

Connectivity of digital marketing communication strategy between tourism facilities and interests

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Abstract

Tourism facilities contribute significantly to enhancing the tourist experience by offering comfort, cleanliness, safety, and entertainment. However, their direct effect on tourism interest remains unclear. This study examines the relationship between tourism facilities, digital marketing communication strategies, and tourism interest using a mediated model. A quantitative survey was conducted on Pari Island, Seribu Islands, involving 223 tourists selected through purposive sampling. Respondents were aged 17 or older and had visited within the past six months. Path analysis was used to analyze the data. Results show no significant direct effect between facilities and tourism interest. However, digital marketing strategies strongly mediate the relationship. These strategies promote tourism facilities and engage tourists through interactive communication. The study highlights the importance of digital platforms in shaping tourism interest. Future research is recommended to explore this model across destinations, timeframes, and demographic segments using Structural Equation Modeling (SEM) for broader insights.

Introduction

The performance of the current tourism industry has reached a tempting stage (Rachmatie et al., 2020), such as its ability to increase state foreign exchange (Yasir, 2021), empower the local community economy (Oktaviani & Fatchiya, 2019; Ouadi & Ouail, 2020), maintain natural ecosystems (De Medeiros et al., 2014; Röhr & van Heemstra, 2013), assist scientific studies on marine biodiversity (Pascual et al., 2017) as well as broad methodological steps for doing so. While developed within the context of the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES, and its full potential to attract cross-country investors (Pinto et al., 2015). The tourism industry is one of the largest industries in the world that will continue to grow along with human needs, and it seems that it will also benefit the economy of the surrounding community (Waworuntu & Herlambang, 2020) precisely in Pangumbahan Village, Ciracap District, Sukabumi Regency, West Java Province. This beach is the area of planning and development of marine tourism within RIPPANDA (Master Plan for Regional Tourism Development).

The interest of individuals or groups in visiting and exploring tourist destinations continues to grow. The common factor that makes the interest of tourist destinations surplus

today is the entertainment facilities or facilities offered by tourist destinations (Lindberg et al., 2019; Wang et al., 2023; Zhang & Okamura, 2024). Recreational facilities in the tourism sector are important factors that influence the experience and satisfaction of tourists which include various aspects including cleanliness, comfort, sustainability, friendliness, and the diversity of recreational activities offered (Hendra et al., 2021; Paramita, 2021; Wahyuwibowo & Melinda, 2019). Quality recreational facility factors are often discussed in international forums to increase tourism surplus. For example, “recreational facility management control that provides protection for tourists (protection laws/regulations, master planning standards)” (Wang et al., 2023), then how “the evolutionary stages of spatial environment conservation and utilization in traditional villages also function to strengthen the sustainable tourism environment in China” (Huang et al., 2024). However, are we aware that the direct effect between recreational facilities offered in the world of tourism is actually subjective?

The dimensions of recreational facilities (especially in the tourism sector) are similar to the manifestation of tourism products or services that require markers to explain how to convey the experience and advantages of tourist destinations to the public (Cuic Tankovic et al., 2023; Sangchumrong, 2019). Because tourism goods cannot brand themselves (Widyaswara et al., 2023) and tourism experiences are personal (Lindberg et al., 2019) the marker of tourism is the theory of communication science (Amin & Priansah, 2019; Cuic Tankovic et al., 2023; Nugraha et al., 2017). Recreational facilities in the tourism sector that have an effect on tourism surplus seem to drag elements of communication science to carry out their function as accelerators of the tourism world. Ultimately, marketing tourist destinations requires special scope communication that is sensitive to the valuable values of the tourism world because tourism attributes cannot be manifested like physical goods in general.

It is actually commonly known that communication is everywhere and can touch all aspects of our lives (Rohim, 2017). Tourism communication refers to the process by which individuals or groups share information, messages, or experiences related to travel and visits to tourist destinations (Belén Rodríguez-Hidalgo et al., 2024). Elements in tourism communication are communicators, messages, communicants. Tourism communication is attached to the promotional activities of potential tourist sites. The substance of tourism communication, when combined with marketing practices, includes various components of integrated marketing communication (IMC). These components consist of public relations, events, direct marketing, social media, web development, sales promotion, advertising, research, and strategic planning (Yupi & Heryadi Putri, 2023).

