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The Nexus of Publicity, Sustainability, and Reputation: Impact on Tourist Intentions in Mining Tourism Destinations: Evidence from Indonesia

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ABSTRACT

Despite existing studies that have investigated consumer behaviour within the context of different types of tourism, no studies have specifically explored the combined effect of destination publicity, sustainability, environmental motivation, and reputation toward transmitting visit intention in the context of post-mining tourism. Focusing specifically on this gap, the current research aims to identify the factors influencing tourists' visit intention to mining destinations—a niche in sustainable tourism. More specifically, the study explores the structural relationship between destination publicity, destination sustainability, environmental motivation, destination reputation, and visit intention. Data were gathered from 219 participants who filled out the questionnaire by matching the prerequisite conditions: 17+ years old and with awareness of repurposed mining destinations as tourist attractions. Applying a quantitative method, structural equation analysis with the aid of AMOS 29 was used to test the model. The findings show that environmental motivation has a significant positive effect on destination reputation. Moreover, destination reputation strongly predicts intention to visit a destination. This confirms the psychological and reputational pathways that influence tourist decision-making for mining-based destinations. The opposite direction, destination publicity and destination sustainability have almost no bearing on influencing destination reputation, indicating that in post-mining environments, reputational determinations may rely less on exposure to promotions or sustainability assertions, and more on the congruence of visitors' environmental beliefs and attitudes towards responsible management of the destination. These findings circumscribe that the reputational formation in the mining tourism field is anchored in more profound ecological reasons rather than shallow communications or sustainability narratives of any kind. Theoretically, the study adds to the literature by incorporating the environmental motivation of niche sustainable tourism as a new predictor of reputation outcomes. From a managerial perspective, the outcomes affirm that destination managers and policymakers should focus first on genuine environmental engagement and value-based communicative strategies to build relational capital and increase visitation to reclaimed mining sites.

1. INTRODUCTION

Mining tourism is the process of redeveloping former or existing mines as tourist destinations offering educational, cultural, and recreational experiences. Mining tourism has grown over the recent five years as regions following the decline of the industrial sector attempted to diversify regional economies and utilize degraded landscapes for sustainable development. Nicola and Schmitz [1] found that destinations like Romania's Jiu Valley and Belgium's La Louvière have employed the use of user-generated content websites to reposition their brand and receive tourist arrivals. Byström [2] in Sweden wrote that mining tourism in the Arctic is characterized by a contradictory view of the region as both a resource frontier and a recreational periphery, with divergent local and tourist discourses over the heritage of the mines. Basu and Mishra [3] also discussed the coherent destination imagery in India, as the latter is redeveloping abandoned

mines as sustainable tourist attractions. Świątek and Walczakiewicz [4] warned against adverse perceptions, infrastructural shortage, and safety risks as limiting factors for such destinations to be visited unless checked by careful planning for interpretation and genuine storytelling.

Within the framework of mining tourism, knowledge of consumer behaviour is central to the effective redevelopment of former industrial landscapes as attractive tourist venues. Nicola and Schmitz [1] identified that reviews and photographs by tourists in online sources such as TripAdvisor and Google Maps are pivotal for the creation of destination image and its attractiveness. Furthermore, Babu et al. [5] identified that fuzzy clustering methodologies can successfully classify tourists based on their behavioural characteristics and supply input for targeting strategies. Xiang and Fesenmaier [6] also further elucidated the application of the capabilities of big data analysis for interpreting tourists' digital traces and spatiotemporal traces, offering input for tourism planning. Simultaneously, Islam et al. [7] verified that positive online review plays an indispensable part in tourist decision, underlining the pivotal role of destination reputation for behavioural intention. Collectively, the studies indicate that identifying consumer behaviour via a multi-dimensional approach—combining publicity, motivation, and experience—is critical for destination competitiveness. Although consumer behaviour in the context of mining tourism has been extensively researched, the embedding of predictors such as destination publicity, sustainability, environmental motivations, and destination reputation is not common. The existing research focuses primarily on the analysis of such variables separately or as a part of non-post-industrial tourism situations. There is an obvious lacuna in the existing research in light of the growing world focus on sustainable and experiential tourism. There is an immediate need to fill the lacuna in light of the growing world focus on sustainable and experiential tourism.

Mining tourism is also becoming increasingly recognized in Indonesia as a sustainable approach to redeveloping degraded lands and advancing heritage conservation and regional economic resilience. Sawahlunto, West Sumatra, is the pioneering example, with the once-coal-mining township successfully becoming a UNESCO World Heritage Site [8]. In Bangka Island, attempts to redevelop former tin mining lands as tourist sites have encountered difficulties in coordinating community perceptions and stakeholder interests [9]. In Belitung, former coal-mine landscapes such as kaolin pits and mangrove forests are redeveloped as tourist sites by ecotourism [10, 11]. In the Samboja area of East Kalimantan, coal-mined land is redeveloped for ecotourism [12]. While such initiatives are encouraging, with limitations regarding infrastructure, governance, and perception, there is a need for integrated models that balance the promotion of tourism with sustainability and community involvement.

