



Impact of Digital Marketing Communications on Tourist Satisfaction and Revisit Intention

Muhammad Haroon Hafeez¹, Nida Athar², Hashir Afzal³, Uzma Haroon⁴

¹ Department of Marketing, Prince Sultan University, Riyadh, Kingdom of Saudi Arabia. Email: mharoon@psu.edu.sa

² University of Southern Punjab, Multan, Pakistan. Email: nidaa.athar@gmail.com

³ Punjab Group of Colleges, Multan, Pakistan. Email: hashir.afzal@alliedschools.edu.pk

⁴ National College of Business Administration & Economics, Multan, Pakistan. Email: uzmaharoon76@gmail.com

ARTICLE INFO

Article History:

Received: September 25, 2025

Revised: February 18, 2026

Accepted: February 19, 2026

Available Online: February 20, 2026

Keywords:

Digital Marketing Communications

Destination Image

Social Return

Tourist Satisfaction

Revisit Intention

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

This research shows how destination image affects tourist satisfaction and revisit intention, while impacting social return, memorable tourism experiences and digital marketing interactions as mediating factors. Although previous studies have mentioned how Destination Image (DI) impacts traveler behaviour, this research addresses theoretical gaps by applying new digital elements and extending the investigation to a non-Western arrangement. Deducing from the theories of planned behaviour and social exchange, the research uses a quantitative, causal methodology. 203 proper responses from Pakistani travelers were attained through an online survey. Hypotheses were checked using structural equation modelling (PLS-SEM), which analyzed both direct and serial mediation effects. The result shows that DI has a vital effect on Memorable Tourism Experience (MTE) and Social Return (SR), both of which have a positive effect on Digital Marketing Interactions (DMI). DMI is a mediator, with a vital impact on both TS and RVI. The mediation passages $DI \rightarrow MTE \rightarrow DMI \rightarrow TS$ and $DI \rightarrow SR \rightarrow DMI \rightarrow RVI$ were supported. According to the findings, digital interactions and post-visit behaviors are shaped by catchy experiences and social validation. By studying digital behavioral elements into destination marketing models, this study makes theoretical contributions and provides advice to tourists looking to increase satisfaction and loyalty through digital storytelling. The study also focuses on the contextualizing digital tourist models in various cultural contexts, like Pakistan.

© 2026 The Authors, Published by iRASD. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

Corresponding Author's Email: nidaa.athar@gmail.com

1. Introduction

Digital marketing has developed being a promotional tool, affecting tourist behavior both before and after their visits (Kandasamy et al., 2024). These upgradations in the tourism sector strongly influence perceptions and decision-making of visitors (Purhani et al., 2025). Destination image displays the sum of an individual's mindset representations and emotional impressions about a destination and is considered a vital factor in tourism frameworks (Liu, Wang, & Zhang, 2024). Digital Marketing Interactions generates two-way communication between tourists and visiting spots through social media platforms. Wilopo and Nuralam (2025) visualize these interactions as a main component of Social Media Marketing Communications which include interactions. Their research reveals that these interactions highly increase tourist satisfaction, which influences revisit intention. Memorable Tourism Experience is a positive experience that is recalled long after the trip has occurred. The content created by tourists on

social media connect their self-image and strengthen their memory of the experience (Wilopo & Nuralam, 2025). Also, Souza, Marques Júnior and Mendes-Filho (2025) explain that valuable and entertaining destination communication and marketing can set the platform for a positive experience by connecting expectations with reality, a key factor in memorability. Tourist pleasure from memorable experience, is the strongest driver of revisit intention and the intention to refer a destination to others (Jimenez-García et al., 2025). Previous studies confirm that a well-defined destination image not only influences tourists' decision-making processes, including destination choice (Luong, 2025; Wang & Hsu, 2010), but also enhances the likelihood of memorable tourism experiences, positive evaluations, overall satisfaction, and future behavioral intentions (Yabo, Wee, & Gani, 2024). The tourism setting is highly affected by online means and the meaningful experiences. Research by Seow, Foroughi and Choong (2024) explain the deep insights into this modern tourism sector. Their study can be systematically mapped onto a study framework analyzing Destination Image, Social Return and Memorable Tourism Experiences as predecessors mediated by Digital Marketing Interactions resulting in Tourist Satisfaction and Revisit Intention.

When planning a trip and choosing a destination, tourists often rely on internal information and recall of past memorable experiences. According to Kim and Ritchie (2014), "a memorable tourism experience (MTE) is "an exposure remembered and recalled after the occurrence of an event." Scholars such as Hosseini, Cortes Macias and Almeida Garcia (2023); Kong et al. (2024), and Pham et al. (2025) argue that emotionally impactful experiences result in stronger connections and promote positive/negative word-of-mouth. The perceived impression of a destination is another foundation of tourist behavior. Destination Image, comprising cognitive evaluations, directly molds experiences. Zhang, Wu and Buhalis (2018) explains that Country Image perception of a destination's politics, economy, technology and people influences the more specific, tourism-focused Destination Image. This explains that a positive overall perception of a visiting spot is a vital prerequisite for creating memorable experiences. The vital elements of tourist behavior are shaped by online ecosystems. The rapid increase of social media and online marketing has basically modified how tourists search for information, form beliefs and make visit decisions (Armutcu et al., 2023; Islam, 2021). Literature has also discussed the role of social media and user generated content in forming tourists' destination image (Chopra, Lim, & Jain, 2024). Social networking sites (SNS) enable travelers to share their experiences with a global audience, influencing the perceptions of potential tourists and shaping the collective image of destinations.

