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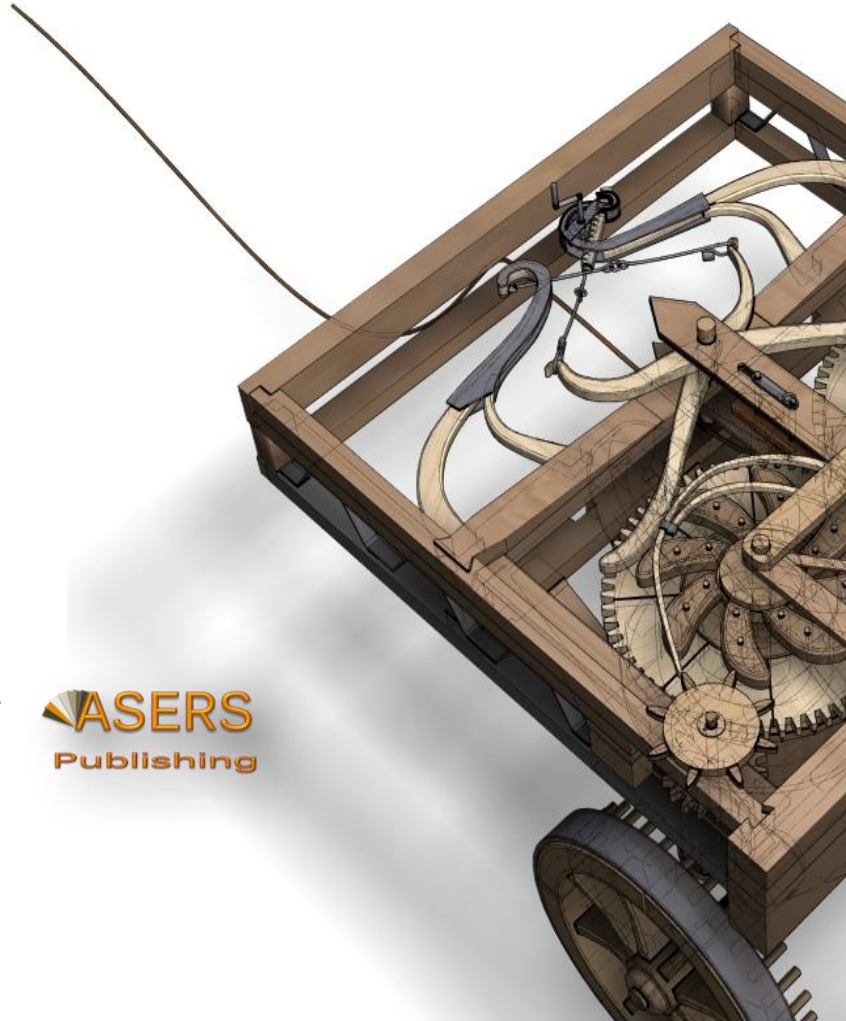
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Measuring Revisit Intention of Domestic Tourists in Langkawi UNESCO Global Geopark, Malaysia: A Road to Sustainable Tourism

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Abstract:

Domestic tourism in Malaysia has contributed significantly to the country's economy and made a sustainable impact on the tourism industry. Langkawi is one of the most visited tourists' attractions in Malaysia which is well-known for island tourism and Geotourism. This study explores the relationship of tourists' motivation, destination brand engagement and domestic tourists' revisit intention in Langkawi UNESCO Global Geopark, Malaysia. The study also examined the mediating role of destination brand management and destination trust between tourists motivation and revisit intention. This study used a quantitative approach to explore the relationships among dependent, independent and intervening variables. A total of 300 questionnaires were distributed, and 212 usable questionnaires returned and utilised for further analysis. For analysis purpose, the researchers decided to utilise SPSS version 25.0 for descriptive statistics and PLS-SEM version 3 for inferential analysis. The results found that tourists' motivation significantly influences destination brand engagement and destination trust for a direct relationship. Results also found that destination brand engagement and destination trust significantly affect tourists' revisit intention in Geopark Langkawi, Malaysia.

Keywords: Langkawi UNESCO Global Geopark; tourists motivation; destination trust; brand engagement; revisit intention.

JEL Classification: Z32; R11; M31.

Introduction

Tourism is an important economic activity and a necessary means of economic growth, prosperity, and overall well-being. Tourism is a core engine of socio-economic development through work and company creation, export sales, and infrastructure construction (UNWTO 2019). Tourism could be classified as foreign and domestic

tourism. Domestic tourism is most likely the first kind of tourism practised in the earlier age of civilisation (Bayih, Singh 2020). Today, it continues to account for about 5-6 billion estimated tourist arrivals as an important form of tourism worldwide (UNWTO 2017) which is more than 74 per cent-86 per cent of overall tourism arrivals (Hosany *et al.* 2015). There is hardly any study of domestic tourist motives, trust, brand engagement and behavioural intentions, and the direct and indirect impact of travel motivations on domestic tourists' post-visit behaviour.