In addition Cuic Tankovic et al., (2023) in their study “*Measuring the Importance of Communication Skills in Tourism*,” used multivariate analysis (EFA & CFA) to identify key communication skill factors within the tourism sector. Their model includes written, listening, digital, and non-verbal communication skills. Non-verbal communication in this context refers to body language, gestures, posture, facial expressions, and eye contact, which play an essential role in shaping tourist perceptions. Furthermore, tourism marketing communication activities often combine the concept of the tourism marketing mix with the promotion mix (Saraswati & Afifi, 2022). These include advertising, public relations, personal selling, and sales promotion strategies. Additionally, the “Attention Interest Search” model of tourist behavior leads to natural online word-of-mouth, which has implications for tourist loyalty, such as repeat visits (Kurnianti, 2018). Through marketing communication (which actually combines tourism input/attributes) positively opens up opportunities for the recognition of a tourist destination to the wider community (Yasir, 2021).

Especially in the current 4.0 era, generally the alternative content distribution for today's millennial generation is carried out through program amplification from on-air radio that resonates with the YouTube platform (In fact, it extends across all lines of digital media platforms) (Rohim, 2024), internet-based marketing communication provides us with an understanding that the theory and practice of communication science are considered crucial in examining subjective tourism activities. Communication science is a variant of social science that is multidisciplinary (Rohim, 2009). Especially the mass communication sub-material that explains how the process of conveying messages to the general public through mass media is inherent in tourism activities. Communication supported by technology makes it easier for tourists to find, customize and buy products, thus supporting the globalization of the tourism industry where the provision of tools to develop, manage and distribute tourism services worldwide (Zlatanov & Popescu, 2019). Researchers look at the Pari Island in Kabupaten Administrasi Kepulauan Seribu (regency in Indonesia) as a local class tourist destination but has a surplus of regional tourists from the capital cities of Indonesia, Southeast Asia, and Australia. Pari Island has the potential for ecosystems that are developed as marine tourism objects such as coral reefs, mangroves, seagrass beds, natural panoramas and marine tourism such as snorkeling, diving, and the panorama of Virgin Beach (Alimudin & Dharmawati, 2022; Benjamin & Bela, 2020; Neksidin et al., 2021) Kepulauan Seribu Selatan, DKI Jakarta. The Thousand Islands is a region of marine tourism planning and development within the RIPPARDA (Planning Regional Tourism Development Master. Pari Island also has the closest access distance from the city of Jakarta which results in a tourism surplus phenomenon (Trianita & Larasati, 2021). It was recorded that tourist visits (local and foreign) in 2023 were 10,461 (Suku Dinas Kominfotik Kepulauan Seribu, 2024).

Researchers noted several similar literatures on digital marketing communication strategies as a good medium for creating consumer surplus, in Febriani (2021) examining how celebrity product endorsements through digital media convey marketing messages to generation Z. Then Siregar (2023) explains how digital marketing communication strategies are actually a means of communicating with consumers, creating advertisements on social media, marketing products personally in order to introduce products to the public. Alimudin and Dharmawati (2022) who examined the mixed method relationship between digital marketing communication strategies and significant tourism interest. However, considering the variation in tourism facility variables highlighted by tourists as a general factor before deciding to travel, communication science that mediates subjective tourism objects, and digital marketing injections into all levels of tourism activities, this research is critical. Researchers will examine how the effect of digital marketing communication strategies that mediate tourism facilities and tourism interest.

Understanding the dynamic between tourism facilities and tourist interest through the lens of digital communication is not merely academic it is practically urgent. While previous studies have discussed tourism infrastructure and digital marketing independently, few have integrated both to explain how communication can bridge the perception gap between what destinations offer and what tourists value. This study is important because it shifts the focus from viewing tourism facilities as stand-alone physical attributes, to seeing them as communicative symbols shaped and amplified by digital platforms. In a world where destination choices are driven by digital exposure, especially among younger tourists, recognizing this mediated relationship is critical. By analyzing this mechanism in the specific context of Pari Island, the research not only fills a theoretical gap but also offers practical insights for destination managers and policymakers on how to strategically communicate tourism values to increase interest and competitiveness.

