Revitalization of Tourism Products as a Tourism Marketing Strategy Moderated by Destination Image on Visiting Decisions

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ABSTRACT

Indonesia's tourism industry has rebounded with increased foreign exchange earnings following the pandemic-induced downturn. Tourism plays a crucial role in both domestic and international market development. A critical effort in the tourism marketing development strategy is revitalizing tourism products. Wisata Rembangan in Jember, East Java, underwent tourism product revitalization due to deteriorating facilities and visitor dissatisfaction during 2015-2020. This effort aimed to enhance destination appeal and visitor numbers. This study explores how Wisata Rembangan's product revitalization influences visitor decisions, with destination image as a moderating factor. Positive impacts are anticipated on repeat visits due to improved tourism products. While destination image influences visitor decisions, it does not significantly moderate the effect of product revitalization. Practical recommendations will aid Rembangan Tourism in enhancing destination quality and competitiveness through effective strategies. This research employs an explanatory approach with questionnaire-based data collection from Rembangan visitors, analyzed using PLS-SEM. Findings indicate a direct positive relationship between tourism product revitalization and visitor decisions, with destination image contributing positively but without significant moderation effect.

Keywords: *Revitalization of Tourism Products, Destination Image, Visiting Decisions, and Tourism Marketing.*

1. INTRODUCTION

The United Nations World Tourism Organization (UN-WTO) explained that global tourism at the end of 2023 had been in a state of recovery, reaching almost 90%(*International Tourism to End 2023 Close to 90% of Pre-Pandemic Levels*, n.d.). This percentage is significant enough to show the ability to recover the world tourism sector from the impact of the COVID-19 pandemic. Indonesia is one of the countries that has enjoyed the impact of the increase in world tourism. Indonesia is one of the countries that prioritize the tourism sector to encourage economic growth in a region. According to Databoks, tourism foreign exchange earnings in 2019 reached $16.91 billion; there was a drastic decline in the last 2 decades in 2020 of $3.3 billion and 2021 of $520 million due to the outbreak of Covid 19. Tourism foreign exchange earnings began to increase after the relief of the COVID-19 pandemic in 2022, amounting to $4.26 billion, and in 2023, amounting to $5.95 billion (*Penerimaan Devisa Pariwisata Ditargetkan US$2,9-5,9 Miliar Pada 2023*, 2023).

Tourism is a planned or unplanned travel activity carried out by individuals or groups from a tourist attraction to provide experiences to tourists with the aim of recreation or fun(Luturlean et al., 2019) (Wirawan et al., 2022). Tourism plays a vital role in the local and global economy, not only as a source of income and development but also as a tool to promote social, cultural, and economic development. The tourism sector has great potential to drive the economic growth of a region. One of the efforts that can be made in developing tourism marketing is to revitalize tourism products. Tourism product revitalization is

defined as updating and improving the quality of existing tourism products to increase the attractiveness of tourism destinations (Gantini & Setiyorini, 2012). The revitalization process also means a planned program to restore and improve the quality of an area (Siringoringo & Yunus, 2022). Tourism products are revitalized to increase the attractiveness and quality of tourism products offered to tourists. The a need to understand how the revitalization of tourism products can be adjusted to the needs and desires of today's visitors. One of the tourist destinations that has experienced a revitalization of tourism products is Wisata Rembangan.