Tourism in a destination significantly influences the area's economic growth by increasing job opportunities (Hall, Prayag, Amore 2017). In new destinations, management by destination marketing organisations (DMOs) is highly important (Jovicic 2019). However, it is markedly difficult to improve destination branding's favourable image in this form of destination (Gardiner, Scott 2018). DMOs create techniques to bring value to the products associated with tourist attractions through location branding, known as applying commodity identity management to the destination. These tactics rely on variables that improve visitor expectations of destination brand equity to retain prospective tourists and promote new customer loyalty to the destination (Leong *et al.* 2020). Recent studies show that destination brand engagement still needs more rigorous research, considering its significance (Hsieh *et al.* 2018; Dedeoglu *et al.* 2019). To align favourable destination brand preferences with tourist perceptions, tourism organisations should strive to maximise their communication activities' efficacy (Hossain 2016). Today, users commonly use the internet to support travellers by offering easy-to-access and low-cost connectivity channels (Chen *et al.* 2020). In more conventional contact channels, this has contributed to a lack of impact. Previous research has shown that market tourists' motivation is correlated with brand mood, brand honesty, relationship consistency, brand connection and purchasing intention (Kumar, Kaushik 2020; Leo *et al.* 2020). Recent tourism studies have shown that motivation increases destination satisfaction, tourist well-being, and destination validity (Wang, Luo 2019; Leong *et al.* 2020). Most researchers have investigated the effect of tourists' motivation, brand engagement and trust on the perceptual tourist appraisal of tourist attractions; however, with little emphasis on behavioural intention, which is very important for the sustainable tourism industry, more specifically in Geotourism context.

Geotourism is also referred to as a type of tourism focused on nature which focuses primarily on the geosystem (Stoffelen, Vanneste 2015). It encourages and improves tourism to places of geological significance in this way. Kubalíková (2019) published an early concept of geotourism as strictly 'geological tourism', which was subsequently refined as a tourism model that explicitly focuses on geology and landscape. The United Nations Educational and Scientific Organisation (UNESCO) has sponsored Geo-conversations, Research and Cultural Organisation (UNESCO) to help grow geo-tourism and raise global understanding of its importance. UNESCO has also made many valuable contributions by recognising and studying to extend the community of conservation, heritage, and geotourism practice. It supports geo-site tourism and the restoration of geo-heritage, and an understanding of earth sciences. This is done through trips to natural features, the use of geo-trails and views, guided walks, geo-activities and the patronage of visitor sites (Carrion Mero *et al.* 2018). Geotourists may involve both individual travellers and group visitors, and anywhere there is a geographical draw, they may explore natural areas or urban/built areas. In this case, the conservation of natural properties, geo-conservation and preservation of geodiversity and geosystem resources is necessary for its continuity, as in tourism development and wildlife tourism (Bentivenga *et al.* 2019). Besides, the authors conclude that the distinctive essence of geotourism needs to be transparent so that there is a clear direction for the tourism industry and professionals to follow and appreciate the basic aspects of promoting, preserving and interpreting geotourism sites. According to various current and possible recreational activities, an unequivocal concept is also relevant in the sense of the various uses of protected areas and natural areas. Increasingly, natural landscapes form the context for a variety of adventure tourism and sports events that may clash with geotourism, intending to identify and preserve natural structures and functions. Geotourism often needs to be introduced into a cherished protected area's entire ecological profile, with geology being an integral component of current scenic, botanical, and bird watching and other wildlife values and priorities geared towards tourism. This study explores the relationship of tourists' motivation, destination brand engagement, and revisit domestic tourists' intention in Langkawi UNESCO Global Geopark, Malaysia. The study also examined the mediating role of destination brand management and destination trust between tourists motivation and revisit intention.

1. Literature Review

1.1. Geotourism Destination

Geotourism is a comparatively recent concept that falls under cultural tourism. Geotourism, in simple words, by tourism with the assistance of education and understanding, reflects the development and preservation of

