

## DESTINATION SUSTAINABILITY OF IJEN GEOPARK AS PERCEIVED BY TOURISTS: HOW FAR ITS IMPACT ON VISIT INTENTION?

Usep SUHUD\* 

Universitas Negeri Jakarta, Faculty of Economics, Jakarta, Indonesia, e-mail: usuhud@unj.ac.id

Mamoon ALLAN 

University of Jordan, Faculty of Archaeology and Tourism, Amman, Jordan, e-mail: m.allan@ju.edu.jo

Wong Chee HOO 

INTI International University, Faculty of Business and Communications, Nilai, Malaysia, e-mail: cheehoo.wong@newinti.edu.my

---

**Citation:** Suhud, U., Allan, M., & Hoo, W. C. (2025). Destination sustainability of Ijen Geopark as perceived by tourists: how far its impact on visit intention? *Geojournal of Tourism and Geosites*, 58(1), 146–160. <https://doi.org/10.30892/gtg.58113-1398>

---

**Abstract:** Collectively, geotourism has grown intensively in the last decades. Therefore, this study was done to determine the potential factors affecting the intention of tourists to visit Ijen Geopark, located in East Java, Indonesia, hence contributing to the broader discourse on geopark tourism, sustainable tourism, destination marketing, and consumer behaviour. In this research, a total of 424 tourists were surveyed, including both those who have visited the geopark and those who have not. The findings indicate a significant relationship between key variables found using exploratory factor analysis and structural equation modelling. Overall, destination sustainability directly affects both the tourist's visit intention and destination image and credibility, whereas destination credibility itself influences destination image and the tourists' environmental motivation. In addition, environmental motivation was seen as a relevant driver that had a positive impact on both destination image and visit intention. The results also confirmed that destination image would play a critical role in shaping tourists' visit intentions. The current findings bring to light the relevance of sustainability and credibility in driving attractiveness in both geoparks and other nature-based tourism destinations. This study provides valuable insights for tourism managers to promote sustainability and manage credibility, ultimately resulting in positive effects on tourist behaviour, such as higher environmental motivations. The direct contribution of this research is indeed to the United Nations SDGs, through encouraging sustainable tourism supportive of natural heritage conservation-SDG 12: Responsible Consumption and Production. It also aligns with SDG 13: Climate Action, in which the emphasis on environmental motivation reflects the necessary eco-conscious tourism. Finally, represented by SDG 8: Decent Work and Economic Growth is the potential of sustainable tourism to contribute to local economies. This study in its entirety demonstrates how the intersection of sustainability to destination management and tourist behaviour can further responsible tourism in line with global sustainability goals.

**Keywords:** consumer behaviour, destination marketing, geopark tourism, sustainable marketing, Ijen Geopark

\* \* \* \* \*

### INTRODUCTION

Geotourism is on the rise globally, particularly due to the fast expansion of UNESCO's Global Geoparks network, leading to an increase in the number of geotourists (Dowling et al., 2021). More specifically, geopark tourism is among the fastest-growing categories of tourism that integrates management and development regarding geological heritage sites. Based on Tuckyta et al. (2024), geopark tourism provides for conservation and educational use of the protected area with considerable geological heritage. Furthermore, this type of tourism not only develop any interest of tourists but also promotes geotourism, geoconversion, and education based on geological and environmental heritage.

This makes geopark tourism different from the other forms of tourism, and it is for this reason that more emphasis is now placed on education and conservation. Kusnadi (2023) significantly focuses on the dual aspects of geopark tourism, namely, environmental conservation and geological heritage as major attractions.

However, conservation principles combined with tourism development result in tension because most of the conservation principles restrict human activities, including tourism and economic endeavours. All these challenges notwithstanding, geopark tourism is considered a path toward sustainable development that harmonizes geological, biological, and cultural diversity by its spatial conservation principle. Recognition of geoparks—for example, the UNESCO Global Geopark status accorded to Ciletuh, Indonesia—highlights their international importance, while simultaneously creating challenges for balancing global recognition and implementation of local environmental policy.

Still, Drápela et al. (2021) mentioned that geopark tourism should fully support methods and practices for sustainability, especially in relating the abiotic, biotic, and cultural aspects of any one landscape. Besides, the development of geopark tourism should be in concert with the needs and wants of the local communities and help safeguard the geoheritage. Though geopark tourism has been advocated for worldwide, especially in areas with striking natural features, the task lies in how to control the intensity of tourism so as not to destroy the geoheritage sites themselves.

---

\* Corresponding author

In these recent years, the promotion and protection of geoheritage is an important issue in tourism of a geopark. Suhud et al. (2023) explain that geopark tourism refers to a type of tourism that concerns the management and sustainable use of valuable geologic heritage. Most geoparks contain several other geological formations such as mountains, canyons, waterfalls, caves, and even fossils among other cultural and natural resources. These geoparks might join the Global Geoparks Network supported by UNESCO so that they could eventually become milestones in this geotourism industry. In their paper, Yuniarti et al. (2022) debate the development of geopark tourism within the Ciletuh-Pelabuhanratu Geopark in West Java Indonesia. This type of tourism is to be developed around the geopark's geological values and special natural heritage, which will be enlisted in the development of sustainable tourism of the area. Geopark tourism in Ciletuh-Pelabuhanratu is representative for the integration of geotourism with local economic development. Skibiński et al. (2021) have defined geopark tourism within geotourism as "knowledge-based tourism which integrates cross-disciplinary aspects of the tourism industry with the conservation and interpretation of abiotic natural features, while considering relevant associated cultural issues at geosites for the general public." When the educational and conservation features of geosites are utilized, geopark tourism has the highest potential to greatly benefit regional development.

Intention is driven by awareness in many contexts, such as tourism and technology adoption. This again reflects the case of geopark tourism among many other environmentally conscious behaviours mentioned under many studies. Recently, the development of tourism in geoparks has been significantly influenced by the recognition of the surrounding natural environment, as noted by Megerle (2020). Travel restrictions and the re-discovery of local surroundings have arguably contributed to a surge in the number of visitors in natural areas for activities such as walking, biking, and hiking. Unfortunately, this surge in visitor numbers has been accompanied by increased pressure on sensitive nature complexes, including the geotopes, with resultant problems such as disturbance by improper parking, litter, and/or violation of rules. These behaviours run the risk of significantly undermining the geopark conservation effort and suggest that while awareness may well drive visit intention, such awareness must be linked to responsible behaviour if the sustainability of those actions is to be ensured. Patwary et al. extend this argument to the hospitality industry, where environmental concern plays a significant role in the intention of international tourists to stay in green hotels. In Malaysia, as awareness of green hotels is still in the nascent stage, increasing environmental knowledge amongst tourists is instrumental in improving their attitude and intention toward choosing environmentally friendly accommodations. This therefore framed that awareness of environmental issues and green actions is vital in encouraging sustainable choices among consumers. According to Apuke (2018), awareness can be improved to drive intention through publicity. In this present study, he proved that with better and higher publicity, much more awareness can be created which could then lead to a significant raise of intention among people or consumers towards the use of a certain product or service. This demonstrates the impact that awareness campaigns can have on encouraging positive consumer behaviour and boosting brand or product involvement.

In their study focused on brand awareness, Ihzaturrahma & Kusumawati (2021) show that when a brand is highly endorsed, there is a resultant positive effect on the intention to buy. Consumers are more inclined to patronize, or intend to patronize, brands they know. This reiterates the clarity of findings in related studies which show that brand awareness plays an important role in influencing consumer choice, frequency of purchase, and brand trial. Flavián et al. (2022) investigate the role of awareness in new service adoption in the context of investment services based on AI. The obtained results prove that awareness increases the acceptance of new disruptive services for every different customer group, but for young consumers and women. Awareness makes a very important contribution to establishing users' intentions in relation to the deployment of AI-driven analytical services, underlining its importance in innovative technology adoption.

While there has been a significant rise in research studies investigating the factors influencing tourists' intention to visit geoparks, only a limited number have delved into crucial topics like sustainability, credibility, and environmental motivations. For this reason, it would be beneficial for the present study to explore such factors that may influence tourists to visit Geopark Mount Ijen, such as destination sustainability, destination image, destination credibility, and environmental motivation, with a view to determining which of these factors is the most influential. In this respect, because this research does incorporate these variables, it has given far more meaningful insight into how sustainable practices, perceived credibility, and tourists' environmental consciousness contribute to their decision-making process and, consequently, offers valuable insight into the dynamics of geopark tourism. The purposes for such urgency to examine destination sustainability, destination image, destination credibility, and environmental motivation in this study are reasoned by their important roles in shaping tourists' behaviour and decisions in the context of geopark tourism. Destination sustainability is vital in that it reflects the long-term viability of the site, hence influencing the perceptions of tourists for environmental responsibility, an issue which now has started to take centre-stage among modern eco-conscious travellers. It is important because the destination image hinges on overall perceptions or appeal that tourists develop of a destination and their willingness to visit a destination. Destination credibility also has to do with a tourist being likely to place more confidence in and visit those destinations perceived as reliable and capable of fulfilling their promises. Second, environmental motivation—that is, the growing trend for tourists to seek tourism experiences that are in line with their environmental values—makes it a very important driver of tourism demand to nature-based destinations, including geoparks. These form the basis for the development of an improved understanding of the appeal and viability of geoparks, especially at this present time when responsible and sustainable tourism has taken centre stage with a state of global urgency.

Ijen Geopark is a park located in East Java, Indonesia, on the border of two regencies, namely Banyuwangi and Bondowoso. As stated by Irmayanti et al. (Pribadi et al., 2024), this is a geopark with natural wonders, especially for having the rare "Blue Fire" and one of the most acidic craters, the Ijen Crater, which are the two major attractions for visitors coming from all over the world. Ijen Geopark is all about tourism, biodiversity conservation, and geological and cultural aspects around the ecosystem of Mount Ijen. It deals with the provision of empowerment to the local communities and

increasing their awareness towards the conservation of nature. As stated by Irmayanti et al. (Pribadi et al., 2024) and Permanadewi et al. (2024), tourism within Ijen Geopark concerns promoting biodiversity, geology, and cultural heritage around Mount Ijen. Accessibility to most geosites is relatively easy, while the rest require efforts, for example, the Neogen Limestone Sembulangan can only be accessed by boat. This geopark offers hiking, bird watching, and biodiversity observation. It is developing "School goes to Geopark" educational programs for both tourists and students visiting the area. Planning for sustainable tourism in Ijen Geopark still faces many problems with its maintenance of infrastructure and environmental conservation. Ijen Geopark integrates geotourism with conservation and education to ensure that the experience during a visit is enriching yet sustainable and contributes to the community.

