

The Role of Tourist Attitude Toward Destination Awareness, Destination Personality And Future Visit Intention

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Abstract

Creating tourist visit intention in the future is a challenge for tourism industry, but lack attention of the evaluation how tourist attitude mediating destination awareness and destination personality on future visit intention. This paper aims to analyze the direct and indirect effects of destination awareness and destination personality on future visit intention with the mediating role of tourist attitude. A quantitative technique utilizing a questionnaire is utilized to gather data. The Lameshow sampling method was used to acquire a sample of 100 respondents for this investigation. The data analysed using the Partial Least Squares Structural Equation Model (PLS-SEM). Result obtained destination awareness and destination personality have a positive effect on tourist attitude. Destination personality also has a positive effect on future visit intention. Meanwhile, destination awareness has a positive but not significant effect on future visit intention. The findings of this study show that tourists' positive attitudes play a key role in bridging the gap between destination awareness and destination personality in terms of future visit intentions. Repeat visits in the future will be more beneficial if a destination takes initiatives to influence tourists' positive attitudes, particularly on destination awareness. Futures study might cover the service industry, with a comparison utilizing the suggested model. Furthermore, the intended model might be confirmed by gathering data from a large number of respondents. These results provide new theoretical and practical implications for tourism destination marketing and policymakers.

Keywords

Destination Personality; Destination Awareness; Tourist Attitude; Future Visit Intention

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Introduction

The increasing sales of imported shoes, particularly from China, and the growth of E-commerce purchasing have resulted in a decline in tourist visits to the Cibaduyut leather shoe buying destination. The pandemic of COVID-19 has further exacerbated the situation in the Cibaduyut

area, which is famous for its leather shoe products. Previously, the Cibaduyut region was recognised as a shopping destination for high-quality leather shoes, attracting a considerable number of domestic and foreign tourists.

Cibaduyut became the answer when tourists asked where they could find high-quality leather shoes. Tourists don't need any reminders to be able to recognise certain product brands. In the concept of brainware management (Bahaudin, 2019), companies whose brands have the highest brand awareness are companies that can systematically store information about the value of customer trust and product differentiation as a strong emotional memory in the human brain. Therefore, companies must be able to make consumers store information about customer trust and the characteristics of the company's products as an emotional memory in the limbic system of their brain. Unfortunately, although the Cibaduyut area is top of mind for tourists as a centre for shopping for leather shoes, it does not make it a top sale. In fact, now the number of tourists visiting the Cibaduyut area is decreasing due to high business competition.

The high business competition experienced by tourist destinations such as the Cibaduyut leather shoe shopping tourism area is due to the low destination personality they have. Destination personality affects the tourist attitude in determining where they will travel. Tourists tend to choose a destination having a personality that matches their personality (Orth, U. R., Limon, Y., and Rose, 2010). Destination personality becomes a perception of a place that is reflected by the attachment existing in the tourists' memory. Destination personality is considered feasible for building a brand within the destination and can create a unique identity for tourist attractions (Ekinci and Hosany, 2006). Destination personality exists to make an attractive impression as a tool to distinguish a destination from its competitors (Murphy, Benckendorff, and Moscardo, 2007).

The Cibaduyut leather shoe shopping tourism area lacks a clear identity that conveys the quality of its products to tourists, thus they tend to look elsewhere for shoe products that meet their needs. Although the Cibaduyut area is known for

its high-quality products, the products are not depicted with a unique character or personality so that the tourists tend to easily switch to other similar products. Every tourist has a self-image of himself about destination. Personality is a unique psychological characteristic that distinguishes a person. Consumers prefer products or services with images or impressions that match their self-concept (Usakli, Baloglu, and Vegas, 2011). To compete effectively against other tourist destinations, a destination's personality is required. By attempting to develop a destination's personality, it is possible to create a distinct perception in the minds of tourists and differentiate one destination from others.

The intention to return to the destinations is influenced by tourist attitude toward those destinations, which is known as the "tourist attitude." Tourist attitude is a combination of tourists' beliefs about feelings and their behavioural intentions toward several objects (Bhatt, 2019). For example, the tourist's attitude toward Cibaduyut leather shoe shopping tourism is his attitude toward products, services, people, events, advertisements, shops, brands, and so on. An attitude is a learned predisposition to behave in a consistently favorable manner or in an unfavorable manner concerning a given object (Schiffman, LG., and Kanuk, 2020).