heritage sites (Shafiei, Farsani, Abdollahpour 2017). The idea of the development and perception of geological diversity and geological history was introduced to a much larger public at the end of the twentieth century. Geotourism is a method of identification and giving geosites a wider definition that can further contribute to the greater and more sustainable management of geosites (Tomić *et al.* 2020; Bazazo, Alananzeh 2020). Ghobzbanii *et al.* (2020) presented the latest definition of modern geotourism by accepting the best aspects of modern approaches and works: There is an extraordinary architectural appeal to the places encountered. The region's scenery and nature have a powerful force of appeal for all nature lovers. It is this high aesthetic importance that makes a unique destination ideal for the growth of geotourism. Interest in geotourism is developing worldwide at a very rapid pace (Wulung *et al.* 2020). Most of the creation of geotourism is about developing a commodity of geotourism that preserves geospatial heritage, helps create communities, communicates and supports 18 countries in Europe. In eight continents, 12 major geoparks occur outside of China and Europe (Ólafsdóttir, Tverijonaite 2018). Geotourism, of course, takes place not only in geoparks but also in a variety of natural and developed ecosystems outside geoparks. It is seen as a synergistic type of tourism in a global sense. The ecosystem and landforms elements create a richer tourism destination than the sum of its pieces, drawing tourists with different interests. In Malaysia, when a mix of local businesses and neighbourhood groups encourages and offers distinctive, authentic tourist experiences, it also includes the city. Geotourism may provide residents with financial and other incentives, such as job growth and revenue generation, and enhanced amenities, goods and equipment. It becomes an opportunity for wise destination stewardship as the local population recognises the positive role of geotourism (Marlina, Herawan 2020).

1.2. Revisit Intention

Revisit purpose is the probability that the client may replicate an action or revisit the service (Soliman 2019). Previous research has shown that memorable memory greatly affects the re-examination of intent (Widjaja, Khalifa, Abuelhassan 2019; Chin *et al.* 2018; Rahatmawati *et al.* 2020). Zhang, Wu, Buhalis (2018) show that memorability positively impacts visitors' visits to the zoo and museum. Abubakar *et al.* (2017) have shown that unforgettable encounters had a major effect on revisit intentions. When individuals view tourism as unforgettable, they remember experiential elements (excitation, relaxation, entertainment, fun, sense, etc.) (Seetanah, Teeroovengadam, Nunkoo 2020). Studies have found that these emotions are a significant part of an individual's perception appraisal (Loi *et al.* 2017). In this way, a positive appraisal of expertise will improve a re-examination probability (Markus *et al.* 2019). Tourist services users are often made up of two groups: the original customer and the returning consumer (Salehzadeh, Pool, Soleimani 2016). For the first time, the decision-making process is largely focused on knowledge obtained from several sources, which results in anticipation of the tourism service provider's ideal experience. However, revisit the intention to approach repeat users of tourism services who had previously experienced the service's actual delivery. Most of the studies predicted the revisit intention had an expansion of happiness extracted from the original experience (Stylos *et al.* 2016; Abdulla *et al.* 2019). Previous studies on unforgettable travel experiences showed that, as nostalgia requires the memory of good tourism experiences, it was strongly connected to emotional connection with the destination (Bonn *et al.* 2016). The memories of tourist encounters affect the attachment of the location (Ku, Chen 2015). The memories tourists leave behind could affect revisiting intentions to a particular destination.

1.3. Destination, Brand, Engagement

In recent years, customer brand engagement, which stresses customer interaction and the brand (Chen *et al.* 2020), has increasingly focused on special concern in the branding field (Huertas, Marine-Roig 2015). It has been described as critical for effective brand marketing (Kashif, Samsi, Sarifuddin 2015) and consumer loyalty (Saraniemi, Komppula 2019). Concerning perceived value and service efficiency, which have been established as the key factors of brand loyalty, brand engagement can have a greater influence (Rather, Najjar, Jaziri 2020). Brand interaction was characterised from a behavioural viewpoint in previous studies (So *et al.* 2016). Some researchers have conceptualised brand interaction using social and behavioural insights (Pérez-Vega *et al.* 2018), while others have stressed the connection between the customer and the brand (Alrawadieh *et al.* 2019). Building on these two viewpoints, Chin *et al.* (2018) suggested a three-dimensional paradigm for brand engagement: semantic processing, love, and activation. Cognitive processing is the degree to which the customer thinks about the brand while communicating with it and love relates to the consumer's positive feelings associated with the brand. In the end, activation captures the amount of commitment, resources, and time the user spends on the brand. The research followed the concept of Alrawadieh *et al.* (2019). In the tourism business, So *et al.* (2016) suggested that customer involvement leads to the company's positive appraisal, confidence, and

satisfaction. Today, online social networks and smartphones make these connections simpler. Tourists can exchange experience, write reviews, and suggest tourist attractions everywhere and everywhere. User-generated content has a significant impact on destination and destination logo branding (Dedeoğlu *et al.* 2019). For example, visitors with a higher degree of participation in the destination brand culture are more likely to spread favourable word of mouth (WOM) about their destination (Cheung, Pires, Rosenberger 2020). As a result, destination brand loyalty is expected to be strengthened by destination brand engagement.

