

The influence of city branding, city image, and accessibility on the decision to visit Semarang City

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ABSTRACT

Semarang City possesses great tourism potential due to its unique cultural and natural wealth however, challenges remain in developing its tourism destinations, particularly in creating an appealing city image and increasing visitor numbers. This study examines the impact of city marketing, city image, and accessibility on tourists' decision to visit Semarang. A quantitative approach was used to collect data through a questionnaire survey of 384 tourists who had visited Semarang in the past year. Data analysis was performed using SPSS, including validity and reliability tests and hypothesis testing using multiple linear regression. The results indicate that all three variables: city branding, city image, and accessibility have a positive and significant effect on tourists' decision to visit Semarang. The t-test results showed that the significance level of each variable was less than 0.05, and the regression model explained a large part of the variance in visit decisions. The discussion highlights that strengthening the city image through effective branding and improved accessibility can increase the attractiveness of Semarang as a tourist destination, thereby attracting more tourists to visit. These findings provide practical suggestions for city managers to improve the success of tourism strategies by focusing on these key factors.

1. INTRODUCTION

Semarang, the capital city of Central Java, has great tourism potential with its extraordinary cultural and natural wealth. This research aims not only to analyze statistical relationships but also to provide insights for policy makers in Semarang City. By identifying which factors play the most influential role, the findings are expected to serve as a basis for strengthening sustainable tourism policies. Practically, the results may guide the local government to implement effective city branding strategies, improve urban image, and enhance accessibility, thus increasing the attractiveness of Semarang as a tourism destination. Culture is the main attraction of Semarang tourism, with a blend of Javanese, Chinese, Arab, and European influences resulting in a unique cultural acculturation. With optimal tourism development, Semarang can become a leading domestic and international tourist city, and

enhance the local economy and regional income. The Central Agency of Statistics (BPS) of Semarang City (2023) presents data on the number of domestic and international tourists visiting Semarang City since 2019 to 2022.

The data from figure 1 shows that the number of tourists visiting Semarang City experienced a decline but gradually increased again. In 2020 and 2021, there was a very drastic decline compared to 2019. This was due to the Covid-19 pandemic that had hit Indonesia. However, in 2022, a recovery period occurred, and the number of tourists increased again. Even in April 2024, the number of tourists increased by 350 thousand, especially during the Eid holiday (Disbudpar, 2024). However, the data collection in 2024 was only conducted at major tourist attractions by the Department of Culture and Tourism.

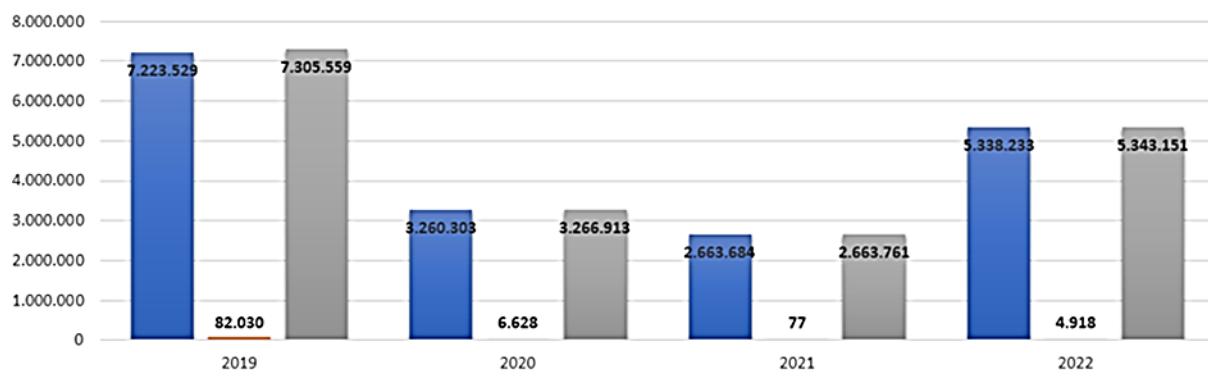


Figure 1. Number of Tourist Visits by Type of Tourist in Semarang

Source: Semarang City Central Statistics Agency (2023)

