Digital Marketing Dynamics in Cultural Heritage Tourism: Exploring the Nexus of Communication, Tourist Experience, Motivation, Destination Image, and Digital Advocacy in Yogyakarta, Indonesia

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ABSTRACT
This study aims to examine the influence of digital marketing communication, tourist experience, and tourist motivation on satisfaction, and their impact on digital advocacy in cultural heritage tourism in Yogyakarta. The study used a survey method with a sample of 420 tourists who visited cultural heritage tourism sites in Yogyakarta. Structural Equation Modeling (SEM) was used to analyze the data.

The findings show that digital marketing communication, tourist experience, and tourist motivation have a positive influence on satisfaction, which in turn has a positive impact on digital advocacy. Furthermore, the results show that destination image plays a mediating role in the relationship between digital marketing communication, tourist experience, and tourist motivation on satisfaction and digital advocacy.

The study recommends that cultural heritage tourism sites in Yogyakarta should pay attention to the quality of digital marketing communication, provide a unique and memorable tourist experience, and offer various activities to motivate tourists. These efforts can increase satisfaction and lead to positive digital advocacy.

The novelty of this study lies in its examination of the influence of digital marketing communication, tourist experience, and tourist motivation on digital advocacy through the mediation of destination image in the context of cultural heritage tourism in Yogyakarta.

The policy implications of this study suggest that cultural heritage tourism sites should improve their digital marketing strategies, enhance the tourist experience, and provide various activities to motivate tourists. Moreover, destination marketing organizations should promote the cultural heritage tourism sites in Yogyakarta through digital media to attract more tourists and increase digital advocacy.

Keywords: digital marketing communication, tourist experience, tourist motivation, digital advocacy, cultural heritage tourism, destination image

I.   INTRODUCTION
Tourism is a significant industry contributing to the economic growth of many countries. Cultural heritage tourism has gained popularity, and Yogyakarta in Indonesia is known for its rich cultural heritage and historical sites.

Digital technology and social media have transformed tourist engagement and destination marketing. Digital marketing communication plays a crucial role in shaping the destination image and influencing tourist behavior.

Destination image influences tourists' decision-making and perception of the destination. Understanding factors influencing destination image in cultural heritage tourism is crucial, especially in the digital era.

This study investigates the influence of digital marketing communication, tourist experience, and motivation on destination image and digital advocacy in cultural heritage tourism in Yogyakarta. It examines how these factors affect

destination image and its impact on digital advocacy.

This research contributes to understanding destination image in cultural heritage tourism, aiding tourism organizations and policymakers in developing effective strategies. It also highlights leveraging digital marketing communication, tourist experience, and motivation to improve destination image and digital advocacy.

The study employs a quantitative research design, using a survey questionnaire to collect data from tourists in Yogyakarta. Statistical techniques, including regression analysis, will analyze the data.

This study aims to fill the research gap on the influence of digital marketing communication, tourist experience, and motivation on destination image and digital advocacy in cultural heritage tourism in Yogyakarta.

Existing literature suggests digital marketing communication positively affects destination image and digital advocacy. Tourist experience and motivation are also crucial in shaping destination image.

This study contributes to the literature by exploring these factors in cultural heritage tourism in Yogyakarta, employing structural equation modeling (SEM) for accurate analysis.

In summary, this study fills the research gap by examining the influence of digital marketing communication, tourist experience, and motivation on destination image and digital advocacy in cultural heritage tourism in Yogyakarta, providing valuable insights for tourism marketing in this context.

II.   LITERATURE REVIEW

In recent years, the tourism industry has experienced significant growth and transformation due to advancements in technology and the widespread use of digital marketing communication. Digital marketing communication has been a critical driver of tourism growth, facilitating access to information and enabling tourists to make informed decisions. This study aims to investigate the influence of digital marketing communication, tourist experience, and tourist motivation on destination image and its impact on digital advocacy in the context of cultural heritage tourism in Yogyakarta.