1.4. Destination Trust

According to Abubakar *et al.* (2017), confidence is an individual's sense of security and ability to depend on other people or items. Human perceived confidence could be classified and defined as, firstly, opinion, attitude, or expectation and secondly, as intent, including weakness and uncertainty; (Liu *et al.* 2019). Trust is thus known to be a relational posture and consists of notions that cover all sides; perceptual and affective (Trinanda, Mutaqin 2019). Moreover, there are several aspects of trust, including affordability, consistency, discretion, justice, dignity, commitment, competence, transparency, pledge and fulfilment (Purbadharmaja *et al.* 2021). Moreover, loyalty is a long-term partnership since it relies on post-purchase decisions rather than on first-time use (Hassan, Soliman 2021). Owing to the parallel essence of tourism goods' production and consumption, destination marketers must ensure the promised service delivery during promotion and marketing. The integrity and transparency of destination service offerings give rise to tourism's confidence in those destinations. Chatzigeorgiou and Christou (2016) offer justification for confidence as an antecedent of a return visit. Yet, while research from across the tourism industry recognises that destination picture and confidence operate across WOM and eWOM as a travel intention (Abubakar 2016), this claim's particulars in terms of revisit intention remain underdeveloped.

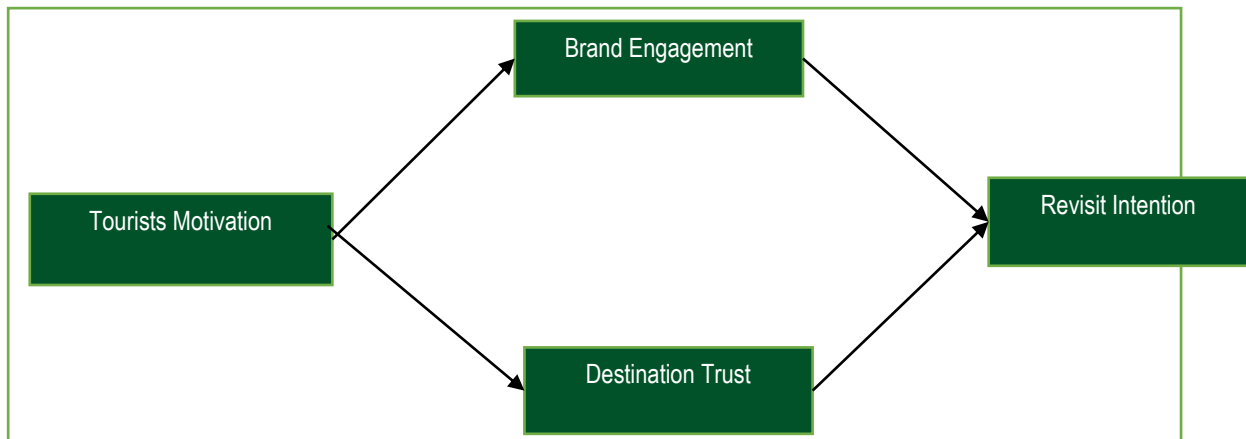
1.5. Tourists Motivation

Motivation is one of human behaviour's core views. There are a variety of fundamental principles that are built into the perception of human motivation. There is a common belief that human determination is the product of the inconsistency between the desired and the current situation. Jiang *et al.* (2019) identified motivation as one of the psychological factors influencing customer purchasing behaviour. Kim, Chiang, Tang (2017) described tourism motivation as 'a globally integrated network of biological and cultural forces that gives value and direction to travel choices, behaviour, and experience.

Thus, any objective that encourages or prompts people to travel can be grouped under two independent but linked dimensions: the definitions of motivations and push/pull in tandem. To investigate socio-psychological and cultural motivations for a traveler's visit, Chang and Sung (2016) have firstly identified these factors and, secondly, organised them into two distinct groups. Returning to ordinary life (as a person and as well as a member of a community) was the goal of those in the first group, while the latter group aimed to fulfil desires to innovate, gain prestige, maintain family relations, and avoid the world in the extreme solitude that would promote them. A motivating factor (the first kind) is called classification of motivations, whereas the others are merely a strong pushing force (the second kind). Because of this, traditionally, the motives to drive outwards have been emphasised while the motives to travel have been deemed significant, there have been three obvious possible destinations for those who want to go on holiday: (they may) be physically exhausted, craving something to do, or having recently migrated to another region. There are commonly understood to be internal factors that lure in the audience for the type of people who choose to travel to those locations rather than traits of locations that attract people to the audience (Guttentag 2016).