## LITERATURE REVIEW

### Destination sustainability

In other words, destination sustainability incorporates environmental and social concerns with economic ones to ensure that tourism destinations are viable in the long term and have a positive impact. Gong et al. (2019) explain that destination sustainability is the application of the triple bottom-line sustainability framework at regional or destination levels, and this has been considered vital for sustainable tourism. It demands a coordinated effort in planning, managing, and regulating a large degree of interacting elements and effects at the destination level—far beyond what individual organisations and private companies are prepared for. It therefore involves, first and foremost, a driving role of local or regional authorities for sustainable development. Jørgensen (2023) further explains that destination sustainability involves measuring and enhancing the sustainability levels at these destinations. This applies in using various indicators, certifications, and indices in observing and assessing the ability of tourism to act economically, socially, and environmentally. The idea is to enhance the ability of tourism destinations to act within the notion of sustainability, which encompasses environmental, social, and economic dimensions. Moliner-tena et al. (2021) further explain destination sustainability as an attempt to develop and/or promote harmony among the economic, socio-cultural, and environmental dimensions within tourism destinations. Fortunately, through these practices, this balance has come to be satisfied in securing the long-term sustainability of such a destination, from management of natural resources to sustainable local economic development and the social and cultural aspects regarding care for local communities. According to them, sustainability makes for the creation of memorable tourism experiences for future generations.

Along similar lines, Palacios et al. (2021) defined destination sustainability as the attempt to preserve and improve the balance between environmental, social, and economic dimensions concerning hospitality management in tourism destinations. This may encompass those practices that promote the conservation of natural resources, equity in the social sphere for residents and visitors, and the production of economic benefits in a sustainable manner within the local community. It's all about ensuring that tourism development pays dividends to the stakeholders while supporting the long-term health of the destination. Additionally, Jesus (2023) extends the concept to talk about destination sustainability as one grand initiative entailing maintaining and improving the sustainability of environmental, social, cultural, and economic elements of a tourist destination. This shall involve responsible management of natural resources, conservation of the cultural heritage, gaining control by the local community, and economically viable benefits accruable to all those involved. In this case, authentic tourism experiences are created with a view toward conserving social and cultural identities but at the same time contributing positively to the environment and the communities.

### 1. Destination sustainability and visit intention

A few studies have begun to explore this relationship in a variety of contexts, showing that sustainability and its impact on visit intention are becoming more prominent in the field of tourism research. As such, Talwar et al. (2023) note that sustainability affects visit intention by three mechanisms: through environmental impact, pro-environmental behaviours, and willingness to forego in-situ tourism experiences for sustainable alternatives. They further indicate that environmental awareness and pro-environmental practices at a destination level may increase the intentional behaviour of tourists to visit a place, especially among environmentally concerned tourists. Further, even the intention to sacrifice their experiences with direct tourism for the sake of ecological sustainability may also lead tourists toward an alternative form of sustainable tourism, such as virtual tourism. Moreover, Riva et al. (2022) extend this discussion into the impact of sustainability on visit intention within the context of green restaurants, and their findings revealed that sustainable environmental management and overall sustainability have positive effects on customers' intentions toward revisiting restaurants.

The concepts of green consumerism, green perceived value, and green perceived quality will, therefore, help in shaping repeat visit intentions that indicate sustainability practices in the hospitality industry are significant for customer loyalty and retention. In addition, Su et al. (2020) contribute to this discussion through a focus on the driving role of destination sustainable responsibility (DSR) in visit intention. They illustrate the significant influence of tourists' perceptions of destination social responsibility efforts on trusting the destination and the intention to visit. Therefore, evidence from the research indicates that when tourists perceive positive social motives for a destination, it builds their level of trust and reduces perceived risks, hence consolidating the intention to visit. The finding therefore suggests that the integration of social responsibility in the management of a destination is one sure way of increasing tourism.

Bieszk-Stolorz et al. (2021) introduce another perspective: the effect of museum sustainability, enabled by gamified e-guides, on visit intention. It might improve the cultural, environmental, social, and economic sustainability of the museums, since gamification attracts visitors and at the same time enhances the level of engagement in learning. It is also discovered that gamified e-guides have a positive influence on visit intention because such innovations allow museums to reach new

audiences, increase the cultural awareness of visitors, and foster conservation of the environment. Zeng et al. (2021) narrow down to sustainability in mountain health and wellness tourism, indicating that such mountain destinations have sustainable practices which are related to taking positive tourist experiences that lead to higher satisfaction and, therefore enhanced visit intention. They indicated that incorporation of sustainability in the overall tourist experience would have a direct and indirect impact on visit intention, hence improving the competitiveness and longstanding success of the destination.

## **2. Destination sustainability and destination image**

Various studies have reiterated that the concept of sustainability has gained increasing importance in shaping the perceptions of tourism destinations. According to Silva (2018), sustainability enhances destination image by incorporating its dimensions of environmental factors, social factors, and economic factors into the identity of tourism destinations. The findings show that consumers have embraced sustainability as part of a destination image where elements such as environmental preservation, resource conservation, and social protection become an integral part of the way in which destinations are perceived. Sustainability has often been used as a strategic argument by tourism marketers in appealing to consumers, further showing it constitutes a sound basis for contributing to an understanding of a destination's identity and image. Li et al. (2021) also discuss the aspect of sustainability in developing a sustainable image of a destination. Through the configuration-based approach, their study indicates that integrating sustainability in the promotion of the destination image would increase the holistic perception about the destination image and help develop sustainable tourism. This goes to mean that sustainability is not only essential for immediate appeal of destination competitiveness but also for the long-term image sustainability of a destination. In this respect, Hatzithomas et al. (2021) have pointed out that sustainability influences the sustainable image of a destination shaped by how tourists perceive messages conveyed through mass media, popular culture, personal sources, and direct experiences. The findings have suggested that environmental quality is a factor in creating a desirable destination for an international audience—a factor that again emphasizes sustainability in international destination perceptions.

Although in the paper of Leković et al. (2020) the source of sustainability factor is not approached as relevant to destination image directly, the authors recognize its importance in general context of tourism destinations management. According to the researchers, the sustainability factors that include environmental conservation, local economic development, and cultural preservation lie at the heart of the positive and sustainable destination image. This, by implication, would seem to suggest that even in those cases where sustainability is not discussed, it forms a silent underlying factor which can add positive appeal to the destination on a long-term basis. In Melé et al. (2020), the authors discuss how sustainability practices will affect the "green image" of cities, this being a desirable perception by tourists about a city's commitment to the environment. The research suggests that investment in a green image has become of paramount importance, while sustainability practices affect the overall destination image indirectly through the generation of a positive green image. This means that environmental sustainability has lately been taking relevance in the levels of perception towards destinations. Finally, Almeida-Santana & Moreno-Gil (2019) support that there is an important role of sustainability in the boost of competitiveness at tourism destinations. The findings of the research showed that the management of sustainability, besides the sociodemographic, cultural, and behavioural characteristics of a tourist, plays a very vital role in the perception of tourists about the destination's sustainable image. This therefore calls for the inclusion of sustainability in destination marketing strategies to achieve a positive competitive destination image.

## **3. Destination sustainability and destination credibility**

The concept of sustainability and brand credibility is a very relevant topic in both academic research and practical application, particularly within the sectors of tourism and hospitality. According to Rosli et al. (2019), sustainability drives hotel brand credibility a long way and thus influences the tourists' choice of hotels. They mentioned that in the era of sustainability, full and accurate information raises consumer acceptance; their willingness to recommend the hotel to other consumers increases. Therefore, brand credibility and attachment are two aspects in which to invest in the case a hotel manager wants to reach long-term brand sustainability. This would imply that sustainability is an important mediator of consumer perception about the credibility of hotels and, therefore, their decision-making process. Cowan & Guzman (2020) further this discussion by considering how sustainability impacts corporate credibility. They note that consumers believe that companies investing in sustainability initiatives and corporate social responsibility are more credible and. Besides, these initiatives for sustainability and CSR can result in an overall brand evaluation and may affect brand equity in a positive way, though it is not necessary that they always guarantee its direct impact on brand equity. It means that sustainability would contribute much to enhancing credibility of a company and improvement regarding consumer's perception about the brand. Sydnes & Aarvold (2021) go ahead to explain how sustainability impacts credibility particularly when firms advertise their communication. They have pointed out possible negative consumer reactions to greenwashing because of perceived sustainability claims that are not honest or manipulative. According to the study, sources of the claim seem to be the main factor, but specificity and relevance of the claims to the brand and firm history in terms of sustainability are also important moderators. Companies able to credibly communicate their sustainability initiatives and to show a sincere approach are perceived as more credible, even if their past was not so 'green.'

Uitslag's (2024) study carries on to confirm that brands perceived as more committed to sustainability had more credibility for customers. This enhanced credibility strengthens the brand image and increases consumer purchase intention. Conversely, brands that are perceived as being less committed to sustainability initiatives find it difficult to attract a retain ecologically concerned customer. Due to this, authentic integration of sustainability into a brand is irreplaceable in meeting the consumer expectations and ethical work standards. Sander et al. (2021) extend the impact of sustainability on

advertisement credibility. Accordingly, the study shows sustainability advertisements significantly improve the perceived advertisement credibility, especially when the advertising is related to environmental aspects. In negative cases manipulative perceived content of the advertisement leads to negative reactions and rejections. On the other hand, if the advertisement is deemed credible and free from manipulative motives, the emotive response becomes more positive. The results also reveal that environmental sustainability advertising yields a more positive attitude toward the ad than social sustainability advertising, once again suggesting that environmental advertising messages have stronger effects on consumer perceptions of ad credibility and their overall attitude toward the ad.