A person's decision to travel to a tourist site is influenced by a number of factors. Some of these factors are city branding, city image, accessibility, price, culture, and many others (Indriani & Kuswoyo, 2017). Planning a city by creating differentiation and strengthening the city's image through various efforts for the benefit of investors, reliable human resources, industry, attracting tourists, and improving the quality of the relationship between the community and the city is called city branding (Sari, 2016). Semarang itself has had many taglines that keep changing over time. The city of Semarang has had several taglines, such as Semarang Setara, Semarang Hebat, Semarang Semakin Hebat, Semarang Simpul Ekonomi Jawa, Semarang Smart City, and many more. In 2007, the Semarang City Government launched a city branding program titled "Semarang Pesona Asia" (SPA), which aimed to offer various cultural and tourism attractions in Semarang. However, this branding program failed due to the mismatch between the city branding "Semarang Pesona Asia" and the actual conditions in Semarang City (Firdaus, 2022). Then in 2011, the Semarang City Regional Development Planning, Research, and Development Agency re-developed a city branding which in December 2012 resulted in the tagline "Semarang Variety of Culture" as the

tourism branding for Semarang City (Rahmasari et al., 2023). However, with this new branding, even though the tagline has been adjusted to the actual conditions in Semarang City, it seems that it has still not been marketed optimally by the government.

Besides city branding, the second factor affecting a person's decision to travel is city image. One can interpret the city's image as the perception of a city in the minds of people due to its unique characteristics (Jannah, 2014). There are many nicknames for Semarang, but the city has its own characteristic which lies in its distinctive food, namely lumpia. From this, the nickname for Semarang emerged as "Kota Lumpia" (Sofyaningrum & Faujiyah, 2024). However, over time, the city is also known as a historical city. This is seen from the many historical buildings and city landscapes that form the perception of Semarang City as a historical representation (Sigit, et al., 2019). Given the many nicknames or city images that Semarang has, it is necessary to conduct research on their influence on tourists' decisions to visit Semarang City.

The next factor influencing tourists to visit a tourist area is accessibility. The measure of how easily a location can be reached from another location through a transportation system is called accessibility (Prawira, S. A., & Pranitasari, D., 2020). Accessibility is an important aspect of attracting tourist interest. Semarang has developed into a metropolitan city that is attractive to investors, with an economic center in the trade and service sectors (Adriyanto, et al., 2022). This development is also in line with the increasing needs in Semarang, leading to higher mobility levels in the city (Winandanto & Narendra, 2021). As a center of economy in trade and services, accessibility in Semarang City has become increasingly congested and crowded with visitors and tourists, especially since many people, both visitors and local residents, prefer traveling by private vehicles over public transportation.

Furthermore, Hidayat et al. (2017) argue that adequate infrastructure development and an integrated transportation network are important factors in improving Semarang's accessibility. They emphasize that the expansion of public transportation such as urban transit and public transportation can help reduce traffic congestion and facilitate tourists and locals to travel to the city's various tourist attractions and economic centers. This highlights the importance of efficient transportation management in supporting Semarang's tourism industry and economic growth.

Several studies have been conducted by different researchers on the influence of city branding, city image, and accessibility on the decision to visit a region or tourist destination. Research by Bawole et al. (2021) analyzed the influence of city branding and city image on the decision to visit Manado City, which has a significant impact on tourists' decision to visit. On the other hand, Amrullah et al. (2022) conducted a study that showed no significant influence of city image and city branding on tourists' decision to visit Jakarta. There are also findings from Yosandri and Eviata (2022), which show that accessibility has a significant and

positive effect on the decision to visit Tepus Bogor Valley. However, this contrasts with Hasanah's (2022) analysis of Mangrove Pantai Kertomulyo in Pati Regency, which states that the influence of accessibility on tourists' decision to visit is not significant. From the gap in phenomena and the research discussed above, it can be concluded that further research is needed to prove whether city branding, city image, and accessibility influence the decision to visit a tourist destination, especially Semarang City.

2. LITERATURE REVIEW

City Branding

The process of creating a desired image or perception of a city is called City Branding. This city image must be unique and distinguish the city from others (Kavaratzis, 2005). City branding is considered a beneficial tool for promoting the competitive advantages of a city by combining the city's history, place quality, lifestyle, and culture with opportunities, prestige, and marketing to promote a competitive environment or as a force in the accumulation of urban capital (Padang et al., 2021). City branding can be done through various means such as the development of logos, slogans, and taglines, organizing events, and promotion through mass media (Wijaya et al., 2025).