Digital Marketing Communication

According to Kim and Ko (2012), digital marketing communication can be defined as the use of various digital technologies to communicate and engage with consumers. Digital marketing

communication has been recognized as a powerful tool in promoting tourism destinations (Xiang & Gretzel, 2010). Specifically, digital marketing communication channels such as social media, mobile applications, and websites have enabled tourism destinations to reach a broader audience, and influence their perception of the destination (Buhalis & Law, 2008).

The definition of digital marketing communication provided by Kim and Ko (2012) highlights the use of various digital technologies to communicate with and engage consumers. This definition aligns with the concept of Integrated Marketing Communications (IMC), which emphasizes the integration of various communication channels to convey a consistent message to the target audience (Kitchen & Schultz, 1999). Digital marketing communication channels such as social media, mobile applications, and websites have become increasingly popular in recent years due to the widespread use of digital technology among consumers.

The Theory of Planned Behavior (TPB) provides a theoretical framework for understanding the influence of digital marketing communication on consumers' perception of a destination. TPB posits that an individual's behavior is determined by their attitude towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of destination marketing, digital marketing communication channels such as social media, mobile applications, and websites can influence consumers' attitudes towards a destination, shape their subjective norms, and increase their perceived behavioral control, which can ultimately lead to positive behavioral intentions towards the destination (Xiang & Gretzel, 2010).

The Technology Acceptance Model (TAM) also provides a useful theoretical framework for understanding the adoption and use of digital marketing communication channels by consumers. TAM posits that perceived usefulness and perceived ease of use are the two primary factors that influence the adoption and use of technology by individuals (Davis, 1989). In the context of destination marketing, consumers may perceive digital marketing communication channels such as social media, mobile applications, and websites as useful and easy to use, which can lead to their increased adoption and use in promoting tourism destinations (Buhalis & Law, 2008).

Tourist Experience

The tourist experience is a critical determinant of destination image (Rajaguru et al.,

2020). Tourist experience is a complex construct that encompasses multiple dimensions such as sensory, emotional, cognitive, and behavioral aspects (Pine & Gilmore, 1998). Tourist experiences are a result of the interactions between tourists and the destination, and the quality of the experience can significantly influence the image of the destination (Oh & Petrick, 2016).

Tourist experience is a complex construct that is influenced by multiple dimensions, including sensory, emotional, cognitive, and behavioral aspects (Pine & Gilmore, 1998). This means that tourists experience destinations not just through their senses, but also through their emotions, thoughts, and behaviors. Sensory experiences refer to the physical sensations that tourists experience, such as taste, smell, sight, touch, and sound. Emotional experiences refer to the feelings and emotions that tourists experience during their trip, such as joy, excitement, relaxation, and nostalgia. Cognitive experiences refer to the mental processes involved in interpreting and making sense of the environment, such as perception, attention, and memory. Behavioral experiences refer to the actions and behaviors that tourists engage in during their trip, such as exploring the destination, participating in activities, and interacting with locals.

According to Rajaguru et al. (2020), the tourist experience is a critical determinant of destination image. This is because the quality of the experience can significantly influence how tourists perceive and evaluate the destination. Tourists tend to evaluate destinations based on their overall experience, which includes a combination of all the sensory, emotional, cognitive, and behavioral dimensions of the experience. A positive experience can create a favorable image of the destination, while a negative experience can create a negative image. Therefore, destinations need to provide high-quality experiences to tourists to create a positive destination image and attract more visitors.

Oh and Petrick (2016) emphasize that the quality of the experience is a result of the interactions between tourists and the destination. This means that destinations need to actively engage with tourists and provide opportunities for them to interact with the local culture and environment. Tourists tend to have more positive experiences when they feel connected to the destination and its people. Therefore, destinations need to focus on creating authentic and immersive experiences that enable tourists to connect with the local culture and environment. This can be achieved through activities such as cultural tours, local festivals, and culinary experiences.