Method

This study has been approved by the relevant Research Ethics Committee Universitas Muhammadiyah Prof. Dr. HAMKA, Jakarta, Indonesia. All research procedures were carried out in accordance with applicable ethical standards, including the protection of participants' rights, privacy, and well-being.

Development Instrument

This study adapts the tourism communication skill instrument by Cuic Tankovic Kapeš, and Benazić (2023), namely written communication skill (3 factor manifest, AVE 0.55, Discriminant Validity 0.741) oral communication skill (3 factor manifest, AVE 0.60, Discriminant Validity 0.775) listening communication skill (3 factor manifest, AVE 0.68, Discriminant Validity 0.824) digital communication skill (4 factor manifest, AVE 0.58, Discriminant Validity 0.762) & non-verbal communication skill (7 factor manifest, AVE 0.55, Discriminant Validity 0.741). Then, the mix of digital marketing communication strategies for tourism interests by Alimudin and Dharmawati (2022) "advertising, sales promotion, direct marketing, personal selling, and public relations". The tourism facility instrument adapts the research of Lindberg, Veisten, and Halse (2019) which manifests non-attribute scale facilities (List of Values & Connectedness to Nature scale) and attribute scale (Food & Beverage (restaurant. Ect), Media (ITC Tools), Guided interpersonal education, Effect on reindeer habitat (in the case of this study we changed it to coastal ecosystems), & Entrance price (adult)). The tourism interest instrument adapts research Nyoko, Fanggidae, and Blikololong (2023) the driving factors of tourist interest in Lamalera are the attraction of whale hunting culture (in the case of this study highlighting the culture and local wisdom of the Pari Islands such as marine biodiversity research, mangrove cultivation, fish and coral reef species cultivation), availability of transportation to tourist locations, and amenities such as places of worship and health facilities.

Design

This study uses a quantitative approach with path analysis techniques. The proposed model structure is the direct effect substructure ((1) tourism facility - tourism interest, (2) tourism facilities - digital marketing communicational strategy, (3) digital marketing communicational strategy) and the indirect effect substructure (tourism facility - digital marketing communicational strategy - tourism interest).

Sampling and Measurement Test

We randomly recruited Pari Island tourists in April - June 2024 as participants. There were 223 participants who were willing to fill out the questionnaire. The measuring instrument used was a questionnaire that manifested the independent variable tourism facility, the moderating variable digital marketing communicational strategy, and the dependent variable tourism interest on an ordinal scale with a score of 1-5 (likert scale). Before the main data collection in Pari Island, the measuring instrument was pre-tested for validity and reliability on 30 tourists in Pramuka Island, as both islands share similar tourist characteristics within the same administrative region. The measuring instrument will go through the Pearson bivariate validity test stage ($r\text{-count} > r\text{-table}$), while the reliability test uses Cronbach alpha with a cut off > 0.7 (Arikunto, 2018).

Development Hypothesis

Table 1. Build Hypothesis Statistic, Type Effect, and Description Path Analyze (Source: Adaptation from path analyze model, 2024)

No	Hypothesis Statistic	Type Effect	Description
1	$h1: \beta_{yx} \neq 0$	Direct	“there is a direct effect of tourism facilities on tourism interest”
2	$h2: \beta_{yz} \neq 0$	Direct	“there is a direct effect of digital marketing communicational strategy on tourism interest”
3	$h3: \beta_{zx} \neq 0$	Direct	“there is a direct effect of tourism facility on digital marketing communicational strategy”
4	$h4: \beta_{yzx} \neq 0$	Indirect	“there is an indirect effect of tourism facilities on tourism interest through digital marketing communicational strategy ”

Information Statistical Multivariate of Path Analyze

We used Jeffrey’s Amazing Statistics Program (JASP Version 0.16) application for multivariate statistical testing of path analysis, detailed testing information is attached in table 2.