Putra et al. (2019) describe the basic criteria for city branding assessment as presence, place, potential, people, pulse, and prerequisite. Presence describes the city's standing and standing in the eyes of the global community and how widely it is known globally. Place measures the view of the city's physical features including the ease of moving around the city, urban beauty, and weather conditions. Potential evaluates the financial and educational prospects offered by the city to visitors, entrepreneurs, and immigrants. This includes job availability, business suitability, tourism appeal, and access to higher education. People evaluate the friendliness of the city's residents, ease of cultural and language exchange, and the level of safety recommended while in the city. Pulse examines if the city portrays an urban lifestyle as a key component of its image, and whether the public can readily discover engaging activities as tourists, short- or long-term inhabitants. Lastly, prerequisite explains the public's potential attraction to the city's basics, such as the desire to live there, the quality of accommodations provided, and the accessibility of basic needs such as infrastructure and other services.

City Image

The unique identity of a city that is brought forth through its distinctive characteristics, leaving an impression and certain perception in the minds of the people, is called city image (Jannah, 2014). Building a city's brand requires attention to various aspects such as culture, history, infrastructure and architecture, social development landscape and environment, as

well as fostering economic growth (Kemang et al., 2023). All these elements can be combined into a captivating identity that is accepted by everyone (Zwang & Zhae, 2009). This approach makes the city image one of the key factors in building or developing a city's brand.

According to Tasci et al. (2007), the indicators of city image are divided into three interrelated components: cognitive, affective, and conative. The cognitive image represents consumers' beliefs, perceptions, and knowledge about a destination, forming a mental picture based on information and experience. The affective image captures the emotional and value-based responses individuals have toward a place, reflecting how much they like or desire the destination. Meanwhile, the conative image represents the behavioral aspect, indicating the tendency or actual decision to visit and engage with the destination. Together, these three dimensions form a comprehensive understanding of how tourists perceive, feel about, and act toward a city or destination.

Accessibility

According to Hapsara and Ahmadi (2022), one of the aspects that supports tourism development is accessibility. When a tourist destination is easily reachable, a tourist's journey will be safer and more comfortable. Suwantoro (2000) mentions that a crucial aspect of supporting tourism development involves cross-sectoral development, known as accessibility. It is impossible for a tourist destination to receive visitors without a transportation network. The end of a tourist journey is the attraction itself, which must meet accessibility requirements, meaning the destination should be easy to reach and find.

According to Soekadijo (2003), the indicators of accessibility include access to information, road access to tourist destinations, and the end point of the journey. Access to information refers to how easily tourists can find and obtain details about a destination, which may be provided through various forms of publications or media. Road access focuses on the condition and quality of the roads leading to the destination, as these significantly affect travel convenience and safety. The end point of the journey concerns the availability and adequacy of facilities at the destination, such as parking areas. Both the access roads and parking facilities should meet the needs of tourists, taking into account the number of visitors and the expected volume of vehicles.

Decision to Visit

Decision to visit refers to a person's decision-making process after considering various factors before visiting a tourist destination or region (Utami & Aziz, 2021). According to Aprilia et al. (2015) in Wahyuni (2022), the evaluation process carried out by tourists or visitors when selecting alternatives based on certain considerations is called the visitation decision. According to Kotler in Dewi (2019), the decision to visit is influenced by several key indicators,

including certainty about product information, product quality, product purchase, and repeat purchase. Certainty about product information refers to the visitor's confidence in the accuracy and reliability of the information provided about the product or service offered by the company. Certainty about product quality, reputation, and benefits reflects the visitor's trust in the overall value and credibility of the product, as well as its ability to meet expectations. Certainty about product purchase indicates the level of confidence visitors feel when deciding to buy the product offered, while certainty about repeat purchase represents the assurance or willingness of visitors to make another purchase in the future. Together, these indicators highlight the importance of trust and perceived reliability in shaping tourists' decisions to visit and engage with a destination or tourism product.