Online marketing channels with appealing visuals considerably influence how tourists seek and assess destination information. Travelers nowadays share their experiences in real time in addition to using digital tools for planning and booking. The platforms like Instagram, Meta and TripAdvisor have made it easier for visiting spots to advertise themselves in a distinctive way (Ghaderi et al., 2024). Seow, Foroughi and Choong (2024) described that electronic word of mouth is important medium through which satisfaction effects upcoming revisit plans. While satisfaction separately did not influence revisit intention, it projected electronic word of mouth creation which in turn had a significant direct effect on revisit intention. Electronic word of mouth was observed to fully mediate the connection between tourist satisfactions and revisit intention. This explains that Digital Marketing Interactions are not just an output but a vital mechanism that convert tourist satisfaction into strong revisit plans (Seow, Foroughi, & Choong, 2024). Circulating travel experiences through images, text, audio or video increases memory preservation and emotional depth (Liu et al., 2025). Tourists seek validation and feedback from their online circle, which assists to the formation of social return explained as the anticipated shares, likes and comments from posting tourism content (Boley et al., 2018). Via social media, tourists take on different roles: partners, collaborators, promoters, and storytellers (Osei, Mensah, & Amenumey, 2018). These online prints not only polish their own image but influence others as well. They can enhance the memorability of visitor's experiences and plays a vital role in future visitation (Mittal, Bhandari, & Chand, 2022).

1.1. Research Gap

Tourism research has enhance the effect of DI on TS and RVI (Hadiwijaya, 2024; Zhao et al., 2024), the upgradations brought by digital platforms remain viewed in current frameworks. Past studies often neglect the broader roles that tourists play in online environments such as social influencers—and how these roles connect with constructs like MTEs and SR. While DMI is

becoming main focus to tourist decision-making, the ways through which DI supports to satisfaction and behavioral results via digital engagement are not fully theorized.

Although past studies have examined the effect of digital media on tourism destinations, most researches have focused on Western or well-established tourist spots. The lack of study in the Pakistani context shows concern about the generalizability of these results to non-Western locations. Dynamic social, cultural and digital practices may vitally impact tourist satisfaction and RVI, highlighting the requirement to explore these variables in the local environment. Moreover, the incorporation of SR and MTE as mediators within online tourism models is scarce. Therefore, this research focuses on a gap by examining how DI effects RVI and TS through MTE, SR, and DMI. This approach gives a more holistic knowledge of tourist behavior in a digital tourism context and helps bind conceptual limitations in earlier destination marketing literature.

2. Literature Review

2.1. Theoretical Foundation

The research indicates two basic theories of the literature: the Theory of Planned Behavior (TPB), which shows how behaviors are effected by individuals' attitudes and intentions (Ajzen, 1991), and Social Exchange Theory (SET), which describes individuals connect in interactions based on the anticipation of mutual benefits, leading to the generation of trust, long-term commitment and loyalty (Cropanzano & Mitchell, 2005). In this situation, when an individual interprets positive exchanges through likings and reacts on social media, they are more likely to exposure satisfaction, which influences their behavioral intentions. Moreover, prior studies show that when individual's expectations are met, they sustain their behavior. The current study connects both theories and examines the effect of digital media on satisfaction as well as its precedents upon revisiting intention.

2.2. Destination Image

DI is a bold antecedent linked with overall satisfaction, which in turn establishes visitors' intentions to return to that destination (Astuti, Natsir, & Elmas, 2025). Destination Image remains an important element to tourist behavior. A positive impression, containing cognitive assessments, is efficient indicator of brand value and highly supports to tourist pleasure (Jimenez-García et al., 2025). Destination Image is the combination of beliefs and impressions a tourist has of a location. Digital marketing interactions are vital in shaping this impression. (Wilopo & Nuralam, 2025) observed that material shared by tourists through social media platform has a reasonable impact on molding tourism trends and is closely connected to the destination's image. Tourist-created content is often perceived as more reliable than official sources, directly affecting potential visitors' perceptions. Souza, Marques Júnior and Mendes-Filho (2025) explained this by showing that credible destination communication and marketing material increases the perceived value of the destination, hence improving its impression in the minds of consumers. An influential destination image, created through effective digital interactions, is a basic driver of both tourist satisfaction and destination revisit. Destination Image is mostly created and spread through these online channels. The user-friendly accessibility of digital information (like Tourist Destination Online Content) are supreme in shaping this impression and setting tourist desires (Jeong & Shin, 2020; Ramkissoon & Nunkoo, 2008). Genuine and favorable digital representation of a place, attain through high-definition images, videos, and attractive content, can generate a strong, favorable Destination Image that effects potential tourists to select it over other competitors (Kim & Kim, 2020; Toral, Martínez-Torres, & Gonzalez-Rodriguez, 2018). DI comprises induced and organic images; the induced images are created by marketing campaigns designed to shape travel preferences, whereas organic images originate from non-commercial sources like media coverage and personal experiences (Wang et al., 2021). These gradually form a person's perceptions of a location. Establishing a positive DI can give tourist attractions a competitive edge and significantly impact tourists' future travel intentions (Dhivya et al., 2023; Ragmoun, 2024). A destination's overall impression comprises its attractions, atmosphere, amenities, and the holistic perception formed through personal encounters (Zhou, Pu, & Su, 2023). DI has been studied, its indirect influence through online mediators like MTE and SR remains neglected — especially in the contexts of developing countries.

2.3. Hypotheses Introduced

- H1: DI has a significant impact on MTE.
- H2: DI has a significant impact on SR.

2.3. Memorable tourism experience

Tourism remembrances are vital to the travel experience. These are shaped by distinct activities and personal growth while traveling (Hosany, Sthapit, & Björk, 2022). Assessing emotional experiences establishes memorability, which is shaped by the ability to recall events and past travel reflections. The outcome of effective pre-travel online interaction and a bold destination image is Memorable Tourism Experience. The Self-Determination Theory explains that such memorable experiences, which satisfy needs for relatedness, autonomy and competence, are strong drivers of positive outcomes (Deci & Ryan, 2000; Rasoolimanesh et al., 2021). Memorable Tourism Experience is highly linked to the tourist happiness. Recent studies indicates that happiness is not an outcome of contentment but a positive emotional state resulting from meaningful experiences Peng et al. (2023) as cited in Jimenez-García et al. (2025). Digital marketing plays a vital role by setting the platform for these positive experiences through virtual engagement. The main goals for tourism marketers, Tourist Satisfaction and Revisit Intention, are highly influenced by positive memorable tourism experience. Furthermore, the sentimental and qualitative elements of a tourist's journey are vital to forming a Memorable Tourism Experience. Seow, Foroughi and Choong (2024) confirmed that both emotional value and quality value are positively related to the overall tourist experience. This connect with the idea that tourist experiences which are psychologically resonant and high in quality become memorable and are significant predictors of future behavior, directly influencing Revisit Intention (Seow, Foroughi, & Choong, 2024). Zhang, Wu and Buhalis (2018) explained a direct and powerful connection from memorable tourism experience to Revisit Intention, indicating that a tourist experience that is memorable can itself be an adequate driver for loyalty, irrespective of other variables. MTEs are crucial for fostering emotional bonds with a place. Personalized and meaningful experiences lead to stronger psychological attachment and behavioral intention (Rahmawati, Kusumawati, & Sunarti, 2024). Researchers also show that extraordinary experiences are highly linked with satisfaction and future travel plans (Guleria, Joshi, & Adil, 2024). However, while prior studies address the emotional impact of MTEs, less is known about how they influence digital engagement (DMI) and how DMI may carry forward MTE's influence into behavioral outcomes.