Push and pull considerations are distinct choices taken by travellers at two separate stages: deciding whether to fly or not and where to travel (Lee, Yen 2015). Others argue that they should not be treated as strictly distinct, as they are essentially connected (Guttentag 2016). Since intentions are one of the markers of buyers' behaviour and, in one way or another, affect buyers' desires, there is a need for research into travellers' motives. Various research on travel motivation has suggested that knowing the tourist's motivation is central to tourism success. Besides, numerous scholars such as Polus and Bidder (2016) and Bruwer, Prayag, Disegna (2018) have generally agreed that tourist visit trends are the outcomes of a destination-choice mechanism turn, is heavily affected by tourist motivations and histories. However, only a few studies have been done on domestic tourism in general and on the relationship between inspiration, happiness and tourist behavioural intentions. Several researchers have recently sought to classify domestic tourists' motives in various countries (Wen, Huang 2019; Guttentag 2016; Said, Maryono 2018). Push and pull travel motives as an antecedent of overall tourist happiness and behavioural intentions have been analysed from an international tourist viewpoint, although variations between studies have been noted.

Figure 1. Research Framework



Research Hypothesis

- H1: Destination Brand Engagement has a significant and positive relationship with Revisit Intention*
H2: Destination Trust has a significant and positive relationship with Revisit Intention
H3: Tourists Motivation has a significant and positive relationship with Destination Brand Engagement
H4: Tourists Motivation has a significant and positive relationship with Destination Trust
H5: Destination Brand Engagement plays the mediating role between Tourists Motivation and Revisit Intention
H6: Destination Trust plays the mediating role between Tourists Motivation and Revisit intention

2. Methodology

This study used a quantitative approach to examine the relationships among dependent, independent and intervening variables. The researchers used questionnaires to obtain data from domestic tourists who visited Langkawi. A total of 300 questionnaires were distributed, and 212 usable questionnaires returned and utilised for further analysis. For the measurement of the variables, the researchers adopted the questionnaire items from previous studies. Tourists motivation used nine items from Crompton and McKay (1997); destination brand engagement used seven items taken from Hollebeek *et al.* (2014), five items used for destination trust adopted from Chang and Chen (2008) and Kim *et al.* (2011), the revisit intention three items adapted from Soliman 2019; Zhang *et al.* 2018. For analysis purpose, the researchers decided to utilise SPSS version 25.0 for descriptive statistics and PLS-SEM version 3 for inferential analysis. For structural equation modelling, the analysis categorised into two, measurement model and structural model. In the measurement model, the research focused mainly on diagnostic tests of the dataset and indicators such as construct validity and reliability, factor loading, and Average Variance Extracted (AVE), and discriminant validity of the indicators. In the structural model, the researchers examined the model used in the study. There are few indicators used to decide hypothesis testing, for example, P values and T-statistics.

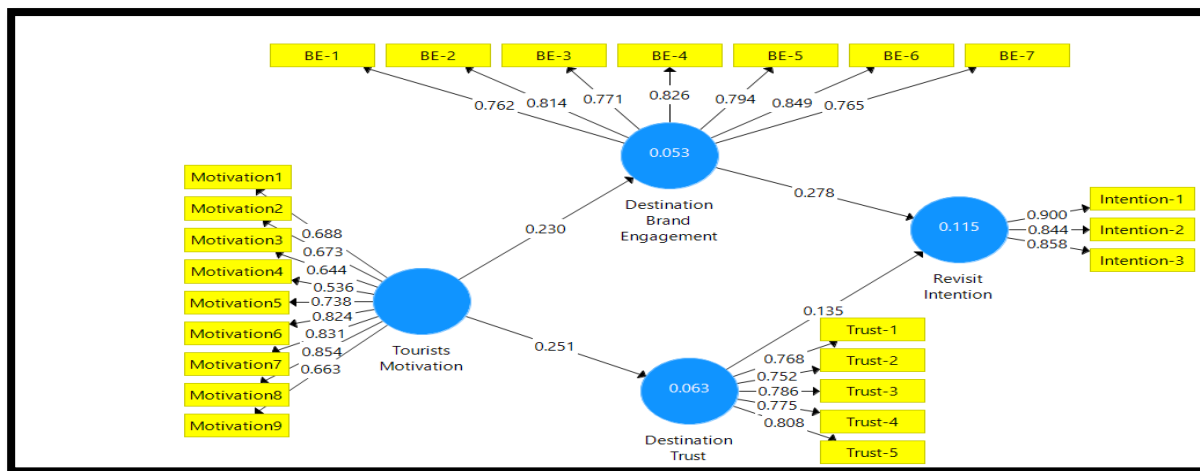
2.1. Socio-Demographic Profiles of the Tourists