Hypotheses

Based on the discussion above, the proposed model for this research is as follows:

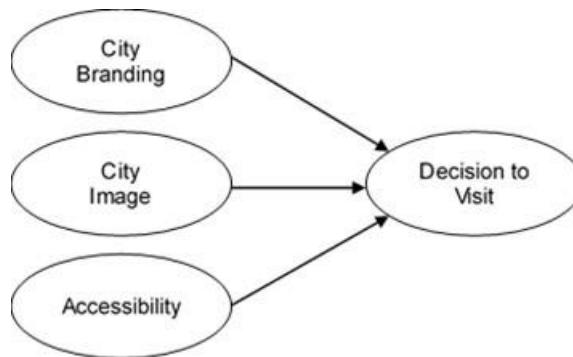


Figure 2. Research Model

Source: Processed Data (2025)

Based on the research model and the preceding discussion, this study proposes three hypotheses. The first hypothesis (H1) states that city branding has a significant positive effect on the decision to visit Semarang City. The second hypothesis (H2) suggests that the city image of Semarang also has a significant positive effect on tourists' decisions to visit the city. Finally, the third hypothesis (H3) posits that accessibility exerts a significant positive influence on the decision to visit Semarang City.

3. METHODOLOGY

This study employs a quantitative research methodology, with the research sample consisting of individuals who have visited or are currently visiting Semarang. A non-probability sampling method, specifically purposive sampling, is used to select participants who meet predetermined criteria. The sample includes tourists who have visited Semarang within the past year or are presently in the city, and who are aged 17 years or older.

This study utilizes a sample size of 384 respondents, determined using Lemeshow's theory. Questionnaires are used to gather primary data. The questionnaire uses a 5-point Likert scale. The obtained data will be analyzed using SPSS and tested through several tests, including validity test, reliability test, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test, and linearity test), and hypothesis testing (individual significance test/t- test, correlation coefficient R, and coefficient of determination (R²)).

4. RESULTS AND DISCUSSION

Respondent Criteria

Statistical data analysis was performed with SPSS software on Windows. Primary data were collected from 384 respondents (male 49,5% and female 50,5%) who met the age criterion and had visited Semarang City within the past year. Respondents were divided based on gender and age categories. From the distributed questionnaire, it was recorded that the majority of the respondents were female (50.5%) and ranged in age from 22 to 26 years old.

Table 1. Respondents Criteria

	Criteria	Total	Percentage (%)
Gender	Men	190	49.5%
	Woman	194	50.5%
Age	17-21 years old	109	28.4%
	22-26 years old	239	62.2%
	27-31 years old	9	2.3%
	32-36 years old	5	1.3%
	> 36 years old	22	5.7%

Source: Processed Data (2025)

Validity Test

The validity test results presented in the Table 2 show that all items for each variable have a significance value (Sig. 2-tailed) of 0.000, which is lower than the threshold of 0.05. This indicates that all measurement items used in the questionnaire are valid and have a strong correlation with their respective variables. For the city branding variable, all six indicators (CB1 to CB6) show significant correlations, confirming that each item accurately measures the concept of city branding. Similarly, the city image variable, consisting of three indicators (CI1 to CI3), also demonstrates high validity. The accessibility variable with three indicators (A1 to A3) meets the validity criteria as well, showing that all items effectively represent the construct. Lastly, for the decision to visit variable, all four indicators (DV1 to DV4) have significance values below 0.05, indicating strong validity.

Table 2. Validity Test Calculation

Variable	Item	Sig. (2-tailed)
City Branding	CB1	0.000
	CB2	0.000
	CB3	0.000
	CB4	0.000
	CB5	0.000
	CB6	0.000
City Image	CI1	0.000
	CI2	0.000
	CI3	0.000
Accessibility	A1	0.000
	A2	0.000
	A3	0.000
Decision to Visit	DV1	0.000
	DV2	0.000
	DV3	0.000
	DV4	0.000

Source: Processed Data (2025)

Reliability Test

The results of the reliability test indicate that all variables have Cronbach's Alpha values above 0.60, which meets the minimum acceptable threshold for internal consistency in social science research. This suggests that the measurement instruments used for each variable are reliable and consistent in representing the constructs being studied.