Table 2. Information of Path Analyze Statistical Multivariate Testing (Source: Adaptation on “Applied Statistical Multivariate Analysis” (Johnson & Wichern, 2007))

No	Statistical Multivariate Analyze	Tools	Parameter
1	Analysis requirements testing		
	Normality	Kolgomorov Smirnov	>0.05
	Multicollinearity diagnostic	Variance Inflation Factors	<10
	Heterocedasticity	Residuals vs predicted graphic	Data patterns
2	Path analyze		
	Direct effect	p-value β estimate	<0.05 Interpretation β estimate
	Indirect effect	p-value β estimate	<0.05 Interpretation β estimate

Results and Discussion

Table 3. Participant Identity (Source: Research Descriptive Data Set, 2024)

No	Type	Percentage
1	Age	
	18-20	15 (6.72%)
	21-30	148 (66.36%)
	31-45	49 (21.97%)
	46>	11 (4.93%)
2	Gender	
	Male	125 (56.05%)
	Female	98 (43.94%)

No	Type	Percentage
3	Status	
	Single	55 (24.66%)
	Marry	168 (75.33%)
4	Education	
	Elementary	26 (11.63%)
	High school	127 (56.95%)
	Bachelor	65 (29.14%)
	Postgraduate	5 (2.24%)
5	Profession	
	Student	115 (51.56%)
	Civil servant	24 (10.76%)
	Private employee	63 (28.25%)
	Others	21 (9.41%)
Σ		223

Table 3 provides information on the identity of the participants in this study. The highest number of samples was recorded in the age type "21-30 years" 148 samples (66.36%), gender "male" 125 samples (56.05%), status "married" 168 samples (75.33%), education "high school" 127 samples (56.95%), and profession "student" 115 samples (51.56%). The total number of participants in this study was 223.

Table 4. Instrument Validity and Reliability Test (Source: Data Set Validity & Reliability Research, 2024 (edit))

Tourism Facility				
Items	Bivariate Pearsons			Cronbach Alpha Test
	r-count	r-table	Decision	
X1_1	0.503738	0.338	Valid	$r_{x1} = \left[\frac{k}{k-1} \right] \left[1 - \left(\frac{\Sigma \sigma b^2}{\Sigma \sigma t^2} \right) \right]$
X1_2	0.5282	0.338	Valid	
X1_3	0.468135	0.338	Valid	$r_{x1} = \left[\frac{11}{11-1} \right] \left[1 - \left(\frac{9.522}{42.028} \right) \right]$
X1_4	0.778364	0.338	Valid	
X1_5	0.846498	0.338	Valid	$r_{x1} = 0.85 > 0.7$
Digital Marketing Communicational Strategy				
Items	Bivariate Pearsons			Cronbach Alpha Test
	r-count	r-table	Decision	
X2_1	0.646672	0.338	Valid	$r_{x2} = \left[\frac{k}{k-1} \right] \left[1 - \left(\frac{\Sigma \sigma b^2}{\Sigma \sigma t^2} \right) \right]$
X2_2	0.585817	0.338	Valid	
X2_3	0.726894	0.338	Valid	$r_{x2} = \left[\frac{11}{11-1} \right] \left[1 - \left(\frac{8.996}{34.136} \right) \right]$
X2_4	0.561577	0.338	Valid	

X2_5 0.616901 0.338 Valid $r_{x2} = 0.81 > 0.7$

Tourism Interest				
Items	Bivariate Pearsons			Cronbach Alpha Test
	r-count	r-table	Decision	
Y_1	0.741674	0.338	Valid	$r_Y = \left[\frac{k}{k-1} \right] \left[1 - \left(\frac{\Sigma \sigma b^2}{\Sigma \sigma t^2} \right) \right]$
Y_2	0.766205	0.338	Valid	
Y_3	0.710055	0.338	Valid	$r_Y = \left[\frac{16}{16-1} \right] \left[1 - \left(\frac{11.855}{85.208} \right) \right]$
Y_4	0.704996	0.338	Valid	
Y_5	0.724937	0.338	Valid	$r_Y = 0.91 > 0.7$
Y_6	0.606781	0.338	Valid	

Based on the results of the analysis in table 4, it was obtained that no instrument items were eliminated because the Pearson bivariate test had been met. Furthermore, the reliability of the instrument with the Cronbach alpha test has been accepted, including tourism facility $0.85 > 0.7$, digital marketing communicational strategy $0.81 > 0.7$, and tourism interest $0.91 > 0.7$. The reliability assumption has met the Cronbach alpha cut-off parameters so that the instrument is declared reliable to be tested on participants.