Tourists who have a good impression toward a product will tend to have a strong intention of choosing and buying the product. On the other hand, if they have a negative attitude toward a destination, they fail to consider it when deciding a destination to visit, they commonly express their dissatisfaction to other. Tourists' attitudes toward a product or service will influence their behavior.

Destination personality that is well-formed in the tourists' minds and emotionally attached to their personality can increase their intention to revisit a tourist destination, recommend it to other people,

and be willing to pay more for it. The popularity of Cibaduyut leather shoe shopping tourism that is stored in tourists' minds and destination personality they have can be emotionally attached to tourists' personality and can increase their intention to revisit the Cibaduyut, through their attitude toward the products, services and facilities the Cibaduyut area has. Tourists' visit intention for future travel behavior describes the possibility of tourists coming to revisit a destination, planning to visit it, and hoping to visit it in the future, which is called future visit intention (Horng, J. S., Liu, C. H., Chou, H. Y., and Tsai, 2012)

Although the concept of destination personality is often associated with tourist visit intention, a lack study examines its relationship with tourist attitude and future visit intention. High business competition has made destination personality an interesting research topic in recent years (C. F. Chen and Phou, 2013), but its relationship with destination awareness, tourist attitude, and future visit intention has not been examined. This study carried out to test the relationship among those concepts. Based on the phenomenon and prior research, this study will investigate if tourist attitude influences destination awareness and personality, as well as future visit intention. The goal of this research is to determine whether there is a relationship or a predictive impact among constructs.

Destination Awareness

In marketing science, brands can determine how strong a product is in the market compared to other competitors. In general, companies can create a position for their products in the market by creating awareness of the existence of these products, which is commonly known as brand awareness. This concept was then adopted into tourism science that is known as destination awareness. According to Milman and Pizam (1995), destination awareness is defined as whether someone hears about a tourist destination or the first tourist destination that comes to someone's mind when going on a trip. Awareness is

knowledge of the existence of something (Niekerk and Saayman, 2013). The effect of destination awareness is not only felt when choosing a destination, but also affects the tourist attitude in general (Chang and Shin, 2004).

A study conducted by Shahid, Hussain, and Zafar (2017) found that brand awareness affects consumer decision making about a product. When a consumer is about to buy something, they will remember a certain brand. Brand awareness can be created through a presentation of the brand to customers which in turn develops stimuli such as responses from the customers in which they are able to connect, recognize, remember, and be aware of the brand (Karam & Saydam, 2015). In addition to having a role in shaping buyer attitude, brand awareness can also have an influence on the intention to revisit tourist destinations. The findings of study conducted by Razak et al. (2019) shown that brand awareness has positive effect on repurchase intention and Word of Mouth (WOM), while brand attitude has a moderating effect. A study conducted by Foroudi, Palazzo, and Sultana (2021) explained the cause-and-effect relationship among brand attachment (self-connection and excellence), brand characteristics (brand awareness, brand image, perceived quality, brand loyalty, and brand excellence), conformity (ideal self-fit, actual self-fit, social self-fit, and ideal social self-fit), word of mouth (WOM), and revisit intention, with brand attitude in the restaurant sector as the mediating role.

H1. Destination Awareness has positive and significant effect on Tourist Attitude

H2. Destination Awareness has positive and significant effect on Future Visit Intention

Destination Personality

The idea of destination personality was initiated from the concept of brand personality. Theoretically, brand personality can be defined as a set of characteristics that can be associated with a product (Ekinci and Hosany, 2006). Brand

personality provides a great opportunity to bind consumers emotionally with the product being sold in order to create a certain set of associations in the tourists' minds that can influence consumer preferences (Sirgy, 1982). The results of study related to important roles of brand personality for products were summarized by Salehzadeh, Khazaei Pool, and Soleimani (2016), namely; 1) as a differentiator among competitors, 2) can promote brand equity, 3) increase a strong affectionate relationship between products and consumers, 4) prioritize products, and 5) trigger consumer loyalty. The dimension of measurement of brand personality was first proposed by Aaker (1997), which consists of sincerity, excitement, competence, sophistication, and ruggedness. Although this measurement can be applied in product sharing, it is not fully applicable in the tourism sector. Avis (2012) criticizes certain brand personality models, such as the Aaker model (2001). This necessitates a reexamination of the concept of brand personality, particularly in terms of how reliable its indicators are, so that the theory can continue to evolve.

