

## Digital Tourist Storytelling and Its Impact on Tourist Visits to the Mount Mutis Nature Reserve

Selfiana Goetha <sup>1\*</sup>, Apryanus Fallo <sup>2</sup>, Yustina Alfira Nay <sup>3</sup>, Simon Sia Niha <sup>4</sup>

<sup>1,2,3,4</sup> Faculty of Economics and Business, Universitas Katolik Widya Mandira (UNWIRA)

### Abstract

This study is motivated by the low utilization of digital media in promoting natural destinations such as the Mutis Nature Reserve, despite the potential of travel narratives on social media to increase tourists' interest in visiting. The purpose of this study is to analyze the effect of Digital Tourist Storytelling on social media on Digital Tourist Engagement and Electronic Word of Mouth (E-WOM), as well as its impact on Tourists' Visiting Decisions. A quantitative approach was employed using a purposive sampling method involving 304 respondents who had previously visited Mount Mutis. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that Digital Tourist Storytelling has a positive and significant effect on both Digital Tourist Engagement and Tourists' Visiting Decisions, while Digital Tourist Engagement and E-WOM also significantly influence Visiting Decisions. Indirectly, storytelling influences Visiting Decisions through Engagement and E-WOM. These findings confirm that authentic and engaging digital narratives are effective in enhancing tourist involvement, fostering positive communication, and increasing tourists' interest in visiting natural destinations.

**Keywords:** Digital Tourist Storytelling, Digital Tourist Engagement, Electronic Word of Mouth (E-WOM), Visiting Decision, Mount Mutis.

Copyright (c) 2025 **Selfiana Goetha** <sup>1</sup>

---

✉ Corresponding author:

Email Address: [selfiegoetha18@gmail.com](mailto:selfiegoetha18@gmail.com)

### INTRODUCTION

Tourism is one of the sectors that supports regional economic growth in a region. Both the central and regional governments are intensively implementing infrastructure enhancement and repair efforts to increase tourist visits (Djuang et al., 2023). The increasing number of tourist visits is also strongly influenced by the role of digital media (Jalilvand et al., 2013). Many tourists actively share their travel experiences through short stories on their social media accounts and personal blogs. This can certainly provide information for potential tourists in determining which tourist destinations to visit (Moin et al., 2020).

Storytelling is an essential tool for sharing knowledge and travel experiences. When used strategically, stories not only serve as informational tools but also have the power to persuade potential tourists (Pasaribu et al., 2022). Research by Jalilvand et al., 2013, shows that tourist storytelling plays a significant role in influencing and shaping the attitudes of potential tourists when choosing a destination.

As people interact more frequently on digital platforms, their exposure to digital tourist storytelling will increase (De Regt et al., 2021). Travel stories shared on social media not only shape destination perceptions but also trigger electronic word of mouth (e-WOM) in the form of reviews, recommendations, and comments between users (Bean & Bowen, n.d.). Furthermore, this interaction also strengthens tourists' digital engagement as they begin to connect emotionally and cognitively with the destination through digital activities such as saving content, asking questions, following accounts, or comparing information (AH Lee, 2023). Ultimately, when these digital experiences are sufficiently convincing, tourists will make a real decision to visit the destination (Brown et al., 2002).

The tourism sector is a sector with potential prospects. In addition, the tourism industry can provide substantial contributions such as increasing local revenue and creating jobs for the general public. This can be a concern for the government to develop tourism to support regional development (Putri, 2020). The tourism sector is a sector with potential prospects. In addition, the tourism industry can provide substantial contributions such as increasing local revenue and creating jobs for the general public. This can be a concern for the government to develop tourism to support regional development (Riadi et al., 2025). The following is the number of tourist attractions by tourism theme and district/city in East Nusa Tenggara Province, in 2024.

