646	2	501.323	14.464	.000b
Residual	3327.313	96	34.660		
Total	4329.960	98			

a. Dependent Variable: Visiting Decision (Y)

b. Predictors: (Constant), Digital Promotion (X2), Destination Image (X1)

Source: Processed SPSS Output (2025)

Table 14 shows that the F_{count} is 14.464 with a significance of 0.000. The critical F_{table} value, with $df_1 = 2$ and $df_2 = 96$ at $\alpha = 0.05$, is 3.09. Since $14.464 > 3.09$ and the significance level is below 0.05, H_0 is rejected while H_1 is accepted. This indicates that Destination Image and Digital Promotion jointly exert a significant positive influence on Visiting Decision at Big Farmer. Practically, this means that enhancing both destination image and digital promotion at the same time can strengthen tourists' willingness to visit.

Discussion

Destination Image

The results indicate that Destination Image exerts a significant positive effect on Visiting Decision. Elements such as identity, positioning, and personality influence how tourists perceive the destination and increase Big Farmer's appeal. A strong and trustworthy destination image not only boosts visitor confidence but also builds long-term loyalty. By showcasing agricultural products, culinary traditions, and rural landscapes, the image helps strengthen local food systems. This is consistent with SDG 2 (Zero Hunger), which supports short food supply chains, and SDG 12 (Responsible Consumption and Production), which promotes sustainable tourism practices that

embed cultural and gastronomic values in the visitor experience [30], [31].

Digital Promotion

Digital Promotion was also found to significantly and positively affect Visiting Decision. Factors such as social media interaction, ease of accessing information, and user interactivity emerged as important determinants of tourist behavior, especially among younger visitors [32]–[34]. Generation Z, who dominate the respondent profile, are digital natives highly responsive to online campaigns and authentic content [34]. Their active engagement with digital promotion strategies amplifies the visibility of local food-based tourism initiatives, thereby strengthening economic opportunities for local farmers and food producers. This process contributes to the stimulation of rural economies while advancing global targets such as SDG 8 (Decent Work and Economic Growth) and SDG 2 (Zero Hunger), and at the same time guarantees that food security initiatives are conveyed effectively to socially aware younger generations [4], [9], [18].

Visiting Decision

The results demonstrate that both Destination Image and Digital Promotion jointly enhance tourists' decisions to visit Big

Farmer. Visiting decisions encompass confidence in making choices, preference for destinations, willingness to recommend, and intention to revisit [32], [34]. In the context of food security, these behaviors sustain continuous demand for local agricultural products and culinary experiences, thereby reinforcing community-based food systems [18]. Moreover, the dominant presence of Generation Z highlights their role as a catalyst for sustainable tourism and food resilience, as younger audiences are particularly responsive to digital campaigns and authentic content [33]. Their preference for authentic, locally grounded tourism contributes to strengthening local food chains, promoting inclusive growth, and advancing multiple SDGs, including SDG 2, SDG 8, and SDG 12 [4], [9].

The study's results show that Destination Image and Digital Promotion each exert a significant positive effect on Visiting Decision. Destination Image, encompassing identity, positioning, and personality, shapes tourists' perceptions and creates preferences that directly enhance the attractiveness of Big Farmer as a sustainable tourism site. For Generation Z, who dominates the respondent profile, a strong and authentic destination image is particularly influential, as this cohort values originality, social impact, and sustainability in their travel choices [35]. When a destination image integrates elements of local agriculture, food heritage, and cultural gastronomy, it contributes to strengthening community-based food systems, thereby supporting SDG 2: Zero Hunger and SDG 12: Responsible Consumption and Production.

The analysis further highlights that Digital Promotion strongly supports visiting decisions. Engagement through social media, the availability of information, and interactive features stand out as crucial drivers of tourist behavior, particularly within Generation Z, who are inherently digital natives. Digital platforms such as Instagram and TikTok allow for the creation of authentic and interactive narratives that resonate strongly with younger audiences. When these promotions emphasize local food

products, farmers' livelihoods, and rural food practices, they generate not only increased tourist interest but also demand for local food, thereby supporting local economies and rural food security [35], [36].

The positive influence of Destination Image and Digital Promotion on Visiting Decision also implies that sustainable tourism behaviors such as repeat visits, recommendations, and direct spending on local food products are enhanced. These consumer behaviors translate into a consistent demand for agricultural goods and culinary traditions, thereby reinforcing rural food chains. As Generation Z exhibits strong tendencies for repeat visits and peer-to-peer digital recommendations, they extend the social and economic reach of food-based tourism initiatives [35], [36]. In doing so, they not only contribute to the vitality of rural economies but also advance SDG 8: Decent Work and Economic Growth.

Moreover, the results align with recent research emphasizing that Generation Z is not solely motivated by leisure but also by sustainability, authenticity, and social-ecological impacts. For example, studies show that perceptions of "green image" destinations strongly affect Gen Z's willingness to visit and even pay premiums for sustainable practices [3]. Similarly, research on Gen Z's food tourism experiences demonstrates their preference for sustainable consumption and local food choices, reinforcing the integration of food systems into sustainable tourism [37]. These tendencies highlight the importance of positioning tourism not only as entertainment but also as a pathway for sustainable food systems.

Taken together, the results demonstrate that tourism development strategies oriented toward enhancing Destination Image and Digital Promotion can make meaningful contributions to food security and the SDGs. When these strategies are tailored to the preferences of Generation Z, they can ensure greater awareness and demand for sustainable food consumption, bolster local food economies, and contribute to SDG 2 (Zero Hunger), SDG 8 (Decent Work

and Economic Growth), and SDG 12 (Responsible Consumption and Production). Consequently, Big Farmer holds strong potential as a sustainable agri-tourism model, integrating local food systems into its promotion strategies while aligning destination competitiveness with international development agendas.

4. CONCLUSION

This study concludes that both destination image and digital promotion have a significant positive effect on tourists' visiting decisions at Big Farmer, thereby answering the research questions and confirming the hypotheses. The results indicate that destination image, through identity, positioning, and personality, successfully shapes perceptions and enhances the attractiveness of agro-tourism, while digital promotion, through engagement, accessibility, and interactivity, strengthens behavioral intentions, particularly among Generation Z who dominated the respondent profile. These findings show that the research objectives have been achieved and highlight the novelty of integrating image and promotion within the specific context of agro-tourism, contributing to the literature by linking tourism development with food security and the Sustainable Development Goals (SDGs). Practically, destination managers and policymakers are encouraged to design promotional strategies that emphasize local agricultural narratives and leverage digital storytelling to appeal to younger markets. Future research is suggested to incorporate additional variables such as price, service quality, or cultural authenticity and to adopt longitudinal or mixed-method approaches to capture evolving behaviors more comprehensively. The main limitation of this study lies in its

focus on a single destination and the cross-sectional nature of the data, which should be addressed in subsequent studies. At the policy level, stronger collaboration between tourism and agricultural sectors is recommended to ensure that agro-tourism contributes not only to destination competitiveness but also to strengthening food security and advancing national sustainability agendas.

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AUTHOR CONTRIBUTIONS

Conceived and designed the analysis, S. S.; Collected the data, T. T.; Contributed data or analysis tools, S. S and T. T.; Performed the analysis, S. S. and T. T.; and Wrote the paper, S. S. and T. T.

DATA AVAILABILITY

The authors confirm that the data supporting the findings of the research are available within the article [and/or] its supplementary materials.

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