Rembangan Tourism is a tourist destination in Kemuning Lor Village, Arjasa District, Jember Regency, East Java Province. The Rembangan tourist destination was established in 1937 and is 600-900 meters above sea level. Rembangan Tourism is one of the tourist destinations that has excellent potential to be developed with the main attractions in the form of bathing pools, hotels, meeting rooms, restaurants, playgrounds, agro-tourism of Termite Garden Coffee, Dragon Fruit cultivation and Crisant Flowers (*SIDITA | Wisata Rembangan*, n.d.), (*Sejuta Kisah Sejarah Di Ketinggian 900 Meter - Radar Jember*, 2021)However, from 2015 to 2020, tourists' visits to Rembangan Tourism did not experience a significant increase. According to the Rembangan tourist visitor data book (2020), in 2015, the number of visits to Rembangan tourist destinations was 796 visitors; in 2016, there were 1284 visitors; in 2017, there were 1591 visitors; in 2018, there were 1843 visitors; in 2019 there were 1875 visitors; and in 2020 there were 1915 visitors. This condition is due to tourist facilities that are still inadequate because of the relics of the Dutch era (*Sejuta Kisah Sejarah Di Ketinggian 900 Meter - Radar Jember*, 2021). The survey results of visitors to Rembangan tourism show that 40%-60% of tourists have complaints or dissatisfaction with the quality of service and the completeness of the facilities received, which affects the interest or decision to visit again (Pranata, 2021). Therefore, efforts to revitalize tourism products are needed in Rembangan Tourism to increase the number of tourist visits. The manager carries out development efforts by improving the condition and quality of the degraded Rembangan tourist attraction to maintain sustainability to improve quality, competitiveness, and attractiveness to attract existing market share and new tourism market opportunities to encourage the number of tourist visitors (Hanafi & As'ari, 2023). In-line research (Sari, 2018) describes that revitalizing tourism products significantly impacts visitor decisions because the safer, more comfortable, and more developed tourist attractions are more attractive, and more visitors decide to trave. (Sari, 2018)

Various factors, including destination image, influence tourists' decision to visit a destination. Destination image is a belief/knowledge about a destination and what tourists feel while traveling (Apriliani, 2019). Destination image includes tourists' perceptions of various aspects of tourist destinations, such as natural beauty, facilities, services, security, and others. Prawira and Putra's research (2022) also describes that destination image has a positive and significant effect on visiting decisions because the image of tourist attractions is a vital part of selling to tourists (Prawira & Putra, 2022). Rembangan tourist attraction tourism is expected to improve Jember's image as a national class destination that offers natural panoramas and fresh air, making it an ideal destination to enjoy mountain air and views of Jember City from a height (Sunarto et al., 2023).

Destination image is an exciting concept studied to encourage an increase in the number of tourists by creating Rembangan tourism branding by involving adjustments to the image or identity of tourist destinations. Efforts to improve the image of Rembangan tourist destinations need to be supported by revitalizing tourism products to increase visiting decisions from tourists. This research is needed to fill the existing research gap and provide practical recommendations for Rembangan Tourism managers in designing effective revitalization strategies to encourage sustainable tourism product development. Previous research used in this study consists of (Sari, 2018); (2018) (Triansya & Budisetyorini, 2018);

(Ihsan & Siregar, 2020); (Prawira & Putra, 2022); (Riyadi & Nurmahdi, 2022); (Anoegrajekti et al., 2023); (Al-arab & Abbawi, 2023); (Mukarromah et al., 2023); (Dewi et al., 2024); (Chen & Fu, 2024); (Qur'ani et al., 2023); (Lestari et al., 2021); (Nam et al., 2022); (Al-Kwifi, 2015); (Wei et al., 2024); (Apriliyanti et al., 2020). Research examining the effect of tourism product revitalization on visiting decisions on Rembangan Tourism, moderated by destination image, has never been studied simultaneously, so researchers make it a novelty. In addition, this study aims to examine the effect of tourism product revitalization on visiting decisions at Rembangan Tourism by considering the role of destination image as a moderating factor. Thus, this study will explore the extent to which the revitalization of tourism products in Rembangan Tourism impacts tourist visiting decisions, as well as how the role of destination image is in strengthening or weakening this influence.

2. METHODS

This study uses a quantitative approach that aims to collect numerical data and analyze it using statistics to answer research questions. This approach is often used to test hypotheses, identify relationships between variables, and make generalizations (Creswell & Creswell, 2017). The type of research used is explanatory research, which aims to explain the causal relationship between the specified variables (Neuman, 2014). The location of this research is Rembangan tourism in Kemuning Lor Village, Arjasa District, Jember Regency, East Java. The population of this study included all visitors to Rembangan tourism using nonprobability sampling techniques and purposive sampling methods, with a sample size of 100 respondents in accordance with the opinion of (et al, Hair, 2014). Sample criteria include visitors who have visited Rembangan tourism at least once, are willing to be respondents, and are at least 17 years old.