2.4. Hypotheses Introduced

- H3: MTE has a significant impact on DMI.
- MH1: MTE mediates the relationship between DI and DMI.
- MH7: DMI mediates the relationship between MTE and RVI.
- MH8: DMI mediates the relationship between MTE and TS.

2.5. Social Return

People naturally strive to present themselves positively to boost their self-esteem (Boley, Woosnam, & Jordan, 2024). Social media allows personal expression and feedback, sustaining identity and social status. The concept of (SR) refers to the verification received through online platforms when tourists share travel posts — an aspect now thoroughly integrated in travel behavior. The tourist reviews can be observed as a modern era expression of Social Return, where tourists get value from sharing their experiences within their social circle, becoming ambassadors for the particular locations (Sharafuddin, Madhavan, & Wangtueai, 2024). Social Return is explained as the psychological benefits individuals get from sharing their experiences on social media platforms, such as social standing, and a sense of attachment. The positive assessment of social media posts can mold travel projections before the journey starts, affecting the generation of Memorable Tourism Experiences and intentions to revisit and recommend (Wilopo & Nuralam, 2025).

SR is dynamic, influencing all types of tourists and destinations. While it's been examined in leisure contexts, its function as a psychological motivator that results in to digital interaction and ultimately to satisfaction and RVI is still understudied. Response on posts often molds users' anticipated outcomes and future plans. This matches with Social Exchange Theory, which describes how individuals are driven by reciprocal social value in digital settings. SR helps in generating memories and positive tourism experiences (Hidayat Roffik, Wibowo, & Zaim, 2024; Toral, Martínez-Torres, & Gonzalez-Rodriguez, 2018). Social Return is linked with the "social value" aspect of perceived value in Seow, Foroughi and Choong (2024) research. Social benefits tourists attain from a destination is a big driver of their satisfaction, highlighting the importance of generating communities and combined experiences in tourism (Seow, Foroughi, & Choong,

2024). Social Return is an important element in the digital age. Boley et al. (2018) explain it as the positive social feedback (e.g. comments and shares) one supposes to receive from telling travel journey on social media platforms. Online suggestions act as a form of social proof, increasing the perceived value and social support connected with visiting a destination (Filieri et al., 2021; Jacobsen & Munar, 2012).

2.6. Hypotheses Introduced

- H4: SR has a significant impact on DMI.
- MH2: SR mediates the relationship between DI and DMI.
- MH9: DMI mediates the relationship between SR and RVI.
- MH10: DMI mediates the relationship between SR and TS.
- MH5: SR and DMI serially mediate the relationship between DI and RVI.
- MH6: SR and DMI serially mediate the relationship between DI and TS.

2.5. Digital Marketing Interactions

Digital recommendations and user-generated content have upgraded tourist behavior. Online reviews effects choice formation (Filieri et al., 2021) and tourists now dependent on immediate feedback before choosing destinations (Guo & Pesonen, 2022). Studies reveal that digital material must be available, engaging, useful, and share high perceived value to get attention and effect the pre-purchasing decision-making process (Sharafuddin, Madhavan, & Wangtueai, 2024). The attractive nature of online platform allows for the generation of appropriate value, creating a stronger bond between the tourist and the destination (Sari, Ms, & Erlina, 2023). According to Souza, Marques Júnior and Mendes-Filho (2025) Digital Marketing Interactions, provides valuable material to link and sustain target individuals. Their study explains that the evaluated value of Digital marketing interactions determined by its pleasure, information and personalization—positively affects tourist satisfaction and revisit intention. This underlines the role of quality digital marketing interactions in constructing tourist loyalty, a key antecedent to re-visitation. Tourists now rely on Digital Marketing Interactions, engaging with content on social media platforms like face book, Instagram to check the ideas and opinions of others, which can change their decision-making intentions of visit (Dewnarain, Ramkissoon, & Mavondo, 2019; Erkan & Evans, 2016). Digital Marketing Interactions act as a main mediator in the process. This is the process through which pre-trip attitudes (like Destination Image and Social Return) and real time experiences (Memorable Tourism Experiences) are transformed into post-travel results (Satisfaction and Revisit Intention). By sharing of experiences and generating a platform for engagement, digital marketing interactions increases the impact of these constructs (Armutcu et al., 2023; Köchling, 2021). The research of Armutcu et al. (2023) describes that Digital marketing interactions mediates the connections between tourists' assumption of online content and their intentions, focusing its primary role in the latest tourist decision-making stages(Ahmed, Azhar, & Mohammad, 2024; Mohammad & Ahmed, 2017). TPB states, digital interaction explains intentional behavior changes by perceived value and social effect (DMI) refers to all links tourists make with user content online. Despite creating attention to DMI in tourism, its representation as a central mediator between experiential constructs (MTE, SR) and behavioral outcomes is still insufficiently studied, especially in developing markets. DMI often connects emotional memory and future decisions.

2.6. Hypotheses Introduced

- H5: DMI have a significant impact on RVI.
- H6: DMI have a significant impact on TS.
- MH3: DMI mediates the relationship between DI and RVI.
- MH4: DMI mediates the relationship between DI and TS.