The tourists' demographic distribution has shown in terms of their gender, marital status, age, race, and education level. For gender, 61.3% of the respondents are male, and 38.7% are female. The majority of the respondents are married, 59.9%, the single is 37.3%, and the widow is 2.8%. In terms of age group, the highest age group consists of '21 to 30 years' 38.7% followed by "31 to 40 years" which is 34.0%, "41 to 50 years" 20.3%, and 51 to 60 years is 7.1%. The majority of the respondents are Malay, 57.5%, followed by Chinese are 23.1%, Indian are 16.0%, and Others are 3.3%. For education level, most of the Diploma and bachelor's degree holders are 47.2% and 31.6% respectively, and postgraduate respondents (14.2%) and primary school and education (7.1%). For duration of their trip in UNESCO Geopark, 2-4 days is 66.0%, 5-7 days is 20.9%, more than 1 week is 6.6%, 1 day is 4.2%, more than 2 weeks (0.9%), 1 month (0.5%) and 2-3 months (0.5%).

3. Results

In the measurement model of the study, the outer loadings are good enough to fit into the construct (Figure 2).

Figure 2. Measurement model



Outer loadings of the study for Tourists Motivation are 0.688, 0.673, 0.644, 0.536, 0.738, 0.824, 0.831, 0.854 and 0.663 respectively, Destination Trust are 0.768, 0.752, 0.786, 0.775 and 0.808 respectively, Destination brand engagement are 0.762, 0.814, 0.771, 0.826, 0.794, 0.849 and 0.765, respectively. Revisit intention is 0.900, 0.844 and 0.858, respectively.

Table 1. Validity and Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Brand Engagement	0.905	0.911	0.925	0.637
Destination Trust	0.838	0.848	0.885	0.605
Revisit Intention	0.836	0.843	0.901	0.753
Tourists Motivation	0.885	0.909	0.907	0.523

The outer loadings, Cronbach Alpha, and average variance attracted indicate that the study items have high reliability. Besides, discriminant validity checked through the Fornell-Larcker Criterion performed (see table 3), which finds no issues with the study's measurement model.

Table 2. Discriminant validity (Fornell-Larcker Criterion)

	Destination Brand Engagement	Destination Trust	Revisit Intention	Tourists Motivation
Destination Brand Engagement	0.798			
Destination Trust	0.254	0.778		
Revisit Intention	0.313	0.206	0.868	
Tourists Motivation	0.230	0.251	0.367	0.723

4. Structural Model

Figure 3 demonstrates the study's structural model; the model has shown that constructs have high efficiency. To find the direct effects, the bootstrapping method was performed in Smart PLS 3. This study's direct relationship standardised into two, firstly, the influence of perceived benefits (marketing benefits, management benefits & competitive advantage) on web 2.0 adoption intention. Secondly, the influence of adoption intention on the company's financial performance.

As shown in Table 3, the independent variables of this study Destination Brand Engagement (T value= 4.761, p value= 0.000), and Destination Trust (T value= 2.422, p value= 0.016) have significant relationship with revisit Intention. Besides, Tourists Motivation (T value= 4.251, p value= 0.000) has significant relationship with Destination Brand Engagement (T value= 3.447, p value= 0.001). Lastly, Tourists Motivation (T value= 4.909, p value= 0.000) also has significant relationship with Destination Trust.