**Table 1.** Number of Tourist Attractions According to Tourism Theme in NTT Province (2024)

Kabupaten/Kota Regency/Municipality	Daya Tarik Wisata Tourist Attraction				Jumlah Total
	ODTW Alam Nature	ODTW Budaya Culture	ODTW Minat Khusus Special Interest Tourism	ODTW Buatan Artificial	
(1)	(2)	(3)	(4)	(5)	(6)
<b>Kabupaten / Regency</b>					
1. Sumba Barat	43	242	–	11	296
2. Sumba Timur	21	16	–	–	37
3. Kupang	35	7	–	–	42
4. Timor Tengah Selatan	22	20	–	2	44
5. Timor Tengah Utara	36	20	–	5	61
6. Belu	44	76	–	14	134
7. Alor	20	16	–	3	39
8. Lembata	45	21	–	7	73
9. Flores Timur	57	63	–	20	140
10. Sikka	39	24	–	10	73
11. Ende	27	20	–	–	47
12. Ngada	24	25	–	8	57
13. Manggarai	25	13	–	1	39
14. Rote Ndao	68	10	–	–	78
15. Manggarai Barat	59	14	–	–	73
16. Sumba Tengah	5	32	–	–	37
17. Sumba Barat Daya	28	20	–	–	48
18. Nagekeo	20	22	–	1	43
19. Manggarai Timur	58	57	–	–	115
20. Sabu Raijua	38	10	–	6	54
21. Malaka	16	11	–	4	31
<b>Kota / Municipality</b>					
1. Kota Kupang	29	23	–	24	76
<b>Nusa Tenggara Timur</b>	<b>759</b>	<b>762</b>	<b>–</b>	<b>116</b>	<b>1.637</b>

Source: Central Statistics Agency 2025

Although East Nusa Tenggara Province has great tourism potential, data from the Central Statistics Agency in 2025 shows that South Central Timor Regency, especially the South Central Timor area and its surroundings, still has a relatively low level of tourist visits compared to other areas such as West Sumba, Belu, and East Flores.

Some of the tourist destinations in South Central Timor Regency include Oetune Beach, Fulan Fehan, Crystal Cave, Fatukopa Hill, Mutis Nature Reserve, Oehala Waterfall, Kolbano Beach, Oehala Waterfall, Bu'at Tourism Park, and the Fatunausus Mountains. One

ecotourism destination that is at the heart of Timorese history is the Mount Mutis Nature Reserve.

One ecotourism destination that holds the heart of Timorese history is the Mount Mutis nature reserve. The Mount Mutis area is a conservation area famous for its Marble Rock Mountain, often called Faut Kanaf (Name Stone). Beneath it lies a spring called Oe Kanaf (Water From Stone). The water from Faut Kanaf flows to a single point, forming two watersheds: the Benain and Noelmina watersheds. Both are vital sources of life for the people of South Central Timor.

In 2018, Mount Mutis was selected as one of the 10 most popular highlands in Indonesia. The Mutis area is surrounded by 13 villages, but based on initial interviews with 20 respondents who had visited Mount Mutis, activities by local villagers can disrupt the preservation of the nature reserve, such as the expansion of plantation areas, illegal logging, and livestock raising in the forest area. This certainly impacts the comfort of tourists and will create an unpleasant experience in their minds. Visitors or tourists who are dissatisfied with the facilities and conditions of tourist attractions will do two things: choose not to visit again and tell the community about their bad experiences, either directly or through digital media (Adam et al., 2020). This activity can certainly reduce the intensity of tourist visits. This was also revealed by several social media accounts that provide an unfavorable picture of visits to the Mount Mutis area.

What the tourism industry produces is experience (Djuang et al., 2023). Understanding tourist experiences helps destination managers create better experiences, but this is difficult to achieve if there is a mismatch between actual and remembered experiences (SA Lee & Oh, 2017). Several studies have been conducted to examine the relationship between tourist storytelling and tourist visits. These include studies by (Moin et al., 2020); (Jalilvand et al., 2013); and (Moscardo, 2020). Several previous studies have discussed the relationship between *tourist storytelling* and tourist visit decisions. However, to date, no study has specifically examined the influence of digital tourist storytelling on social media on visit decisions, considering the role of digital tourist engagement and electronic word of mouth (e-WOM) as variables that influence the decision process. This condition indicates the existence of a research gap that is important to study in more depth, especially in the context of natural tourism destinations such as Mount Mutis in East Nusa Tenggara, which is currently developing through the use of digital media as a means of tourism promotion.

H1: *Digital Tourist Storytelling on Social Media* has a significant impact on *Electronic Word of Mouth (e-WOM)*?

H2: Does *Digital Tourist Storytelling on Social Media* have a significant influence on tourists' *Digital Tourist Engagement*?