2. LITERATURE REVIEW

2.1 Destination publicity

Destination promotion plays a critical part in determining tourist attitudes, especially within online settings and social media. Banerjee and Tyagi [13] stressed the importance of visual strategic narration within destination branding where social media functions as a dynamic channel for drawing in prospective travellers by enhancing a destination's visual and cultural attraction. The story-creation ability within platforms like Instagram and YouTube allows destinations to reaffirm identity and presence while dealing with reputation using curated narratives and influencer partnerships. In addition, Schweiggart et al. [14] explained how online negative destination experience communicated digitally through promotion sessions has a substantial influence over tourist psychological and behavioural reactions. These stories not only affect anticipatory understandings prior to travel but also create post-consumption behaviours like boycotts and complaints, emphasizing the imperative to manage destination publicity proactively as well as responsively.

Publicity also includes destination image management's ethical aspects. Many Destination Marketing Organizations practice moral muteness, intentionally leaving out sustainability matters from communications to preserve positive destination image, according to Jørgensen's [15] findings. This silence strategy might reap short-term branding rewards at the expense of potentially losing long-term trust and credibility. Meanwhile, Sudarmanto et al. [16] highlighted publicity's unifying role in promoting sustainable tourism destinations in line with local culture and environmental programs. Through their systematic review, they showed effective publicity measures, when ethically designed and community-led, not only heighten tourist participation but also contribute to destination resilience and sustainability. These views collectively confirm destination publicity to be a robust yet delicate weapon to be strategically, morally, and context-sensitive implemented to reap long-term destination appeal.

2.2 Destination publicity and destination reputation

Destination publicity is commonly regarded as a critical prerequisite for reputation building in tourism literature. Media and Communication Research [17] examined the strategic function of digital publicity among cultural destinations and identifies that combined digital strategies reinforce visitor impressions and overall destination reputation. Lian [18] noted that tourism marketing strategies within the new media age are predicated upon multi-platform publicity to create positive public opinion, thus positioning publicity at a central element in destination branding and reputation building. Zhang et al. [19] continued examining the shortcoming of publicity in bringing about behavioural change, particularly when intentions are heterogeneous, while suggesting ineffective publicity approaches might not construct nor reinforce destination reputation.

In a related vein, Zhang et al. [20] identified how destination social responsibility can lead to a more enhanced reputation through effective communications channels expressing ethical values and genuineness. Zhang et al. [21] further analysed risks associated with internal mismanagement in brand communications, cautioning that a misaligned publicity can undermine long-standing reputations, especially for traditional institutions. These studies cumulatively highlight how the effectiveness, credibility, and consistency of publicity greatly shape how a destination's reputation is created and perceived by stakeholders.

Based on the literature, strategic and reliable destination promotion is found to have a direct impact on destination image, evidenced by numerous empirical studies.

H1: *Destination publicity significantly positively correlates with destination reputation*.

2.3 Destination sustainability

Destination sustainability is more broadly conceptualized today in terms of combining environmental, social, and economic considerations at a destination level. Gong et al. [22] defined it as applying the triple bottom-line sustainability approach to require coordinated regulation by local government. Moliner-Tena et al. [23] noted that integration encourages balance among dimensions of sustainability, including natural resource conservation, local economic development, and sociocultural care. Jørgensen [15] observed benchmarking and ranking measures such as sustainability indices have become central mechanisms by which destinations seek to showcase sustainability performance, especially when operating in competitive tourist markets. He also observes, however, that this can divert attention from impacts toward those measured, especially where almost half a score in certain indices concerns indicators not specifically related to the tourism sector.

Regarding tourists' behavioural responses, Suhud et al. [24] concluded that destination sustainability perception impacts visit intention as well as destination image formation and credibility. From a case study at Ijen Geopark, they illustrate how sustainability also carries positive connotations with environmental motivation and tourist engagement. Jørgensen [15] offered a critical perspective on this practice, outlining how sustainability rankings like the Global Destination Sustainability Index can create strategic priorities focused on quantifiable rather than qualitative change. Torres-Moraga et al. [25] advanced the stimulus-organism-response (SOR) model by integrating destination sustainability within tourscape experience, illustrating how environmentally balanced components develop destination identification and trust. Jørgensen [15] here cautions in this context that over-reliance on destination organizations' strategies within such rankings might distract from actual sustainability measures by tourism suppliers.

2.4 Destination sustainability and destination reputation

Within the changing world of tourism, sustainability is now a strategic priority, especially in influencing the perceptions of tourists as well as destination reputation. The application of measures of environmental, social, and economic sustainability is increasingly considered not only an ethical obligation but also a branding move that enhances the competitive advantage of a destination. Pasuhuk and Mandagi [26] highlighted that main pillars for sustainable tourism like conservation of the environment, the quality of infrastructure, and community involvement are critical factors in influencing tourist satisfaction and perception, which, in turn, influence the destination's attractiveness as well as long-run reputation.

Building from this, Serio et al. [27] identified that regional environmental policy has pronounced spatial impacts on flows of tourism, with the implication that environmentally responsible destinations are more likely to be visited and gain a reputation. Then, Naqvi et al. [28] identified that Maldivian luxury resorts with a triple bottom line approach (people, planet, profit) are associated with heightened reputation and trust from their stakeholders, giving further importance to the use of sustainability for reputation management. Krabokoukis [29] also offered support for this claim by establishing that post-COVID research directions indicate growing academic, as well as industry, interest in sustainability as a central motivator of destination image. Furthermore, Serio et al. [30] emphasized that certifications of sustainability and green policies are authentic cues for tourists, which reinforces reputational judgments and destination decision-making.