### **Destination credibility**

It is a multi-dimensional construct that becomes imperative in the formation of the perception and behaviours developed by tourists towards destinations (Suhud et al., 2024). According to Japutra & Keni (2020), destination credibility consists of the extent to which one feels that the management of the destination is willing and able to perform promises made to the destination. The definition stresses the role of the management in relationship building through ensuring that the destination lives up to the expectations set by its promotional initiatives. Jiménez-Barreto et al. (2020) provide an explanation of the concept in the context of online destination credibility. Thus, it is thus defined as that degree of trust a user has in the brand credibility of a destination in line with their good and poor user experiences on the destination platform.

Their online trust therefore influences users' behavioural intentions toward the destination. Moreover, the authors underscore that destination credibility is a relational concept that can be created and explored by assessing subjective personal experiences—a prerequisite for inferring that the perceived level of credibility of a destination brand has a lot of potential to affect customers' attachment and satisfaction. On the other hand, Majeed & Ramkissoon (2022) relate the credibility of the destination to tourists' trust or confidence in a destination derived from perceived risk, information derived from sources, and experiences. Besides, they indicated how crises such as the COVID-19 pandemic may affect the credibility and image of the destination, while further influencing the decision-making process of travellers.

Molinillo et al. (2022) contribute to this discussion by defining destination credibility as a perception of trust towards a destination brand after the visit has taken place. This post-visiting ability to trust, they say, is important because these increase the potential for future behaviours—like repeat visits or recommendations. The correspondence between pre-visiting information and the post-visiting experiences will be important either in maintaining or enhancing the credibility of the destination. Finally, Pelet & Ettis (2022) give another point of view by mentioning destination credibility, which refers to advertising. They define it as the confidence in consumption about where an advertisement would take them—to a brand's Facebook page or its main website. They indicate that the consumer can evaluate the credibility of an advertisement by confirming how well the ad corresponds to their experiences and by trusting the message and medium of the advertisement.

### **4. Destination credibility and destination image**

One of the most critical areas in the study of destination credibility and destination image has just started to attract attention in recent years, though the research remains somewhat limited. According to Omeish et al. (2024), influencers' credibility significantly shapes the destination image. Their findings indicated that the perceived credibility of influencers, hence, made the recommendations more persuasive, leading to a more positive formation of destination image. This may imply that the trustworthiness of the influencers plays an important role in incrementing how a destination is perceived by prospective tourists. Similarly, Qiu et al. (2023) address the influence of information source credibility on destination image. Their findings showed that a positive destination image evaluation and emotional evocation take place when the tourists perceive information sources about the destination as credible and promises to put up by the destination are upheld.

This leads to a "signal fit" perception; that is, the credibility and honesty presented by the destination are matched appropriately with the expectations from the tourists. Therefore, the credibility of a destination significantly influences the image of the destination and further on, tourist behaviour towards the environment. Abad & Borbon (2021) also identify the interaction of credibility and destination image, placing emphasis on travel vlogs. In their study, they showed that the credibility of information expressed in travel vlogs predisposes perception to trust a certain destination and therefore increases the capability to project the image of the destination. This again gives meaning to how credible information can affect online content about destinations and show what potential visitors perceive. On the other hand, Huang et al. (2021) have focused on an overview of different factors that may affect destination image but have not put into perspective precisely how credibility has an impact on destination image. Mentioned studies such as Lee et al. (2019), where the influence of tourists' experiences concerning street food quality on destination image was studied, and Lee & Jeong (2018), who discusses pro-environmental destination images and recreational sport interest in pulling out visitor motivations for pro-environmental behaviours in Korean national parks. Although credibility is not mentioned, under such circumstances, it is envisaged to be quite a considerable factor which shapes destination image since normally a good image resulted because of trust and credibility a destination attraction commands among tourists. Finally, Ran et al. (2021) have conducted research on the effect of e-WOM credibility on destination image. The study established that destination image is influenced positively by e-WOM credibility, which goes to mean that tourists' confidence in the credibility of e-WOM information has the potential to influence their perception toward a destination and thus influences attitude and perceived behavioural control toward the destination.

### **5. Destination credibility and environmental motivation**

Then again, regarding educators, a concept more customized to the above discussion is what is known as credibility docent. This instance of credibility associates rather well with motivation. Each of these studies pops out different facets of such an engaging relationship. According to Froment et al. (2022), how students perceive their university professors, as

reflected in professional profiles, is significantly and positively related to academic motivation. Further, this addresses the fact that if a student believes his or her instructor is credible, then that student is motivated to engage more in academics.

The present study underlines the important role credibility may play in giving students' academic motivation and helping them improve their results. Froment et al. (2021) further reinforces this idea because they clearly illustrate that decent credibility not only encourages motivation in students but even positively affects the performance assessment given by them to educators. That is, it will serve as a self-sustaining cycle whereby a credible educator increases student motivation which affects students' view about the quality of instruction they receive. This therefore underlines the need for maintaining high credibility amongst educators to ensure a productive learning environment. In this direction, Martin et al. (1997) also establish a significant relationship between instructor credibility and situational motivation among students.

According to their findings, students who perceive their instructors as highly credible are most likely to show higher levels of situational motivation in the learning context. That goes to indicate that instructor credibility could result in a motivating factor for students right at the point of engaging them in learning activities. Zheng (2021) also explores the connection between teacher credibility and student motivation, citing that it positively influences both. Zheng (2021) argues that credibility refers to a perception of competence, care, and reliability in a teacher. Indeed, student motivation greatly improves along with many facets of the learning experience with this perception; thus, it shows just how broad the influence of teacher credibility can be in terms of the outcomes for students. Finally, Johnson & Kaye (2015) extend the notion of credibility outside the classroom into a discussion of motivating effects within the media use context. This study has shown that perceived credibility of both traditional and social media platforms affects motivational use for the purpose of political information. High perceived credibility in social media like Facebook, blogs, and Twitter influences the choice to use such media for political information, hence underpinning the role of credibility in shaping media consumption behaviours.

### **Environmental motivation**

The concept of environmental motivation is different in every context, but intrinsic and extrinsic variables have been the main strives of pro-environmental behaviour. In an organizational setting, environmental motivation could be explained as the type of influence provided by a favourable work environment on the motivation and performance of the working population; a good work environment increases job satisfaction and, in turn, employee performance (Palino & Choldun Sina Setyadi, 2021). At the personal level, environmental motivation would stem intrinsic undergirding of personal beliefs and internalized norms when individuals are environmentally activated internally without extrinsic rewards or sanctions coming from other people (Sharpe et al., 2022). This intrinsic motivation is essential since such deep-seated values and moral convictions will help to maintain long-term pro-environmental behaviour (Thiermann & Sheate, 2020).

The environmental motivation in organizational management significantly impacts green technological innovation and eventually organizational performance through, for instance, the involvement of employees in environmentally responsible behaviour. According to Tipanya et al. (2022), in realizing business sustainability, there is a need to ensure that environmental objectives are combined with employee motivation. Otherwise, environmental motivation is taken as the key in technology adoption, where people's readiness to utilize green technologies would rely on their commitment to reducing their impact on the natural environment (Wathuge & Sedera, 2023).

### **6. Environmental motivation and destination image**

Several studies have pointed to the relationship between motivation and destination image as very complicated and interwoven. According to Tang et al. (2022), tourist motivations, mostly about learning and having entertainment, play an important role in shaping the perceived image of a destination. It is these motivations that provide a clear framework through which tourists perceive the natural, cultural, and infrastructural conditions of a destination and finally determine whether to return or not. Carreira et al. (2022) identify that both cognitive and affective motivations operate positively to influence the destination image formed during a visit, which seems to bear evidence of the fact that already existing motivations and expectations can shape tourists' perceptions and experiences—a process bounded within influencing future behavioural intentions. In this way, motivation is not just a precursor to travel but also plays a critical role in the ongoing development and reinforcement of a destination's image. Moreover, the interaction of motivation and destination image extends into the domain of pro-environmental behaviours. For instance, Lee & Jeong (2018) note that a pro-environmental destination image can enhance both intrinsic and extrinsic motivations to engage in sustainable practices. This infers that perceived environmentally responsible destinations can enhance tourists' motivation to behave in an environmentally friendly way. Boomsma (2013) gives an added dimension by highlighting how motivation is affecting the mental imagery, especially within the context of visual messages encouraging pro-environmental behaviour. Mental imagery could be a powerful form of motivation, focusing on strengthening or even instilling new goals aligned with sustainable living. Although these have been revealed, it has not been clearly explained how Destination Image particularly influences environmental motivation; hence, there is a literature gap. On the other hand, Zheng et al. (2021) reiterate mutuality of this relationship when they show that a positive destination image can boost the travel motivation to point out that these two factors keep interacting with one another in shaping tourist behaviour and destination attractiveness.

### **7. Environmental motivation and visit intention**

By far, a relatively underexplored area of inquiry is the effect of environmental motivation on visit intention—namely, outside the realm of volunteer tourism. The studies that have been conducted to date—for example, Suhud (2015) has indicated that environmental motivation indeed bears a positive relationship to visit intention within volunteer tourism in

such a way that the higher the tourists' environmental motivation, the longer they will spend on activities targeting environmental conservation. This implies that environmental motivation can potentially play an important role in influencing behavioural intentions, particularly when the activities come into line with the environmental values of the individual and his concerns. Based on this, De Groot & Steg (2010) avowed those different forms of self-determined motivation, including those driven by environmental values, are the crucial component in predicting pro-environmental intentions. These findings reveal the potency of environmental motivation to predict visit intention, particularly in contexts where the destination/activity resonates with the pro-environmental goals.

However, outside the field of volunteer tourism, how environmental motivation creates visit intention is less documented, which presents a literature gap. For instance, He et al. (2021) and Pop et al. (2020) confirm the magnitude of environmental motivation in engendering intentions to perform pro-environmental actions, such as purchasing green products or adopting new energy vehicles. These findings evoke the belief that, in a similar way, visit intention to environmentally sustainable destinations can be influenced by environmental motivation, though empirical evidence thereof in just this context would be scant. Qu et al. (2019) add weight to the fact that motivation, especially desire, is very important in the development of tourists' pro-environmental behavioural intentions. With such insight, there would therefore be a strong rationale for further research into how environmental motivation may have an impact on visit intention in diverse contexts of tourism and could thus contribute toward more focused strategies in the promotion of sustainable tourism.