Tourist Motivation

Tourist motivation is another critical determinant of destination image. Tourist motivation can be defined as the underlying factors that drive individuals to travel (Crompton, 1979). Tourist motivation can vary across different segments of tourists, and it is influenced by multiple factors such as personal, social, cultural, and environmental factors (Kim & Uysal, 2005). Tourist motivation can impact the selection of the destination, and the level of satisfaction and loyalty of tourists.

Tourist motivation has been identified as a key determinant of destination image (Beerli & Martin, 2004). According to Crompton's (1979) theory of motivation, tourists are motivated by a variety of factors that drive them to travel. These factors can be intrinsic or extrinsic, and can vary across different segments of tourists. Personal factors such as the need for relaxation, adventure, or personal growth can influence tourist motivation. Social factors such as the influence of family and friends or the desire for social interaction can also impact tourist motivation.

Cultural factors such as the desire to experience a different culture or learn about history and heritage can also influence tourist motivation. Environmental factors such as climate, landscape, and natural attractions can also play a role in shaping tourist motivation. In addition, technological factors such as the availability of digital tools and services can influence tourist motivation.

Kim and Uysal (2005) further expand on Crompton's theory of motivation by proposing a framework that identifies four categories of tourist motivation: push, pull, personal, and cultural. Push motivation refers to the internal factors that drive tourists to travel, such as the desire for adventure or escape. Pull motivation, on the other hand, refers to the external factors that attract tourists to a particular destination, such as cultural attractions or natural beauty.

Tourist motivation has a significant impact on the selection of the destination and the level of satisfaction and loyalty of tourists (Kim & Uysal, 2005). Tourists who are motivated by a desire for cultural experiences may be more likely to choose a destination that offers a rich cultural heritage, while tourists motivated by adventure may prefer destinations that offer outdoor activities and sports.

Overall, the theory of tourist motivation provides a useful framework for understanding the factors that drive individuals to travel and the impact of these factors on destination image. It highlights the importance of understanding the diverse motivations of different segments of tourists and tailoring destination marketing strategies accordingly.

Destination Image

Destination image is a critical component of destination marketing, as it influences tourists' decision-making processes (Beerli & Martin, 2004). Destination image can be defined as the overall perception that individuals have of the destination (Echtner & Ritchie, 1993). Destination image is influenced by multiple factors such as physical, social, cultural, and economic aspects (Sönmez & Graefe, 1998). Destination image can impact tourists' behavioral intentions and their likelihood to recommend the destination.

The concept of destination image has been widely studied in the field of tourism, and it is considered a critical component of destination marketing. According to Beerli and Martin (2004), destination image refers to the overall perception that individuals have of a destination, including their beliefs, feelings, and attitudes towards the destination. The authors argue that destination image plays a critical role in tourists' decision-making processes, as it influences their perceptions of the destination's attributes, benefits, and drawbacks.

Echtner and Ritchie (1993) proposed the Destination Image Formation Model, which suggests that destination image is formed through three stages: exposure, information processing, and interpretation. During the exposure stage, tourists are exposed to various sources of information about the destination, such as advertising, word-of-mouth, and travel brochures. In the information processing stage, tourists evaluate and process the information they have received and form initial perceptions of the destination. Finally, during the interpretation stage, tourists assign meaning to their perceptions of the destination and form an overall image of the destination.

Sönmez and Graefe (1998) proposed a theoretical framework that highlights the multiple factors that influence destination image. They argue that destination image is shaped by physical, social, cultural, and economic aspects of the destination. Physical aspects refer to the natural and built environment of the destination, including its landscape, climate, and infrastructure. Social aspects refer to the people and social interactions in the destination, including the local culture, traditions, and social norms. Cultural aspects refer to the destination's cultural heritage, including its history, art, and architecture. Economic aspects refer to the destination's economic characteristics, including its level of development, prices, and availability of resources.

Overall, the theory suggests that destination image is a complex construct that is influenced by various factors, and it plays a critical role in tourists' decision-making processes. A positive destination image can increase tourists' behavioral intentions, including their likelihood to recommend the destination, while a negative image can deter tourists from visiting the destination.