Indicators of tourism product revitalization variables include the revitalization of attractions, amenities, and accessibility (Gantini & Setiyorini, 2012). Destination image indicators consist of cognitive and affective images, while visiting decision indicators include problem recognition, information search, alternative evaluation, visiting decisions, and post-visiting behaviour (Ihsan & Siregar, 2020) (Hapsara & Ahmadi, 2022) This indicator is derived from the following conceptual framework:
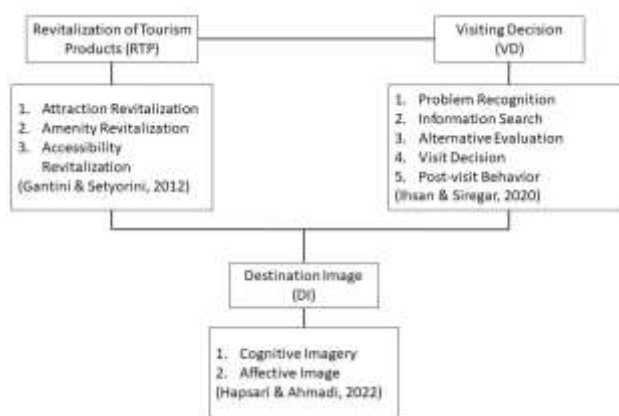

Figure 1. Conceptual Framework
Source: Data processed, 2024

Based on the conceptual framework above, it is degraded into a hypothesis model in Figure 2, resulting in four hypothesis formulations as follows:
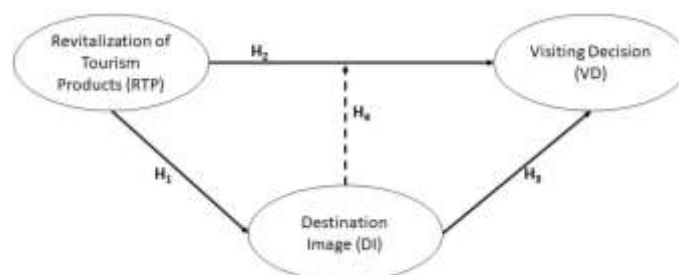
Figure 2. Hypothesis Model
Source: Data processed, 2024

H₁: Revitalization of tourism products affects destination image
H₂: Revitalization of tourism products affects visiting decisions
H₃: Destination image affects visiting decisions
H₄: Revitalization of tourism products affects visiting decisions, which are moderated by destination image.

The measurement scale in the questionnaire uses a Likert scale with scores from 1 (strongly disagree) to 5 (strongly agree) (33). Data were collected through questionnaires distributed offline and online by enumerators, as well as literature studies from various sources to complement theoretical information. Observation of tourist attractions was also carried out to obtain accurate results (34). The results of the data obtained will be analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique to analyze the relationship between variables in complex systems, identifying how changes in one variable affect other variables (et al, Hair, 2014).

3. RESULTS AND DISCUSSION

The study results provide information about respondents' visits to Rembangan Tourism, described in the demographics of respondents in the following table.

Table 1. Results of Respondent Demographics

Components	Item	Frequency	Percentage (%)
Gender	Male	48	48%
	Female	52	52%
Age	20-29	30	30%
	30-39	25	25%
	40-49	20	20%
Education	JHS/VHS	35	35%
	Bachelor degree	25	25%
	Diploma	20	20%
Work Experience	Civil servant/Employee	40	40%
	Student	20	20%
	Entrepreneur	15	15%
Amount of Visits (Last 1 Year)	1-2 times	59	59%
	3-4 times	34	34%
	5-6 times	7	7%

Source: Data processed, 2024

Table 1 shows that most visitors to Rembangan Tourism are women, although the difference is insignificant, with a percentage of 48% male and 52% female. The age of the visitors themselves is mostly around 20-29 years old with a rate of 30%, 30-39 years old at 25%, and 40-49 years old at 20%. Based on the information collected, it is known that the

education level of the visitors is JHS/VHS, Bachelor degree, and Diploma with a percentage of 35%, 25%, and 20%, respectively. In addition, most visitors who travel to Rembangan destinations have various professions, namely civil servants/employees, students, and entrepreneurs, with a percentage of 40% and 20%. And 15%. Table 1 provides information on the number of visits made by Rembangan tourists annually. The most visited were 1-2 visits, with a percentage of 59%, and other visitors who visited 3-4 times and even 5-6 times had a rate of 34% and 7%, respectively.