Analysis Requirement Testing

Table 5. Kolgomorov Smirnov (Normality Distribution Test) (Source: JASP Analyze, 2024)

Fit Statistics - Tourism Facility		
Test	Statistic	p
Kolmogorov-Smirnov	0.078	0.574
Fit Statistics – Digital Marketing Communicational Strategy		
Test	Statistic	p
Kolmogorov-Smirnov	0.095	0.324
Fit Statistics – Tourism Interest		
Test	Statistic	p
Kolmogorov-Smirnov	0.076	0.614

Based on the results of the analysis of table 5, it was obtained that the p-value of the Kolgomorov-Smirnov test tourism facility was 0.574, digital marketing communicational strategy 0.324, and tourism interest 0.614. This value is greater than the Kolgomorov-Smirnov test cutoff of 0.05, so the data set of all variables is normally distributed.

Table 6. Collinearity Diagnostic (Source: JASP Analyze, 2024)

Collinearity Diagnostic		
Model	Tolerance	VIF
Tourism Facility	0.595	1.680
Digital Marketing Communicational Strategy	0.595	1.680

Based on the analysis of Table 6, it is observed that the VIF value for tourism facilities is 1.680, and the VIF value for digital marketing communication strategy is also 1.680. It can be concluded that there is no multicollinearity issue between the independent variables and the moderating variable, as the VIF value is < 10 .

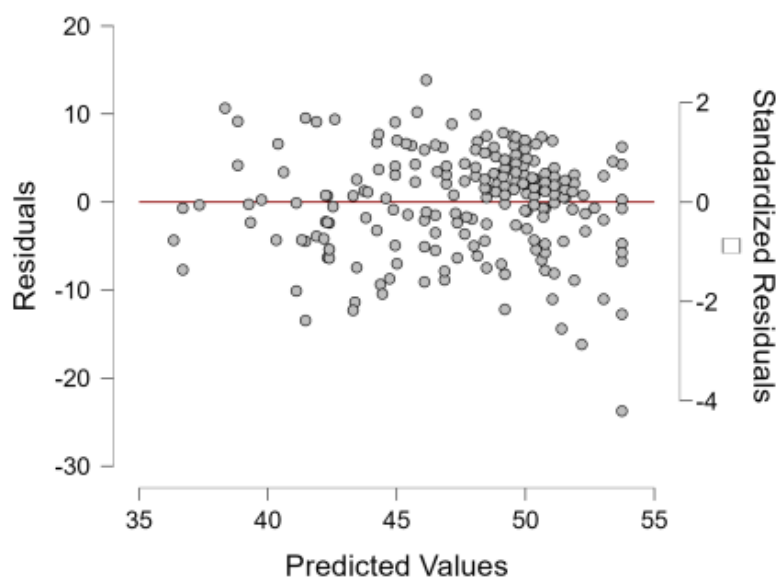


Figure 1. Heteroscedasticity Observ (Graphic Standardized Residuals vs Predicted)
(Source: JASP, 2024)

Based on the analysis of Figure 1, it is observed that the researcher's observational data does not form a specific pattern in the standardized residuals vs. predicted values graph, indicating that there is no heteroscedasticity issue.

Direct Effect

Table 7. Direct Effect Hypothesis Test (Source: JASP Analyze, 2024)

Direct effects : h1, h2, & h3								
							95% Confidence Interval	
			Estimate	Std. Error	z-value	p	Lower	Upper
Tourism Facility	→	Tourism Interest	0.356	0.179	1.746	0.081	-0.038	0.663

Direct effects : h1, h2, & h3								
							95% Confidence Interval	
			Estimate	Std. Error	z-value	p	Lower	Upper
Digital Marketing Communicational Strategy	→	Tourism Interest	0.891	0.073	4.401	<.001	0.196	0.510
Tourism Facility	→	Digital Marketing Communicational Strategy	0.781	0.146	0.716	<.001	-0.181	0.389
<i>Note.</i> Delta method standard errors, normal theory confidence intervals, ML estimator.								