### **Destination image**

The core of the destination image is constituent in the process of tourist perception and evaluation of places that are considered as possible travel destinations. Its cognitive and affective constituents play an important role in shaping how tourists perceive and feel about a specific destination. Qiu et al. (2023) identified destination image as the perception or impression of the destination that tourists held in their minds, wherein the contents included both cognitive and affective elements, namely thought and emotion. Their study showed that the credibility of sources of information about the destination maintains the destination image up front. At the same time, the destination image also mediates the relationship between credibility of destination and environmentally responsible tourist behaviour. This, on other words, implies that there is a probability that credible image can ensure more environmentally responsible actions from tourists. In this, Ran et al. (2021) elaborate by explaining that destination image is the summation of perceptions created by a series of impressions from various factors such as natural, cultural, social, and infrastructural attributes of the destination. The study has stated destination image to be a mental representation showing the body of knowledge and feelings possessed by an individual toward a given destination.

These factors consist of personal traits, past travel experiences, and nationality that collaborate or have a significant role in shaping this image. The multi-faceted conceptualization of destination image evaluation through cognitive, affective, and behavioural eyes underlines its complexity. Rodrigues et al. (2023) give a subtler view by presenting that the destination image is formed in three different stages: during the choice of the destination, during the real consumption of the trip when expectations are compared with reality, and after the visit has taken place, when word-of-mouth promotion and recommendations occur. They underlined that the destination image encompasses a relational set of cognitive, conative (behavioural), and emotional components which, in their integral whole, comprise the picture of the destination.

In fact, this tripartite approach would indicate that destination image is dynamic and does change across different phases of the tourist experience. Suban (2024) emphasises the effect of destination image on the level of tourists' satisfaction and re-visitation intention. It is indicated that destination image is a result of a few aspects that include tourism promotion, previous experiences of tourists, reviews from others, and an overall perception that is continually formed in the minds of tourists. This postulates that care needs to be taken in managing destination image for high tourist satisfaction and re-visitation rates. Suhud & Allan (2022) have characterised destination image as the sum of beliefs, ideas, and impressions that one has about a destination. These perceptions are affected by factors such as promotion, received information, and previous experiences. Their work emphasizes how important it is to understand how those factors interact together in combining to create a destination image that further affects tourists' decisions and behaviours.

### **8. Destination Image and Visit Intention**

While destination image has, in fact, been found in the tourism literature to relate to visit intention, it shows how important perceptions of a destination element may turn out in influencing the tourists' decisions regarding their visit. Liang & Lai (2023) refer to the fact that destination image bears great significance about visit intention, while their research confirms such a mediating role of destination image between brand image and the intention to visit. The finding underlines the importance of a favourable image of a destination to enhance tourists' intentions to visit a location. Rodrigues et al. (2023) emphasize that destination image is going to have a great influence on visit intention.

As Rodrigues et al. (2023) point out, that tourist global perceptions about the destination are a critical aspect based on which tourists make their decisions regarding visiting or re-visiting the destination. The above-mentioned relationship is important in terms of rural destination sustainability because a positive image will attract not only first-time visitors but also repeat visitors, which account for the long-term tourism development. Similarly, Suban (2024) indicates that destination image plays an important role in the development of visit intention, where good overall destination image significantly contributes to increasing intentions to visit or revisit. This study also evidences that the influence of destination image on either behavioural intention comes about both directly and indirectly, suggesting proper management of the image can affect tourists at more than one stage in the process of decision-making. This is significantly agreed to by Suhud & Allan, who, on one side, show that destination image has a strong effect on visit intention, in this case, upon Anak

Krakatau Mount Indonesia. Their study is coherent with several other studies that note that perceptions from tourists about a place are major drivers of a tourist's intention to visit. This may mean that destination managers have the main role of improving destination imagery to draw more tourists. Lastly, Suhud et al. (2021) extend the discussion to revisit intentions mobilized by destination image. Their findings proved that a positive destination image impacts not just the initial decision to visit but also substantially improves tourists' satisfaction and intention to return.

This indicates the twofold importance of destination image in driving both first-time visits and fostering repeat tourism—both aspects being crucial in maintaining long-term visitor engagement. Figure 1 illustrates the relational structure of some influential factors that impact visit intentions towards a destination, focusing on the Geopark Mount Ijen. The proposed model suggests that destination sustainability, credibility of destination, and environmental motivation have a considerable influence on destination image: H2, H4, H6. Subsequently, the destination image influences visit intention directly: H1, H7, H8. Moreover, destination sustainability and destination credibility are interconnected—which means a destination perceived as credible is perceived as more sustainable, too. Also, environmental motivation mediates destination credibility, that is, the ecological motivation of the visitors, onboard for congruence of ecological values, leads to positive perceptions about credibility of the destination. This framework underlines the centrality of destination image as a moderator between these antecedent factors and the final intention to visit the site, hence underlining the importance of improving perceived sustainability and credibility of the destination for a positive image able to drive visitor intentions.

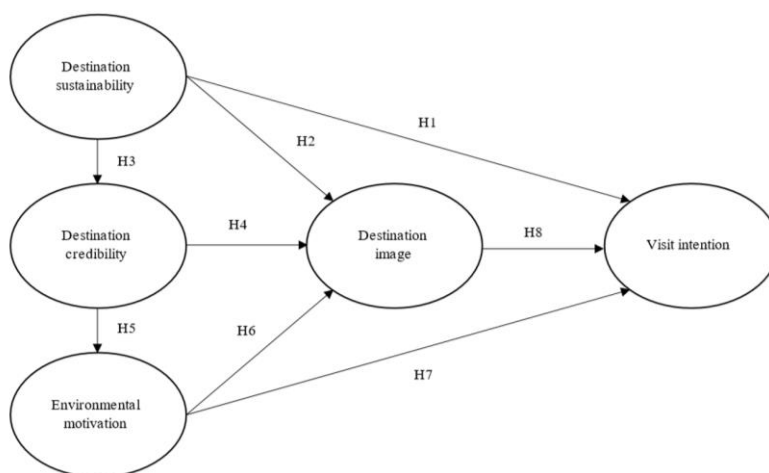


Figure 1. The theoretical framework

**METHODS**

**Measures. Data Analysis Methods**

The quantitative data in this study were analysed in four key steps to ensure the robustness and validity of the analysis. First, EFA used SPSS version 29, which tested the validity of the indicators according to Hair (2016), where an indicator is considered valid if its factor loading reaches 0.4 or greater. It was also an important step in identifying what underlying factor structure is present and that items within each construct were appropriately grouped and representative of the theoretical constructs. We then conducted reliability analysis, using Cronbach's alpha, with a threshold from 0.7 or greater being acceptable as a standard goal for reliability (2016). This will also ensure that the constructs being measured are consistent and reliable over time, thereby reinforcing the internal consistency of the scales used in the research.

Third was checking AVE, the acceptable score of which was considered to be 0.5 and above, implying variance that the constructs explain a sufficient amount in their indicators. Finally, the hypotheses in this research were tested by using SEM method with AMOS 29 version. According to Hair (2016), a hypothesis can be accepted when its critical ratio is greater than or equal to 1.96. The goodness-of-fit for the SEM was checked against the following cut-off criteria set by various scholars: probability level is between 0.05 and 1.00, chi-square to degrees of freedom ratio (X<sup>2</sup>/DF) falls between 0 and 2.00, Comparative Fit Index falls between 0.95 and 1.00, and Root Mean Square Error of Approximation falls between 0 and 0.05 (Table 1). Taken together, these steps ensure the validity of the results from a statistical point of view and their reliability, thus making for a sound basis on which valid conclusions should be rested for this study.

Table 1. Criteria of a fitted model

Criteria	Rule of Thumb	Resources
Probability	0.05 < p < 1.00	Schermelleh-Engel et al. (2003)
CMIN/DF	0 ≤ CMIN/DF ≤ 2	Tabachnick et al. (2007)
CFI	0.95 ≤ CFI ≤ 1.00	Hu and Bentler (1995)
RMSEA	0 ≤ RMSEA ≤ 0.06	Hu and Bentler (1999)

**RESULTS**

**Participants**

As demonstrated in Table 2, the demographic background of the 424 participants in this study is highly varied, with 66% being females and 34% males. Additionally, the age range of 21-25 years had the highest representation at 51.4% in



the sample, followed by the age group 26-29 years with 20.5%, while the remaining age groups had lower representation. On educational attainment, 36.1% had completed their diploma, 31.4% had undergraduate degrees, and 29.2% had high school education. Only a few had post-graduate educational levels (2.1%), or less than high school education, 1.2%. Occupational status fell mostly into the employed category 53.8%, self-employed made up 23.3%, and unemployed status constituted 22.2%. The marital status showed that 58.5% were unmarried, 38% were married, and other lesser percentages separated/divorced (3.3%) or widowed (0.2%). Previous experiences in visiting Ijen Geopark showed that as many as 63.4% had visited the place, while 36.6% had not, which can also provide a balance to compare in understanding tourists' motivation and intention in this study.