This study uses the PLS (Partial Least Square) method to analyze the data, which can be used on all data scales, and the sample size does not need to be significant. PLS can be used to verify theory and explain the relationship between latent variables (J. F. Hair et al., 2017). Researchers used 100 respondents for this study. The results of data processing using SmartPLS 3.0 are shown here.

Outer Model

This model establishes the correlation between each indication and the underlying variable; in other words, the outer model explains the relationship between latent variables and their indicators. Confirmatory Factor Analysis (CFA) is used to test the outer model. Construct Factor Structure Validation is used to assess the soundness of each indicator and to evaluate construct dependency. The validity of this research paradigm can be assessed by measuring convergent validity and discriminant validity. Convergent validity is achieved when the loading factor is above 0.7. However, in the first stage of research, several items have a loading factor value < 0.7, namely in the Revitalization of Tourism Products (RTP) variable, items RTP1, RTP2, RTP4, RTP6, RTP8, RTP10, RTP12; in the Visiting Decisions (VD) variable items VD2, VD4, VD6, VD8, VD10, VD12, VD14; while in the Destination Image (DI) variable items DI2, DI4, DI6, DI8, DI10.
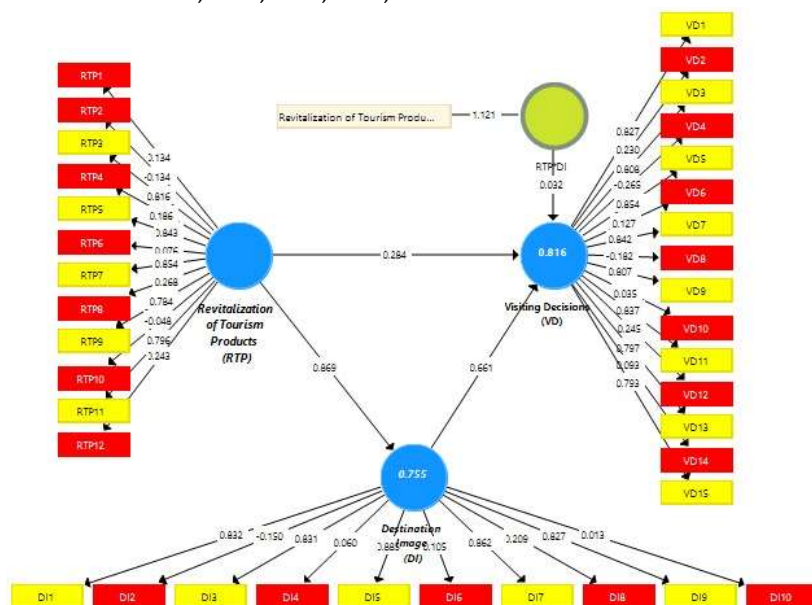

Figure 3. Results of loading factors model
Source: Data processed, 2024

The statement items that do not meet these requirements are eliminated from the PLS-SEM model, as shown in Figure 3 measurement of construct reliability is assessed using composite reliability and Cronbach's alpha. A construct can be said to be reliable if it has a composite reliability value and Cronbach's alpha that exceeds 0.70.

