The Impact of Tourism Promotion on Tourists' Revisit Intentions in Nepal

Sushil Awale, PhD
Central Department of Management,
Tribhuvan University, Nepal
Email: bricksushil@gmail.com

ABSTRACT

The spectacular landscape and diverse, exotic ethnic groups and cultures in Nepal represent considerable potential for tourism, but growth in the tourism industry has been not satisfactory relative to similar tourist destination. Nepal has spent massively on tourism promotion; however, there is no proper measurement of its effectiveness. This study examines the impact of tourism promotion on tourist revisit intentions toward Nepal. This study is descriptive and analytical research design. This study is based on survey of 384 tourists who were visiting Nepal. A survey of tourists revealed that social media is the most effective way to create revisits. Age and religion of the tourist influence their revisit decisions. Nepal government should allocate funds to train tourism operators and Nepal Tourism Board (NTB) staff on digital marketing. Digital and social media must be used for promotion. Nepal must develop and promote new tourism products. Promotion must be customized to various age group and various religion. The tourism promotion activities must be spent based on measurement of past performances of tourism promotion activities. Future research can consider Nepalese tourism promotion performed by foreign agencies. This same study can be performed on Nepalese tourist visiting Nepal. Future studies could explore the perspective of potential tourists staying abroad.

Keywords: tourism, advertising, social media, word of mouth, revisit.

Introduction

Nepal, endowed with remarkable biological, cultural, and geographical diversity, holds immense potential as a premier global tourism destination. Home to iconic attractions such as Mount Everest, the birthplace of Lord Buddha, and the sacred Hindu shrine Pashupatinath, Nepal has consistently earned global recognition ranked among the top travel destinations by Lonely Planet (2017, 2024), SKAL (2019), and TripAdvisor (2025). With tourism contributing approximately 7% to the national GDP, employing over 1.3 million people, and serving as a major source of foreign exchange, it remains a vital pillar of Nepal's economy. Notably,

about 30% of visitors are repeat tourists (NTB, 2023), reflecting the importance of revisit intentions in sustaining tourism growth. Despite substantial investments in promotional campaigns such as Visit Nepal 1998, Nepal Tourism Year 2011, and Visit Nepal 2020, as well as ongoing participation in international tourism fairs and sales missions, there is limited empirical understanding of how specific promotional tools—Advertisement, Word-of-Mouth, and Social Media Promotion—influence tourists' decisions to revisit. Moreover, existing research has largely overlooked the moderating role of demographic and trip-related factors such as Age, Visit Purpose, and Religion in this relationship. Since tourism behaviour is context-specific and cannot be generalized across different regions, time periods, or development levels (Garcia et al., 2018; Jones et al., 2011), this study aims to fill the gap by analysing the influence of tourism promotion activities on revisit intentions in the context of Nepal.

Research Objectives: This study mainly aims to examine the influence of tourism promotion activities—*Advertisement, Word-of-Mouth,* and *Social Media Promotion*—on tourists' revisit intentions in Nepal, and to explore how demographic and trip-related factors moderate this relationship. To achieve this purpose, the following specific objectives were formulated:

- To examine the impact of tourism promotion activities—Advertisement(AD), Word-of-Mouth(WOM), and Social Media Promotion(SOL)—on tourists' revisit intentions(RVT) in Nepal, and

- To assess the moderating effect of *Age, Visit Purpose and Religion* of tourists in the relationship between tourism promotion activities and tourists' revisit intentions.

The study seeks to develop strategic insights for tourism stakeholders in Nepal to enhance tourism promotion efforts and improve destination loyalty by leveraging effective marketing approaches.

Literature Review: Revisit and Loyalty

According to Chin and Wong (2022), revisit intention is a behavioural measure of consumer loyalty. Revisiting is defined as an individual's readiness or willingness to make repeated visits to the same destination. The reasons for, reasons against, and attitudes are significant predictors for customers to buy the service again (Pokhrel et al., 2024). Predicting revisit intention may be necessary for successful destination marketing, providing a cost advantage over competitors (Wilopo & Nuralam, 2024). The willingness of tourists to revisit the same place and recommend it to others is a sign that they are interested in returning. Returning tourists are critical for revenue generation because they are more loyal and stay longer than first-time visitors. Ma'arif et al. (2023) study on tourist in Gianyar Indonesia showed authenticity, social media, and destination image can predict