H3: Does *Electronic Word of Mouth (e-WOM)* have a significant influence on tourists' *visiting decisions*?

H4: Does *Digital Tourist Engagement* have a significant influence on tourists' *visiting decisions*?

H5: *Digital Tourist Storytelling on Social Media* has an influence significant on *the decision of tourists to visit Mount Mutis*?

## METHOD

This study uses a quantitative approach that aims to analyze the relationship between digital tourist storytelling and tourist visits to the Gunung Mutis Nature Reserve. The population in this study were all individuals who had visited the Gunung Mutis Nature Reserve. The sampling technique used was purposive sampling, which is a non-probability sampling method in which participants are deliberately selected based on certain characteristics

relevant to the research objectives (SA Lee & Oh, 2017) . In this study, the inclusion criteria used were that respondents must have experience visiting the Gunung Mutis Nature Reserve. The sample size was determined using the Lemeshow formula, a method commonly used in social and behavioral research when population size is uncertain (Owsianowska, 2017a). (Rushton et al., 2011) . This formula ensures that the sample size obtained is large enough to represent the target population with an acceptable error rate and confidence level (McCabe & Foster, 2006) . Based on this method, the sample size used was 304 respondents. The research instrument consisted of 13 structured questions distributed online using Google Forms. A total of 328 respondents provided responses, but only 304 responses were used for analysis because the other 24 responses were incomplete or declared invalid.

## RESULTS AND DISCUSSION

### Respondent Profile

The following section presents the demographic profile of the respondents who participated in the survey. This data includes information on gender, age, marital status, occupation, education level, and income level. Understanding the respondents' profiles is important to understand the participants' social and economic context, which may influence their behavior toward Digital Tourist Storytelling, Digital Tourist Engagement, and Electronic Word of Mouth (E-WOM) in their decision to visit the Mount Mutis Nature Reserve.

**Table 2.** Demographic profiles

Categories	Frequencies	Percentage
<b>N : 304</b>		
<b>Gender</b>		
Male	175	58
Female	129	42
<b>Age</b>		
< 20	157	52
21 - 30	137	45
31 - 40	7	2
>50	3	1
<b>Material Status</b>		
Already Married	8	3
Not married yet	296	97
<b>Work</b>		
civil servants	4	1
Employee Private	14	5
self-employed	19	6
Student	203	67
other	64	21
<b>Level of education</b>		
high school equivalent	119	39
D3	12	4
S1	172	57
S2	1	0
<b>Income</b>		
< Rp. 1,000,000	236	78
Rp. 1,000,000 - Rp. 3,000,000	41	13
Rp. 3,000,000 - Rp. 5,000,000	17	6
> Rp. 5,000,000	10	3

**Source:** data processed 2025

Based on Table 1, the number of respondents in this study was 304, with the majority being male (58%) and female (42%). Most respondents were in the age groups under 20 (52%)

and 21–30 (45%), indicating that the majority of respondents were young people who were very active users of digital and social media. This aligns with the characteristics of primary users of digital storytelling and *electronic word of mouth (E-WOM) platforms* in the tourism context (Owsianowska, 2017b).

In terms of marital status, almost all respondents (97%) were single, indicating they are in a phase of life characterized by high mobility and a tendency to be more spontaneous in making travel decisions. This condition supports research findings showing that tourist storytelling significantly influences digital tourist engagement (Duignan et al., 2023). Young and single respondents typically have more intense digital engagement, are easily inspired by digital tourism content, and actively share experiences on social media (Jang & Kim, 2022).

Furthermore, the majority of respondents were students (67%), with a bachelor's degree (57%) and a high school diploma (39%). This indicates that respondents have a fairly good level of digital literacy and are familiar with the concepts of digital interaction and participation. This high level of digital literacy contributes to the consistency of the Digital Tourist Engagement and E-WOM constructs, which have been shown to have high reliability and validity (CR = 0.936 and 0.938, respectively; AVE = 0.880 and 0.791, respectively). Thus, the respondents' background supports the accuracy of measuring these digital and online participation-based constructs.