Figure 3. Structural model

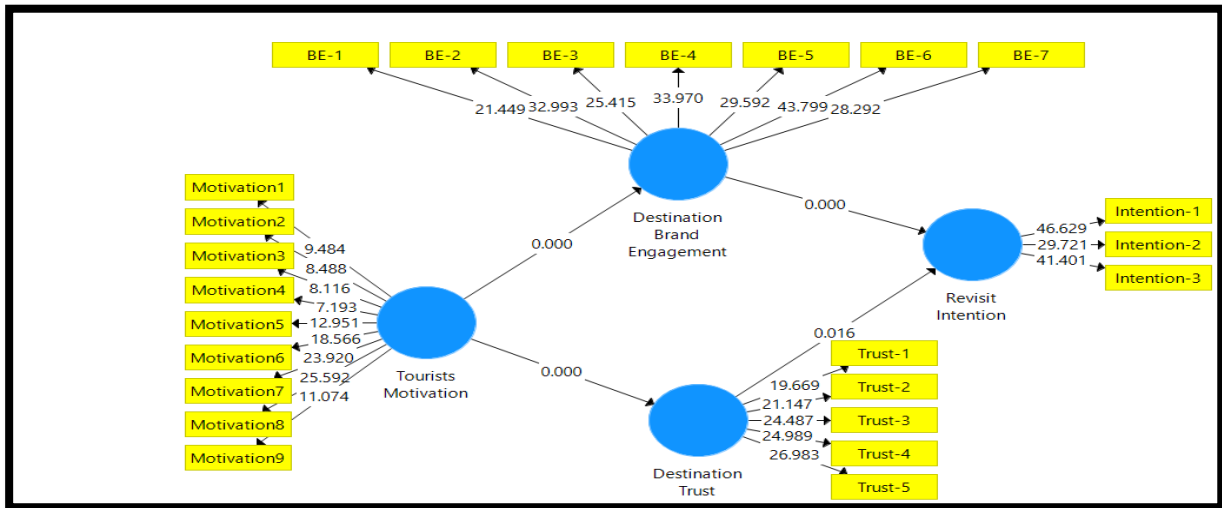


Table 3. The direct effects of the study

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Brand Engagement -> Revisit Intention	0.278	0.280	0.058	4.761	0.000
Destination Trust -> Revisit Intention	0.135	0.143	0.056	2.422	0.016
Tourists Motivation -> Destination Brand Engagement	0.230	0.239	0.054	4.251	0.000
Tourists Motivation -> Destination Trust	0.251	0.261	0.051	4.909	0.000

4.1. Mediating Effects of the Study

Table 4 shows the study's mediating effects as this study considers Destination Brand Engagement and Destination Trust as a mediating variable. As shown in table 5, Destination Brand Engagement plays a significant mediating role between Tourists Motivation and Revisit Intention (T value= 2.761, p value=0.006). Likewise, Destination Trust shows a significant mediating role between Tourists Motivation and Revisit Intention (T value= 1.871, P value= 0.062).

Table 4. Mediating Effects of the Study

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Tourists Motivation -> Destination Brand Engagement -> Revisit Intention	0.064	0.068	0.023	2.761	0.006
Tourists Motivation -> Destination Trust -> Revisit Intention	0.034	0.038	0.018	1.871	0.062

5. Discussion

This study explores the relationship of tourists' motivation, destination brand engagement and revisit intention of domestic tourists in Geopark Langkawi, Malaysia. The study also examined the mediating role of destination brand management and destination trust between tourists motivation and revisit intention. The results found that tourists' motivation significantly influences destination brand engagement and destination trust for a direct relationship. Results also found that destination brand engagement and destination trust significantly influence tourists' revisit intention in Geopark Langkawi, Malaysia. The findings are supported by previous studies (Xie 2018; Inversini 2019; Mazurek 2019). Third, the target brand's existence has a positive effect on the revision's

aim and goal. Loyalty to consumers is critical when it comes to marketing (Belwal, Amireh 2018). High decisions will be made by highly involved customers (Hollebeek *et al.* 2014).

In the tourism industry, So *et al.* (2016) found that tourism positively affects brand loyalty. Visitors with high brand loyalty to destinations, for example, tend to forgive and help improve the tourism standard if a destination is wrong. Thus, destination brand engagement is imperative for target branding. For mediating effect, destination brand engagement and destination trust significantly mediate the relationship between tourists' motivation and revisit intention. When a brand name is perceived as extremely authentic for a destination, it is easier to produce consumer awareness and sentiment (Jin, Slowik 2017). This enhances the target brand's involvement, the intention to visit guests again, and the expectation to make recommendations. The destination brand specifically affects the intention to recommend and implicitly affects the intention to revisit. The authenticity of the destination brand affects the intention to revisit and indirectly affects the intention to recommend.

5.1. Theoretical Implications

This research validated the relationship paradigm of tourists' motivation, destination brand engagement and revisit intention of domestic tourists in Geopark Langkawi, Malaysia. While most recent research on travel restriction negotiating processes has focused on behaviour change, decreased engagement, and replacement with other behaviours (Dale, Ritchie 2020; Polus, Bidder 2016; Loi *et al.* 2017). Therefore, this study expanded these results by supporting the positive impact on tourists' motivation on revisit intention, which enriches studies on the effects of travel and tourism motivations and fills a void by defining the processes of brand engagement and trust correlated with travel and tourism motivation and revisit intention.

5.2. Managerial Implications

These results illustrate some substantial administrative consequences for marketers of tourism destinations planning to establish good relationships with visitors during global social emergencies and maintain their visit intentions for sustainable tourism plans. This research showed that destination brand engagement and trust could efficiently inspire and revisit intentions to foster an emotional connection to a past destination. Destination managers may also, in different ways, induce destination nostalgia, such as using sensory or emotional marketing techniques. Destination administrators could then establish relevant techniques for various audiences to stimulate marketing. Finally, destination operators need to establish productive destination management techniques to prevent potential major visitor inflows' health and safety risks. For example, to monitor visitors' number to popular scenic sites, reservation systems could be used, and authorities could implement advertising techniques to divert tourists from small scenic spots.

5.3. Suggestions for Future Studies

Although this research developed a theoretical model to explore the relationships between tourists' motivation, destination brand engagement, trust and revisit intention to clarify causal relationships, further studies are required to further validate and broaden these principles. Next, check the model using samples from diverse cultures to ensure its generalizability would be useful. Finally, this study did not explore other possible moderators that could influence an individual between tourists' motivation, destination brand engagement, trust and revisit intention. Future research ought to assess the moderating impact of the destination and the model relationship with revisiting intentions.