revisit intention by 93.9%. Social media has a significant effect on revisit intention. Study states, social media is a platform that provides informative content and interaction between users and between users and tourist attractions, which can provide perceptions to decide whether or not to return to a tourist attraction. Tourists are interested in revisiting usually because of the memories they share through photos posted on social media about tourist destinations. This demonstrates that the memories that people share on social media are a powerful motivator for tourists to return to tourist destinations. Study show that comments on social media posts significantly influence tourists' desire to return. Comments made by other tourists on social media demonstrate the enthusiasm of tourists when visiting Gianyar. These comments serve as a means of disseminating tourism information to other tourists. After tourists receive the desired information and content on their social media platforms, they are more likely to return. This implies that photos of tourist destinations in Gianyar, the beauty shared on social media, memories shared by people on social media, and comments on social media posts must contain helpful information to entice people to return to Gianyar for tourism.

According to Neuvonen et al. (2010), tourist satisfaction and emotional attachment to destinations are recognized as vital factors influencing revisit intentions and destination loyalty. While some studies suggest that repeat visitors may spend less per visit compared to first-time tourists, emotionally attached and satisfied visitors often contribute more significantly to cumulative expenditures, particularly through repeat patronage and referrals. Such loyal visitors play an important role in supporting local enterprises by generating positive word-of-mouth, effectively enhancing destination image and promoting local tourism services.

According to Canalejo and Rio (2018), destination branding has emerged as a vital strategy for fostering both satisfaction and loyalty among tourists. Strategic marketing efforts are increasingly geared toward crafting tourism experiences that are not only enjoyable but also emotionally meaningful and memorable. Data from Chaudhary et al. (2010) reveal that first-time visitors make up approximately 71% of all foreign tourists to India, while repeat tourists account for nearly 30%. Only about 4% of visitors have traveled to India more than three times. This suggests that while attracting new tourists is critical, cultivating repeat visitation through satisfaction and positive destination experience can be a long-term strategy for sustainable tourism development.

Marketing communication—particularly advertising—plays an integral role in shaping consumer expectations, emotional responses, and purchase intentions. A study by Han et al. (2018) found that functional and emotional advertisements significantly influenced consumers' brand image of a restaurant, stimulating

feelings of pleasure and arousal, which in turn enhanced brand satisfaction and repurchase intentions. The study aligns with the theory of consideration sets, which suggests that once customers perceive a decrease in uncertainty, their evaluative costs decline, thereby enhancing perceived utility and leading to repeat behaviors (Han et al., 2018; Hauser & Wernerfelt, 1990).

In line with this theory, Giraldi and Cesareo (2014) and Kim and Kim (2005) support the idea that the cognitive responses triggered during advertisement viewing can moderate relationships between brand image, emotional responses, satisfaction, and behavioral intentions. In essence, advertising acts not just as a tool of persuasion but as a grooming mechanism that influences how consumers perceive and evaluate their experiences.

Research in advertising psychology further supports the notion that positive consumer reactions to advertising enhance repurchase intentions. According to Haley and Baldiner (2000), consumers who experience positive emotions while viewing an advertisement are more likely to evaluate the brand favorably and engage in repeat behavior (MacKenzie et al., 1986; MacKenzie & Lutz, 1989). Bagozzi et al. (1999) explain this through the emotional processing model, stating that *"positive emotions lead to positive evaluations and ultimately positive behavioral intentions."* This effect is amplified when advertisements are low in cognitive complexity, as is typical in industries such as hospitality and dining, where emotional engagement outweighs technical detail.

Moreover, Mattila and Wirtz (2000) highlight that positive moods triggered by advertisements enhance the selective processing of positive information, reinforcing the desire to maintain a favorable emotional state. These pre-consumption moods, shaped by emotionally engaging advertisements, can influence how the actual consumption experience is evaluated. For example, a pleasant and arousing advertisement can create anticipatory excitement, which in turn results in enhanced satisfaction and stronger repurchase intentions once the product or service is experienced. Advertisements have the potential to moderate the interconnected pathways among brand image, emotional response, satisfaction, and loyalty behavior. In the tourism context, this underscores the critical role of emotionally resonant promotional strategies in cultivating place attachment, increasing tourist satisfaction, and encouraging repeat visitation. It was discovered that a well-developed tourism destination promotion strategy is critical for increasing tourists' intention to revisit (Chin & Wong, 2022).