2.7. Tourist satisfaction and Revisit Intention

Customer satisfaction displays the extent to which a destination fulfills or exceeds tourists' projections (Wilopo & Nuralam, 2025). Online response and reviews highly influence satisfaction and post-trip behavior (Iksan, Heryati, & Rusli, 2024). Tourists often depend on peer experiences and accurate online content (Guleria, Joshi, & Adil, 2024). The causal connection from digital interactions to cognitive intent is regularly mediated by Tourist Satisfaction. Wilopo and Nuralam (2025) describe empirical evidence that connection with social media vitally enhanced tourist satisfaction, which has a high influence on revisit intention. Satisfaction is attained when the service attained meets or exceeds expectations created through online channels. Revisit Intention is not just gratification but also the emotional and cognitive loyalty generated through

online engagement that motivates the desire to revisit. Souza, Marques Júnior and Mendes-Filho (2025) found a positive connection between destination image and intention to revisit. Digital marketing interactions are not just a marketing tool but a basic procedure for building links, managing anticipations, and generating the emotional links that drive tourist satisfaction and revisit intention. The main purpose of destination marketing are Tourist Satisfaction and Revisit Intention. The link between these is complicated Seow, Foroughi and Choong (2024) reported a subtle discovery where satisfaction did not have a direct effect on revisit intention but was in place of fully mediated by digital marketing interactions. Combined molds DI and future intentions (Paisri, Ruanguttamanun, & Sujchaphong, 2022; Zhu, Zhu, & Weng, 2024).

3. Methodology

This study contains an explanatory research design, which examines casual relationships among variables rather than simple connections between events. It examines the relationships between DI, DMI, MTEs, SR, TS, and RVI.

3.1. Research Design

Quantitative approach was used in this study. This study used a positivist, quantitative approach to test hypothesized connections using statistical analysis.

3.2. Data Collection

Cross-sectional research approach was used, data gathered at a single point in time using digital, self-administered surveys. Online surveys were used to collect data for this research. The questionnaire link was spread through social media platforms like WhatsApp, Facebook, and LinkedIn to increase accessibility. Data was gathered using the survey method, which contained self-administered questionnaires. No interviews were conducted.

3.3. Measures

The measurement scales were designed from recognized instruments in past literature as follows: Destination Image from Baloglu and McCleary (1999); Beerli and Martín (2004), and Lin et al. (2007); Memorable Tourism Experience from (Kim & Ritchie, 2014); Social Return from (Boley et al., 2018); Digital Marketing Interactions from Armutcu et al. (2023); Tourist Satisfaction from Kim and Ritchie (2014); and Revisit Intention from Zhang, Wu and Buhalis (2018) and Chen and Chen (2010). Responses were attained using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.4. Sampling Technique

Target respondents were chosen via convenience sampling. Our research uses convenience sampling to attain the research goals.

Table 1: Sample Characteristics

Category	Subcategory	Frequency	Percent	Cumulative Percent
1. Gender	Male	119	58.6%	58.6%
	Female	84	41.4%	100.0%
2. Age	18–24	112	55.2%	55.2%
	25–34	76	37.4%	92.6%
	35–44	9	4.4%	97.0%
	45–54	6	3.0%	100.0%
3. Education	High School or Less	5	2.5%	2.5%
	Bachelors	79	38.9%	41.4%
	Masters	114	56.2%	97.5%
	PhD	5	2.5%	100.0%
4. Monthly Household Income				
	< 100,000	123	60.6%	60.6%
	100,000 to < 300,000	54	26.6%	87.2%
	300,000 to < 500,000	19	9.4%	96.6%
	Above 500,000	7	3.4%	100.0%

Participants were hired using a non-probability convenience sampling technique, widely used in consumer behavior and tourism studies. First, it assists us identify responders who understand the concepts and can give logical answers, securing data quality. Due to its relevance and efficiency in specific study contexts, convenience sampling is broadly used in tourist research. In addition, to ensure demographic diversity and improve data reliability, our deliberate attempt to include respondents from diverse demographic backgrounds guarantees the sample's representativeness. Participants were obligated to respond using a five-point Likert scale, 203 valid responses were collected through the questionnaire. A sample size from 100-200 responses is considered medium and over 200 sample size is considered significant, according to Kline (2023) paradigm. Though Mooi, Sarstedt and Mooi-Reci (2018), stressed over the precision for which it was used, rather than its size. Literature emphasizes that a carefully chosen sample of 150 sample is more significant than a large sample of 400 participants randomly chosen. However, Memon et al. (2020) recommended a sample size 160-300 valid observations for multivariate statistical analysis method like PLS-SEM. Therefore, our sample size is considered significant to run statistical analysis and support the generalizability of findings to a broader range of Pakistani tourist destinations.

3.5. Sample Description

A total of 203 valid responses were collected for this study using a structured questionnaire distributed among the general population. The demographic breakdown includes gender, age, education, and monthly household income. In gender breakdown, 58.6% of the respondents were male, while 41.4% were female, showing a slightly higher males in the study. Most individuals (55.2%) fell within the 18- to 24-year-old category, followed by 37.4% in the 25 to 34 years category, showing that most individuals were relatively young. A good portion of the respondents held a master's degree (56.2%), with 38.9% having fulfilled a bachelor's degree. Only a small percentage had a PhD or high school education. Also 60.6% of participants earnings less than PKR 100,000 per month, followed by 26.6% earning between PKR 100,000 and 300,000. Some individuals had higher income levels. These demographics reflect an educated and moderate earning population, aligning well with the research context.

Table 2: Convergent Validity

No. of Items	Loadings	Cronbach alpha	Composite Reliability	AVE
DI2	0.786	0.826	0.883	0.654
DI3	0.816			
DI4	0.778			
DI5	0.853			
DMI1	0.878	0.896	0.935	0.828
DMI3	0.93			
DMI4	0.92			
MTE13	0.732			
MTE14	0.731	0.898	0.916	0.524
MTE15	0.712			
MTE16	0.767			
MTE17	0.764			
MTE18	0.716	0.912	0.944	0.85
MTE20	0.78			
MTE21	0.767			
MTE3	0.611			
MTE9	0.638	0.85	0.892	0.625
RVI1	0.929			
RVI2	0.918			
RVI3	0.919			
SR1	0.825	0.904	0.848	
SR2	0.705			
SR3	0.804			
SR4	0.855			
SR5	0.754	0.904	0.848	
TS1	0.904			
TS2	0.848			

TS3	0.892	0.859	0.913	0.777
-----	-------	-------	-------	-------

Table 2 explains that all models follow convergent validity models. Most factor loadings increased the values for Cronbach's alpha, composite reliability and AVE show strong construct reliability.