We examined the hypothesis using the direct effect type. Based on the analysis results in Table 7, several findings were obtained. First, the p-value for the direct effect of tourism facilities on tourism interest is 0.081, indicating that (H1: $\beta_{yx} \neq 0$ is rejected), meaning “there is no direct effect of tourism facilities on tourism interest”. Second, the p-value for the direct effect of digital marketing communication strategy on tourism interest is <0.001, indicating that (H2: $\beta_{yz} \neq 0$ is accepted), meaning “there is a direct effect of digital marketing communication strategy on tourism interest”. Third “he p-value for the direct effect of tourism facilities on digital marketing communication strategy is <0.001, indicating that (H3: $\beta_{zy} \neq 0$ is accepted), meaning “there is a direct effect of tourism facilities on digital marketing communication strategy”. The highest direct effect estimates are as follows. First, “Digital marketing communication strategy → Tourism interest ($\beta_{yz} : 0.891$), second “Tourism facilities → Digital marketing communication strategy ($\beta_{zx} : 0.781$), third “Tourism facilities → Tourism interest” ($\beta_{yx} : 0.356$).

Indirect Effect

Table 8. Indirect Effect Hypothesis Test (Source: JASP Analyze, 2024)

Indirect effects: h4										
							95% Confidence Interval			
				Estimate	Std. Error	z-value	p	Lower	Upper	
Tourism Facility	→	Digital Marketing Communicational Strategy	→	Tourism Interest	0.696	0.121	5.734	< .001	0.458	0.934
<i>Note.</i> Delta method standard errors, normal theory confidence intervals, ML estimator.										

We examined the hypothesis using the indirect effect type. Based on the analysis results in Table 8, it was found that the p-value for the indirect effect of tourism facilities on

tourism interest through digital marketing communication strategy is <0.001 . This indicates that ****H4: $\beta_{yzx} \neq 0$ is accepted****, meaning there is an indirect effect of tourism facilities on tourism interest through digital marketing communication strategy. The estimated indirect effect is (β_{yzx} : 0.696).

The direct effect between tourism facilities and tourism interest does not appear to be the primary factor influencing maritime-class tourists' decisions to travel. Referring to the manuscript by (Hendra et al., 2021), it discusses efforts to design geography learning content based on coastal tourism, highlighting the absence of explanatory factors showing how recreational facilities offered can become the main attraction for tourists. Similarly, the study by Wahyuwibowo and Melinda (2019) describes that the primary interest of visitors to Nyambu Ecotourism Village, Tabanan-Bali, stems purely from the local community's customs and historical values rather than the provided facilities. In alignment, the findings of (Lindberg et al., 2019), in the manuscript titled "Ecotourism activities when choosing a holiday or trip and negatively predicted participation in shopping" critique the tourism facilities offered by local travel agents. The study highlights that such facilities can even have negative effects, as evidenced by minimal participation in shopping or utilization of recreational facilities during ecotourism trips.

It is important to note that the ecolodge mentioned in the Australian ecotourism study refers to a purpose-built accommodation specifically designed to meet ecotourism standards. In contrast, Pari Island was not initially developed as a formal ecotourism destination. However, over time, the island has adopted several community-based environmental initiatives such as mangrove cultivation, coral reef conservation, and local biodiversity education that align with ecotourism principles. While the ecolodge represents a structured and often commercially-driven ecotourism model, Pari Island reflects a grassroots, community driven transformation toward sustainable tourism. Therefore, although the foundation of development differs, both share common goals in promoting environmental awareness and ecological experiences. This distinction has been clarified to prevent inaccurate parallels in interpreting their effects on tourist interest.