Table 3. Reliability Test Calculation

Variable	Cronbach's Alpha
City Branding	0.629
City Image	0.680
Accessibility	0.617
Decision to Visit	0.656

Source: Processed Data (2025)

The city branding variable obtained a Cronbach's Alpha value of 0.629, indicating an acceptable level of reliability. The city image variable shows a slightly higher reliability with a value of 0.680, suggesting that the indicators within this variable are more consistent in measuring perceptions related to city image. The accessibility variable recorded a Cronbach's Alpha of 0.617, which also falls within the acceptable range, demonstrating adequate internal consistency among its items. Finally, the decision to visit variable achieved a value of 0.656, confirming that the statements used to measure tourists' decision-making tendencies are reliable. Overall, these results demonstrate that the instruments for all four variables are sufficiently reliable and can be used confidently in further statistical analysis.

Normality Test

Normality test checks if the regression model follows a normal distribution. A good regression model has a normal or nearly normal distribution.

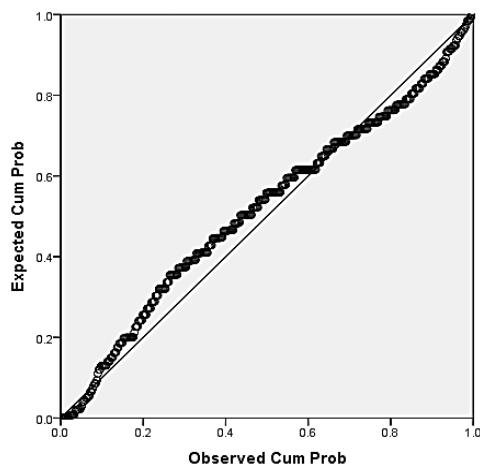


Figure 3. Normal P-P Plot of Regression Standardized Residual

Source: Processed Data (2025)

The graphic indicates that there are no issues with normalcy because the plotted points between the data and the observed values follow the diagonal line. As a result, the data can be interpreted as normally distributed.

Heteroscedasticity Test

This test is employed to ascertain whether the variance of the residuals is unequal across observations, which could result in inefficient estimators and an inflated coefficient of determination. If the residual variances differ across observations, it is referred to as heteroscedasticity.

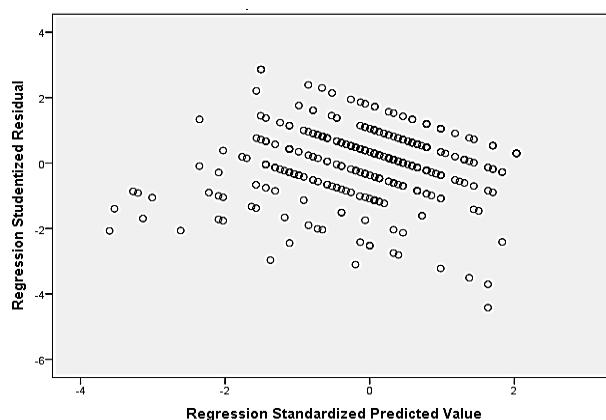


Figure 4. Scatterplot

Source: Processed Data (2025)

The plot shows that the points for the heteroscedasticity test are randomly distributed, with points being distributed above and below the zero value on the y-axis. This indicates that the regression model does not exhibit heteroscedasticity and therefore the data is suitable for use.

Hypothesis Test

The results of the hypothesis testing show that all independent variables, namely city branding, city image, and accessibility, have a significant positive effect on the decision to visit.

Table 4. Hypothesis Test

	B	t	Sig.
City Branding → Destination to Visit	0.332	8.546	.000
City Image → Destination to Visit	0.200	3.524	.000
Accessibility → Destination to Visit	0.200	3.835	.000

Source: Processed Data (2025)

City branding has a regression coefficient (B) value of 0.332 with a t-value of 8.546 and a significance level of 0.000, which is below the threshold of 0.05. This indicates that city branding has a strong and significant positive influence on tourists' decisions to visit. The better and more consistent the city's branding, the higher the likelihood that tourists will choose to visit the destination. City image shows a regression coefficient (B) of 0.200 with a t-value of 3.524 and a significance value of 0.000. These results confirm that city image also significantly affects tourists' visiting decisions. A positive and appealing image of the city strengthens tourists' perceptions and motivates them to visit. Similarly, accessibility has a regression coefficient (B) of 0.200 with a t-value of 3.835 and a significance value of 0.000, demonstrating that this variable significantly contributes to the decision to visit. Good accessibility, such as well-maintained roads, adequate facilities, and easy access to information, enhances the convenience and attractiveness of the destination for tourists. Overall, these findings indicate that city branding, city image, and accessibility all play crucial and statistically significant roles in influencing tourists' decisions to visit Semarang City.