Table 3: Discriminant Validity (Fornell & Larcker Criterion)

	DI	DMI	MTE	RVI	SR	TS
DI	0.809	0.317	0.513	0.446	0.297	0.654
DMI		0.91	0.429	0.251	0.351	0.261
MTE			0.724	0.508	0.329	0.63
RVI				0.922	0.176	0.573
SR					0.79	0.223
TS						0.882

Table 4: Discriminant Validity (HTMT)

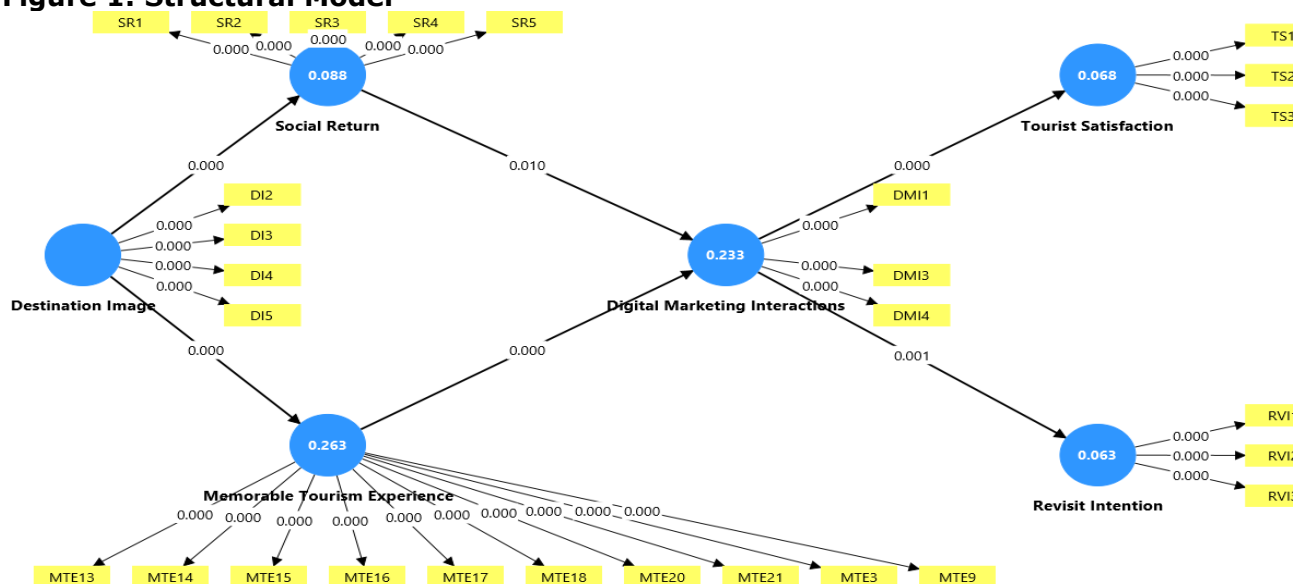
	DI	DMI	MTE	RVI	SR	TS
DI	-	0.345	0.562	0.497	0.356	0.759
DMI		-	0.478	0.275	0.383	0.29
MTE			-	0.556	0.368	0.706
RVI				-	0.187	0.638
SR					-	0.254
TS						-

Discriminant validity of framework was checked using the Fornell–Larcker scale and HTMT ratio. Fornell–Larcker scale allows that each construct display unique conceptual parts. The HTMT criteria demonstrated a clear difference among models. Collectively, these results provide valid proof of acceptable discriminant validity within the measurement model.

Table 5: Structural Equation Modeling based Hypothesis Testing

Hypothesis	Std. Beta	Std. Error	t-value	p-value	Result
H1: DI → MTE	0.513	0.058	8.913	0.0	Supported
H2: DI → SR	0.297	0.068	4.339	0.0	Supported
H3: DMI → RVI	0.251	0.076	3.285	0.001	Supported
H4: DMI → TS	0.261	0.068	3.842	0.0	Supported
H5: MTE → DMI	0.351	0.083	4.22	0.0	Supported
H6: SR → DMI	0.235	0.091	2.591	0.01	Supported
H7: DI → DMI	0.25	0.043	5.841	0.0	Supported
H8: DI → RVI	0.063	0.026	2.436	0.015	Supported
H9: DI → TS	0.065	0.025	2.605	0.009	Supported
H10: MTE → RVI	0.088	0.042	2.124	0.034	Supported
H11: MTE → TS	0.092	0.042	2.204	0.028	Supported
H12: SR → RVI	0.059	0.024	2.423	0.015	Supported
H13: SR → TS	0.061	0.024	2.546	0.011	Supported
H14: MTE → DMI → RVI	0.088	0.042	2.124	0.034	Supported
H15: MTE → DMI → TS	0.092	0.042	2.204	0.028	Supported
H16: SR → DMI → RVI	0.059	0.024	2.423	0.015	Supported
H17: DI → SR → DMI → TS	0.018	0.009	2.141	0.032	Supported
H18: SR → DMI → TS	0.061	0.024	2.546	0.011	Supported
H19: DI → MTE → DMI → TS	0.047	0.023	2.087	0.037	Supported
H20: DI → SR → DMI → RVI	0.018	0.008	2.09	0.037	Supported
H21: DI → MTE → DMI → RVI	0.045	0.023	1.976	0.048	Supported
H22: DI → SR → DMI	0.07	0.03	2.36	0.018	Supported
H23: DI → MTE → DMI	0.18	0.047	3.863	0.0	Supported

In the above table, the maximum results supported the proposed hypotheses of this study. The results display that H1 is supported, describing a vital connection between DI and MTE ($\beta = 0.513$; $t = 8.913$; $p = 0$). Similarly, H2 is justified, showing that DI significantly influences SR ($\beta = 0.297$; $t = 4.339$; $p = 0$). Hypothesis H3 is supported, as DMI have a big effect on RVI ($\beta = 0.251$; $t = 3.285$; $p = 0.001$). Furthermore, H4 is validated, reflecting that DMI significantly impact TS ($\beta = 0.261$; $t = 3.842$; $p = 0$). H5 demonstrates that MTE positively affects DMI ($\beta = 0.351$; $t = 4.22$; $p = 0$), while H6 confirms the significant influence of SR on DMI ($\beta = 0.235$; $t = 2.591$; $p = 0.01$).