Study of Wilopo and Nuralam (2024) showed, revisit intention is a key component of future tourist actions, where revisit intention can be influenced by the quality and performance of services at tourist destinations. The connection tourists establish when visiting tourist destinations is related to tourists' assessment make of memorable experiences. Tourist perceived value, the

foundation for shaping tourist experiences leading to satisfaction, has implications for revisit intention. Furthermore, tourists' revisit intention to a destination is influenced by several other factors such as perceived value, service (attitude), and easily memorable positive impressions. Tourist satisfaction can be enhanced by improving the functional and emotional value embedded in tourist destinations. In the tourism industry, the intention to revisit is considered a crucial factor to be considered for the development and sustainability of the tourism business. It was discovered that marketing efforts for tourism destinations have a significant positive relationship with intention to revisit.

Research framework

This study is based on the following research framework that also shows the operationalisation of study variables:

Figure 1

Research framework and operationalisation of study variables
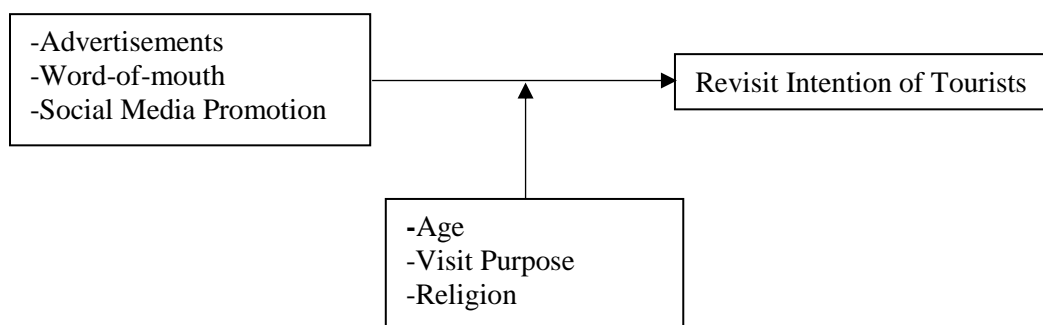
Methods

This study is descriptive and causal research designs. These studies have attempted to determine the determinants of effective tourism promotion in Nepal. This study on tourists covers the demand side of tourism. In this study, the perspectives of 397 tourists visiting Nepal on tourism promotion and its effectiveness were collected through questionnaire. This study collected the perceptions of tourists toward the promotion practices of Nepal and their effects on them. For statistical analysis Excel, SPSS, AMOS, correlation, regression, and ANOVA tools were used. In this study, the independent variables were advertisement, word of mouth and social media promotion. The dependent variables in this stage is Revisit Intention. Moderating variables in this study were age, religion and purpose of visit.

Data Analysis

Data analysis consists of respondents' profile, reliability and validity tests, correlations and regression analysis.

Table 1

Respondents profile

Age group	Percent	Cumulative Percent
Under 25	12.6	12.6
25 to 34	32.2	44.8
35 to 49	34.8	79.6
Above 50	20.4	100
Total	100	
Religion	**Percent**	**Cumulative Percent**
Christian	29	29
Buddhist	11.8	40.8
Hindu	31.2	72
Muslim	7.6	79.6
Others	20.4	100
Total	100	
Purpose of visit	**Percent**	**Cumulative Percent**
Leisure	47.6	47.6
meeting friends and relatives	5	52.6
Business	8.1	60.7
Religious	16.4	77.1
Education	7.1	84.1
Explore	14.4	98.5
Others	1.51	100
Total	100	

Note. Authors' survey, 2024

Table 1 shows that 67% of the respondents were between the ages of 25 and 50. Table shows that approximately 30% of the respondents were Hindu or Christian. Twelve percent of respondents were found to be Buddhist. Table shows that approximately 50% of the respondents' visit purpose was to enjoy their holidays. Approximately 16% tourists were for pilgrims. Approximately 15% were for exploration. Approximately 10% were for business trips. Approximately 5% were for meeting friends and family.

Table 2

Correlation Matrix

Variables	AD	WOM	SOL	RVT
AD	—			
WOM	0.510**	—		
SOL	0.571**	0.483**	—	
RVT	0.480**	0.516**	0.440**	—

Note: The correlation is significant at the 0.01 level (2-tailed).