Study conducted by Ekinici and Hosany (2006) confirmed the validity of the dimension of brand personality in the context of tourism destination by using the dimension proposed by Aaker (1997). Practically, destination personality is a description of the character of a product. Furthermore, Hosany, Ekinici, and Uysal (2006) explained that destination personality has a positive effect on consumers' intention to recommend. The results of study conducted by Kim, Malek, Kim, and Kim (2018) shown that there are four of the five dimensions of Aaker (2001) that can be used in the context of tourism destination, namely sincerity, excitement, competence, and sophistication. Most previous studies linked destination personality with destination image (C. F. Chen and Phou, 2013; Hosany et al., 2006; Kim et al., 2018). Tourist perception of destination personality is built by the message conveyed by the tourist

destinations and how tourists make contact, thus tourists will form behavioral intentions toward the destination (H. S. Chen, Severt, Shin, Knowlden, and Hilliard, 2018).

Several studies stated that destination personality has a role in influencing revisit intention (Hultman, Strandberg, Oghazi, and Mostaghel, 2017). The destination personality is perceived to have a positive effect not only on attitude toward the tourist destinations, but also directly or indirectly on tourist loyalty that is manifested in the intention to visit, revisit, and recommend the destinations to other people (Hultman et al., 2015; Usakli and Baloglu, 2011). This is in line with Zhang's opinion (2020) that destination personality is in accordance with tourist attitude toward the destination and subsequently affects the revisit intention.

H3. Destination Personality has positive and significant effect on Tourist Attitude

H4. Destination personality has positive and significant effect on Future Visit Intention

Tourist Attitude and Future Visit Intention

Tourist attitude was developed based on the theory of Plan Behavior Theory (TPB) that was proposed by Ajzen (2012) in the science of social psychology. Attitude is a collection of reviews and considerations that are attached to the subject. Attitude is formed based on people's experiences. Bagozzi (2001) stated that attitude is an assessment that precipitates emotions, which then affects individual behavior. Attitude is divided into three dimensions; cognitive, affective, and behavioral intention. In the tourism, tourist attitude has been widely applied in the context of tourist destinations (Zarrad and Debabi, 2015)

The dimension of cognitive is defined as a component based on perception and knowledge that is in accordance with the characteristics of tourist destinations (Davranış, Özel, Atıfla, Finansmana, and Tüketici, 2020; S. (Sam) Huang and van der

Veen, 2019). The dimension of affective is a sense of interest-uninterest, like-dislike of tourists for a particular destination (Baloglu, 2000). The dimension of effective tends to be more subjective and reflects the feelings that arise from the destination. For example, someone's emotions can be seen from his body movements. Meanwhile, the dimension of behavioral intention can be identified as someone's plan to protect certain objects from negative opinions or feelings (Davranış 1., 2020) such as the intention to buy or not to buy.

Attitude includes both attitude toward physical objects (for example, products) and attitude toward specific behaviors. This means that consumers' plans for sustainable future behavior can be termed as "behavioral intention". When the behavior studied is travel behavior, "visit intention" represents that tourists' plans for future travel behavior become recognizable. Visit intention has been studied extensively in tourism research to signal customer loyalty (Kim and Kwon, 2018). Previous studies applying Plan Behavior Theory stated that attitude is a predictor that determines visit intention. In tourism science, the relationship between tourist attitude and visit intention is empirically proven by research (Hasan, Abdullah, Lew, and Islam, 2019; Hsu and Huang, 2012; S. (Sam) Huang and van der Veen, 2019; S. Huang and Hsu, 2009). Zeithaml, et al. (2018) explain that future visit intention can be

identified by willingness to visit the destination again, choosing the destination as a priority to visit, saying positive things about the destination, and recommending everything related to the destination to other people.