Based on the above empirical evidence, it is logical to surmise that sustainability-driven destinations are viewed more positively by tourists and stakeholders. Thus, the following hypothesis is stated:

H2: *Destination sustainability positively and highly contributes to destination reputation*.

2.5 Environmental motivation

Environmental motivation has been identified as a core factor influencing environmentally responsible behaviour within different contexts, including within organizations and tourism. Environmental motivation rests upon moral engagement, internalized values, and long-term psychological commitment to ecological targets [31]. This aligns with Zacher et al. [32] in conceptualizing environmental motivation within the context of employee green behaviour, where it operates within a broad structure of self-determined motivation. These motivations are varied from intrinsic (e.g., environmental joy and passion) to integrated regulation (e.g., harmony between sustainability and identity). According to Budzanowska-Drzewiecka and Tutko [33], intrinsic motivation more reflects private-sphere environmental activities, whereas integrated regulation affects more powerfully within public-sphere involvement. This distinction helps to illustrate how inner types of motivation function differently within pro-environmental settings.

Within the tourism industry, environmental motivation has been found to influence psychological judgments of destinations and, in turn, behavioural responses. Suhud and Allan [34] found that environmental motivation strengthens the destination image perceived by travellers and importantly forecasts travellers' intentions to visit. In support, Tang et al. [35] posited that environmentally motivated travellers are more sensitive to destinations with observable sustainability practices. Lee and Jeong [36] illustrated how environmentally friendly behaviour is encouraged when destination image conveys green stories that are consistent with audiences' intrinsic motivation. This congruence is advanced by de Groot and Steg [37] who focused on how self-transcendence values plus care for the environment are sound predictors of environmentally friendly action, affirming why putting environmental values in tourism frameworks would help us understand tourist behaviour development.

2.6 Environmental motivation and destination reputation

Within the framework of sustainable tourism, tourists' environmental motivations hinge fundamentally on the perception and reputation of the destination. Environmental motivations are the internal and external factors motivating a person to adopt pro-environmental actions, including supporting environmentally responsible practices, reducing their ecological impact, and choosing destinations that are sustainable. Environmental motivations are aligned with the values and can transform into enhanced support for destinations that are seen as ethical and responsible.

Zhao et al. [38] highlighted the emphasis that tourists' motivation, especially when directed by environmental values, has over their behavioral intent towards nature-based tourism,

driving perceived value and loyalty. In the same way, Serio et al. [27] illustrated that regional green policies exert positive spatial impacts on tourism mobility, with green destinations receiving more trust and visibility. Tang et al. [39] established that environmentally motivated tourists are most likely to return and recommend destinations, thereby developing destination reputation through positive word-of-mouth and experiences. Basendwah et al. [40] went further and posited that tourists' green destination expectations and motivations are supported by AI-based regenerative tourism strategies, making the destination credible and desirable. Besides, Iacob et al. [41] established that travel motivation enhances tourists' well-being through mindfulness and experiential travel experiences—factors that, in the long run, lead to an enhanced destination's perceived reputation.

It can be said that environmental motivation helps support destination reputation formation and strengthening. Destinations that implement sustainability practices and convey environmentally responsible practices are likely to attain reputational gain from ecologically aware travellers.

H3: *Environmental commitment positively and sizably contributes to destination reputation*.

2.7 Destination reputation

Destination reputation has been found to be a key intangible asset affecting tourist behaviour, satisfaction, and loyalty. Guo et al. [42] noted that destination reputation moderates' advertising's impact on visit intention; abstract advertising outperforms concrete advertising when a destination boasts a favourable reputation. They provide experimental findings where reputation enhances the impact of promotional messages on tourists' mental responses through increased self-congruence. On a related note, Čuić Tanković and Mušanović [43] noted that sustainability communication on Destination Management Organization (DMO) websites affects reputation both directly and indirectly through tourist satisfaction. They define reputation as a multi-dimensional construct covering products, services, governance, and environmental quality, which significantly shapes visitor perception. They also argue that DMOs can strategically use sustainability messaging to improve destinations' reputational status, especially in a competition-dominated tourism market.

Wang et al. [44] examined reputation in heritage tourism, identifying it in terms of evaluative dimensions like catering, accommodation, landscape, culture, and recreation. They demonstrate how reputation not only indirectly shapes tourist consumption practices through enjoyment and memorability but also directly affects tourist behaviour. Zhang et al. [20], meanwhile, situated destination reputation as a mediating factor between destination social responsibility and tourist citizenship behaviour. A positive reputation, they contend, builds trust and affective bonding, motivating genuine tourist voluntary advocacy and feedback. Čuić Tanković and Musanović [43] concluded that reputation is influenced by how effectively DMOs enact sustainability values through online platforms, solidifying a focus on reputation as a perceived consequence of strategic communication. Through this literature, we see a continued connection to a relational construction shaped by communication, perceived performance, and trust from stakeholders.