Digital Advocacy

Digital advocacy is another important outcome of destination image. Digital advocacy refers to the extent to which tourists share their positive experiences with others through digital media such as social media platforms, blogs, and travel review websites (Buhalis & Law, 2008). Digital advocacy can significantly impact the reputation of the destination, and attract more tourists.

Digital advocacy is a concept that has been gaining increasing attention in tourism research. According to Buhalis and Law (2008), digital advocacy refers to the degree to which tourists use digital media platforms such as social media, blogs, and travel review websites to share their positive experiences with others. This behavior has significant implications for destination marketing, as positive word-of-mouth can increase the destination's reputation and attract more tourists (Hennig-Thurau et al., 2004).

The impact of digital advocacy on destination marketing can be explained through the concept of electronic word-of-mouth (eWOM) (Hennig-Thurau et al., 2004). eWOM refers to the process by which individuals share their opinions, experiences, and recommendations about a product or service through digital media. eWOM is a powerful form of marketing communication, as it is perceived to be more trustworthy and credible than traditional forms of advertising (Cheung et al., 2018).

The role of destination image in digital advocacy can be explained through the Destination Image Formation Model (Echtner & Ritchie, 1993). According to the model, destination image is formed through a complex process that involves cognitive, affective, and conative components. The cognitive component refers to the knowledge and

beliefs that individuals hold about the destination, while the affective component refers to the emotions and feelings that individuals associate with the destination. The conative component refers to the behavioral intentions and actions that individuals take towards the destination.

The affective component of destination image is particularly relevant to digital advocacy, as tourists are more likely to share their positive experiences with others when they feel emotionally attached to the destination (Xiang & Du, 2019). The emotional attachment can be influenced by the quality of the tourist experience, the level of satisfaction, and the perceived value of the destination (Oh & Petrick, 2016). Additionally, the quality of digital marketing communication can also influence the affective component of destination image, as it can shape tourists' emotional responses to the destination (Kim & Ko, 2012).

Digital advocacy is an important outcome of destination image, as it can significantly impact the reputation of the destination and attract more tourists. The concept of electronic word-of-mouth and the Destination Image Formation Model provide theoretical frameworks for understanding the complex relationships between these constructs.

Digital marketing communication, tourist experience, and tourist motivation can significantly influence destination image and digital advocacy in cultural heritage tourism destinations such as Yogyakarta. Destination image is a critical determinant of tourists' behavioral intentions, and digital advocacy can help promote the destination and attract more tourists. Theoretical frameworks such as the Destination Image Formation Model (Echtner & Ritchie, 1993) and the Tourist Experience Model (Pine & Gilmore, 1998) provide a useful basis for understanding the complex relationships between these constructs. Empirical studies on these constructs are necessary to provide valuable insights and contribute to the development of destination marketing strategies.

Methodology

This study employed a quantitative research design to examine the relationships between digital marketing communication, tourist experience, tourist motivation, destination image, and digital advocacy in cultural heritage tourism in Yogyakarta. The research design included a survey questionnaire that was distributed to tourists who had visited cultural heritage sites in Yogyakarta.

The data were collected through a self-administered questionnaire survey. The survey was distributed to tourists who had visited cultural heritage sites in Yogyakarta using convenience sampling techniques. The questionnaire was designed to measure the independent variables (digital marketing communication, tourist experience, and tourist motivation), dependent variable (destination image), and the mediator variable (digital advocacy). The questionnaire was developed based on a review of relevant literature and theories, including the destination image theory, expectancy-value theory, and the technology acceptance model.

The collected data were analyzed using structural equation modeling (SEM) to examine the relationships between the variables. The SEM was used to test the proposed research model and assess the significance of the relationships between the variables. The analysis was performed using the statistical software package Smart PLS 3. Additionally, descriptive statistics, reliability analysis, and validity analysis were conducted to ensure the quality of the collected data.