A study conducted by Konecnik and Gartner (2007) found that in general tourists will be more aware of tourist locations that have tours and are surrounded by the beautiful destination environment. Furthermore, Isa and Ramli (2014) explained that one of the factors that influences tourists to visit is destination awareness. A study conducted by Junaedi and Harjanto (2020) found that word of mouth has a role in mediating the relationship between destination awareness and tourists' revisit intention. However there still lack of study evaluate how tourist attitude help destination awareness to future visit intention.

H5. Tourist Attitude has positive and significant effect on Future Visit Intention

H6. Tourist Attitude mediates the relationship between Destination Awareness and Future Visit Intention

H7. Tourist Attitude mediates the relationship between Destination Personality and Future Visit Intention.

The figure.1 depicts a model conceptual framework for the research.

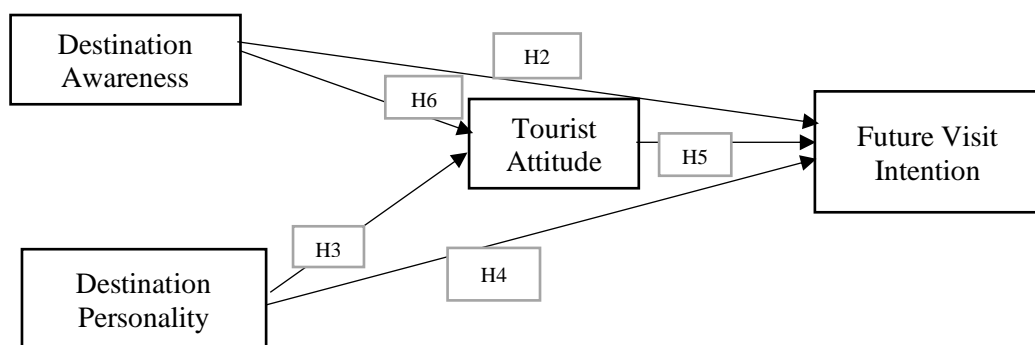


Figure. 1 Conceptual Research Framework

Source: Processed by Researchers

Research Methodology

This research focused on the Cibaduyut shopping tourism destination in Bandung. This neighborhood is a popular stop for tourists shopping for leather shoes and other leather products. The exact population size under this investigation is unknown. As a result, the sampling approach provided by Lemeshow was adopted in this investigation. Based on the computations, a sample of 96 people was discovered, which was then rounded up to 100.

The Covid-19 has brought the tourism industry to a standstill, and it is not certain how long it will return to normal. This study was conducted to know tourists' future visit intentions. The research questionnaires were distributed in the period March-May 2021. This period was shortly before the imposition of emergency community activity restrictions (PPKM Darurat), which was simultaneously applied to the islands of Java and Bali. The imposition of the policy

tightened the mobility of people in travel. The research questionnaires were distributed online using WhatsApp and Telegram apps. From a total of 155 respondents who participated in filling out the questionnaire, only 100 respondents filled it out completely. This number had met the desired target.

The research questionnaire consists of three parts, namely 1) profile of the respondent; 2) characteristics of the respondent, and 3) research variables. Each question item of research variables uses a Likert scale with the answer choices from 1 (strongly disagree) to 5 (strongly agree). 14 question items consisting of the variables of destination awareness, destination personality, tourist attitude, and future visit intentions. Each question item was obtained based on literature review and previous research.

The question items of scale measurement in detail present in Table 1.

Table 1. Scale Measurement

Construct	Item	Sources
Destination Awareness	Share of Mind	Romaniuk dan Sharp (2004), Echtner dan Ritchie (1993), (Bhat, Kelley, & O'Donnell, 1998)
	Uniqueness	
	Identification	
Destination Personality	Sophisticated	Aaker (2001), Avis (2012)
	Sincerity	
	Excitement	
	Competence	
Tourist Attitude	Cognitive	Ajzen (2012)
	Affective	
	Behavioural Attention	
Future Visit Intention	Intent to Visit	Zeithaml, et al.2018
	Choice of Destination	
	Say Positive Thing	
	Recommend to other	

Source: Literature Review by Researcher

The data obtained were then analyzed using Partial Least Square in the software of SmartPLS 3.0. This method was used to calculate the path coefficients in the structural model. There are two stages carried out in the Partial Least Square Structural Equation Model (PLS-SEM) analysis, namely testing the outer model and testing the inner model. Testing the outer model is done by testing the validity and reliability. Meanwhile, the inner model is called the structural model, which links the latent variables (Hair, 2014). In addition to being able to process data with a relatively small sample, the PLS-SEM method was used because of its ability to analyze data that are not normally distributed (Henseler, Ringle, and Sarstedt, 2015).