2.8 Destination reputation and visit intention

Destination reputation, nowadays, is widely recognized as an essential precursor to the behavioural intent of tourists. Reputation captures a destination's shared image influenced by repeated experiences, reliable information, and word-of-mouth. A reputed destination is also seen as the most trusted, safest, and most rewarding one that lowers tourist-perceived risk and raises the intent to visit. In addition, Pasuhuk and Mandagi [26] underscored that destination reputation is a major determinant of attractiveness, especially when sustainability and satisfaction are viewed positively by tourists. Tang et al. [35] empirically substantiated that destination image and satisfaction, both of which are interrelated with reputation, positively affect the intention of tourists to revisit. Consistent with this view, Zhao et al. [38] emphasized that destination motivational fit and perceived value, which are affected by reputational signals, lead to positive behavioural intent in nature-based tourism. Basendwah et al. [40] further posited that tourists' expectations about green destinations are based on the perceived credibility and reputation of destinations. Iacob et al. [41] underscored the importance of destination experiences and reputation in forming affective travel choices, which are highly related to travel intentions in the future.

H4: *Destination reputation is positively and importantly related to visit intention*.

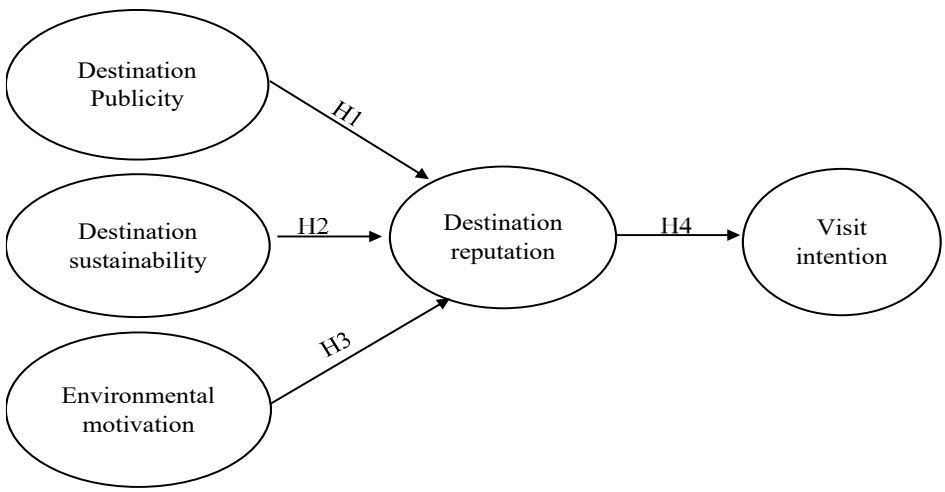

Figure 1. The research model

Figure 1 displays the conceptual model created to analyse how publicity, sustainability, reputation, trust, and visit intention are associated with each other within mining tourism destinations. The model suggests destination publicity, destination sustainability, and environmental motivation affect destination reputation, with destination reputation affecting visit intention. The model highlights destination reputation as a mediating construct linking upstream variables such as sustainability activities and communications with tourist behavioural intentions. Also, the model reflects theoretical views postulating that effective information flow and environmental values are crucial to building a reputable destination image. Through incorporating multidimensional antecedents spanning from psychological drivers to external stimuli such as publicity, the model attempts to account for how mining sites, previously viewed as environmentally damaging, can be repositioned into desirable and sustainable tourist destinations. The model proposes a holistic approach to destination perception and tourist decision-making in a post-industrial tourism environment.

3. METHODS

3.1 Sample

The study focused on individuals aged 17 and above who are tourists and who had some knowledge concerning former mining sites that had been converted into tourism attractions. Based on the rule of thumb of proportionality, Hair et al. [45] recommended measuring the ratio of the number of problem items to the sample size of at least 1:5, ideally a maximum of 1:10, recommending a minimum sample size of not less than 50, and when the model is complex, it needs to be greater than or equal to 200, and the questionnaire of this study measures 25 items, which will result in a sample size of at least 200. Participants were engaged through non-probability convenience sampling in person and/or through chat applications. Participants who agreed to take part in the study were given a link to the online questionnaire. In order to optimize the distribution of the survey while collecting the needed data, the researchers, in this instance, also involved a third party (a paid freelancer) who helped with the distribution of the survey link. In order to recruit participants, the freelancer offered five selected respondents a small incentive in the form of mobile data vouchers. The two-stage involvement process paired with the pre-screening question confirming the respondents' familiarity with sites of post-mining tourism allowed the researcher to ascertain that all respondents in the final sample had adequate contextual knowledge and were bona fide participants with respect to the focus of the study.

3.2 Measurements

All measures of the constructs for the current research utilized indicators from previously established scales in the existing literature. Destination sustainability was measured with items from Martín-Miguel et al. [46], destination publicity with indicators from Kim et al. [47], destination reputation with the scale by Marinao Artigas et al. [48], environmental motivation with indicators from Bruyere and Rappe [49] and Suhud [50], and visit intention with indicators from Su et al. [51] and from Kim et al. [52]. All the items were measured on a 6-point Likert-type scale ranging from 1 (strongly disagree) to 6 (strongly agree) to support the nuanced measurement of the level of agreement of the respondents and increase the sensitivity of the measurement model.