Conclusion

Certainly, the Langkawi in Malaysia does have impressive Geotourism with wonderful growth potential. The natural resources needed for the growth of Geotourism are already there, as stated earlier in the article, and the only thing lacking for further development is primarily linked to the human factor. Visitor centres in the region that are solely based on archaeological or other traditions are significant concerns. Usually, they do not support heritage with either their exhibits or written advertising content. Of course, it will be important to equip these visitor centres with professional personnel and new interpretive and other tourism facilities and material. It is equally important to grow domestic tourism for its diverse commercial, socio-cultural, and political reimbursement (Chen *et al.* 2020). As long as sustainable tourism concerned, the domestic tourists play a key role by keep moving the tourism industry and generating the revenue for the stakeholders. On many occasions like security issue, bilateral relationship among countries and currently, considering Covid-19 global pandemic, international tourism is yet to get its previous rhythm.

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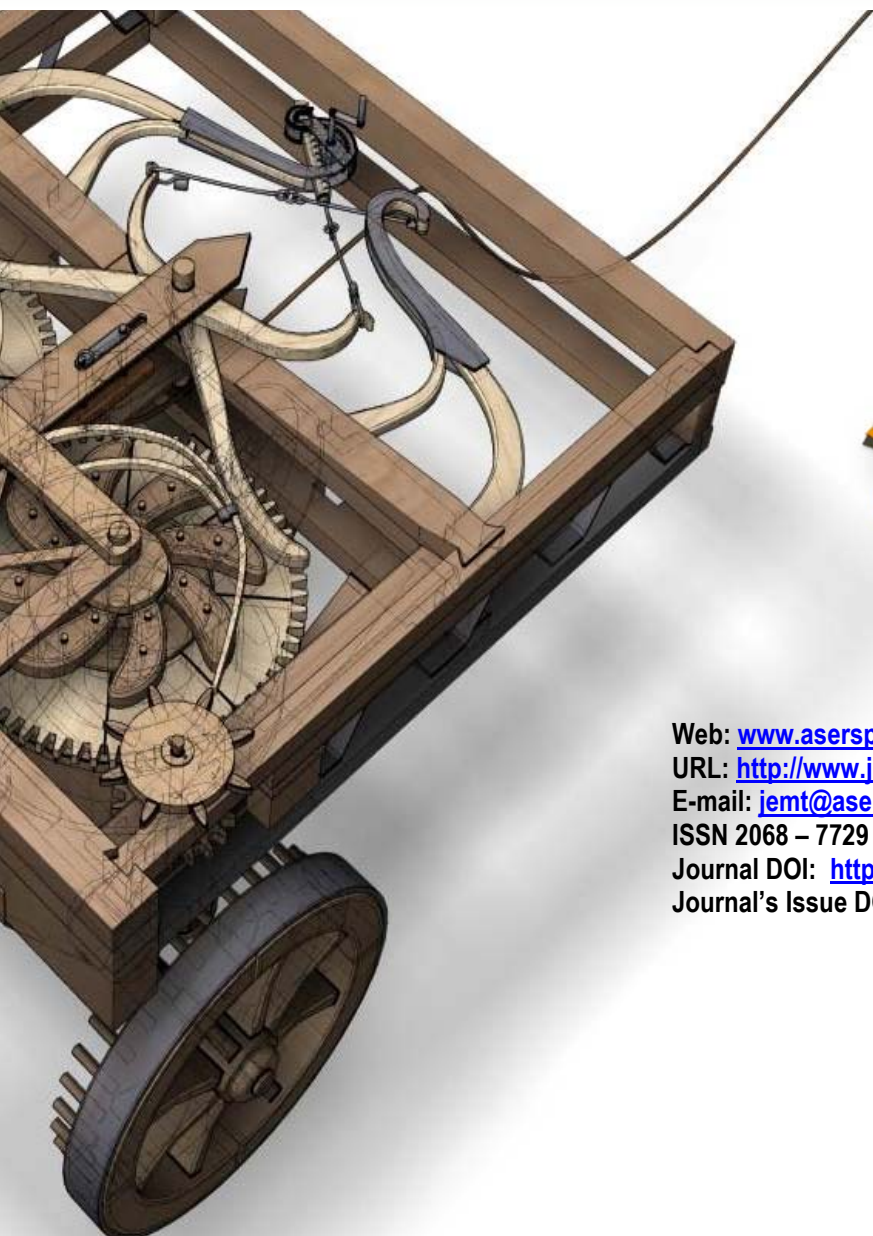
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