Results

The first part of the questionnaire describes the characteristics of respondent, which consist of sources of information, visiting partners, frequency, and amount of spending money when visit Cibaduyut. Based on Table 2, 53.41% of tourists known about the Cibaduyut shopping tourism area from friends. The second source of information about the Cibaduyut area was obtained from family with 19.23%. The use of the internet to obtain information related to the Cibaduyut area was still very minimal with 7.95%. For visiting partners, tourists were mostly accompanied by families, with the highest frequency of visits 1 time. This means that the number of tourists who were loyal to the Cibaduyut area was still very small. Meanwhile, the largest tourist expenditure was lower than IDR 500,000.-.

Table 2. Respondent Characteristics

No	Description	Total	Percentage %
1	Source of Information		
	Friend	47	53,41
	Social Media	9	10,23
	Internet	7	7,95
	News paper	4	4,55
	TV/Radio	4	4,55
2	Family	17	19,32
	Accompany		
	Family	38	43,18
	Tour Guide	24	27,27
	Alone	5	5,68
3	Friend	21	23,86
	Number of visits		
	> 3 x	17	19,32
	1x	35	39,77
	2 x	23	26,14
4	3 x	13	14,77
	Spending Money		
	< Rp. 500.000	51	57,95
	> Rp. 2.500.000	1	1,14
	Rp. 1.500.000 - Rp 2.500.000	4	4,55
Rp. 500.000- Rp 1.500.000	32	36,36	

Source: Data Processed

Leather shoe products remained the most sought-after items by tourists (63%), which were followed by bags, clothes, and wallets. This can be interpreted that the Cibaduyut area is still well known as a centre for leather

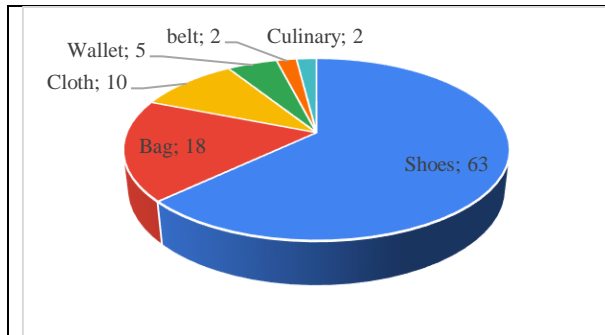


Figure 2. Most Searched Product in Cibaduyut

shoes. Price and friend or family recommendation is the most reason for choosing Cibaduyut as a shopping destination. Details of the number and percentage of the most sought-after products are presented in Figure 2 & 3.

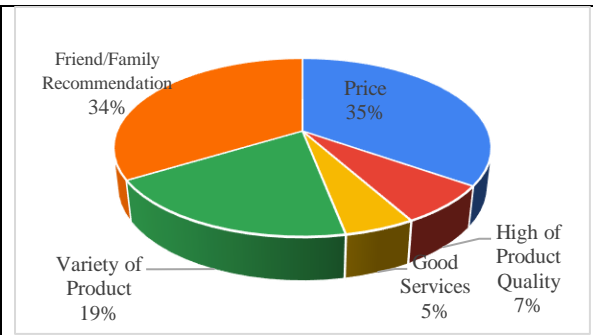


Figure 3. Reason Choosing Cibaduyut as Shopping Destination

Sources: Data Processed

The third part of the questionnaire is questions related to research variables. The results of the questionnaire data obtained were then recapitulated based on the indicators and research variables. The

results of the descriptive statistics analysis show the average, minimum, and maximum values of each indicator. In addition, the values of standard deviation and normality criteria are presented in Table 3.