Table 2. Profile of participants

Profile		Frequency	Percent	Profile		Frequency	Percent
Sex	Male	144	34.0	Occupational Status	Employed	228	53.8
	Female	280	66.0		Unemployed	94	22.2
	Total	424	100.0		Self-employed	99	23.3
Age Group	17-20	31	7.3	Marital Status	Retired	3	.7
	21-25	218	51.4		Unmarried	248	58.5
	26-29	87	20.5		Separated/divorced	14	3.3
	30-34	53	12.5	Experience Visiting Ijen Geopark	Married	161	38.0
	35-39	26	6.1		Widowed	1	.2
	40-45	9	2.1		No	155	36.6
Level of Education Has Been Completed	Less than high school	5	1.2	Yes	269	63.4	
	Diploma	153	36.1				
	Postgraduate	9	2.1				
	Undergraduate	133	31.4				
	High school	124	29.2				

**Data Validity, AVE, and Reliability Tests**

The data validity, AVE, and reliability tests of the variables and indicators associated with environmental motivation are well within the limits of strong psychometric properties regarding destination publicity, destination sustainability, destination image, destination credibility, and visit intention in respect of Ijen Geopark. Thus, each of the constructs will have a very high factor loading, with all indicators exceeding 0.9, which implies a strong correlation between the items and their respective latent variables. The AVE values, which range from 0.891 to 0.919, mean that each construct shares a reasonable amount of variance with its indicators, thus guaranteeing convergent validity. Furthermore, Cronbach's Alpha values for all constructs were greater than 0.960, indicative of excellent internal consistency reliability; hence, the items are said to have performed consistently in their measurement of the intended constructs (Table 2). Put together, these findings establish the measurement model, thus confirming the reliability and validity of the constructs in measuring tourists' environmental motivations, destination publicity, sustainability, image, credibility, and visit intention to Ijen Geopark.

Table 3. Results of data validity, ave, and reliability tests

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
	Environmental Motivation		0.892	0.960
Em4	Visiting Ijen Geopark will allow me to develop something sustainable in the area.	0.947		
Em1	Visiting Ijen Geopark will allow me to do something important for the environment in the area.	0.946		
Em2	Visiting Ijen Geopark will allow me to help the environment around the area.	0.944		
Em3	I care about the environment in the Ijen Geopark area.	0.941		
	Destination Publicity		0.891	0.976
Dp4	News about Ijen Geopark on social media is positive and beneficial for Ijen Geopark.	0.954		
Dp3	I often find news about Ijen Geopark on social media.	0.945		
Dp6	News about Ijen Geopark that people talk about is positive and beneficial for Ijen Geopark.	0.944		
Dp1	I often find news about Ijen Geopark on news portals.	0.943		
Dp2	News about Ijen Geopark on the news portal is positive and beneficial for Ijen Geopark.	0.940		
Dp5	I often hear news about Ijen Geopark being talked about by people.	0.938		
	Destination Sustainability		0.919	0.971
Ds4	Ijen Geopark managers will support the sustainability of Ijen Geopark tourism.	0.963		
Ds1	Ijen Geopark managers will provide good services to the community.	0.960		
Ds2	Ijen Geopark managers will support the preservation goals of Ijen Geopark.	0.958		
Ds3	Ijen Geopark managers will pay attention to the interests of visitors.	0.953		
	Destination Image		0.905	0.987
Di9	Ijen Geopark is interesting.	0.957		
Di4	Ijen Geopark is exciting.	0.954		
Di3	Ijen Geopark is charming.	0.953		
Di5	Ijen Geopark is calming.	0.953		
Di8	Ijen Geopark is easily accessible.	0.952		
Di7	Ijen Geopark is friendly.	0.952		
Di2	Ijen Geopark is relaxing.	0.950		

Di6	Ijen Geopark is innocent.	0.949		
Di1	Ijen Geopark is fun.	0.941		
	Destination Credibility		0.907	0.974
Dc1	Ijen Geopark reminds me of someone who is competent and knows what he/she is doing.	0.959		
Dc5	Ijen Geopark reminds me of someone who has a name that I can trust.	0.952		
Dc4	Ijen Geopark reminds me of someone who delivers what he/she promises.	0.952		
Dc3	Ijen Geopark reminds me of someone who can provide clear, organized, and expert information.	0.951		
Dc2	Ijen Geopark reminds me of someone who has the ability to deliver what he/she promises.	0.950		
	Visit Intention		0.912	0.976
Vi1	I hope that I will visit Ijen Geopark in the future.	0.962		
Vi5	I really want to visit Ijen Geopark.	0.959		
Vi3	If everything is as I expect, I will plan to travel to Ijen Geopark.	0.959		
Vi4	In the next 12 months, I hope to be able to visit Ijen Geopark.	0.952		
Vi2	I prefer to visit Ijen Geopark compared to other destinations.	0.942		

The structural model presented below, Figure 2, considered from a path coefficient perspective (estimates of the relationships), destination sustainability has a direct influence on destination credibility, environmental motivation, destination image, and visit intention. When testing the model, probability 0.166, CMIN/DF 1.259, CFI 0.999, and RMSEA 0.025 suggest an increasingly good fit of the model.

These path coefficients indicate that destination sustainability is significantly and strongly positively influencing destination credibility with a coefficient of 0.84 and has, further, imparted a strong impact on destination image comprising 0.60. Moreover, destination credibility itself has a quite positive effect on destination image, while having a coefficient of 0.25, which further reassures the importance of credibility in shaping the perception. Environmental motivation influences both destination credibility at 0.72 and destination image at 0.12, though the latter one is relatively weak. Destination image is, finally, strongly predictive of visit intention, 0.34, with there also being a direct path from destination sustainability to visit intention 0.18, and one from environmental motivation with a direct influence on visit intention of 0.34.

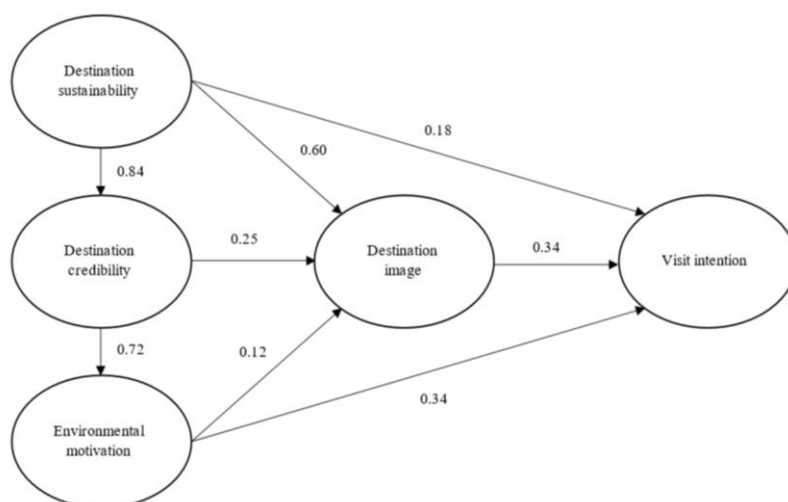


Figure 2. Structural model of the hypotheses tests

The table below shows the results of hypothesis testing using the structural model. Either for C.R. or p-value, each hypothesis was considered as tested and it was accepted only if the value of C.R. is above 1.96, meaning the relation of this variable is significant. Based on these results, all hypotheses from H1 to H8 are accepted since their C.R. values are more than the threshold value which is 1.96. Precisely, H1 is supported because destination sustainability has a significant direct influence on visit intention with C.R. = 2.186 and  $p = 0.029$ , confirming the relevance of sustainability in relation to tourists' intentions to visit destinations. H2 and H3 proposed that destination sustainability has strong positive effects on destination image and destination credibility at C.R. = 11.121 and  $p < 0.001$ , and C.R. = 23.857 and  $p < 0.001$ , respectively, thus indicating that sustainability significantly impacts destination image and credibility.

Table 4. Results of the hypotheses tests

Hypotheses	Paths	C.R.	P	Results
H1	Destination sustainability > Visit intention	2.186	0.029	Accepted
H2	Destination sustainability > Destination image	11.121	***	Accepted
H3	Destination sustainability > Destination credibility	23.857	***	Accepted
H4	Destination credibility > Destination image	3.927	***	Accepted
H5	Destination credibility > Environmental motivation	17.343	***	Accepted
H6	Environmental motivation > Destination image	3.057	0.002	Accepted
H7	Environmental motivation > Visit intention	7.071	***	Accepted
H8	Destination image > Visit intention	3.844	***	Accepted

H4 shows that destination credibility significantly affects destination image (C.R. = 3.927,  $p < 0.001$ ); H5 points out that destination credibility positively influences environmental motivation (C.R. = 17.343,  $p < 0.001$ ). Lastly, in H6, it was seen that environmental motivation significantly influences destination image (C.R. = 3.057,  $p = 0.002$ ), therefore proving that environmentally motivated tourism has a positive effect on perceived image.

In addition, H7 reveals that environmental motivation significantly affects visit intention at C.R. = 7.071 and  $p < 0.001$ , thus proving that tourists who are motivated in terms of the environment are willing to visit the destination. Lastly, H8 states that destination image has a significant effect on visit intention at C.R. = 3.844 and  $p < 0.001$ , thus proving true that destination image is the major predictor of tourists' behaviour.

## DISCUSSION

As a result, H1 indicated that destination sustainability has a positive influence on visit intention. Thus, it can be argued that tourists have the intention to visit Ijen Geopark in case the destination is perceived as being sustainable. The finding confirmed the studies by Talwar et al. (2023) and Riva et al. (2022), as they also found that sustainability acts as an important factor in shaping the intention of tourists. Sustainable destinations are increasingly preferred by environmentally concerned tourists who seek to reduce impacts on the environment, while at the same time contributing to the protection of natural resources. In this perspective of tourism dynamics, sustainability practices at Ijen Geopark will likely appeal to the values of tourists in their effort toward environmental conservation and community empowerment by motivating them to pay a visit. Accepting this hypothesis leads to an emphasis on the adoption and communication of sustainability practices to attract environmentally aware visitors. As it has been noticed in previous studies, sustainable tourism programs enhance both the attractiveness of the destination and its long-term benefits by maintaining the ecological integrity of the site and assuring a responsible tourist experience. Discussion hypothesis H2 was accepted since Destination sustainability bears a positive influential impact on destination image, meaning that the tourist perceives the destination more favourably in cases where sustainability practices are in place. It was also confirmed by such studies as Silva (2018) and Hatzithomas et al. (2021), where it was found that good sustainable practices lead to better perceived images of the destination. There is also a strong focus on all that pertains to sustainability, which would further enhance this positive imagery by portraying the destination as environmentally responsible with concern for natural resource preservation. In that regard, Ijen Geopark probably enjoys an enhanced image from potential tourists through environmental conservation, community engagement, and the promotion of eco-friendly tourism. This positive association of sustainability with image thus reflects the growing importance of environmental responsibility in the construction of the perception of contemporary tourists. As highlighted by previous studies, for instance, a destination's image greatly varies depending on its sustainability commitment, insofar as tourists are increasingly looking for destinations that reflect their ecological values. Consequently, the acceptance of the hypothesized suggestion strengthens the notion that sustainability not only contributes to ecological added values at the destination but also contributes to an attractive public image.