Results of the Validity Test

The validation of reflexive indicators was performed in two steps utilizing the Partial Least Squares (PLS) approach. The first step consists of examining convergent validity by assessing the factor loading values of each construct to determine their validity. Subsequently, the subsequent step entails evaluating discriminant validity by comparing and measuring the validity of the constructs. Convergent validity pertains to the degree to which various measurements of the identical concept exhibit a positive correlation with one another. The first step in validity testing entails assessing the extent to which unobserved variables may be accurately quantified using each construct, typically through Confirmatory Factor Analysis (CFA) or factor analysis. An indicator is deemed to possess a high level of validity if its factor loading value is above 0.70 (Ghozali & Kusumadewi, 2023).
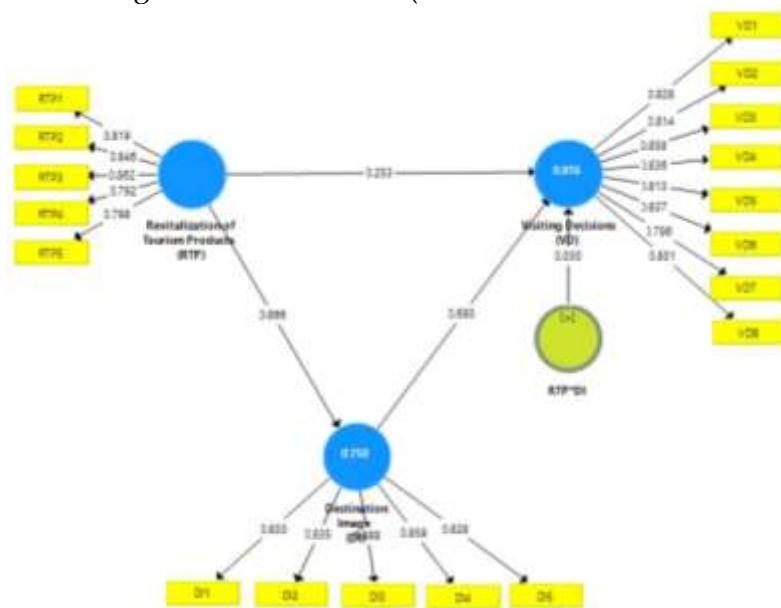

Figure 4. Results of Test Convergent Validity
Source: Data processed, 2024

The diagram depicted in Figure 4 showcases a structural model that demonstrates the outcomes of data processing utilizing SmartPLS 3.0. The graph displays a robust association between constructs, as evidenced by an outer loading value over 0.7. It indicates that all the variable indicators utilized in this investigation are reliable and have convergent validity. An alternative method for evaluating discriminant validity involves examining the square root of the Average Variance Extracted (AVE) for each construct, as well as the connection with other constructs in the model.

Table 2. Results of Test AVE

Variable	AVE
Revitalization of Tourism Products (RTP)	0,721
Destination Image (DI)	0,679
Visiting Decisions (VD)	0,678

Source: Data processed, 2024

According to the data presented in Table 2, the Average Variance Extracted (AVE) values for all variables related to Revitalization of Tourism Products (RTP), Destination Image (DI), and Visiting Decisions (VD) are more than 0.50. Hence, it may be inferred that there are no more concerns pertaining to Convergent Validity.

Composite Reliability and Cronbach's Alpha

Composite reliability and Cronbach's alpha are statistical metrics employed to evaluate the internal consistency and dependability of a measurement scale or instrument. Composite reliability testing is conducted to evaluate the dependability of research equipment utilized in a research model. If the latent variable has a composite reliability Cronbach's Alpha value that exceeds 0.7. It indicates that the notion has a high level of dependability or that the questionnaire employed in this study is deemed to be reliable.

Table 3. Results of Test Composite Reliability and Cronbach's Alpha

Variable	Cronbach's alpha	Composite reliability	Detailed
Revitalization of Tourism Products (RTP)	0.903	0.928	Reliable
Destination Image (DI)	0.881	0.913	Reliable
Visiting Decisions (VD)	0.932	0.944	Reliable

Source: Data processed, 2024

According to the data presented in Table 3, both the composite reliability and Cronbach's alpha values are above the minimum requirement of 0.7. Thus, it may be inferred that the variables Revitalization of Tourism Products (RTP), Destination Image (DI), and Visiting Decisions (VD) are deemed dependable.

Inner Model

An inner model is a type of structural model that is utilized to forecast the causal connections between latent variables or variables that cannot be directly measured. The structural model, also known as the inner model, elucidates the cause-and-effect connections among latent variables that have been constructed based on the essence of the theory. The structural model utilized in this work is evaluated by various tests, including R-square and hypothesis testing. The R Square value represents the coefficient of determination for the endogenous constructs. The coefficient of determination (R square) is 0.67 (indicating a strong relationship), 0.33 (indicating a moderate relationship), and 0.19 (indicating a weak relationship).