Table 3. Descriptive Statistic and Normality Criteria

Construct	Item	Descriptive Analysis		Normality Criteria	
		Mean	Standard Dev	Kurtosis	Skewness
Destination Awareness (DA)	Share of Mind	4.111	0.909	0.191	-0.798
	Uniqueness	4.020	0.816	1.154	-0.830
	Sincerity	3.545	1.037	-0.710	-0.096
Destination Personality (DP)	Sophisticated	3.970	0.771	0.030	-0.484
	Excitement	3.556	1.047	-0.490	-0.311
	Excitement	4.061	0.814	-0.847	-0.341
	Competence	4.141	0.682	-0.845	-0.188
Tourist Attitude (TA)	Cognitive	4.192	0.692	-0.126	-0.464
	Affective	4.051	0.796	-1.079	-0.214
	Behavioral Attention	3.889	0.803	-0.715	-0.151
Future Visit Intention (FVI)	Intent to Visit	3.576	1.045	-0.452	-0.366
	Choice of Destination	3.646	1.047	-0.627	-0.370
	Say Positif Thing	3.919	0.918	0.706	-0.793
	Recomend to other	4.020	0.974	0.793	-1.039

Source: Data processed SmartPLS

Measurement Model

In processing the proposed model, an approach was carried out in two stages. First, the outer model test was carried out by considering the validity and reliability testing. This test evaluated the values of the factor loading, Average Variance Extracted (AVE), and discriminant validity of the indicators of latent variables. Based on the reference stated by Hair, et al. (2019), the factor loading value of each indicator is considered reliable if it is greater than 0.7. In addition, the values of composite reliability index and Cronbach's alpha must be above the critical threshold of 0.7. However, if the results obtained are close to 0.7 (for example, 0.6) and the value of Average Variance Extracted (AVE) is greater than 0.5, this is still acceptable in exploratory studies. Meanwhile, convergent validity is evaluated with the value of Average Variance Extracted (AVE), which

is above 0.5 and is in line with Hair, et al. (2017).

The results of the initial test of the factor loading value shown that most of the indicator values are above 0.7, except for the indicator X1.3 with a value of 0.630, so this indicator cannot be included in the subsequent analysis. The factor loading value was then recalculated by eliminating invalid data. Based on the second assessment, valid and reliable composition results were obtained, as shown in Table 4.

In Figure 3. statistical path model shows the loading factor value and the R-Square value in this research. All of the indicator are valid and realible.

Table 4. Validity and Reliability Test

Construct	Item	Outer Loading	Cronbach Alpha	CR	AVE
Destination Awareness	X1.1	0.782	0,616	0,834	0.717
	X1.2	0.907			
Destination Personality (DP)	X2.1	0.806	0,828	0.884	0,655
	X2.2	0.816			
	X2.3	0.796			
	X2.4	0.819			
Tourist Attitudes (TA)	Y1	0.855	0,887	0,93	0,816
	Y2	0.932			
	Y3	0.921			
Future Visit Intention (FVI)	Z1	0.817	0,879	0,916	0,733
	Z2	0.880			
	Z3	0.860			
	Z4	0.867			

Source: Data Processed SmartPLS

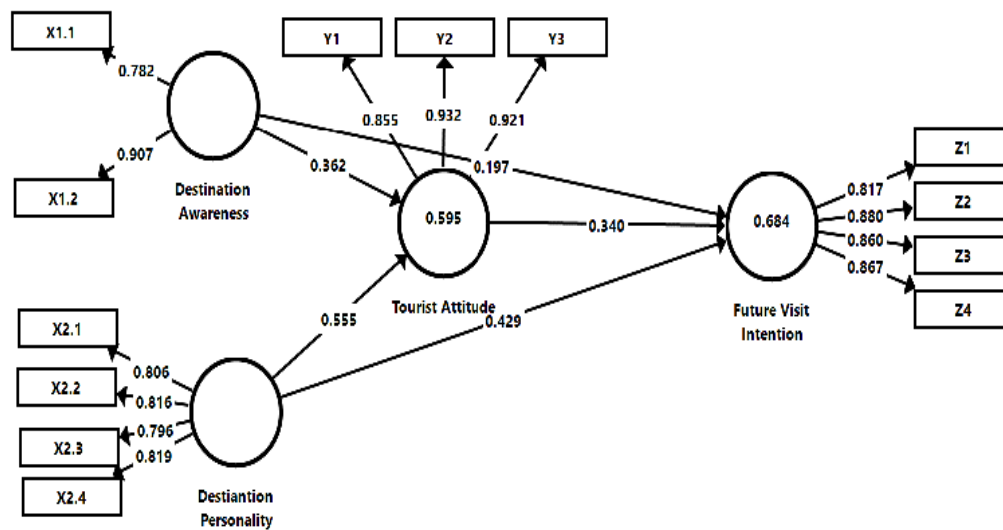


Figure 3. Statistical Path Model

Source: Data Processed

The discriminant validity test that was evaluated through the accuracy of the Fornell and Larcker Criterion is presented in Table 5. Each construct is said to be valid