The correlation is significant at the 0.05 level (2-tailed).
Note.   Calculations based on authors' survey, 2024

Table 2 presents the correlation matrix between the dependent and independent variables. The results indicate that the relationships are statistically significant at the conventional levels of confidence. These significant associations provided a strong rationale to proceed with further inferential analysis, specifically regression modeling, to explore the nature and strength of the predictive relationships.

The model demonstrated a marginally acceptable fit, with the following values observed: CMIN/df = 5.827, CFI = 0.697, TLI = 0.671, SRMR = 0.0889, and RMSEA = 0.114. While not all indices met the ideal thresholds, the model was retained for further analysis based on theoretical justification and relative convergence with acceptable ranges. A detailed comparison of the observed values with recommended cut-offs is presented in Table 3.

Table 3
Obtained and recommended values

Fit Indices	Recommended Value	Source(s)	Obtained value
CMIN/df	3-5	Less than 2(Ullman,2001) to 5 (Schumacker & Lomax, 2004)	4.827
GFI	>0.90	Hair et al (2016)	0.920
CFI	>0.90	Bentler (1990)	0.997
TLI	>0.90	Bentler (1990)	0.971
SRMR	<0.08	Hu and Bentler (1998)	0.078
RMSEA	<0.08	Hu and Bentler (1998)	0.074

Note. Calculations based on authors' survey, 2024

Table 3 shows, construct reliability for the measurement model was assessed using both Cronbach's alpha and Composite Reliability (CR). All constructs reported Cronbach's alpha values exceeding the conventional threshold of 0.70, indicating strong internal consistency (Nunnally & Bernstein, 1994). Furthermore, CR values ranged from 0.762 to 0.937, surpassing the recommended minimum of 0.70, thereby confirming adequate construct reliability (Hair et al., 2016). Although Average Variance Extracted (AVE) is generally considered a more stringent criterion for establishing reliability, Malhotra and Dash (2011) argue that CR alone is sufficient when AVE falls slightly below the threshold. Thus, construct reliability was validated for all variables in the study, as shown in Table 3. Convergent validity was evaluated through the AVE values, in accordance with the criteria set by Fornell and Larcker (1981). The AVE values for most constructs exceeded the minimum threshold of 0.50. However, the constructs Advertisement (AD), Word of Mouth (WOM) and Social Media (SOL) reported

AVE values slightly below this benchmark. Despite this, the CR values for these constructs were well above the acceptable limit, suggesting that they maintained adequate internal consistency and reliability. Consequently, convergent validity was considered acceptable across all constructs.

Multiple goodness-of-fit indices were examined to assess whether the model adequately represented the observed data. A good-fitting model is typically accepted when the chi-square to degrees of freedom ratio (CMIN/df), Goodness-of-Fit Index (GFI), Tucker–Lewis Index (TLI) (Tucker & Lewis, 1973), and Comparative Fit Index (CFI) (Bentler, 1990) all exceed the threshold value of 0.90. These indices collectively indicate how well the hypothesized model replicates the data structure. In addition to these, two error-based indices were also considered: the Standardized Root Mean Square Residual (SRMR) and the Root Mean Square Error of Approximation (RMSEA). According to Hair et al. (2016), an SRMR value below 0.05 suggests a close model fit, while RMSEA values between 0.05 and 0.08 indicate an acceptable level of error approximation. In this study, the SEM produced the following fit indices: CMIN/df = 4.827, GFI = 0.920, CFI = 0.997, TLI = 0.971, SRMR = 0.0789, and RMSEA = 0.074. These results fall within or near the acceptable thresholds, demonstrating that the model fits the data well. Therefore, the hypothesized structural relationships among the constructs are supported by the empirical evidence.

The R^2 value for revisit intention was 0.443, implying that 44.3% of the variance in revisit intention is explained by the same set of predictors. In the case of revisit intention (RVT), advertisement ($\beta = 0.338$, t = 6.911, p < .05) and WOM ($\beta = 0.223$, t = 4.325, p < .05) showed significant positive influences. Social media demonstrated a strong positive and significant relationship with revisit ($\beta = 0.496$, t = 9.614, p < .05). Collectively, these results offer nuanced insights into the role of each promotional element in tourist behavior. All relevant model fit indices and path analysis outcomes are detailed in table 3 and table 4. Social media is found to be most effective, which is abvious as social media is most used media ((Kotler et al, 2021; Khadka & Khadka, 2023; Moro & Rita, 2018; Statista, 2025; Wong et al., 2020).