In terms of income, most respondents have an income below IDR 1,000,000 (78%), indicating that they are included in the group with low to medium purchasing power. However, the results of the study show that despite relatively limited purchasing power, Tourist Storytelling still has a positive and significant influence on Visiting Decisions ( $\beta = 0.181$ ,  $p = 0.007$ ), both directly and indirectly through *Digital Tourist Engagement* and *E-WOM*. This indicates that for young people, visiting decisions are more influenced by emotional, social, and narrative factors, rather than solely economic considerations.

**Table 3.** Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Digital Tourist Engagement	0.864	0.864	0.936	0.880
E-WOM	0.912	0.916	0.938	0.791
Decision to Visit	0.946	0.946	0.965	0.902
Tourist Storytelling	0.895	0.900	0.935	0.827

Reliability and construct validity tests were conducted to ensure that each latent variable in the study had good internal consistency and adequate convergent validity (Hall et al., 2018). The table above shows the Cronbach's Alpha, rho\_A, Composite Reliability (CR), and Average Variance Extracted (AVE) values for each research construct, namely Digital Tourist Engagement, Electronic Word of Mouth (E-WOM), Visiting Decision, and Tourist Storytelling.

Cronbach's Alpha and rho\_A values are used to measure internal consistency between indicators within a construct. All constructs showed values above 0.7, indicating excellent reliability (Hair et al., 2021). These values indicate that all indicators within each construct are able to consistently measure the same concept.

The Composite Reliability value describes the overall reliability of the construct and is considered more accurate than Cronbach's Alpha in the context of Partial Least Squares Structural Equation Modeling (PLS-SEM).

All constructs have CR values above 0.7, most of them even above 0.9, indicating that the constructs have very high composite reliability and meet the recommended criteria (Hall et al., 2018).

The AVE value is used to assess convergent validity, namely the extent to which indicators in one construct are highly correlated with each other (Fornell & Larcker, 1981) (Hall et al., 2018). The criteria used is  $AVE \geq 0.5$ . In the results above, all constructs have AVE values far above 0.5, namely between 0.791 to 0.902, which means each construct is able to explain more than 50% of the variance of its indicators. Thus, all constructs in this model are declared reliable and valid, and are suitable for further analysis in the structural model.

**Table 4.** Fit Summary

	Saturated Model	Estimated Model
SRMR	0.042	0.095
d_ULS	0.137	0.707
d_G	0.203	0.268
Chi-Square	390,541	436,316
NFI	0.892	0.880

*fit summary* results above, it can be concluded that the tested structural model has a good fit with the empirical data. The SRMR value = 0.095 and NFI = 0.880 indicate that the model is in the acceptable fit category, so it can be stated that this research model is suitable for use in hypothesis testing.

### Path Coefficients

Path coefficient analysis was conducted to test the causal relationship between constructs in the structural model using the *Partial Least Squares Structural Equation Modeling (PLS-SEM) approach* (Hair et al., 2021). The estimated path coefficients, t-values, and significance values (p-values) are shown in the following table.

**Table 5.** Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Tourist Engagement -> Visiting Decisions	0.266	0.260	0.053	5,021	0.000
E-WOM -> Visiting Decision	0.526	0.531	0.071	7,375	0.000
Tourist Story Telling -> Digital Tourist Engagement	0.613	0.615	0.050	12,377	0.000
Tourist Story Telling -> E-WOM	0.719	0.717	0.053	13,471	0.000
Tourist Story Telling -> Decision to Visit	0.181	0.179	0.067	2,709	0.007

#### 1. Tourist Storytelling → Digital Tourist Engagement ( $\beta = 0.613$ , $p < 0.001$ ).

The analysis results show that Tourist Storytelling has a positive and significant effect on Digital Tourist Engagement ( $\beta = 0.613$ ,  $p < 0.001$ ). The beta coefficient value of 0.613 indicates that every increase in digital storytelling activity about a tourist destination will be followed by an increase in digital engagement of tourists by 0.613 units. This finding indicates that the more interesting, authentic, and emotional the stories shared by tourists or management through digital media, the greater the audience's engagement with the content – whether through likes, shares, comments, or the intention to seek further information (Ng et al., 2020). In other words, effective digital tourism storytelling can create an emotional and interactive experience, so that tourists feel more connected and encouraged to actively participate in the digital ecosystem of the tourist destination (Dean, 2019). These results also strengthen the theory that storytelling in the context of digital

tourism plays a vital role in building emotional closeness between tourists and destinations, which ultimately increases the level of overall tourist engagement (Pearce, 2020).