if the value is above 0.7. It can be seen in Table 5 that each construct is different from one another, so discriminant validity has met the requirements of the research model.

Table 5. Discriminant Validity

Construct	Destination Personality	Destination Awareness	Future Visit Intention	Tourist Attitude
Destination Personality	0.809			
Destination Awareness	0.390	0.847		
Future Visit Intention	0.742	0.561	0.856	
Tourist Attitude	0.696	0.578	0.752	0.903

Source: Data Processed SmartPLS

Structural Model

The second step of data analysing was to evaluate the structural model. According to Chin et.al (2008), the structural model testing is carried out by doing bootstrapping

test to evaluate the significance of construct indicators and path coefficients. The summary of hypothesis testing present in Table 6.

Table 6. Summary of Hypotheses Testing

Hypothesis	Path	Std - Beta	Std - Dev	T - Statistic	p-Values	Decision	Type of Mediation
H1	Destination Awareness -> Tourist Attitude	0.362	0.089	4.049	0.000	Supported	
H2	Destination Awareness -> Future Visit Intention	0.197	0.104	1.890	0.059	Not Supported	
H3	Destination Personality -> Tourist Attitude	0.555	0.071	7.769	0.000	Supported	
H4	Destination Personality -> Future Visit Intention	0.429	0.080	5.363	0.000	Supported	
H5	Tourist Attitude -> Future Visit Intention	0.340	0.127	2.679	0.008	Supported	
H6	Destination Awareness -> Tourist Attitude -> Future Visit Intention	0.123	0.060	2.036	0.042	Supported	Partial Mediation
H7	Destination Personality -> Tourist Attitude -> Future Visit Intention	0.188	0.079	2.377	0.018	Supported	Partial Mediation

Source: Data Processed SmartPLS

The results of the direct path test on 5 research hypotheses shown that 4 of them (H1, H3, H4, H5) have positive and significant relationships. Meanwhile, H2 shows a positive but not significant relationship ($\beta = 0.197$; t-values = 1.890). In the indirect effect or mediation test (H6, H7), it was found that tourist attitude mediates destination awareness and destination personality on future visit intention.

The results of the indirect effect test in Hypothesis 6 (H6) show that tourist attitude mediates the relationship between

destination awareness and future visit intention ($\beta = 0.123$; t-values = 2.036). Likewise, tourist attitude mediates the relationship between destination personality and future visit intention ($\beta = 0.188$; t-values = 2.377). According to Baron and Kenny (1986), the model of those two relationships is partial mediation. The results of the R Squares test value of 59.5% indicated that tourist attitude is influenced by destination awareness and destination personality. Meanwhile, future visit intention is influenced by tourist attitude with 68.4%.

In order to find out the contribution of exogenous variables to endogenous variables, F2 calculation is carried out. The results of the analysis shown that destination awareness contributes 0.274 to tourist attitude and 0.082 to future visit intention which are small contributions. In the other hand, destination personality contributes 0.645 to tourist attitude and 0.300 to future visit intention, which are means substantial contributions. The results of blindfolding analysis shown that the Q2 value is greater than 0, which indicate that there is a relevance between destination awareness (DA) and destination personality (DP) that forms tourist attitude with the Q2 value of tourist attitude of 0.475 and the Q2 value of future visit intention of 0.486. This means that exogenous constructs can have predictive relevance capabilities or research model has predictive capabilities (Hair, 2017).