Correlation (R) and Coefficient Test (R²)

The model summary table shows the results of the regression analysis between the independent variables and the dependent variable. The correlation coefficient (R) is 0.586, indicating a moderate positive relationship between the independent variables and the decision to visit. The coefficient of determination (R Square) is 0.343, which means that 34.3% of the variation in tourists' decisions to visit can be explained by the city Branding, city image, and accessibility, while the remaining 65.7% is influenced by other factors not included in the

model. The Adjusted R Square value of 0.338 confirms that the model remains consistent even after adjusting for the number of predictors used. The standard error of the estimate is 1.411, indicating the average deviation of the predicted values from the actual observations, which suggests that the model has a fairly good level of accuracy. The Durbin-Watson value of 1.935 falls within the acceptable range (between 1.5 and 2.5), showing no autocorrelation problem in the regression residuals. Overall, these results indicate that the regression model is valid, reliable, and suitable for explaining how city branding, city Image, and accessibility influence tourists' decisions to visit Semarang City.

Discussion

City Branding has Significant Positive Effect on the Decision to Visit Semarang City

According to the results of the partial t-test, the regression coefficient of the variable City Branding is 0.332, the significance level is 0.000 (<0.05), and the t value is 8.546. The positive coefficient indicates that the city brand has a positive impact on tourism decisions. Since the significance level is less than 0.05 and the effect direction is positive, the first hypothesis is accepted. This shows that the better the city image is shaped by branding strategies such as city logos, slogans, cultural symbols and visual advertisements, the greater the interest of tourists in visiting. This is consistent with the research of Ajis et al. (2022) who showed that the city brand of the Persisir South District affects tourists' decisions to visit the Mande Marine Tourism Area. This is also consistent with the research of Jannah (2014), which showed that the city brand affects tourists' decisions to visit the city. Therefore, strengthening city branding is an important strategy to increase the interest and number of tourists and promote the development of regional tourism.

City Image has Significant Positive Effect on the Decision to Visit Semarang City

According to the partial t-test result, the regression coefficient of city image is 0.200, the significance value is 0.000 (<0.05), and the t value is 3.524. The coefficient is positive, indicating that the city image has a positive impact on tourism decisions. Since the significance value is less than 0.05 and the direction of influence is positive, the second hypothesis is accepted, that is, the city image has a positive and significant impact on the decision to travel to Semarang City. This result is consistent with the study of Ajis et al. (2022) who found that the city image of Pesisir Selatan Regency affects tourists' decisions to visit the Mande Marine Tourism Area. This is also consistent with the study of Putra et al. (2019) who pointed out that a good and positive city image can stimulate tourists' interest and ultimately prompt them to make a decision to visit. This study reflects the three indicators of City Image (Cognitive Image, Affective Image, and Conative Image) each of which provides a distinct dimension, yet collectively represents the overall city image that shapes visitors' perceptions and actions.

Therefore, city image development strategies should be carried out holistically, not only through information and promotional efforts but also by creating positive emotional experiences that encourage real action from potential tourists.

Accessibility has Significant Positive Effect on the Decision to Visit Semarang City

According to the results of the partial t-test, the regression coefficient of the variable accessibility is 0.200, the significance value is 0.000 (<0.05), and the t value is 3.835. The positive coefficient indicates that accessibility has a positive impact on the visit decision. Since the significance value is lower than 0.05 and the direction of the impact is positive, the third hypothesis is accepted. Previous studies support this result, Luo (2004) emphasized that tourists who search for information on the Internet tend to spend more money at the destination than tourists who consult other sources. In addition, Ferdianto et al. (2024) found that good accessibility, such as easy access to information, good road conditions, and convenient public transportation, provide tourists with a comfortable environment and increase their interest in visiting the destination.