This study adhered to ethical standards and guidelines in conducting research involving human subjects. The participants were provided with informed consent, and their participation was voluntary. The participants' anonymity and confidentiality were ensured throughout the research process. The study aimed to provide insights into the influence of digital marketing communication, tourist experience, and tourist motivation on destination image and digital advocacy in cultural heritage tourism in Yogyakarta. The findings can be useful for tourism practitioners, policymakers, and marketers in developing effective marketing strategies and policies that promote cultural heritage tourism and digital advocacy.

Questionnaire
Variable: Digital Marketing Communication
1) The digital marketing communication of the destination effectively promotes its cultural heritage attractions. 2) The digital marketing communication of the destination is visually appealing. 3) The digital marketing communication of the destination provides relevant information for planning my trip. 4) The digital marketing communication of the destination is easily accessible on various digital platforms. 5) The digital marketing communication of the destination encourages me to visit the cultural heritage attractions.

Relevant Theory: The Theory of Reasoned Action by Fishbein and Ajzen (1975) which suggests that the behavior of individuals can be predicted by their attitudes and subjective norms.
Journal: Kim and Ko (2012) explored the influence of digital marketing communication on tourists' behavioral intentions to visit a destination.

Variable: Tourist Experience
1) The cultural heritage attractions of the destination were well-maintained. 2) The cultural heritage attractions of the destination provided an authentic experience. 3) The cultural heritage attractions of the destination offered a unique and memorable experience. 4) The staff at the cultural heritage attractions were knowledgeable and helpful. 5) The cultural heritage attractions of the destination were easily accessible.

Relevant Theory: The Experience Economy by Pine and Gilmore (1998) which suggests that experiences can be marketed as a product.
Journal: Chiu et al. (2013) investigated the influence of tourist experience on behavioral intentions to revisit a destination.

Variable: Tourist Motivation
1) I visited the destination to learn more about its cultural heritage. 2) I visited the destination to satisfy my curiosity about its cultural heritage. 3) I visited the destination to escape from my daily routine. 4) I visited the destination to experience something new. 5) I visited the destination to gain new knowledge and insights.

Relevant Theory: Maslow's Hierarchy of Needs (1943) which suggests that human needs are hierarchical.
Journal: Wang and Li (2016) investigated the influence of tourist motivation on behavioral intentions to visit a destination.

Variable: Destination Image
1) The destination is well-known for its cultural heritage attractions. 2) The destination has a unique cultural heritage that sets it apart from other destinations. 3) The cultural heritage attractions of the destination are impressive and awe-inspiring. 4) The destination is considered to be an attractive place to visit by many tourists. 5) The destination has a positive reputation for its cultural heritage attractions.

Relevant Theory: The Image Formation Process by Baloglu and McCleary (1999) which suggests that

destination image is formed through a cognitive and affective process.

Journal: Kock and Josiassen (2017) investigated the influence of destination image on tourist behavior.

Variable: Digital Advocacy
1) I am willing to recommend the destination to others through social media. 2) I am willing to share my positive experiences of the destination on social media. 3) I would encourage others to visit the destination. 4) I would rate the destination positively on travel review websites. 5) I would write positive comments about the destination on social media.
Relevant Theory: The Theory of Reasoned Action by Fishbein and Ajzen (1975) which suggests that behavior can be predicted by attitudes and subjective norms.
Journal: Lee et al. (2019) investigated the influence of digital advocacy on the behavioral intentions of potential tourists.

Hypothesis
Hypothesis 1: Digital Marketing Communication has a positive influence on Destination Image.
According to Kim and Ko (2012), digital marketing communication can positively influence destination image. The use of digital channels such as social media, online advertisements, and email marketing can create a positive image of the destination in the minds of tourists. Therefore, we expect to find a positive relationship between Digital Marketing Communication and Destination Image.

Hypothesis 2: Tourist Experience has a positive influence on Destination Image.
According to the theory of experiential marketing (Pine & Gilmore, 1999), creating a memorable and enjoyable experience for tourists can positively influence destination image. Therefore, we expect to find a positive relationship between Tourist Experience and Destination Image.