Table 4. Results of Test R-Square

Variable	R-Square
Destination Image (DI)	0.750
Visiting Decisions (VD)	0.816

Source: Data processed, 2024

Based on the data presented in Table 4, the Destination Image (DI) variable has a strong influence of 75%, while other variables influence the remaining 25%. The Visiting Decisions (VD) variable also has a strong influence of 81.6%, while other variables influence the rest.

Results of the Assumption Hypothesis Test

The probability value and t-statistic value can be used to evaluate tests. The bootstrapping procedure can be used to determine the significance value. We should review the t-statistics and parameter coefficient values during the bootstrapping report procedure in order to determine the hypothesis's relevance. More specifically, the t-statistic's significance value must be higher than 1.96. The following is the decision-making procedure:

a) The hypothesis and hypothesis are rejected if the p-values are higher than 0.05 or the t-count value is lower than the t-table value.

b) The hypothesis is accepted if the t-count value is higher than the t-table value or the p-values are less than 0.05.

Table 5. Results of Test Composite Reliability and Cronbach's Alpha

Hypothesis	Variable	Original Sample (O)	P Values	Detailed
H$_1$	Revitalization of Tourism Products (RTP) -> Visiting Decisions (VD)	0.253	0.005	Accepted
H$_2$	Revitalization of Tourism Products (RTP) -> Destination Image (DI)	0.866	0.000	Accepted
H$_3$	Destination Image (DI) -> Visiting Decisions (VD)	0.690	0.000	Accepted
H$_4$	RTP*DI -> Visiting Decisions (VD)	0.030	0.478	Accepted

Source: Data processed, 2024

Based on Table 5, the p-value of 0.005 is below the significance level of 0.05, and the initial sample value is a positive number, namely 0.253, which means that Revitalization of Tourism Products (RTP) has a positive and significant effect on Visiting Decisions (VD) so that H1 is accepted. The p-value of 0.000 is below the significance level of 0.05, and the initial sample value is a positive number, namely 0.866, which means that the Revitalization of Tourism Products (RTP) has a positive and significant effect on Destination Image (DI), so that H2 is accepted. The p-value of 0.000 is below the significance level of 0.05, and the initial sample value is a positive number, namely 0.690, which means that Destination Image (DI) has a positive and significant effect on Visiting Decisions (VD) so that H3 is accepted. Meanwhile, the variable Revitalization of Tourism Products (RTP) moderated by Destination Image (DI) has no significant effect on Visiting Decisions (VD) because the p-value of 0.478 is above the 0.05 significance level and the initial sample value is a positive number, namely 0.030 so that H4 is rejected. It also shows that the Destination Image (DI) variable is unable to play a role in moderating the Revitalization of Tourism Products (RTP) on Visiting Decisions (VD).

Discussion

The results show that the majority of visitors to Rembangan Tourism are female. Females, regardless of whether they are young, old, single, married or widowed, have been shown to prefer and, therefore, frequent tourist visits or vacations more than males. According to The American Consumer, in a relationship between men and women, women plan more travel details, recommend favourite destinations to relatives or enjoy researching travel. Women also like to travel with their female friends without feeling the need to have a man in the group. In the past 6 years, there has been a 230% increase in women travelling without men. According to the research group Yesawich, Pepperdine, Brown & Russell, 87% of females travel to see beautiful scenery, while only 72% of males do. Notably, this is consistent with data from destination travellers, who found that women account for 52% of visitors.

Lakuhati (2018) said that the older a person is, the more tourists visiting a tourist attraction will increase. In Akhrom's research (2014), income affects tourists' decisions to travel to tourist attractions. Under the demand curve, the greater a person's income, the greater the person's consumption of goods or services. In the data of tourist reports to Rembangan, the age of most visitors is 20-29 because most people already have income, and tourists run schools as students, with a percentage of 30%. Judging from the data of visitors, the level of education is also one of the factors of visitors to tourist attractions because the most education that visits Rembangan is the JHS/VHS level with a percentage of 35% because high school students mostly want a place for a vacation with a good view.

Regarding the profession of visitors to Rembangan, most work as civil servants/employees. Employees and civil servants will take the time to take a vacation so they can enjoy working in the office, and Rembangan tourism becomes a suitable

destination. If someone is at a formal job level, he will have enough time to make a tourist visit compared to someone at an informal job level; he has less time to travel because he has more time to work. So many visitors are still students as visitors to Rembangan.