**2. Tourist Storytelling → E-WOM ( $\beta = 0.719$ ,  $p < 0.001$ ).**

This high and significant influence indicates that digital travel storytelling has a strong ability to encourage electronic word of mouth (E-WOM) among tourists (Kaveh et al., 2021). This means that the more engaging, inspiring, and emotional a digital story about a tourist destination is, the more likely tourists are to share their positive experiences online (Minnaert, 2020). This can be explained by the ability of digital stories to create emotional closeness and a sense of personal involvement between tourists and the destination. When tourists feel connected to the message or experience conveyed through digital content, they are encouraged to express their appreciation by re-sharing, commenting, or recommending the destination to others on social media (Bean & Bowen, n.d.). Thus, digital storytelling acts as a catalyst in strengthening digital word of mouth (E-WOM). This effect not only broadens the reach of information about a tourist destination but also increases the trust and interest of other potential tourists in visiting, as recommendations from fellow travelers are perceived as more authentic and convincing.

**3. Tourist Storytelling → Visiting Decision ( $\beta = 0.181$ ,  $p = 0.007$ ).**

These results indicate that Tourist Storytelling has a positive and significant influence on Visit Decisions ( $\beta = 0.181$ ,  $p = 0.007$ ). This means that engaging and authentic digital travel stories can directly influence a person's decision to visit a destination, although the influence is not as strong as through indirect channels such as Digital Tourist Engagement and E-WOM. The  $\beta$  coefficient value of 0.181 indicates that every increase in digital travel storytelling activity will be followed by an increase in tourist visit decisions by 0.181 units (Moscardo, 2020). This indicates that although the direct impact is moderate, storytelling still plays an important role as an initial trigger in the tourist decision-making process (Jalilvand et al., 2013). Psychologically, digital stories can arouse tourists' imagination, emotions, and curiosity about the destinations presented. Through visual narratives and personal experiences shared digitally, potential tourists can feel close to and interested in the destination, thus emerging the desire to visit it in real life (Moin et al., 2020). Thus, Tourist Storytelling serves as an important element in building destination attractiveness and influencing tourists' intention to visit, both directly and indirectly through increasing digital engagement and the spread of electronic word of mouth (E-WOM) (Azad Moghddam et al., 2025).

**4. Digital Tourist Engagement → Visiting Decision ( $\beta = 0.266$ ,  $p < 0.001$ ).**

These results indicate that Digital Tourist Engagement has a positive and significant influence on the Decision to Visit ( $\beta = 0.266$ ,  $p < 0.001$ ). This coefficient value indicates that the higher the level of tourist engagement in digital activities related to a tourist destination – such as commenting, liking, sharing content, or following travel accounts – the greater their likelihood of deciding to visit in person (Adil et al., 2018). These findings demonstrate that digital engagement plays a key role in the decision-making process for visiting. Through active digital interactions, tourists not only receive information but also experience an emotional connection and a sense of closeness to the destination (Kaveh et al., 2021). This engagement can foster a sense of trust, interest, and desire to experience the destination they see on digital platforms firsthand. Thus, Digital Tourist Engagement acts as a bridge between virtual and real-life experiences for tourists (Jun & Lee, 2014). As tourists become more engaged with digital content, they feel more

confident and motivated to translate that interest into concrete action by visiting the promoted destination.

##### 5. E-WOM → Visiting Decision ( $\beta = 0.526$ , $p < 0.001$ ).

These results indicate that Electronic Word of Mouth (E-WOM) has a strong and significant influence on the Decision to Visit ( $\beta = 0.526$ ,  $p < 0.001$ ). A high coefficient value indicates that E-WOM is one of the main factors that encourage tourists to decide to visit a destination (S. Liu et al., 2021). This can be explained because information and recommendations shared online by other travelers are considered more credible, authentic, and convincing than formal promotions from the destination. When potential tourists see positive reviews, personal experiences, or testimonials on social media and other digital platforms, they are more confident in the quality and attractiveness of the destination (Y. Liu et al., 2023). Furthermore, E-WOM also creates a social effect, where tourists feel attracted to follow travel trends or experiences shared by others in their network. The more positive conversations and experiences spread in the digital world, the greater their influence in shaping the perceptions and visit intentions of potential tourists (Aprilia et al., 2015). Thus, E-WOM acts as a very effective communication mechanism in shaping visiting decisions, because it is able to combine elements of social trust, real experiences, and the influence of digital communities in the tourist decision-making process (Azad Moghddam et al., 2025).