Figure 1: Structural Model

In mediation hypotheses, the results support H7, showing that MTE mediates the relation between DI and DMI ($\beta = 0.18$; $t = 3.863$; $p = 0$). H8 is also supported, showing that SR mediates the effect of DI on DMI ($\beta = 0.07$; $t = 2.36$; $p = 0.018$). In addition, H9, H10, and H11 are justified, confirming the sequential mediating roles of DMI in the relationships between MTE and RVI ($\beta = 0.088$; $t = 2.124$; $p = 0.034$), MTE and TS ($\beta = 0.092$; $t = 2.204$; $p = 0.028$), and SR and TS ($\beta = 0.061$; $t = 2.546$; $p = 0.011$), respectively. Serial mediation routes in H12 and H13 confirm the indirect effects of DI through various mediators, all with statistically important findings.

4. Conclusion

This study proved both direct and mediated links between key models, DMI as a main mediating variable. The results showed that all hypothesized links were supported. DI effects both MTEs and SR. In response, MTE and SR impacted DMI, which enhanced TS and RVIs. Different mediation routes—such as DI → MTE → DMI → Satisfaction and DI → SR → DMI → RVI—were also meaningful. This study provides theoretical understanding by extending the recent literature on tourist behavior and destination marketing. This research supports the current explanation regarding the impact of online marketing on TS and RVI by the mediating role of DMI within the Pakistani tourism context. The study focuses on the need for additional research to understand the cultural disparities in digital platforms pertinent to social media in the tourism sector. In managerial perspective the findings provide feasible insights for individuals belonging to tourism industry and those responsible for marketing. To establish a strong DI is essential, as it impacts TS and their possibility of revisiting. Tourism policies should focus on the generation of memorable tourism experiences. Applying strategies to provide outstanding services and market enduring memories. This study confirms its role as a bridge. Marketers should focus on attaining an equilibrium between online engagement and impactful tourist experiences. Although SR was seen as a softer model, this study explains its effect through online engagement. Tourism managers should focus on creating principal driven experiences that translate into long-term psychological impact. In conclusion, providing memorable experiences helps attract visitors, while the efficient use of online platform increases social return, increasing digital marketing interactions.

4.1. Limitations

This study has limitations. First, this study focused on Pakistani tourist sites, limiting possibilities for generalizing them to various geographical conditions. Analyzing related variables in other sectors will help us understand tourist behavior. Elements like online digital systems, search engines of official tourism websites and less dependence on social media for tourism decisions may affect how tourists link with online material. Future studies should extend this construct to other sectors with more revised online ecosystems to analyze the power of these variables. Due to asset limitations, the study contains a cross-sectional design, having thought into how tourist attitudes change over time. A longitudinal approach could give more correct details of satisfaction, especially in online tourism framework. Convenience sampling was

appropriate for this exploratory model. Future studies should consider probability sampling to increase applicability. Additional limitation lies in the omission of effective variables such as service quality tourist motivations, technological adoption e.g., destination aesthetics and smart tourism technologies. Including these variables and analyzing moderators such as technology readiness and cultural trait could enhance framework strength. Mediation and moderation effects across different segments would help further describe the psychological mechanisms. Future research can focus upon this concept by controlling these limitations. Cross-cultural comparison, qualitative designs, longitudinal models and the integration of broader variables can increase the concept of how online marketing interactions effects behavioral intentions, with more distinct models examined across different tourism contexts.

References

- Ahmed, D. M., Azhar, Z., & Mohammad, A. J. (2024). The Role of Corporate Governance on Reducing Information Asymmetry: Mediating Role of International Standards for Accounting (IAS, IFRS). *Kurdish Studies*, 12(1).
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240, 104025. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Astuti, W., Natsir, M., & Elmas, M. (2025). EXPLORING THE PARADOXES OF TOURISM: HOW MEMORABLE EXPERIENCES, CITY BRANDING, AND DESTINATION IMAGE INFLUENCE REVISIT INTENTIONS? *Jurnal Riset Bisnis dan Manajemen*, 18(1), 95-105. <https://doi.org/10.23969/jrbm.v18i1.17579>
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636. <https://doi.org/10.1016/j.tourman.2003.06.004>
- Boley, B. B., Jordan, E. J., Kline, C., & Knollenberg, W. (2018). Social return and intent to travel. *Tourism Management*, 64, 119-128. <https://doi.org/10.1016/j.tourman.2017.08.008>
- Boley, B. B., Woosnam, K. M., & Jordan, E. (2024). Animosity, Social Return, and Intent to Travel: Social Return's Dissipating Influence Over Animosity. *Journal of Travel Research*, 63(7), 1657-1670. <https://doi.org/10.1177/00472875231199638>
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chopra, I. P., Lim, W. M., & Jain, T. (2024). Electronic word-of-mouth on social networking sites: What inspires travelers to engage in opinion seeking, opinion passing, and opinion giving? *Tourism Recreation Research*, 49(4), 726-739. <https://doi.org/10.1080/02508281.2022.2088007>
- Cropanzano, R., & Mitchell, M. S. (2005). Social Exchange Theory: An Interdisciplinary Review. *Journal of Management*, 31(6), 874-900. <https://doi.org/10.1177/0149206305279602>
- Deci, E. L., & Ryan, R. M. (2000). The "What" and "Why" of Goal Pursuits: Human Needs and the Self-Determination of Behavior. *Psychological Inquiry*, 11(4), 227-268. https://doi.org/10.1207/S15327965PLI1104_01
- Dewnarain, S., Ramkissoon, H., & Mavondo, F. (2019). Social customer relationship management in the hospitality industry. *Journal of Hospitality*, 1(1), 1-14.
- Dhivya, D. S., Hariharasudan, A., Ragmoun, W., & Alfalih, A. A. (2023). ELSA as an Education 4.0 Tool for Learning Business English Communication. *Sustainability*, 15(4), 3809. <https://doi.org/10.3390/su15043809>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research*, 135, 663-675. <https://doi.org/10.1016/j.jbusres.2021.06.055>