The Effect of Revitalization of Tourism Products (RTP) on Visiting Decisions (VD)

Revitalizing tourism products has a positive effect on visiting decisions, which means that increasing the revitalization of tourism products will increase the decision to visit tourists on tour. Revitalizing tourism products can determine the decision of visitors in which tourist attractions to visit. A tourist destination can attract visitors if it presents a unique product. A tourist attraction provides better and more unique tourist products; the more visitors visit the attraction, the more visitors will visit (Ab Karim & Chi, 2010). Revitalization of tourism products can be used to measure how much tourists choose (preference) Bougenville Resort Valley as a destination for their visit. According to Nindyo Suwarno (2008), the revitalization development of an area, which includes the analysis of tourism products, can influence tourist interest in visiting a tourist destination (Ihsan & Siregar, 2020).

The Effect of Revitalization of Tourism Products (RTP) on Destination Image (DI)

Revitalizing tourism products has a positive effect on destination image, which means that an increase in the revitalization of tourism products will improve the image of a tourist destination. Tourism product revitalization is an effort to update, upgrade, and improve tourism products and services to meet evolving market expectations. It may include infrastructure renovation, development of new attractions, improvement of service quality, and introduction of new technologies in tourism operations. Here are some ways in which tourism product revitalization can positively affect destination image (Apriliyanti et al., 2020):

a. Quality and Convenience Improvements: By updating facilities and services, tourist destinations can offer a better experience to visitors. For example, renovating hotels, providing modern facilities, and improving transportation infrastructure can make tourists feel more comfortable and satisfied.

b. Innovation and Differentiation: Revitalization often involves the introduction of new or unique attractions that were not available before. These could be theme parks, interactive museums, or distinctive cultural activities. These innovations help destinations differentiate themselves from competitors and attract new market segments.

c. Sustainability and Eco-Friendliness: Adopting sustainable tourism practices, such as using renewable energy, good waste management, and preservation of the natural environment, can enhance a destination's image as a responsible and eco-friendly destination.

d. Increased Local Involvement: Including local communities in the revitalization process, such as their involvement in attraction management or promoting local culture, can increase support and cooperation from residents. It adds authenticity to the tourist experience and creates a positive image of a harmonious relationship between tourism and local communities.

e. Promotion and Branding: Revitalization efforts are usually followed by a vigorous promotional campaign to communicate positive changes to the market. Successful re-branding can change old perceptions and introduce a new, more exciting, fresh image.

f. Positive Testimonials and Reviews: Satisfied travellers will likely leave positive reviews and recommend the destination to others. Successful revitalization can increase ratings on travel review platforms like TripAdvisor, strengthening the destination's image in the eyes of potential visitors.

The Effect of Destination Image (DI) on Visiting Decisions (VD)

Destination image has a positive and significant effect on visiting decisions at Rembangan Tourism, which means that an increase in destination image will increase tourist visiting decisions on a tour. According to Ismayanti (2009:147) in Apriliyanti (2020), tourist attractions are the main focus of driving tourism to a destination (Apriliyanti et al., 2020). According to Law No. 10, Chapter 1 concerning tourism, tourist attractions have uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products, which are the target or destination of tourist visits. Destination image can affect tourist satisfaction and tourist loyalty. According to Coban (2012), in Hanif et al. (2016) prove that a positive destination image will make tourists feel better satisfied with their research. Coban also explained that tourists who rate positively on the image of a destination may be willing to visit again and recommend related destinations to others (Hanif et al., 2016).

The relationship between tourist facilities and tourist satisfaction Various tools or technologies deliberately built to facilitate tourists and create pleasure and comfort are known as tourist facilities. Tourist facilities are essentially various media, tools or technology that can support tourism businesses. Tourist destinations must be able to provide tourist facilities to meet visitors' needs, providing convenience and meeting their needs while visiting. Facilities are everything deliberately provided by service providers for use and enjoyment by consumers, which aims to provide a maximum level of satisfaction (Kotler & Keller, 2016). When tourist facilities can provide maximum satisfaction to visitors, then in the future, they will make return visits and tell positive things to others. The better the facilities provided, the higher the visitor satisfaction obtained.