This research indicates that ease of obtaining destination-related information, the quality and efficiency of road access to tourist destinations, and the experience at the end of the journey are important factors that influence tourists' decisions to visit. Accessibility, in this context, should be understood not only as physical infrastructure but also as the perceived convenience experienced by tourists throughout the entire travel process—from the planning stage to their arrival at the destination. Improving accessibility, therefore, requires an integrated approach that includes providing clear and reliable digital information, developing adequate road infrastructure, and ensuring a smooth and welcoming experience at the final stage of the journey. When these three elements work in synergy, they contribute to a seamless travel experience that ultimately strengthens tourists' decisions to visit a destination.

Implications of Findings and Explanation of the Gap

The results of statistical data analysis indicate that the City Branding variable has the most dominant influence on the Decision to Visit Semarang City, compared to the City Image and Accessibility variables. This finding is interesting because it contrasts with the previously described phenomenon regarding the insufficient promotion of Semarang's city branding by the city government. Nevertheless, it is reasonable to consider city branding can still have a dominant influence on visit decisions because it has been aligned with the city's actual conditions. Semarang, which is rich in culture and history, is reflected in the tagline "Semarang Variety of Culture," which indirectly influences prospective tourists' perceptions. Although this influence may not always be consciously recognized, the presence of city branding that is relevant to the city's identity can strengthen Semarang's branding in the eyes of potential

visitors, encouraging them to place greater trust in the quality of the experience offered, even if the city branding is not aggressively promoted.

This argument is supported by the statement of Kusumawati et al. (2022). They claim that a city branding is a variable that can motivate tourists and potential tourists, resulting in travel intention and ultimately a travel decision. This suggests that city branding not only shapes the identity of the city, but is also a strategic tool to influence the perceptions and emotions of potential tourists. When the city brand is presented in an attractive way and in line with the city's characteristics, such as through slogans, logos, cultural narratives, and visualization of the destination, it can evoke positive associations in tourists.

Furthermore, it is important to understand that various promotional efforts carried out by local governments, while often seen as part of city image, are essentially crucial elements of city branding as well. Activities such as organizing cultural events, promoting through social media, or placing city symbols in public spaces do not merely generate momentary impressions but also reinforce the long-term narrative and identity that the city aims to build. This aligns with the city branding indicators used in this study, in which Semarang's branding indirectly enhances the city's presence through its culture, illustrates an appealing place atmosphere, and highlights the city's unique pulse and vitality in the eyes of prospective tourists. Thus, even if city branding strategies are not promoted to their full potential, their integration with the city's authentic character continues to possess a distinct appeal and indirectly influences the perceptions and decisions of potential visitors.

5. CONCLUSION

This study is based on the importance of government branding, people's perception of the city, and accessibility in increasing the attractiveness of tourist destinations, especially Semarang. The study showed that city branding, city image, and accessibility have a positive and significant impact on the decision to travel to Semarang, with city branding being the most important variable in attracting potential tourists. This suggests that city branding plays a strategic role in shaping tourists' overall perception because it contains identity and advertising elements that are consciously and systematically created by the Semarang City Government. This study reinforces the concept that city branding, city image, and accessibility play an important role in the theory of consumer behavior in the context of tourism.

Based on the research findings, this study offers both practical and theoretical benefits. From a practical perspective, the results can serve as a reference for the government and tourism stakeholders in designing more effective promotional strategies. The study also provides valuable insights into the factors that influence tourists' decision-making processes, thereby helping to guide policy and program development. In addition, it encourages greater innovation and creativity in the development of tourist attractions and in the overall marketing

of the city. From a theoretical standpoint, this study contributes to the academic literature by reinforcing the understanding of the relationships between city branding, city image, and accessibility on tourists' decisions. It provides empirical evidence supporting the positive association among these variables and helps to complement and strengthen the findings of previous studies in the same field.

This study highlights the importance for local governments and tourism stakeholders to strengthen city identity through consistent branding strategies, enhance the overall city image, and improve infrastructure and accessibility to increase tourist appeal. However, the study has certain limitations, including a relatively narrow respondent scope that only involves individuals who have visited or are currently visiting the city within the past year, as well as a focus limited to three primary variables. These constraints may not fully capture the broader range of factors influencing tourists' visiting decisions. Therefore, future research is recommended to expand the model by incorporating additional variables such as culinary experiences and other tourism-related aspects to provide a more comprehensive understanding of tourist behavior.

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