3.3 Data analysis methods

The quantification of the data in this research was conducted based on a four-step quantitative method. The first step was assessing the indicators' validity via Exploratory Factor Analysis (EFA) with SPSS version 29. The item was valid when its factor loading was at a minimum of 0.4, thereby corroborating that the indicator is a proper reflection of the latent construct. The second step was testing the reliability of the data via Cronbach's alpha values based on SPSS version 29. The constructs were reliable when the alpha coefficient was 0.7 and above, which is an affirmation of internal consistency of indicators. Constructing the Average Variance Extracted (AVE), which assesses convergent validity, was the third step. An AVE score of 0.50 or greater means the latent construct accounts for a sufficient portion of variance in the respective indicators. Subsequent to the AVE assessment, the sampling adequacy for factor analysis was assessed using the Kaiser–Meyer–Olkin (KMO) measure; a KMO score between 0.60-0.70 is deemed adequate, while scores between 0.80-0.90 demonstrate improved sampling adequacy. Verification of these measurement criteria allowed the analysis to move on to Confirmatory Factor Analysis (CFA) which assesses the measurement fit of the model, as well as the factor structure of the individual constructs within the SEM framework.

Lastly, hypothesis testing was also carried out using Structural Equation Modelling (SEM) with AMOS version 29. Support for a hypothesis was determined when the critical ratio (CR) was 1.96 or more, which denoted statistical significance at the 5% level. Besides that, the model fit also was appraised against set norms: a non-significant chi-square ($p > 0.05$), a ratio of chi-square to degrees of freedom (X^2/DF) of 2.00 or lower, a Comparative Fit Index (CFI) of 0.95 or above [53], and a Root Mean Square Error of Approximation (RMSEA) of 0.05 or lower [54]. All of the above factors made the structural model proposed in Table 1 robust and generalizable.

4. RESULTS

4.1 Participants

The survey was conducted using Microsoft Forms in 2024. It was distributed in Jakarta and had an initial 225 respondents, as shown in Table 1. Out of this number, 219 satisfied the screening criteria, which equals 97.3% of the participants. The analysis included only participants who were 17 years of age or older, had travelled out of town in the last 6 months, and were familiar with former mining locations that had been repurposed as tourist attractions. The sample comprised 157 males (71.7%) and 62 females (28.3%). The majority of participants were in the productive age bracket. The largest age groups were 30-34 years (38.4%), 26-29 years (32.4%), and 35-39 years (18.7%). Most of the respondents had an undergraduate degree (62.6%), while high school graduates made up 23.3% and diploma holders 13.7%. As for employment status, 95.4% were employed, while smaller percentages were unemployed (2.7%) and self-employed

(1.8%). In terms of marital status, 65.8% were married, 31.1% single, and 3.2% were separated or divorced, showing a good demographic profile that aligns with the study objectives.

Table 1. Profile of participants

Profile		Frequency	Percent
Gender	Male	157	71.7
	Female	62	28.3
Group of age	17-20	1	0.5
	21-25	17	7.8
	26-29	71	32.4
	30-34	84	38.4
	35-39	41	18.7
	40-45	5	2.3
Level of education has been completed	Less than high school	1	0.5
	Diploma	30	13.7
	Undergraduate	137	62.6
	High school	51	23.3
Occupational status	Employed	209	95.4
	Unemployed	6	2.7
	Self-employed	4	1.8
Marital status	Unmarried	68	31.1
	Separated/divorced	7	3.2
	Married	144	65.8
Total		219	100.0

4.2 Data validity, AVE, KMO, and reliability tests

After going through the iterative item-deletion process aimed at attaining an acceptable fit and measurement quality, each latent variable was initially measured by five indicators, and subsequently, only two indicators per construct remained. Table 2 encapsulates the findings from the validity and reliability evaluations from the CFA phase. All indicators listed in the table have shown convergent validity as all of them have a standardized factor loading greater than the set threshold. The AVE values for all constructs exceed the industry cut-off of 0.50, which means the constructs' retained indicators explain the dominant share of variance in the respective latent variables. Reliability analysis indicates high internal consistency, with all constructs achieving Cronbach's Alpha values exceeding 0.70, thus confirming the resilience of the trimmed version of the measurement model. Furthermore, KMO and Bartlett's (reported separately) suggest data suitability for factor analysis, thus confirming the appropriateness of the CFA procedure. Refinement measurement structure, Table 2, shows Fasters' final structure, only containing the indicators that the statistical analyses deemed fit for inclusion after the trimming process of CFA.

Table 2. Results of data validity, AVE, KMO, and reliability tests

	Variables and Indicators	Factor Loadings	AVE	KMO	Cronbach's Alpha
	Destination Reputation		0.923	0.5	0.927
Dr4	People speak very highly of the Former Mining Area.	0.961			
Dr5	The reputation of the Former Mining Area is supported by its history.	0.961			
	Environmental Motivation		0.961	0.5	0.914
Em4	Visiting the Former Mining Area will allow me to contribute to sustainable development in the area.	0.924			
Em3	I am concerned about the environment in the Former Mining Area.	0.924			
	Destination Publicity		0.916	0.5	0.908
Dp5	I often hear people talking about news related to the Former Mining Area.	0.957			
Dp4	News about the Former Mining Area on social media is positive and beneficial for the site.	0.957			
	Destination Sustainability		0.918	0.5	0.911
Ds3	Former Mining Area managers pay attention to the interests of visitors.	0.958			
Ds2	Former Mining Area managers support the preservation goals of the site.	0.958			
	Visit Intention		0.942	0.5	0.939
Vi1	I will to visit the Former Mining Area in the future.	0.971			
Vi4	In the next 12 months, I hope to be able to visit the Former Mining Area.	0.971			