The Effect of Revitalization of Tourism Products (RTP) Moderated by Destination Image (DI) on Visiting Decisions (VD)

Revitalization of tourism products moderated by destination image has no significant effect on visiting decisions, which means that destination image does not play a role in moderating the revitalization of tourism products to increase visiting decisions significantly. Although the direction of the effect is positive, it has no significance in increasing visiting decisions. When tourism product revitalization is moderated by destination image but has no significant effect on visiting interest, several factors can be considered. It suggests that despite efforts to renew and improve tourism products, the destination image may still need to be more robust to attract tourists. Here are some explanations and factors that may influence (Ihsan & Siregar, 2020).

a. Negative or Weak Destination Image: Even if the tourism product has been revitalized, if the destination image in the eyes of potential tourists is still negative or unattractive, more revitalization efforts may be needed to increase interest in visiting.

b. Lack of Effective Promotion: Revitalization needs to be supported by an effective promotion strategy. If information regarding tourism product renewal does not reach potential tourists or is not communicated attractively, interest in visiting may not increase.

c. Accessibility Limitations: Even if the tourism product has been updated, if the destination is difficult to reach due to limited, expensive, or inconvenient transportation access, this may deter tourists from visiting.

d. Suitability to the Target Market: Revitalization should match the preferences and needs of the targeted market segment. Visiting interest will stay the same if the changes made are relevant and appealing to the target market. For example, upgrading luxury facilities may appeal to something other than backpacker travellers.

e. Prior Satisfaction and Testimonials: If previous tourists had a bad experience, their negative testimonials could affect the destination's image despite revitalization efforts. Bad reviews and testimonials can reduce the positive effects of revitalization.

f. Competition from Other Destinations: Competing destinations may also be making revitalization efforts and offering more exciting experiences or higher value. Travellers have many choices and choose destinations that offer the best value.

g. Misalignment between Expectations and Reality: If there is a mismatch between the promotions depicting revitalization results and the reality, tourists may feel disappointed. It can lead to dissatisfaction and negative reviews, damaging the destination's image.

In the data on Rembangan tourism visitors, visitors stated that the Revitalization of Tourism Products on the item of road access to tourist sites has been updated and more accessible to pass; this causes visitors to be able to access travel routes to tourist attractions to be more efficient and can be reached by various vehicles. As well as public facilities such as toilets and rest areas have been repaired and are more comfortable to use; this allows visitors to be comfortable and rest and enjoy Rembangan tourist attractions.

Based on visiting decisions, visitors need to visit Rembangan tourist attractions because they want to eliminate stress; this means that Rembangan tours can provide comfort that can relieve visitors' stress. Visitors stated that they found out about this tour by asking friends or family about tourist attractions before deciding to visit. Based on the Destination Image, Rembangan Tours provides a pleasant tourist experience. It offers comfortable accommodation, but according to visitors, what needs to be improved is that interesting tourist attractions still need to be updated.

4. CONCLUSION

Revitalization of tourism products can have a positive effect on visiting decisions and also on destination image. Efforts to update facilities, introduce new attractions, and adopt sustainable practices are essential for tourist destinations to enhance their appeal and attract more visitors. However, while tourism product revitalization can have a significant impact, the moderation of destination image on the effect of tourism product revitalization on visiting decisions is only sometimes meaningful. Factors such as a negative or weak destination image, lack of effective promotion, accessibility limitations, and competition from other destinations also play an essential role in determining visit intention. Therefore, tourism marketing strategies should comprehensively address all these aspects by strengthening the destination image, increasing awareness through effective promotion, and improving accessibility and tourist facilities. Tourist facilities are also an essential factor in creating satisfaction for visitors. Good quality facilities can increase visitors' satisfaction levels, encourage them to return, and provide positive recommendations to others. Nonetheless, to successfully attract visitors, tourist destinations must continuously strive to improve the quality of tourism products, improve the destination's image, and provide adequate facilities. Moreover, in the context of Rembangan, although there have been improvements in road access and public facilities, there is still a need for improvement in the renewal of attractive attractions to maintain visitor interest and overcome various barriers that may hinder the growth of the tourism industry in the area.

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