Table 4

Hypotheses Results

Hypothesized Relationship	Decision	Standardized Estimates	t value	p value	Status
AD -> RVT	Accepted	0.338	6.911	0.003	Significant.
WOM -> RVT	Accepted	0.223	4.352	0.000	Significant
SOL -> RVT	Accepted	0.496	9.614	0.000	Significant
R-square		0.443			

Note. Calculations based on authors' survey, 2024

Moderation analysis

In this study, the moderating roles of age, religion and purpose of visit, between tourism promotion and tourist revisits were analyzed. Changes in tourists' age, tourists' religion and tourists' purpose of visit produced various results. One-way ANOVA (Welch's) was applied to test the moderating role, and the following conclusions were drawn.

Table 5 shows that age does moderate the effect of ad on tourist revisits; therefore, the hypothesis is rejected. The table shows that age does moderate the effect of WOM on tourist revisits; therefore, the hypothesis is rejected. The table shows that age does not moderate the effect of social media on tourist revisits; therefore, the hypothesis is accepted. Age of tourists was found to moderate the effect promotion. Different age group have different media habit and different motives for travel (Seric & Vernuccio, 2019; Sun, 2017).

Table 5

Moderating Role of Age

Moderation Estimates

	Estimate	SE	Z	p
AD	0.474	0.0491	9.66	< .001
Age	-0.0654	0.0402	-1.63	0.103
AD ✳ Age	0.1486	0.0507	2.93	0.003

Moderation Estimates

	Estimate	SE	Z	p
WOM	0.4513	0.0402	11.22	< .001
Age	-0.0923	0.0393	-2.35	0.019
WOM ✳ Age	0.0946	0.0432	2.19	0.029

Moderation Estimates

	Estimate	SE	Z	p
SOL	0.4696	0.0527	8.91	< .001
Age	-0.0792	0.0414	-1.91	0.056
SOL ✳ Age	0.0797	0.0562	1.42	0.156

Note. Calculations based on authors' survey, 2024

Table 6 shows that religion does not moderates the effect of ad on tourist revisits; therefore, the hypothesis is accepted. The table shows that religion does moderate the effect of WOM on tourist revisits; therefore, the hypothesis is rejected. The table shows that religion does not moderate the effect of social media on tourist revisits; therefore, the hypothesis is accepted. Religion of tourists was found to partially moderate the effect promotion. The religion of society sensors promotional content; therefore, promotion of the same product may have different effects on different societies and religions (Kotler et al, 2021; Kashkuli, et al., 2014; Sontakki, 2006).

Table 6

Moderating Role of Religion

Moderation Estimates

	Estimate	SE	Z	p
AD	0.5324	0.0478	11.14	<.001
Religion	-0.0677	0.0262	-2.59	0.01
AD ✳ Religion	0.05	0.0344	1.45	0.146

Moderation Estimates

	Estimate	SE	Z	p
WOM	0.4782	0.0391	12.22	<.001
Religion	-0.07	0.0255	-2.75	0.006
WOM ✳ Religion	0.0577	0.0282	2.04	0.041

Moderation Estimates

	Estimate	SE	Z	p
SOL	0.5073	0.0506	10.03	<.001
Religion	-0.0665	0.0267	-2.49	0.013
SOL ✳ Religion	0.0706	0.0382	1.85	0.064

Note. Calculations based on authors' survey, 2024

Table 7 shows that visit purpose does not moderate the effect of ads on tourist revisits; therefore, the hypothesis is accepted. The table shows that visit purpose does not moderate the effect of WOM on tourist revisits; therefore, the hypothesis is accepted. The table shows that visit purpose does not moderate the effect of social media on tourist revisits; therefore, the hypothesis is accepted.