4.3 Hypotheses tests

The relationships between destination publicity, destination sustainability, environmental motivation, destination reputation, and tourists' intention to visit former mining sites are depicted in the structural model in Figure 2. The model shows a good fit with a chi-square (χ^2) statistic of 35.336 with df = 28 and a chi-square/df ratio (χ^2/df) of 1.262. Further fit statistics are CFI = 0.998, TLI = 0.996, RMSEA = 0.035, suggesting that the model fits the data well. The figure shows the coefficient for the path from destination publicity to destination reputation as 0.24, and for the path from destination sustainability to destination reputation as 0.07. The relationship from environmental motivation to destination reputation has a value of 0.69, and from destination reputation to visit intention, it is 0.96. Overall, Figure 2 shows both the direction and value of every numerical path in the model and offers a comprehensive picture of the construction of these factors with the intention to visit the repurposed post-mining destinations from the tourists' perspective.

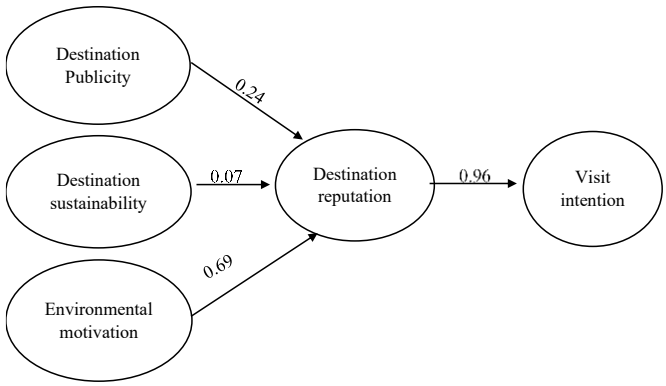

Figure 2. Structural model of the hypothesis test

Table 3. Results of the hypotheses tests

Hypotheses	Paths	C.R.	P	Results
H1	Destination publicity > Destination reputation	1.147	0.252	Rejected
H2	Destination sustainability > Destination reputation	0.391	0.696	Rejected
H3	Environmental motivation > Destination reputation	2.243	0.025	Accepted
H4	Destination reputation > Visit intention	22.877	***	Accepted

Table 3 shows the structural model hypothesis results from the test with SEM with AMOS version 29. The model tested four hypothesized relationships between destination publicity, destination sustainability, environmental motivation, destination reputation, and visit intention. Each hypothesis was tested with the CR and associated p-value to assess statistical significance at the 0.05 level.

The results support Hypothesis 3 (H3) and Hypothesis 4 (H4). Environmental motivation was specifically shown to impact destination reputation (CR = 2.243, p = 0.025), and destination reputation had a strong effect on visit intention (CR = 22.877, p < 0.001). The theoretical argument that both internal psychological factors and perceived quality of destination directly lead to behavioural intention is supported.

Conversely, both Hypothesis 1 (H1) and Hypothesis 2 (H2) did not find support. Destination publicity and destination sustainability did not exert statistically significant impacts on destination reputation (CR = 1.147, p = 0.252; CR = 0.391, p = 0.696, respectively), implying that the two factors by themselves might not be adequate in creating reputational perceptions in the setting of post-industrial mining tourism. The mixed findings indicate the complex and context-sensitive nature of reputation construction as well as tourist decision-making processes.

5. DISCUSSION

Hypothesis 1 predicted destination publicity would have a strong positive impact on destination reputation. Yet the statistical test did not support this hypothesis (CR = 1.147, p = 0.252), revealing destination publicity does not have a statistically significant impact on reputation under the conditions of mining tourism. The result negates established assumptions of destination marketing scholarship that publicity, especially via social and digital sources, is a main predictor of a destination's perceived reputation [17, 49].

One potential explanation for this non-significant effect is the nature of mining tourism itself. As opposed to mainstream tourism, the usual promotional material may be less than sufficient for convincing tourists of the merits of mining destinations; instead, tourists might be more reliant on perceived authenticity, transformation of the environment, or community storytelling. Schweiggart et al. [14] underscored further that shared negative experiences via digital means can overwhelm promotional material, perhaps neutralizing the positives attracted by publicity. In addition, the theory of the "moral muteness" in destination publicity, as outlined by Jørgensen [15], can curtail the credibility of publicity campaigns when sustainability is deliberately downplayed. Sudarmanto et al. [16] noted that publicity will only be effective whenever it is community-driven and in an ethically crafted manner, which might not be the case in this setting. The evidence therefore supports the involvement of publicity in reputation-building as per the literature, but the findings of this research imply that, for niche tourism like that in the case of mining destinations, publicity by itself is not adequate without supporting genuine and contextualized storytelling.