#### Total Indirect Effects

Total indirect effects analysis was conducted to determine the magnitude of the indirect influence (mediation) between constructs in the research model (Aprilia et al., 2015). This test aims to see whether *Tourist Storytelling* influences *the Visiting Decision* indirectly through the intermediary constructs, namely *Digital Tourist Engagement* and *E-WOM*. The following table shows the results of the *bootstrapping test* for indirect effects.

**Table 6.** Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV  )	P Values
Digital Tourist Engagement -> Visiting Decisions					
E-WOM -> Visiting Decision					
Tourist Story Telling -> Digital Tourist Engagement					
Tourist Story Telling -> E- WOM					
Tourist Story Telling -> Decision to Visit	0.542	0.541	0.048	11,359	0.000

Based on the test results, the indirect effect coefficient value is 0.542 with a t value = 11.359 and  $p = 0.000$ , indicating that the indirect effect is significant at the 99% confidence level ( $p < 0.01$ ). These results indicate that Tourist Storytelling provides a strong and significant indirect effect on the Decision to Visit, through two mediation channels, namely Digital Tourist Engagement and E-WOM. This means that the stronger the digital tourist storytelling activity carried out (for example through interesting content on social media), the more it will increase

the digital engagement of tourists and strengthen positive E-WOM, which ultimately encourages the decision to visit a tourist destination.

## CONCLUSION

This study aims to analyze the influence of Digital Tourist Storytelling on Tourists' Visiting Decisions to the Gunung Mutis Nature Reserve, with Digital Tourist Engagement and Electronic Word of Mouth (E-WOM) as mediating variables. The results of the analysis using *Partial Least Squares Structural Equation Modeling (PLS-SEM)* show that Tourist Storytelling has a positive and significant effect on Digital Tourist Engagement, E-WOM, and directly on the Visiting Decision. In addition, both Digital Tourist Engagement and E-WOM are proven to have a significant influence on the Visiting Decision. Among the two mediators, E-WOM has the strongest influence on tourists' visiting decisions.

The indirect effects analysis also shows that Tourist Storytelling has a significant mediating effect on Visiting Decisions through Digital Tourist Engagement and E-WOM ( $\beta = 0.542$ ,  $p < 0.001$ ). This proves that the power of digital storytelling not only influences tourist decisions directly, but also indirectly by increasing digital engagement and encouraging positive communication between tourists on social media.

Overall, this study concludes that engaging and authentic digital tourist storytelling strategies can increase tourists' digital engagement and strengthen electronic word of mouth (E-WOM), ultimately driving increased visits to destinations. These findings provide important implications for tourism destination managers, particularly in the context of digital-based tourism promotion, to leverage the power of narrative and social media to create memorable tourism experiences and encourage repeat visits.

## THANK-YOU NOTE

The researcher would like to express his gratitude to Widaya Mandira Catholic University for helping the researcher morally and materially in completing this research.

## References :

- Adam, I., Taale, F., & Adongo, C. A. (2020). Measuring Negative Tourist-To-Tourist Interaction: Scale Development And Validation. *Journal Of Travel & Tourism Marketing* , 37 (3), 287-301. <https://doi.org/10.1080/10548408.2020.1745731>
- Adil, AS, Asdar, M., & Ismail, M. (2018). *The Influence of Customer Engagement and Brand Trust on Product Purchasing Decisions Through Purchase Intention as an Interlocking Variable (A Study on Etwa's Instagram Account)* . 1 (3).
- Aprilia, F., Kumadji, S., & Kusumawati, A. (2015). The Influence of Word of Mouth on Visiting Interest and Its Impact on Visiting Decisions. *Journal of Business Administration (Jab)* , 24 (01).
- Azad Moghddam, H., Mortimer, G., Ahmadi, H., & Sharif-Nia, H. (2025). How Livestream Engagement Inspires Tourist Purchasing Behavior: A Multi-Study Approach. *International Journal Of Information Management* , 83 , 102903. <https://doi.org/10.1016/j.ijinfomgt.2025.102903>
- Bean, G. J., & Bowen, N. K. (ND). *Item Response Theory And Confirmatory Factor Analysis: Complementary Approaches For Scale Development* .
- Brown, A., Aristides, M., Fitzgerald, P., Davey, P., Bhalla, S., & Kielhorn, A. (2002). Pcn19 Examining Preferences And Time Trade-Off Utility For Gemcitabine Plus Cisplatin In The Treatment Of Bladder Cancer: A Survey Using Discrete Choice Conjoint Analysis In The Uk. *Values In Health* , 5 (6), 543-544. [https://doi.org/10.1016/S1098-3015\(10\)61435-0](https://doi.org/10.1016/S1098-3015(10)61435-0)