Therefore, H3: Destination sustainability nurtures destination credibility. Thus, the more positive the attitude or commitment of a tourist destination to sustainability, the higher the chances that tourists will consider the destination as credible. This result supports the research of Rosli et al. (2019) and Cowan & Guzman (2020) in which they also indicated that local sustainability efforts contribute to increasing the level of trustworthiness and reliability of the tourism destination. Demonstrating concern about sustainable practices allows the company to reflect responsibility, transparency, and long-term vision that underpins the key elements of credibility. Efforts to preserve the environmental setting, involve local communities, and promote eco-friendly tourism practices in the Ijen Geopark would likely reinforce in tourists' minds the perception of the credibility for which the destination stands. When tourists perceive that a destination is truly committed to sustainability, more likely the destination is trusted to deliver on promises, such as maintaining environmental integrity and providing responsible tourism experiences. The identified link between sustainability and credibility is a sign of a general tourism market that increasingly demands ethical and trustworthy destinations. This hypothesis reverberates with the reiterated importance of sustainability practices, not only in pulling in tourists but also in the establishment of a destination as one that is credible and dependable.

Thus, H4: Destination credibility positively influences destination image was supported, which means that if tourists perceive a destination as credible, they are likely to form a better image of the destination. This finding also coincides with the results of Omeish et al. (2024) and Abad & Borbon (2021), respectively, who also found that credibility makes a huge difference in enhancing the overall perception about the destination. Credibility refers to trustworthiness, the ability to rely upon something, and to keep promises. It is an important dimension in the development of impressions about a destination. In this context, if Ijen Geopark has successfully established a good reputation in terms of delivering sustainable tourism without compromising environmental values, then its image would be trustworthy and appealing to visit. The more credible the statements about sustainability, conservation, and tourism management at a destination are judged to be, the better that destination is likely viewed. Again, this underlines the role of credibility in underpinning the public image of a destination since tourists increasingly seek those destinations that not only guarantee them aesthetic or recreational appeal but also ensure responsibility and transparency. The hypothesis H5 that destination credibility positively influences environmental motivation was accepted. This result means that the tourists who consider a destination as credible are more likely to show motivations inspired by environmental concerns when it comes to deciding about their visit.

The findings also align with the findings of Peña Froment et al. (2022) and Froment et al. (2021), showing that the more a destination is credible, the stronger the environmental motivation it creates among tourists. In other words, credibility in the destination's ability to reassure tourists about its environmental and sustainability promises will result in a gain of trust.

In this case, it might be expected that tourists would have much more confidence in Ijen Geopark because their managers are committed to sustainability, the development of areas of conservation, and ecological practices. This can reassure tourists who value protection of the environment that their visit will correspond with values of ecology. The eventual acceptance of this hypothesis emphasizes the role of trust and reliability in shaping not only the perception of tourists of their destination but also their motivation to engage in environmentally responsible tourism.

Thus, H6 stated that environmental motivation positively influenced destination image; therefore, it is accepted since tourists with high environmental motivation view the destination more favourably. Therefore, this finding is in line with the studies conducted by Tang et al. (2022) and Carreira et al. (2022) where they also established that those tourists who are sensitive to environmental concerns are more likely to build positive destination images that are reflective of their values. In the case of the Ijen Geopark, for example, tourists whose travel motivations are more driven by environmental concerns will perceive greater destination attractiveness in the park's embracement of sustainability and conservation efforts. The connection drawn between the environmental motivational factors and destination image emphasizes the rising interest in eco-friendliness in shaping the perceptions of tourists. If tourists felt that a destination supported environmental protection and provided sustainable tourism experiences, they would view it more positively, associated with responsible management and ethical practices. Thus, the acceptance of this hypothesis demonstrates that promoting environmental motivations among tourists not only enhances their intention to visit but also improves the overall image of the destination.

Therefore, H7: the positive environmental motivation of the visitor's intention was accepted. This means tourists whose motivations are influenced by environmental issues are more likely to show a good intention to visit Ijen Geopark. It hence confirms Suhud's (Purwana et al., 2015) findings and that of De Groot & Steg (2010), who also found that those people who are motivated by environmental values are more likely to visit a destination that mirrors their ecological orientation. In this case, tourists who have high environmental motivation may consider the commitment of Ijen Geopark for sustainability and conservation as part of their personal values, which in turn will enhance their intention to visit the park. Accepting this hypothesis means that, in turn, it is necessary to emphasize non-pollutive practices and point out how some destination contributes to environmental preservation by appealing to the ecological consciousness of international tourists. Indeed, proven linkage between motivation for visiting due to environmental concerns and intent of paying a visit is reflected in increasing demand for tourism services related to nature since most tourists prefer traveling to those places where they would have an opportunity to be engaged in environmental conservation.

Thus, H8 was supported, indicating that there is a positive relationship between destination image and visit intention; hence, the better the perception of tourists about the destination, the more likely they are to intend to visit the destination. This also supports the finding of Liang & Lai (2023), and Rodrigues et al. (2023), which established that positive destination image significantly impacts the decision-making process and visit intention of tourists. It is probable to believe that, in the context of Ijen Geopark, a strong and appealing destination image focusing on natural beauty, unique attractions such as the Blue Fire, and concern for sustainability enhances the tourists' desire to visit. A positive image would evoke emotions, trust, and a sense of anticipation; thus, the destination would be more attractive to potential visitors. The fact that this hypothesis is accepted underlines the important role of destination image in influencing the travel behaviour of tourists. It is when a tourism destination is perceived by tourists as appealing, responsible, and well-managed that they are willing to plan a tour.

## COCLUSION

This research was conducted to study the factors that affect tourists' intentions to visit Geopark Mount Ijen. The research concentrated on destination sustainability, destination credibility, and environmental motivation in relation to their impacts on in shaping the destination image that affects visit intention. Indeed, the results, as visible in the structural model, reveal that destination sustainability has the highest direct effect on destination image—a pivotal mediator to visit intention—at 0.60, followed by destination credibility, which highly contributes to forming a positive destination image with a value of 0.25. This latter factor is strongly influenced by destination sustainability at 0.84.

Environmental motivation, even though it was relatively small in the direct influence on destination image, showed 0.12 and still contributed much to improving visit intention to the extent of 0.34. This, in general, leads the study to conclude that a good destination image, which would come from mainly sustainability and credibility, has a crucial drive for tourists to visit Mount Ijen, further motivated by environmental motivation. This research theoretically enriches the factors that drive tourists to visit Geopark Mount Ijen. The proposed linkages of destination sustainability and visit intention, destination image and visit intention, destination credibility and visit intention, and environmental motivation and visit intention would further enrich the interactions of these constructs in the setting of tourism sustainability. Taken together, these findings support that destination sustainability directly influences visit intention and, in the same moment, has an important role in the destinations' image and credibility development. Additionally, through this research, it was identified that destination credibility brings a relatively above-average effect on destination image and environmental motivation, adding trust and perceived competence to the importance of driving positive tourist perception. This research also contributes to the literature by showing how environmental motivation is one of the major mediators through which destination image and visit intention are influenced. Finally, confirmation of the positive impact exerted by destination image on visit intention underlines the significant role which tourists' perceptions about a destination play at the moment of taking decisions. These contribute to the theoretical discourse on sustainable tourism through the entwinement of environmental and psychological factors within the tourist behaviour framework for a more holistic understanding of how sustainability and credibility level affect tourism intentions.

This is crucial information for tourism managers and other stakeholders involved in managing Geopark Mount Ijen and similar sites. From these findings, promoting sustainability is vitally important among factors regarding shaping tourists'

visit intentions as well as destination image and credibility. It follows that investment in sustainable tourism practices and clear communication of such practices to the potential visitors are bound to increase the reputation of a destination, as well as enhance tourists' propensity to visit. Besides, the research has indicated the necessity of the credibility of a destination in terms of promise delivery, consistency of quality, and trust. These are the aspects that managers must address to strengthen environmental motivation among tourists and make them feel positive toward the destination and interested in a visit. Additionally, the strong coefficient of destination image with visit intention means building and maintaining a good image through strategic marketing and public relations efforts will further drive tourist interest. These insights shall serve as guidelines for the tourism manager interested in luring more green-conscious tourists; the call is to make sure that sustainability issues remain upfront in the tourism marketing and operation strategies.

This therefore provides relevant insights into the factors influencing intentions to visit Geopark Mount Ijen, although any proper examination of this should be done in the light of several limitations. First, this research focuses on only one destination, which may limit the generalisability of the findings in other geoparks or tourism contexts. Further studies duplicating this kind of Multiple Destination Studies will improve the scope and hence the external validity of the results. This is also a cross-sectional data study that represents the perceptions of respondents in one period; it may not, therefore, be able to track changes either in tourist motivation or intention. Longitudinal studies regarding the evolution of these factors could reveal more dynamic results. Basically, this research focuses on tourists' motivations toward the environment and discusses the perception of sustainability and destination credibility. Other directions for future studies can be focused on other psychological and sociocultural factors—such as personal values or cultural background of tourists—which may also shape their travel intentions. Finally, although this study adopts self-reported data, future studies may also use behavioural data—for example, actual visitation rate—to complement the self-reported intentions and develop a fuller understanding of tourists' behaviours.

This research covers several UN SDGs, particularly those dealing with sustainable tourism and care for the environment. In fact, the objective of this study—destination sustainability impact on the visit intention of tourists—directly contributes to SDG 12, Responsible Consumption and Production, by fostering sustainable tourism practices that create jobs and highlight local culture and products. These findings also underlined the fact that how sustainability contributes best to the local area, such as Geopark Mount Ijen, for which tourism managers should therefore embrace sustainable tourism, which does not harm the ecology but attracts tourists. It also contributes to, as mentioned above, SDG 13: Climate Action. More importantly, the study points out how tourism can inspire tourists to be more environmentally motivated, thus appealing to SDG 15: Life on Land, focusing on protection, restoration, and sustainable use of terrestrial ecosystems. Consequently, it supports the greater objectives of the creation for resilient, inclusive, and sustainable systems of tourism that guarantee considerable benefits for both the environment and the local community through fostering credibility and a positive image for sustainable destinations, in tune with the attainment of SDG 8: Decent Work and Economic Growth. This work, therefore, feeds into the global agenda for integrating sustainability into tourism development to attain long-term ecological and economic benefits.