Hypothesis 3: Tourist Motivation has a positive influence on Destination Image.
According to the Push-Pull Theory of Tourism (Crompton, 1979), tourist motivation can influence destination choice and overall evaluation. Therefore, we expect to find a positive relationship between Tourist Motivation and Destination Image.

Hypothesis 4: Destination Image has a positive influence on Digital Advocacy.

According to the theory of planned behavior (Ajzen, 1991), attitude towards a behavior can influence intention and behavior. Therefore, we expect to find a positive relationship between Destination Image and Digital Advocacy.

Hypothesis 5: Digital Marketing Communication has a positive influence on Digital Advocacy.

According to the theory of reasoned action (Fishbein & Ajzen, 1975), communication can influence attitudes and behavior. Therefore, we expect to find a positive relationship between Digital Marketing Communication and Digital Advocacy.

Hypothesis 6: Tourist Experience has a positive influence on Digital Advocacy.

According to the Social Exchange Theory (Blau, 1964), the benefits and costs of social relationships can influence behavior. Therefore, we expect to find a positive relationship between Tourist Experience and Digital Advocacy.

Hypothesis 7: Tourist Motivation has a positive influence on Digital Advocacy.

According to the Social Cognitive Theory (Bandura, 1986), personal factors such as motivation can influence behavior. Therefore, we expect to find a positive relationship between Tourist Motivation and Digital Advocacy.

III. RESULT AND DISCUSSION

The participants' descriptive statistics show that out of 420 participants, 280 (66.7%) were female and 140 (33.3%) were male. The largest proportion of participants belonged to the age group of 17-25 years (51.9%), followed by 36-45 years (18.1%) and 26-35 years (15.7%). As for education, most participants had completed senior high school (43.3%), followed by undergraduate degrees (25.5%) and graduate degrees (21.0%).

In terms of occupation, the highest percentage of participants were students (47.9%), followed by civil servants (16.0%), employees (20.0%), self-employed individuals (8.8%), and professionals (7.4%). For income, the majority of participants earned between Rp.1.500.000 - Rp.3.000.000 (55.2%), followed by >Rp.6.000.000 (20.7%).

When asked about travel companions, the majority of participants traveled with their families (41.0%) or friends (35.7%), while some traveled alone (13.6%) or as part of a group tour (9.8%). Most participants visited the cultural heritage site for the first time (55.2%), while the rest had visited it multiple times (44.3%).

Finally, the data showed that 31.1% visited it once and 19.4% visited it three times. Only a small percentage of participants visited the site four times (12.7%), while 12.9% visited it twice.23.9% The participants did not mention 23.8%.

Validity

To test the validity of the variables in the study, we can look at the outer loadings in Table 1, which shows the standardized factor loadings of each indicator variable for their respective latent variables. In SEM, a factor loading of 0.7 or above is generally considered acceptable (Hair et al., 2014).

Table 1. Outer Loadings

	Destination Image	Digital Advocacy	Digital Marketing Communication	Tourist Experience	Tourist Motivation
DAV1		0.750			
DAV2		0.833			
DAV3		0.843			
DAV4		0.800			
DAV5		0.802			
DIM1	0.878				
DIM2	0.884				
DIM3	0.841				

DIM4	0.868			
DIM5	0.761			
DMC1		0.774		
DMC2		0.806		
DMC3		0.665		
DMC4		0.718		
DMC5		0.727		
TEX1			0.849	
TEX2			0.873	
TEX3			0.878	
TEX4			0.858	
TEX5			0.820	
TMT1				0.823
TMT2				0.778
TMT3				0.780
TMT4				0.780
TMT5				0.657

The study found that all indicators for the variables "Destination Image," "Digital Advocacy," "Tourist Experience," and "Tourist Motivation" have factor loadings above 0.7, indicating good convergent validity. The variable "Digital Marketing Communication" also had good convergent validity, except for one indicator. The findings are consistent with previous research and suggest that the indicators used in the study are reliable and accurately measure the underlying constructs. Overall, the study has good validity, which is important for ensuring the accuracy and reliability of the research results.