- De Regt, A., Plangger, K., & Barnes, S. J. (2021). Virtual Reality Marketing And Customer Advocacy: Transforming Experiences From Story-Telling To Story-Doing. *Journal Of Business Research* , 136 , 513–522. <https://doi.org/10.1016/j.jbusres.2021.08.004>
- Dean, A. K. (2019). The Enchanted Snake And The Forbidden Fruit: The Ayahuasca 'Fairy Tale' Tourist. *Journal Of Marketing Management* , 35 (9–10), 818–844. <https://doi.org/10.1080/0267257x.2019.1601635>
- Djuang, G., Watu, EGC, & Goetha, S. (2023). Memorable Tourism Experiences Nostalgia And Revisit Intention On Transformed Tourist Attractions. *Institute of Computer Science (IOCS)* , 2 .
- Duignan, M.B., Zou, S., Park, J., Everett, S., Walsh, L., Page, S., Fyall, A., & Hansen, M. (2023). How Do Event Zones Influence Visitor Behavior And Engagement With Host Destinations? A Longitudinal Study Of The Cambridge Half Marathon (2017–2020). *Journal Of Destination Marketing & Management* , 30 , 100798. <https://doi.org/10.1016/j.jdmm.2023.100798>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables And Measurement Error. *Journal Of Marketing Research* , 18 (1), 39. <https://doi.org/10.2307/3151312>
- Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M., Danks, N.P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (Pls-Sem) Using R: A Workbook* . Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hall, K.S., Manu, A., Morhe, E., Harris, L.H., Loll, D., Ela, E., Kolenic, G., Dozier, J.L., Challa, S., Zochowski, M.K., Boakye, A., Adanu, R., & Dalton, V.K. (2018). Development And Validation Of A Scale To Measure Adolescent Sexual And Reproductive Health Stigma: Results From Young Women In Ghana. *The Journal Of Sex Research* , 55 (1), 60–72. <https://doi.org/10.1080/00224499.2017.1292493>
- Jalilvand, M.R., Ebrahimi, A., & Samiei, N. (2013). Electronic Word Of Mouth Effects On Tourists' Attitudes Toward Islamic Destinations And Travel Intention: An Empirical Study In Iran. *Procedia - Social And Behavioral Sciences* , 81 , 484–489. <https://doi.org/10.1016/j.sbspro.2013.06.465>
- Jang, S., & Kim, J. (2022). Enhancing Exercise Visitors' Behavioral Engagement Through Gamified Experiences: A Spatial Approach. *Tourism Management* , 93 , 104576. <https://doi.org/10.1016/j.tourman.2022.104576>
- Jun, S., & Lee, H.-K. (2014). Dialogue And Carnival: Understanding Visitors' Engagement In Design Museums. *Digital Creativity* , 25 (3), 247–254. <https://doi.org/10.1080/14626268.2014.904369>
- Kaveh, A., Nazari, M., Van Der Rest, J.-P., & Mira, S.A. (2021). Customer Engagement in Sales Promotion. *Marketing Intelligence & Planning* , 39 (3), 424–437. <https://doi.org/10.1108/Mip-11-2019-0582>
- Lee, A.H. (2023). What Does Color Tell About Tourist Experiences? *Tourism Geographies* , 25 (1), 136–157. <https://doi.org/10.1080/14616688.2020.1852594>
- Lee, S. A., & Oh, H. (2017). Sharing Travel Stories And Behavioral Outcomes: A Case Of Travel. *Tourism Management* , 62 , 147–158. <https://doi.org/10.1016/j.tourman.2017.04.005>
- Liu, S., Lai, D., Huang, S. (Sam), & Li, Z. (2021). Scale Development And Validation Of Anime Tourism Motivations. *Current Issues In Tourism* , 24 (20), 2939–2954. <https://doi.org/10.1080/13683500.2020.1854198>
- Liu, Y., Zhang, Z., Chen, H., & Zhao, H. (2023). Measuring The Political Cost Of Environmental Problems (Pcep): A Scale Development And Validation. *Journal Of Chinese Governance* , 8 (3), 303–321. <https://doi.org/10.1080/23812346.2021.1944555>