**Author Contributions:** Conceptualization, U.S. methodology, U.S., and M.A.; software, U.S.; validation, U.S.; formal analysis, U.S. investigation, U.S, M.A. and W.CH. data curation, U.S, and M.A. and W.CH.; writing - original draft preparation, U.S. writing - review and editing, U.S, M.A. and W.CH.; visualization, M.A. and W.CH.; supervision, U.S.; project administration, All authors have read and agreed to the published version of the manuscript.

**Funding:** Not applicable.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The data presented in this study may be obtained on request from the corresponding author.

**Acknowledgments:** The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

**Conflicts of Interest:** The authors declare no conflict of interest.

## REFERENCES

- Abad, P. E. S., & Borbon, N. M. D. (2021). Influence of travel vlog: Inputs for destination marketing model. *International Journal of Research*, 9(3), 47–66. <https://doi.org/10.5861/ijrsm.2021.m7729>
- Almeida-Santana, A., & Moreno-Gil, S. (2019). Perceived sustainable destination image: Implications for marketing strategies in Europe. *Sustainability (Switzerland)*, 11(22), 1–12. <https://doi.org/10.3390/su11226466>
- Apuke, O. D. (2018). Understanding the concept of publicity in public relations: A synoptic review. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 7(2), 32–34.
- Bieszk-Stolorz, B., Dmytrów, K., Eglinskiene, J., Marx, S., Miluniec, A., Muszynska, K., Niedoszytko, G., Podlesinska, W., Rostoványi, A. V., Swacha, J., Vilsholm, R. L., & Vurzer, S. (2021). Impact of the availability of gamified e-guides on museum visit intention. *Procedia Computer Science*, 192, 4358–4366. <https://doi.org/10.1016/j.procs.2021.09.212>
- Boomsma, C. (2013). *Visual images as a motivational bridge to pro-environmental behaviour: A cognitive approach*. University of Plymouth.
- Carreira, V., González-Rodríguez, M. R., & Díaz-Fernández, M. C. (2022). The relevance of motivation, authenticity and destination image to explain future behavioural intention in a UNESCO World Heritage Site. *Current Issues in Tourism*, 25(4), 650–673. <https://doi.org/10.1080/13683500.2021.1905617>
- Cowan, K., & Guzman, F. (2020). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*, 117, 683–693. <https://doi.org/10.1016/j.jbusres.2018.11.017>

- De Groot, J. I. M., & Steg, L. (2010). Relationships between value orientations, self-determined motivational types and pro-environmental behavioural intentions. *Journal of Environmental Psychology*, 30(4), 368–378. <https://doi.org/10.1016/j.jenvp.2010.04.002>
- Dowling, R., Allan, M., & Grünert, N. (2021). Geological tourist tribes. *Consumer Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism*, 119–136.
- Drápela, E., Bohá, A., Böhm, H., & Zágorský, K. (2021). Motivation and preferences of visitors in the Bohemian Paradise UNESCO Global Geopark. *Geosciences*, 11(3), 116. <https://doi.org/10.3390/geosciences11030116>
- Flavián, C., Pérez-Rueda, A., Belanche, D., & Casaló, L. V. (2022). Intention to use analytical artificial intelligence (AI) in services—the effect of technology readiness and awareness. *Journal of Service Management*, 33(2), 293–320. <https://doi.org/10.1108/JOSM-10-2020-0378>
- Froment, F. A. P., García González, A. J., & Cabero Almenara, J. (2022). Relación de la red social Twitter con la credibilidad docente y la motivación del alumnado universitario (Relationship of the social network Twitter with teaching credibility and the motivation of university students). *Comunicar*, 30 (71), 131–142., 71(XXX), 131–142.
- Froment, F., Bohórquez, M. R., & García Gonzalez, A. J. (2021). The impact of teacher credibility and student motivation on teaching evaluations. *Revista Española de Pedagogía*, 79(280), 14. <https://doi.org/10.22550/REP79-3-2021-03>
- Gong, J., Detchkhajornjaroensri, P., & Knight, D. W. (2019). Responsible tourism in Bangkok, Thailand: Resident perceptions of Chinese tourist behaviour. *International Journal of Tourism Research*, 21(2), 221–233. <https://doi.org/10.1002/jtr.2256>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2016). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hatzithomas, L., Boutsouki, C., Theodorakioglou, F., & Papadopoulou, E. (2021). The link between sustainable destination image, brand globalness and consumers' purchase intention: A moderated mediation model. *Sustainability*, 13(17), 9584. <https://doi.org/10.3390/su13179584>
- He, Z., Zhou, Y., Wang, J., Li, C., Wang, M., & Li, W. (2021). The impact of motivation, intention, and contextual factors on green purchasing behavior: New energy vehicles as an example. *Business Strategy and the Environment*, 30(2), 1249–1269. <https://doi.org/10.1002/bse.2682>
- Huang, R.-Y., Chang, W.-J., & Chang, C.-Y. (2021). Destination image analysis and its strategic implications: A literature review from 1990 to 2019. *International Journal of Tourism & Hospitality Reviews*, 8(1), 30–50. <https://doi.org/10.18510/ijthr.2021.813>
- Ihzaturrehman, N., & Kusumawati, N. (2021). Influence of integrated marketing communication to brand awareness and brand image toward purchase intention of local fashion product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <http://dx.doi.org/10.30659/jikm.v12i1.36767>
- Japutra, A., & Keni, K. (2020). Signal, need fulfilment and tourists' intention to revisit. *Anatolia*, 31(4), 605–619. <https://doi.org/10.1080/13032917.2020.1806889>
- Jesus, E. (2023). Madeira tourism—always proactive toward sustainability. *Worldwide Hospitality and Tourism Themes*, 15(6), 664–668. <https://doi.org/10.1108/WHATT-09-2023-0114>
- Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79(March), 104101. <https://doi.org/10.1016/j.tourman.2020.104101>
- Johnson, T. J., & Kaye, B. K. (2015). Reasons to believe: Influence of credibility on motivations for using social networks. *Computers in Human Behavior*, 50, 544–555. <https://doi.org/10.1016/j.chb.2015.04.002>
- Jørgensen, M. T. (2023). The fallout of market-oriented sustainability measures: Tourism destination sustainability benchmarking and ranking. In *Journal of Travel Research*. SAGE Publications Ltd. <https://doi.org/10.1177/00472875231204844>
- Kusnadi, I. H. (2023). Environmental policy implementation in West Java (studies in the Ciletuh geopark tourism area). *Journal of Governance*, 8(2). <https://doi.org/10.31506/jog.v8i2.19700>
- Lee, W., & Jeong, C. (2018). Effects of pro-environmental destination image and leisure sports mania on motivation and pro-environmental behavior of visitors to Korea's national parks. *Journal of Destination Marketing & Management*, 10, 25–35. <https://doi.org/10.1016/j.jdmm.2018.05.005>
- Leković, K., Tomić, S., Marić, D., & Čurčić, N. V. (2020). Cognitive component of the image of a rural tourism destination as a sustainable development potential. *Sustainability (Switzerland)*, 12(22), 1–12. <https://doi.org/10.3390/su12229413>
- Li, Y., Xiao, H., Bu, N., Luo, J., Xia, H., Kong, L., & Yu, H. (2021). Configuration-based promotion: A new approach to destination image sustainability. *Sustainability (Switzerland)*, 13(21), 1–14. <https://doi.org/10.3390/su132112174>
- Liang, S.-H., & Lai, I. K. W. (2023). Tea tourism: Designation of origin brand image, destination image, and visit intention. *Journal of Vacation Marketing*, 29(3), 409–427. <https://doi.org/10.1177/13567667221099952>
- Majeed, S., & Ramkissoon, H. (2022). Social media and tourists' behaviors: Post-COVID-19. In *Handbook on tourism and social media: Research handbooks in tourism series* (pp. 125–138). Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781800371415.00016>
- Martin, M. M., Chesebro, J. L., & Mottet, T. P. (1997). Students' perceptions of instructors' socio-communicative style and the influence on instructor credibility and situational motivation. *Communication Research Reports*, 14(4), 431–440. <https://doi.org/10.1080/08824099709388686>
- Megerle, H. E. (2020). Geoheritage and geotourism in regions with extinct volcanism in Germany; case study Southwest Germany with UNESCO global Geopark Swabian Alb. *Geosciences (Switzerland)*, 10(11), 1–26. <https://doi.org/10.3390/geosciences10110445>
- Mercadé Melé, P., Molina Gómez, J., & Sousa, M. J. (2020). Influence of sustainability practices and green image on the re-visit intention of small and medium-size towns. *Sustainability*, 12(3), 930. <https://doi.org/10.3390/su12030930>
- Moliner-tena, M. Á., Monferrer-tirado, D., Ferreres-bonfill, J. B., & Rodríguez-artola, R. M. (2021). Destination sustainability and memorable tourism experiences. *Sustainability (Switzerland)*, 13(21). <https://doi.org/10.3390/su132111996>
- Molinillo, S., Japutra, A., & Ekinci, Y. (2022). Building brand credibility: The role of involvement, identification, reputation and attachment. *Journal of Retailing and Consumer Services*, 64, 102819. <https://doi.org/10.1016/j.jretconser.2021.102819>
- Omeish, F., Sharabati, A., Abuhashesh, M., Al-Haddad, S., Nasereddin, A., Alghizzawi, M., & Badran, O. (2024). The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. *International Journal of Data and Network Science*, 8(3), 1701–1714. <https://doi.org/10.5267/j.jdns.2024.2.017>
- Palacios, M. A. R., de Oliveira, C. P. T., González, J. S., & Flores, S. S. (2021). Analysis of tourist systems predictive models applied to growing sun and beach tourist destination. *Sustainability (Switzerland)*, 13(2), 1–24. <https://doi.org/10.3390/su13020785>
- Palino, C., & Choldun Sina Setyadi, M. (2021). The influence of environmental motivation on employee performance through work satisfaction in Kebon Agung sugar factory Malang East Java. *Journal of Business and Management*, 23(2), 5–11. <https://doi.org/10.9790/487X-2302010511>
- Pelet, J. É., & Ettis, S. A. (2022). Social Media Advertising effectiveness: The Role of Perceived originality, Liking, Credibility, Irritation, Intrusiveness, and Ad destination. *International Journal of Technology and Human Interaction*, 18(1). <https://doi.org/10.4018/IJTHI.2022010106>
- Permanadewi, S., Samodra, H., Irzon, R., Prabowo, A., & Ansori, C. (2024). Quantitative assessment for geosites of the Ijen Geopark in Banyuwangi Regency, East Java, Indonesia. *International Journal of Geoheritage and Parks*, 12(1), 63–74. <https://doi.org/10.1016/j.ijgeop.2024.01.003>
- Pop, R.-A., Săplăcan, Z., & Alt, M.-A. (2020). Social media goes green—The impact of social media on green cosmetics purchase motivation and intention. *Information*, 11(9), 447. <https://doi.org/10.3390/info11090447>