Discussion

This study resulted in three findings. Firstly, the relationship among destination awareness, tourist attitude, and future visit intention. Destination awareness has a positive and significant effect in forming tourist attitude. On the other hand, destination awareness has a positive but not significant effect on future visit intention. This indicates that the higher the awareness of tourists about a tourist destination, the more positive their attitude towards the destination and the stronger their intention to visit it in the future. This finding is in line with the study conducted by Milman and Pizam (1995), which found that awareness can generate an interest in something that encourages the intention to visit a destination. A study conducted by Isa and Ramli (2014) found that destination awareness is a factor that influences tourists to visit a destination. This study's findings contrast with Junaedi and Harjanto (2020), who discovered that destination awareness can directly influence tourist visit intention. The tourist's intention is not immediately affected by destination awareness. Other variables are required to bridge this gap in

order to improve tourist visit intent based on destination awareness.

Secondly, destination personality has a positive and significant effect on tourist attitude and future visit intention. This study confirms the results of previous studies on the application of brand personality in the context of tourist destinations (Ekinci, et al. 2007; Kim and Lee, 2015). The finding of the effect of destination personality on tourist attitude and future visit intention is in line with the model proposed by Souiden, Ladhari, and Chiadmi (2017). The results of this study also support the attitude theory model, which states that destination personality has a direct effect on attitude and ultimately has an impact on behavioral intention. The result also supports Hultman, et al. (2015) findings that destination personality has an influence not only on revisit intention but also satisfaction, destination identification, and promotion. Previous studies have linked destination personality with destination image, which is the antecedent that forms destination personality (Apostolopoulou and Papadimitriou, 2015; Chen and Phou, 2013; Xie and Lee, 2013). It seems that the dimension of personality is connected to destination marketing studies.

Many factors influence behavioral intention in the context of tourism, namely visiting intention and giving positive word of mouth or recommendation (Samiei, Dini, and Yaghoubi, 2012). Some opinions state that revisits intention is not important in tourism destination because many tourists need variety (Kozak and Rimmington, 2000). However, this study states that measuring the future revisit intention is very important for destination marketing because it can build a proactive initiative from destination managers while providing opportunities for a destination to innovate by evaluating character and building tourist awareness.

Thirdly, the role of tourist attitude as a mediator of the relationship among destination awareness, destination personality, and future visit intention. This can be interpreted that forming attitude

through cognitive – affective - behavioral intention can increase tourists' future visit intention. According to Ervina and Octaviany (2019), the destination's attractiveness can be determined by observing the behavior of tourists with functionally similar interests. Tourist destination managers need to build awareness by providing understanding and promoting destination products through advertising messages (Kasim and Alfandi, 2014). Destination personality and visit intention can also be increased through the role of attitude.

Most tourists visit the destinations because of the appropriate price and recommendations of friends and family. Meanwhile, the reason to visit the destinations for the services provided by the destinations is still minimal. This result can be interpreted that managers and related stakeholders need to increase awareness through the role of promotion and service quality as the characteristics of the destinations. Covid-19 pandemic that is still hitting becomes a momentum for destination managers to formulate a marketing strategy to rebuild the Cibaduyut as shopping destination. In additions, the tourism industry requires assistance from the government through policy in order to recover post COVID-19 (Ervina & Agoes, 2022).

Conclusion

The evaluation of future visit intention based on previous experiences is extremely complex. There are many factors that influence tourists' decisions to visit tourist destinations. Such evaluation is often described as tourists' perceptions of quality, value, and satisfaction. This study focuses on designing a future visit intention model that is influenced by tourist attitude, destination awareness, and destination personality. According to the study's findings, tourist attitude plays a significant role in bridging the gap between destination awareness and destination personality in terms of future visit intentions. It will be

much more effective, specifically in terms of destination awareness and destination personality, if a destination takes the initiative that can affect tourist behaviour. The high global competition in the tourism market makes tourist destinations easily substituted. Therefore, an innovative marketing strategy is needed that not only builds awareness but also builds a unique character through the role of destination personality to build brand equity since it has a high contribution to tourist attitude. The forming of tourist attitudes through cognitive-affective-behavioral intention can play a role in increasing awareness and destination personality in order to build a unique identity in tourists' mindsets.

Limitation and Study Forward

This research conduct in small number of respondent and Covid-19 Era which is mostly traveller coming from the area around the city of Bandung, future study might extend to the service industry, with a comparison utilizing the suggested model. Furthermore, the intended model might be confirmed by gathering data from a large number of tourists

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