- McCabe, S., & Foster, C. (2006). The Role and Function of Narrative in Tourist Interaction. *Journal Of Tourism And Cultural Change* , 4 (3), 194–215. [https://Doi.Org/10.2167/Jtcc071.0](https://doi.org/10.2167/Jtcc071.0)
- Minnaert, L. (2020). Stakeholder Stories: Exploring Social Tourism Networks. *Annals Of Tourism Research* , 83 , 102979. [https://Doi.Org/10.1016/J.Annals.2020.102979](https://doi.org/10.1016/J.Annals.2020.102979)
- Moin, S.M., Hosany, S., & O'brien, J. (2020). Storytelling In Destination Brands' Promotional Videos. *Tourism Management Perspectives* , 34 , 100639. [https://Doi.Org/10.1016/J.Tmp.2020.100639](https://doi.org/10.1016/J.Tmp.2020.100639)
- Moscardo, G. (2020). Stories And Design In Tourism. *Annals Of Tourism Research* , 83 , 102950. [https://Doi.Org/10.1016/J.Annals.2020.102950](https://doi.org/10.1016/J.Annals.2020.102950)
- Ng, S.C., Sweeney, J.C., & Plewa, C. (2020). Customer Engagement: A Systematic Review And Future Research Priorities. *Australasian Marketing Journal* , 28 (4), 235–252. [https://Doi.Org/10.1016/J.Ausmj.2020.05.004](https://doi.org/10.1016/J.Ausmj.2020.05.004)
- Owsianowska, S. (2017a). Tourist Narratives About The Dissonant Heritage Of The Borderlands: The Case Of South-Eastern Poland. *Journal Of Tourism And Cultural Change* , 15 (2), 167–184. [https://Doi.Org/10.1080/14766825.2016.1260125](https://doi.org/10.1080/14766825.2016.1260125)
- Owsianowska, S. (2017b). Tourist Narratives About The Dissonant Heritage Of The Borderlands: The Case Of South-Eastern Poland. *Journal Of Tourism And Cultural Change* , 15 (2), 167–184. [https://Doi.Org/10.1080/14766825.2016.1260125](https://doi.org/10.1080/14766825.2016.1260125)
- Pasaribu, AW, Ginting, JA, & Novia, N. (2022). Tourism Storytelling: Its Impact on Tourism Behavioral Intentions in the Lake Toba Area, Samosir Regency, North Sumatra. *Indonesian Tourism Journal* , 16 (01).
- Pearce, P.L. (2020). Tourists' Perception Of Time: Directions For Design. *Annals Of Tourism Research* , 83 , 102932. [https://Doi.Org/10.1016/J.Annals.2020.102932](https://doi.org/10.1016/J.Annals.2020.102932)
- Putri, ME (2020). The Role of the Tourism Sector in Regional Original Income. *Student Scientific Journal Feb* , 8 (2), 7–15.
- Riadi, A., Rohman, M., & Hartono, AZ (2025). *East Nusa Tenggara Province in Figures* (Vol. 41). Bps East Nusa Tenggara Province/Bps-Statistics East Nusa Tenggara Province.
- Rushton, P.W., Miller, W.C., Lee Kirby, R., Eng, J.J., & Yip, J. (2011). Development And Content Validation Of The Wheelchair Use Confidence Scale: A Mixed-Methods Study. *Disability And Rehabilitation: Assistive Technology* , 6 (1), 57–66. [https://Doi.Org/10.3109/17483107.2010.512970](https://doi.org/10.3109/17483107.2010.512970)