- Pribadi, W., Rohaendi, N., Irmayanti, I., Pribadi, W., & Rohaendi, N. (2024). The Role Of Instagram Social Media As A Promotional Platform For UNESCO Global Geopark Ijen. *The International Journal of Business Review (The Jobs Review)*, 7(1).
- Purwana, D., Suhud, U., Arafat, Y. M., & Arafat, M. Y. (2015). Taking/receiving and giving (TRG): A comparison of two quantitative pilot studies on students' entrepreneurial motivation in Indonesia. *International Journal of Research Studies in Management*, 4(1), 3–14. <https://doi.org/10.5861/ijrsm.2015.1004>
- Qiu, H., Wang, X., Wu, M.-Y., Wei, W., Morrison, A. M., & Kelly, C. (2023). The effect of destination source credibility on tourist environmentally responsible behavior: An application of stimulus-organism-response theory. *Journal of Sustainable Tourism*, 31(8), 1797–1817. <https://doi.org/10.1080/09669582.2022.2067167>
- Qu, Y., Xu, F., & Lyu, X. (2019). Motivational place attachment dimensions and the pro-environmental behaviour intention of mass tourists: A moderated mediation model. *Current Issues in Tourism*, 22(2), 197–217. <https://doi.org/10.1080/13683500.2017.1399988>
- Ran, L., Zhenpeng, L., Bilgihan, A., & Okumus, F. (2021). Marketing China to US travelers through electronic word-of-mouth and destination image: Taking Beijing as an example. *Journal of Vacation Marketing*, 27(3), 267–286. <https://doi.org/10.1177/1356766720987869>
- Riva, F., Magrizos, S., Rubel, M. R. B., & Rizomyliotis, I. (2022). Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality. *Business Strategy and the Environment*, 31(7), 2807–2819. <https://doi.org/10.1002/bse.3048>
- Rodrigues, S., Correia, R., Gonçalves, R., Branco, F., & Martins, J. (2023). Digital marketing's impact on rural destinations' image, intention to visit, and destination sustainability. *Sustainability*, 15(3), 2683. <https://doi.org/10.3390/su15032683>
- Rosli, N., Che Ha, N., & Ghazali, E. M. (2019). Bridging the gap between branding and sustainability by fostering brand credibility and brand attachment in travellers' hotel choice. *Bottom Line*, 32(4), 308–339. <https://doi.org/10.1108/BL-03-2019-0078>
- Sander, F., Föhl, U., Walter, N., & Demmer, V. (2021). Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. *Journal of Brand Management*, 28, 429–445. <https://doi.org/10.1057/s41262-021-00236-8>
- Sharpe, E., Ruepert, A., van der Werff, E., & Steg, L. (2022). Corporate environmental responsibility leads to more pro-environmental behavior at work by strengthening intrinsic pro-environmental motivation. *One Earth*, 5(7), 825–835. <https://doi.org/10.1016/j.oneear.2022.06.006>
- Silva, A. S. (2018). Culture, sustainability and tourism destination image: a comparative study on the sub-regions of Brazil. *Revista Brasileira de Pesquisa Em Turismo*, 12(3), 124–153. <https://doi.org/10.7784/rbtur.v12i3.1417>
- Skibiński, J., Kultys, K., Baran-Zglobicka, B., & Zglobicki, W. (2021). Geoparks in SE Poland as areas of tourism development: Current state and future prospects. *Resources*, 10(11), 1–29. <https://doi.org/10.3390/resources10110113>
- Su, L., Gong, Q., & Huang, Y. (2020). How do destination social responsibility strategies affect tourists' intention to visit? An attribution theory perspective. *Journal of Retailing and Consumer Services*, 54(December 2019), 102023. <https://doi.org/10.1016/j.jretconser.2019.102023>
- Suban, S. A. (2024). Visitor's emotional experience in predicting destination image, satisfaction and intention to revisit: a spa tourism perspective. *International Hospitality Review*.
- Suhud, U. (2015). A study to examine the role of environmental motivation and sensation seeking personality to predict behavioral intention in volunteer tourism. *International Journal of Research Studies in Education*, 4(1), 17–29. <https://doi.org/10.5861/ijrse.2014.907>
- Suhud, U., & Allan, M. (2022). Travel motivation, destination image, and stage of intention to visit Anak Krakatau Mount: A study of volcano tourism in Indonesia. *Anuário Do Instituto de Geociências*, 45, 1–11. [https://doi.org/10.11137/1982-3908\\_2022\\_45\\_45982](https://doi.org/10.11137/1982-3908_2022_45_45982)
- Suhud, U., Allan, M., & Gaffar, V. (2023). Tourists' destination preference and intention to visit Ciletuh geopark. *10th Advances In Hospitality And Tourism Marketing And Management*, 352.
- Suhud, U., Allan, M., & Hoo, W. C. (2024). Volcano tourism: How do destination awareness and credibility develop visit intention for Mount Bromo in Indonesia. *Geojournal of Tourism and Geosites*, 54(2), 906–914. <https://doi.org/10.30892/gtg.542spl14-1265>
- Suhud, U., Allan, M., & Willson, G. (2021). The relationship between push-pull motivation, destination image, and stage of visit intention: The case of Belitung Island. *International Journal of Hospitality & Tourism Systems*, 14(1), 9–20.
- Sydnés, I. T., & Aarvold, M. L. (2021). *The effect of explanations on perceived credibility of sustainability claims: how brands can position themselves as sustainable without being suspected of greenwashing*.
- Talwar, S., Kaur, P., Nunkoo, R., & Dhir, A. (2023). Digitalization and sustainability: virtual reality tourism in a post pandemic world. *Journal of Sustainable Tourism*, 31(11), 2564–2591. <https://doi.org/10.1080/09669582.2022.2029870>
- Tang, H., Wang, R., Jin, X., & Zhang, Z. (2022). The Effects of Motivation, Destination Image and Satisfaction on Rural Tourism Tourists' Willingness to Revisit. *Sustainability*, 14(19), 11938. <https://doi.org/10.3390/su141911938>
- Thiermann, U. B., & Sheate, W. R. (2020). Motivating individuals for social transition: The 2-pathway model and experiential strategies for pro-environmental behaviour. *Ecological Economics*, 174. <https://doi.org/10.1016/j.ecolecon.2020.106668>
- Tipanya, N., Li, L., & Salma, E. (2022). *Effect of Environmental Responsible Human Resource Management Practice on Manufacturing Enterprise Green Technology Innovation and Organizational Effectiveness*. <https://doi.org/10.20522/APJBR.2022.6.2.1>
- Tuckyta, E., Sujatna, S., Mulyanah, A., Walangarei, S. F., Permana, B., Rahmawati, A., Tuckyta, E., Sujatna, S., Mulyanah, A., & Walangarei, S. F. (2024). Objective or subjective adjectives? A case study on UNESCO Global Geopark tourism texts Geopark tourism texts. *Cogent Arts & Humanities*, 11(1). <https://doi.org/10.1080/23311983.2023.2295076>
- Uitslag, C. (2024). *Beyond the Statement: Assessing the Impact of Brand Credibility, Environmental Concern, and Greenwashing Perception On Consumers' Purchasing Intentions in Fashion*. University of Twente.
- Wang, W. C., Lin, C. H., Lu, W. B., & Lee, S. H. (2019). When destination attractiveness shifts in response to climate change: tourists' adaptation intention in Taiwan's Kenting National Park. *Current Issues in Tourism*, 22(5), 522–543. <https://doi.org/10.1080/13683500.2018.1437715>
- Wathuge, A., & Sedera, D. (2023). Reducing the Negative Environmental Impact of Consumerization of IT: An Individual-Level Approach. *Sustainability (Switzerland)*, 15(16). <https://doi.org/10.3390/su151612160>
- Yuniarti, M. S., Syamsuddin, M. L., Efendi, H. M. F., Wulandari, A., & Suhandi, D. (2022). Implementation of tourism development policy in Geopark Ciletuh-Pelabuhanratu, West Java, Indonesia. *The Institute of Biopaleogeography Named under Charles R. Darwin*, 11, 1–63.
- Zeng, L., Li, R. Y. M., & Huang, X. (2021). Sustainable mountain-based health and wellness tourist destinations: The interrelationships between tourists' satisfaction, behavioral intentions, and competitiveness. *Sustainability (Switzerland)*, 13(23). <https://doi.org/10.3390/su132313314>
- Zheng, J. (2021). A functional review of research on clarity, immediacy, and credibility of teachers and their impacts on motivation and engagement of students. *Frontiers in Psychology*, 12, 712419. <https://doi.org/10.3389/fpsyg.2021.712419>
- Zheng, M.-Y., Chen, C.-C., Lin, H.-H., Tseng, C.-H., & Hsu, C.-H. (2021). Research on the impact of popular tourism program involvement on rural tourism image, familiarity, motivation and willingness. *Sustainability*, 13(9), 4906. <https://doi.org/10.3390/su13094906>