- Ghaderi, Z., Béal, L., Zaman, M., Hall, C. M., & Rather, R. A. (2024). How does sharing travel experiences on social media improve social and personal ties? *Current Issues in Tourism*, 27(21), 3478-3494. <https://doi.org/10.1080/13683500.2023.2266101>
- Guleria, A., Joshi, R., & Adil, M. (2024). The impact of memorable tourism experiences on customer-based destination brand equity: the mediating role of destination attachment and overall satisfaction. *Journal of Hospitality and Tourism Insights*, 7(4), 1994-2013.
- Guo, X., & Pesonen, J. A. (2022). The role of online travel reviews in evolving tourists' perceived destination image. *Scandinavian Journal of Hospitality and Tourism*, 22(4-5), 372-392. <https://doi.org/10.1080/15022250.2022.2112414>
- Hadiwijaya, H. (2024). The Effect of Destination Image on Revisit Intention with Visitor Satisfaction as an Intervening Variable at Balaputra Dewa Museum. *Bina Bangsa International Journal of Business and Management*, 4(1), 134-145. <https://doi.org/https://doi.org/10.46306/bbijbm.v4i1.85>
- Hidayat Roffik, M. N., Wibowo, S. A., & Zaim, I. A. (2024). Proposed Marketing Strategy to Increase Re-Visit Intention and Purchase Intention of Tourist in Yogyakarta: Case of CV. Jogja Jalan Jalan. *European Journal of Business and Management Research*, 9(3), 33-48. <https://doi.org/10.24018/ejbmr.2024.9.3.2311>
- Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, 39(8), 1467-1486. <https://doi.org/10.1002/mar.21665>
- Hosseini, S., Cortes Macias, R., & Almeida Garcia, F. (2023). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48(3), 465-479. <https://doi.org/10.1080/02508281.2021.1922206>
- Iksan, M. F., Heryati, Y., & Rusli, R. (2024). The Effect of Product Diversity and Service Quality on Customer Satisfaction: Case Study at Al Mubarak Supermarket in Baras Sub-District, Pasangkayu District. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(2), 184-195. <https://doi.org/10.52970/grmapb.v4i2.683>
- Islam, M. T. (2021). Applications of Social Media in the Tourism Industry: A Review. *SEISENSE Journal of Management*, 4(1), 59-68. <https://doi.org/10.33215/sjom.v4i1.556>
- Jacobsen, J. K. S., & Munar, A. M. (2012). Tourist information search and destination choice in a digital age. *Tourism Management Perspectives*, 1, 39-47. <https://doi.org/10.1016/j.tmp.2011.12.005>
- Jeong, M., & Shin, H. H. (2020). Tourists' Experiences with Smart Tourism Technology at Smart Destinations and Their Behavior Intentions. *Journal of Travel Research*, 59(8), 1464-1477. <https://doi.org/10.1177/0047287519883034>
- Jimenez-García, D., Espinoza Heredia, O., Cruz Lizana, E., Cruz-Tarrillo, J. J., & Millones-Liza, D. Y. (2025). Destination Image and Brand Value as Predictors of Tourist Behavior: Happiness as a Mediating Link. *Administrative Sciences*, 15(5), 176. <https://doi.org/10.3390/admsci15050176>
- Kandasamy, R., Ramesh, R., Kumar N., R., Raghu, N., & Chavadi, C. A. (2024). Agile Methodologies in Digital Marketing for Growing Businesses:.. In D. Thangam, H. Chittoor, I. Ghosal, R. Kandasamy, & J. Y. Park (Eds.), *Advances in Logistics, Operations, and Management Science* (pp. 445-468). IGI Global.
- Kim, J.-H., & Ritchie, J. R. B. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, 53(3), 323-335. <https://doi.org/10.1177/0047287513496468>
- Kim, M., & Kim, J. (2020). Destination Authenticity as a Trigger of Tourists' Online Engagement on Social Media. *Journal of Travel Research*, 59(7), 1238-1252. <https://doi.org/10.1177/0047287519878510>
- Kline, R. B. (2023). *Principles and practice of structural equation modeling*. Guilford publications.
- Köchling, A. (2021). Experiential marketing as a tool to enhance Tourists' pre-travel online destination experiences? A web-based experiment. *Journal of Destination Marketing & Management*, 22, 100669. <https://doi.org/10.1016/j.jdmm.2021.100669>
- Kong, Y.-Q., Kwon, Y.-J., Girish, V. G., Lee, C.-K., & Reisinger, Y. (2024). The impact of destination brand experience on arousal, memorable tourism experience, and revisit intention: Gyeongbok palace night tour. *Asia Pacific Journal of Tourism Research*, 29(9), 1063-1078. <https://doi.org/10.1080/10941665.2024.2367490>
- Lin, C.-H., Morais, D. B., Kerstetter, D. L., & Hou, J.-S. (2007). Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations. *Journal of Travel Research*, 46(2), 183-194. <https://doi.org/10.1177/0047287507304049>