Hypothesis 2 suggested that destination sustainability positively and significantly impacts destination reputation. To the contrary, the analysis indicated that the hypothesis did not hold (CR = 0.361, p = 0.696), revealing that there is no statistically significant relationship between sustainability practices and reputation in the destination setting for tourism. The finding is in variance with existing studies that have confirmed sustainability as a constitutive component in the construction of the destination image and reputational equity [26, 35].

One such explanation can be understood in the perceptual gap between tourist awareness and the claims of sustainability. According to Krabokoukis [29], sustainability measures can only be translated to reputational capital if made visible, genuine, and conveyed well. For the case of mining tourist destinations, sustainability changes can be too new or not well-promoted to be remembered by tourists. Naqvi et al. [28] also highlighted that tourists assess sustainability by way of tangible experiences and engagement with the community—elements that might not have featured as prominently in the respondents' past experiences with the presence of mining sites. Serio et al. [27] also concluded that policy-led sustainability without communicative engagement fails to impact the perceptions of the masses. Therefore, though the theoretical framework suggests the concept of sustainability as a reputation driver, the existing findings find that in post-industrial situations, reputational capital from sustainability is highly contingent on experiential visibility and credibility.

Hypothesis 3 assumed that there is a positive and significant impact of environmental motivation on destination reputation. The hypothesis was confirmed by the empirical evidence (CR = 2.243, p = 0.025), which revealed that the tourists with higher environmental motivation are likely to regard a destination as reputable. The finding corroborates past research that indicated that the intrinsic ecologic values of tourists play a considerable part in the way tourists assess a destination's ethical reputation and credibility [38, 39]. This finding supports the premise that environmentally oriented motivation—based on personal interest in ecological conservation and sustainability—is not only an incentive for pro-environmental action but also a cognitive framework by which tourists evaluate the integrity of destinations. As Basendwah et al. [40] emphasized, environmentally motivated tourists tend to employ sustainability as a reputational signal as a way of linking destinations with effective governance and long-term sustainability. Iacob et al. [41] also corroborated by demonstrating that such motivation enhances affective attachment, which translates to more positive reputational judgments. Serio et al. [27] further suggested that green policies aligned with values can increase destination credibility and trust by a substantial margin. The findings therefore reinforce the theoretical significance of environmentally oriented motivation as a psychological

precursor to reputational results, particularly in non-typical tourist spaces like mining destinations.

Hypothesis 4 asserted that destination reputation had a positive and significant impact on the intention to visit. As predicted, the hypothesis was confirmed by the results (CR = 22.877, $p < 0.001$), demonstrating that a positive reputation would increase the tourists' intention to visit a destination significantly. The finding is consistent with existing evidence that highlights the reputational capital of destinations as an essential factor influencing behavioural intention [38, 39]. Destination reputation acts as a heuristic cue to influence tourists' perceptions of quality, reliability, and emotional value. Within the context of the present study of post-mining tourism, a credible destination tends to convey not only infrastructure quality and physical safety, but also socio-cultural credibility and environmental accountability. As Basendwah et al. [40] have shown, tourists tend to be more willing to travel to destinations perceived to fulfil or even transcend sustainability and ethical expectations.

Furthermore, as Iacob et al. [41] illustrated, reputation serves to build the emotional attachment between tourist and destination, eventually leading to the reinforcement of visit intent. Last but not least, according to the argument of Pasuhuk and Mandagi [26], the attractiveness of sustainability-motivated destination reputation is further increased by the connotation of authenticity and positivity in tourist experiences. Consequently, the robust impact of reputation in the present study solidifies its essential impact in shaping behavioural outcomes, especially in developing or reconfigured tourism contexts.

These results emphasize the intricate but important congruity between sustainable tourism principles and tourist behavioural reactions in post-industrial destinations. Destination publicity and sustainability might not directly influence destination reputation in this research, but the established role of environmental motivation and destination reputation in guiding visit intention reiterates that sustainable tourism is more than branding and procedural conformity. It must appeal to the inner values of tourists and be viewed as authentic, engaging, and open. In the context of mining tourism, with environmental destruction being part of the site's legacy, the route to reputation and visitation is in the genuine demonstration of ecological stewardship, community participation, and open storytelling. This concurs with the wider literature which indicates that the sustainability of tourism is not only environmental conservation but also trust-building and value congruity between destinations and consumers. This research, therefore, contributes to sustainable tourism literature in the affirmation that psychological sustainability (through motivation) and reputational sustainability (through perceived trust and trustworthiness) play a key role in the development of responsible as well as attractive destinations out of extractive sites. It demands the redefinition of sustainable tourism practice to include motivational alignment as a primary design criterion in the planning of heritage as well as post-mining destinations.

6. CONCLUSION

The purpose of this research was to test causal associations between destination publicity, destination sustainability, environmental motivation, and destination reputation, and the impact of destination reputation that occurs as a consequence of them in the context of mining tourism. The research employed a structural equation model to test four hypotheses for uncovering the intricate relationships with a bearing on tourist behavioural responses in the context of post-industrial tourism.

It is concluded from the results that destination reputation is supported by environmental motivation to a great extent, affirming the hypothesis that ecotourists will be attracted to destinations with a reputation for environmentally responsible management. As well, destination reputation bears considerable direct and positive impact on intention to visit, which reinforces its marketing relevance as an intangible resource. Destination publicity and destination sustainability, however, did not have a direct impact on reputation under these conditions, which supports the supposition that exposure or claims of sustainability alone might not be adequate to influence tourists' reputational judgments without evidence of authenticity or compatibility with visitor values.