Tourism facilities appear problematic when their direct effect on tourism interest is evaluated. However, discussions about tourism facilities promising the best experiences cannot simply be dismissed. The introduction of our research paper suggests the possibility of a ripple effect, positioning tourism facilities as accelerators of the modern tourism surplus. This leads us to explore digital marketing communication strategy as a mediating variable for tourism interest. The second hypothesis was accepted (see Table 7), confirming a direct effect of digital marketing communication strategy on tourism interest, with an estimated direct effect of (0.891). This acceptable hypothesis aligns with findings from (Alimudin & Dharmawati, 2022), which highlight the power of digital marketing communication strategies as the main channel used by travel agents in Pulau Pari to attract tourists' attention. Alimudin and Dharmawati (2022) emphasize the pivotal role of advertising scale in facilitating seamless online interactions for potential tourists. These interactions include features like WhatsApp contact options or audiovisual communication through Instagram. By leveraging digital marketing communication strategies, various interactions, such as Q&A about homestay prices, food and beverage offerings, and favorite spots on Pulau Pari, are fulfilled simultaneously and without limitations. This underscores how digital marketing communication strategies function as essential bridges, amplifying the role of tourism facilities by ensuring that tourists' expectations and inquiries are met efficiently, thereby enhancing tourism interest.

The discourse surrounding digital marketing communication strategy as having a direct effect on tourism interest has been solidly reinforced (as evidenced by the acceptance

of H2). This establishes the relevance of this variable as a smart medium for boosting tourism surplus, particularly when synergized with tourism facilities.

The acceptance of the third hypothesis, which confirms a direct effect of tourism facilities on digital marketing communication strategy, aligns with the findings of Putri, Astuti, and Safitri (2022). They highlight how local infrastructure support provided by the regional tourism office - such as access to the Sunset Beach at the western end of Pulau Tidung Besar, homestays, seafood restaurants, and souvenir shops - can effectively reach tourists via the social media platforms of local travel agents. This suggests that any tourism facility that assists tourists in assessing safety, comfort, accessibility, entertainment, and shopping infrastructure can be effectively transferred to digital marketing communication strategy as fresh, engaging content to attract visitors. The role of mass communication as a connector, transmitting values, interpretations of individual or group activities, and even entertainment, is consistent with the momentum of the direct effect between tourism facilities and digital marketing communication strategy. This also complements the indirect effect of tourism facilities on tourism interest through digital marketing communication strategy (H4: $\beta_{yzx} \neq 0$, estimated at 0.696). These findings suggest that tourism communication is not only a medium of promotion but a critical factor that constructs tourist perception and trust. The significant mediating effect of digital marketing communication strategy indicates that physical facilities alone are insufficient to influence tourist interest unless they are supported by persuasive narratives and digital visibility. In other words, tourists today respond more to how a destination is communicated than simply what is offered. This interpretation reinforces the evolving behavior of modern tourists, who rely on online engagement, real-time responses, and user-generated content before making travel decisions.

Ferina et al. (2019) describe marketing communication as an activity aimed at delivering messages to consumers via various media, aiming to achieve three stages of change: knowledge, attitude, and desired actions. Meanwhile, Rizaldi and Hidayat (2021) note that the success of a marketing communication strategy is measured by the extent of product sales or revenue generated from the use of services by consumers. Thus, the integration of communication science, marketing strategies, and tourism attributes emerges as a true explanatory factor for how tourism surplus is realized. The synergy between tourism facilities and digital marketing communication strategies enables a systematic and impactful approach, enhancing the tourism ecosystem and driving both interest and revenue.

Conclusion

Studies on the impact of tourism facilities on tourism interest reveal that tourists desire a compilation of additional entertainment to fill their non-productive time. Their interest in tourism facilities—such as entertainment venues and attractions, combined with comfort, cleanliness, and safety—transforms the destination's atmosphere into a massive economic cycle for local, national, and international regions. However, the direct effect of tourism facilities on tourism interest is refuted in this study, showing no significant impact. The rejection of the first hypothesis (see Table 7) informs us that there is no direct effect of tourism facilities on tourism interest. Nevertheless, this effect is perfectly mediated through digital marketing communication strategies. Future research is encouraged to re-examine this effect by considering different timing, destination areas, and samples drawn from various societal entities. Employing structural equation modeling (SEM) is recommended to provide a clearer and more comprehensive interpretation of this effect. This approach can capture the nuanced relationships between variables and offer deeper insights into how tourism facilities, when mediated by effective communication strategies, can drive tourism interest and economic growth.

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