Table 7

Moderating Role of Visit Purpose

Moderation Estimates

	Estimate	SE	Z	p
AD	0.5179	0.0474	10.93	<.001
Purpose of visit	-0.0476	0.0171	-2.78	0.005
AD ✳ Purpose of visit	0.0228	0.0224	1.02	0.308

Moderation Estimates

	Estimate	SE	Z	p
WOM	0.4689	0.0394	11.893	<.001
Purpose of visit	-0.0356	0.0168	-2.12	0.034
WOM ✳ Purpose of visit	0.0137	0.019	0.717	0.473

Moderation Estimates

	Estimate	SE	Z	p
SOL	0.475	0.0513	9.25	<.001
Purpose of visit	-0.0267	0.0176	-1.52	0.13
SOL ✳ Purpose of visit	0.0377	0.0223	1.69	0.09

Note. Calculations based on authors' survey, 2024

Conclusions

Nepal is naturally beautiful and culturally rich country. Majority of tourist who visits Nepal are youth. Most tourist purpose of visit is pilgrimage, religious. Most of the pilgrim are Hindu and Buddhists. There is change in media habits of people. Social media is most impactful in creating tourist revisits. Age and religion influence the revisit decisions of the tourist. Nepalese tourism promotion practices must be reviewed and redesigned. On the basis of past performance of tourism promotion activities, new promotion activities must be planned.

Implications

Based on the conclusions drawn from the key findings of the research, the following policy implications are identified. These implications are for the Federal Government of Nepal (Ministry of Tourism along with the Nepal Tourism Board or NTB), provincial governments, and local governments as per the constitutional and legislative provisions of Nepal. Nepal Tourism Board (NTB) and other related agencies of federal government of Nepal should prioritise social media platforms like Instagram, Facebook, TikTok, and YouTube to target potential tourists. Campaigns could feature immersive visual storytelling, such as videos of Mount Everest expeditions, Lumbini's spiritual significance, or the Annapurna trekking circuit, showcasing Nepal's diversity. User-generated content should be encouraged by promoting hashtags like Visit Nepal, Experience Nepal, and Himalayan Adventures, turning satisfied tourists into informal ambassadors for the country's tourism.

Nepal government should allocate funds to train tourism operators and NTB staff on digital marketing. These programmes can focus on using digital tools like social media, SEO, and online booking systems. The government should advertise new tourism products such as mountain biking trails, spiritual retreats, community-based tourism, ziplining, rock climbing, and eco-lodges, highlighting cultural festivals in the Madhesh region or promoting bird-watching tours in Koshi Tappu Wildlife Reserve can encourage regional tourism growth. Nepal must realize its full potential. These many tourism products will create revisits.

Infrastructure development is crucial for attracting and retaining tourists. The government should focus on improving road networks to remote destinations (e.g., Dolpa, Rara Lake) and upgrading regional airports, such as those in Pokhara and Lumbini, to facilitate better connectivity. Additionally, ensuring reliable internet and mobile networks in tourist hotspots can improve the visitor experience. Study revealed negative word of mouth from tourist who had visited Nepal therefore Nepal must control pollution, keep destination clean, manage the tourism infrastructures, easy document processing, to create positive word of mouth. Nepal must manage expensive airfare to Nepal by investing more on airlines.
Promotional plans must be based on evaluations of the past effectiveness of tools. Companies must allocate budget based on the performance of their programs. As study shows popularity of social media, advertising and other promotional activities must be carried out via social media. Social media is replacing websites, therefore websites must be creative, updated and merged into social media. Companies must hire digital

marketing agencies to run the social media by professionals using analytical tools to make it more effective. Social media must also be used to attract repeat visitors to Nepal. Religion and age moderated the promotional effectiveness. Therefore, promotion must be customized to various age group and belonging to various religion. Theory of marketing segmentation, targeting and positioning must be applied in tourism promotion. Promotional appeal must match the motive of target tourists.

Only Nepalese tourism promotion activities performed by Nepalese enterprises are considered in this study, therefore, future research can also consider Nepalese tourism promotion performed by foreign agencies. Researchers have not clearly determined whether tourism promotion activities took place in Nepal or abroad. Therefore, future research can focus specifically on promotions taking place abroad or in Nepal separately. A massive number of internal tourists are seen around tourism sites in Nepal these days, therefore, this same study can be performed on internal tourists, on Nepalese tourist in Nepal. Future studies could explore the perspective of potential tourists staying abroad. This study surveyed foreigner tourists who were in Nepal, visiting Nepal. This study mainly covered only advertising, WOM and social media therefore future studies could cover other promotional tools like personal selling, sales promotion and public relations tools used for tourism promotion.

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