These findings have implications for destination managers and tourism planners of former mined lands. For improved attractiveness and revisit quality, promotional visibility should be complemented with authenticity-driven environmental storytelling and trust-based interactions. With the ongoing development of mining tourism, alignment with intrinsic motivations and sustainable values becomes increasingly vital for shaping positive destination image and long-term competitiveness.

The research enriches theoretical knowledge in sustainable tourism destination marketing by combining reputation theory with environmental psychology in the context of post-industrial tourism. The research specifically contributes to the tourism scholarship by making environmental motivation a powerful antecedent of destination reputation. Whereas studies have previously treated sustainability as a managerial or branding facet, the research uses tourists' internal motives based on pro-environmental values as a critical psychological motivator that maximizes reputational outcomes. The extension enhances the theoretical relationship between macro-level destination perception and individual-level environmental concern.

In addition, the research validates destination reputation as a mediating construct that bridges affective and cognitive evaluations and behavioural intentions. Theoretical evidence supporting the stance that reputation acts as an interpretive frame by which the tourist receives and evaluates the destination's value as well as the risks related to it is corroborated by the finding. The research also clarifies the limits of publicity and sustainability impacts by ascertaining that such constructs, when alone, might not directly influence reputation sans the mediation of perceived authenticity or ecological compatibility. The overall model enhances the destination framework by prioritizing motivational compatibility and reputation formation as salient pathways for facilitating tourist involvement in alternative, non-extractive spaces.

This research presents a number of practical recommendations for tourism managers, destination marketing professionals, and policymakers—namely those who are developing and rebranding former mining locations as tourist attractions. To begin with, the findings underscore the strategic significance of cultivating environmental motivation in prospective tourists. Managers need to look past surface green communication and make investments in engaging, educational, and interactive experiences that

resonate with the values of their visitors. Ecological restoration-promoting campaigns highlighting community engagement and sustainable practices will be increasingly effective in engaging environmentally oriented market segments and in maintaining the site's reputation.

Second, the research highlights destination reputation as a determinative factor in visit intention. Destination managers should thus focus on long-term trust and credibility by acting consistently and authentically with regard to the site's past heritage, environmental stewardship, and incorporation with the community. Instead of emphasizing publicity or sustainability certifications, campaigns should focus on creating positive and genuine visitor experiences that propagate positive word-of-mouth and popular perception in an organic manner.

Ultimately, the evidence is that sustainability communication needs to be backed up by concrete, visible actions. Managers need to make certain sustainable actions not only occur but also be openly and inclusively declared. It requires enabling the local communities as guardians of sustainability and including their voices within the identity of the destination, thereby strengthening both ethical credibility and comparative advantage in the changing tourism context.

This research is subject to a number of limitations that need to be recognized. Firstly, the adoption of a non-probability convenience sampling approach limits generalizability since the sample might not be representative of the wider tourist clientele with different backgrounds and travel habits. Secondly, the research was carried out primarily with former extraction sites redeveloped for tourism, and therefore the model's transferability to other destination types such as cultural heritage, coastal, or city breaks might be restricted. Thirdly, the use of self-reported measures brings with it the threat of social desirability, especially with variables such as environmental motivation and perceptions of sustainability. Finally, the cross-sectional nature of the design captures tourist perceptions at one moment in time and prohibits an evaluation of changes in reputation and intention over a period of time; prospective research should look to adopt a longitudinal or mixed-method design to identify dynamic change in tourist attitudes and behaviour.

Following the results of this investigation, there are a number of avenues for future research. To further elucidate the dynamic nature of destination reputation over a longer period of time, especially with respect to sustainable destination practices and environmental motivation, a multi-method or longitudinal design might be employed. Comparative analysis across different classes of post-industrial or niche tourist destinations, for example, volcano tours or heritage villages, would highlight contextual differences in the impact of publicity, sustainability, and motivation on reputational outcomes and visit intent.

Third, further research might include other mediators like perceived authenticity or tourist citizen behaviour, breaking out of the cognitive-affective pathway to move towards value-congruent frameworks. Fourth, the use of qualitative techniques like in-depth interviews with destination communities and tourists might provide richer, culture-grounded knowledge for sustainable destination development. Lastly, the use of sophisticated bibliometric mapping or digital sentiment analysis might enhance our knowledge of the long-term influence of digital publicity on reputation.

Previous studies provide useful directions, especially for travel motivation and destination image under distinctive situations [55, 56], consumer behaviour under mobile tourism services [57], and revisit intent under cultural and textile-based tourism [58]. Research by Suhud et al. [57, 59] further invites developing tourism behaviour models to volcano tourism and the heritage of mines. In complementarity, prior studies highlight future prospects for the adoption of AI in hospitality [60], green hotel consumerism [61], and immersive tourism via metaverse [62], all of which can be used as theory and methodology sources for further model extension.

ETHICAL STATEMENT

The study was approved by an ethical committee with ID: 1575/UN39.14/PT.01.05/XI/2025. Informed consent was obtained from all participants, and their privacy rights were strictly observed.

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AUTHOR CONTRIBUTIONS

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