- Liu, J., Wang, C., & Zhang, T. C. (2024). Exploring social media affordances in tourist destination image formation: A study on China's rural tourism destination. *Tourism Management*, 101, 104843. <https://doi.org/10.1016/j.tourman.2023.104843>
- Liu, J., Zhao, J., Wei, W., & Yang, T. (2025). Captivating the crowd: unraveling sentiments in tourism short videos for effective destination marketing on social media. *Current Issues in Tourism*, 1-28. <https://doi.org/10.1080/13683500.2025.2462167>
- Luong, T.-B. (2025). The role of satisfaction in the relationship between destination image and behavioral intention: a case study of Vietnamese visitors to Thailand. *Journal of Policy Research in Tourism, Leisure and Events*, 17(2), 494-516. <https://doi.org/10.1080/19407963.2023.2231475>
- Memon, J., Sami, M., Khan, R. A., & Uddin, M. (2020). Handwritten optical character recognition (OCR): A comprehensive systematic literature review (SLR). *IEEE access*, 8, 142642-142668.
- Mittal, A., Bhandari, H., & Chand, P. K. (2022). Anticipated positive evaluation of social media posts: social return, revisit intention, recommend intention and mediating role of memorable tourism experience. *International Journal of Culture, Tourism and Hospitality Research*, 16(1), 193-206. <https://doi.org/10.1108/IJCTHR-12-2020-0287>
- Mohammad, A. J., & Ahmed, D. M. (2017). The impact of audit committee and external auditor characteristics on financial reporting quality among Malaysian firms. *Research Journal of Finance and Accounting*, 8(13), 9-16.
- Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). *Market research*. Springer.
- Osei, B. A., Mensah, I., & Amenumey, E. K. (2018). Utilisation of social media by international tourists to Ghana. *Anatolia*, 1-11. <https://doi.org/10.1080/13032917.2018.1430044>
- Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business & Management*, 9(1), 2108584. <https://doi.org/10.1080/23311975.2022.2108584>
- Peng, J., Yang, X., Fu, S., & Huan, T.-C. T. C. (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism Management*, 94, 104647. <https://doi.org/10.1016/j.tourman.2022.104647>
- Pham, T. V., Duc Le, T., Dang Thi, K. T., Nguyen, T. L., & Tran, T. N. T. (2025). Unveiling the impacts of eWOM on tourist revisit intention from a cognitive perspective: the moderating role of trade-offs. *Cogent Business & Management*, 12(1), 2452239. <https://doi.org/10.1080/23311975.2025.2452239>
- Purhani, S. H., Mamedova, S. B., Mukumova, D., & Esanmurodova, N. (2025). Digital marketing in mountain tourism: Challenges of the new time and development priorities. *BIO Web of Conferences*, 151, 04019. <https://doi.org/10.1051/bioconf/202515104019>
- Ragmoun, W. (2024). The Analysis of Trigger Factors of the Environmental Entrepreneurship Process in Saudi Arabia: An Innovative Approach. *Economies*, 12(9), 254. <https://doi.org/10.3390/economies12090254>
- Rahmawati, Z. R., Kusumawati, A., & Sunarti. (2024). The Relationship of Destination Attributes, Memorable Tourism Experiences, Satisfaction, and Revisit Intention. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v9i11.15820>
- Ramkissoon, H., & Nunkoo, R. (2008). Information search behavior of European tourists visiting Mauritius. *Tourism: An International Interdisciplinary Journal*, 56(1), 7-21.
- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621. <https://doi.org/10.1016/j.jdmm.2021.100621>
- Sari, N., Ms, M., & Erlina, E. (2023). Digital Content Marketing Influences People to Visit Tourist Destinations. *International Journal of Advances in Social Sciences and Humanities*, 2(3), 212-221. <https://doi.org/10.56225/ijassh.v2i3.244>
- Seow, A. N., Foroughi, B., & Choong, Y. O. (2024). Tourists' Satisfaction, Experience, and Revisit Intention for Wellness Tourism: E Word-of-Mouth as the Mediator. *Sage Open*, 14(3), 21582440241274049. <https://doi.org/10.1177/21582440241274049>
- Sharafuddin, M. A., Madhavan, M., & Wangtueai, S. (2024). Assessing the Effectiveness of Digital Marketing in Enhancing Tourist Experiences and Satisfaction: A Study of Thailand's Tourism Services. *Administrative Sciences*, 14(11), 273. <https://doi.org/10.3390/admsci14110273>

- Souza, J. D., Marques Júnior, S., & Mendes-Filho, L. (2025). The Impact of Digital Content Marketing on Travel Intentions to Tourist Destinations: A Proposed Model Based on Perceived Value and Loyalty. *BAR - Brazilian Administration Review*, 22(2), e240188. <https://doi.org/10.1590/1807-7692bar2025240188>
- Toral, S. L., Martínez-Torres, M. R., & Gonzalez-Rodriguez, M. R. (2018). Identification of the Unique Attributes of Tourist Destinations from Online Reviews. *Journal of Travel Research*, 57(7), 908-919. <https://doi.org/10.1177/0047287517724918>
- Wang, C.-y., & Hsu, M. K. (2010). The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843. <https://doi.org/10.1080/10548408.2010.527249>
- Wang, J., Li, Y., Wu, B., & Wang, Y. (2021). Tourism destination image based on tourism user generated content on internet. *Tourism Review*, 76(1), 125-137. <https://doi.org/10.1108/TR-04-2019-0132>
- Wilopo, W., & Nuralam, I. P. (2025). An investigating the influence of social media marketing activities on revisit intention among Indonesian international tourists. *Cogent Business & Management*, 12(1), 2440626. <https://doi.org/10.1080/23311975.2024.2440626>
- Yabo, Z., Wee, H., & Gani, A. A. (2024). Destination Image and Memorable Tourism Experiences: Literature Gaps and Conceptual Exploration. *International Journal of Academic Research in Business and Social Sciences*, 14(3), Pages 58-71. <https://doi.org/10.6007/IJARBS/v14-i3/20753>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326-336. <https://doi.org/10.1016/j.jdmm.2017.06.004>
- Zhao, Y., Zhan, Q., Du, G., & Wei, Y. (2024). The effects of involvement, authenticity, and destination image on tourist satisfaction in the context of Chinese ancient village tourism. *Journal of Hospitality and Tourism Management*, 60, 51-62. <https://doi.org/10.1016/j.jhtm.2024.06.008>
- Zhou, Q., Pu, Y., & Su, C. (2023). The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1313-1329. <https://doi.org/10.1108/APJML-11-2021-0829>
- Zhu, Y., Zhu, L., & Weng, L. (2024). How Do Tourists' Value Perceptions of Food Experiences Influence Their Perceived Destination Image and Revisit Intention? A Moderated Mediation Model. *Foods*, 13(3), 412. <https://doi.org/10.3390/foods13030412>