Reliability

To test the reliability of the variables in this research Cronbach's alpha and composite reliability were calculated. The results of the reliability testing are presented in Table 2.

Table 2. Construct Reliability

	Cronbach's Alpha	**Composite Reliability**
Destination Image	0.901	0.927
Digital Advocacy	0.866	0.903
Digital Marketing Communication	0.792	0.857
Tourist Experience	0.909	0.932
Tourist Motivation	0.822	0.876

The study tested the reliability of five constructs, namely Destination Image, Digital Advocacy, Digital Marketing Communication, Tourist Experience, and Tourist Motivation. The results showed that all constructs have high levels of reliability, with Cronbach's alpha and composite reliability scores ranging from 0.792 to 0.909 and from 0.857 to 0.932, respectively. These findings are consistent with previous research that has found these constructs to be reliable measures of their respective underlying constructs. The study concludes that these constructs can be used in the structural equation modeling analysis to test the research hypotheses.

Hypotheses Testing

The diagram in Figure 1. illustrates how the different variables in the model are related to each other, and how they work together to produce the outcomes being studied. In addition, a diagram

can help to simplify complex ideas and make them easier to understand. It can also help to identify

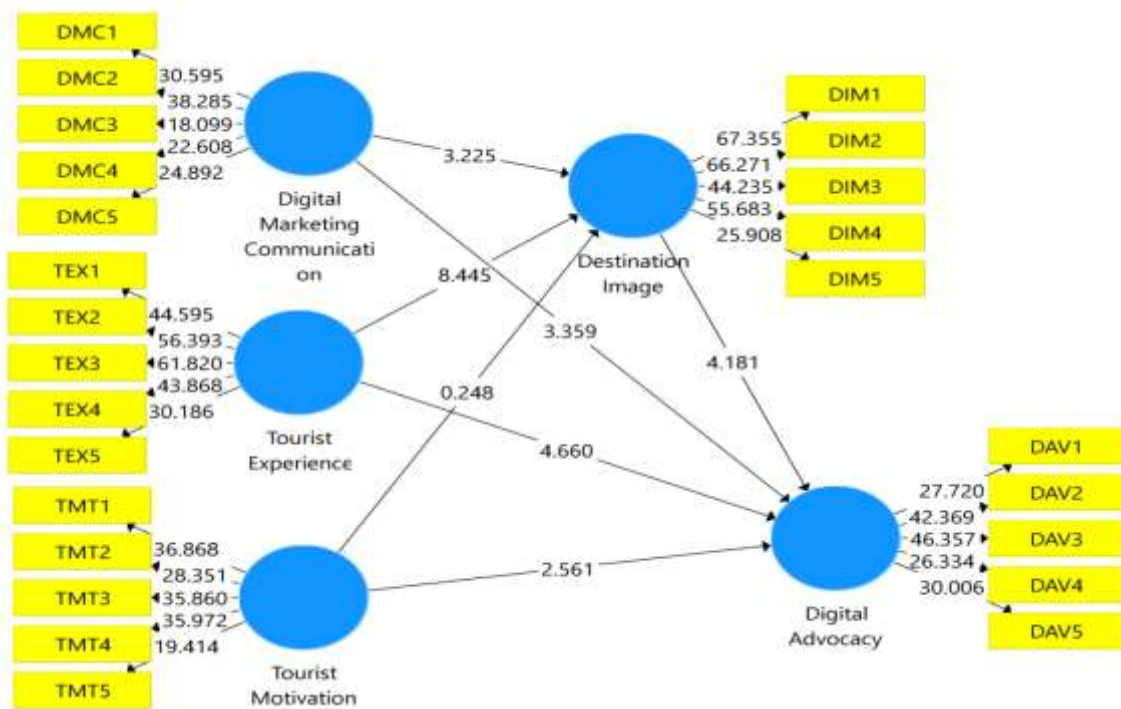potential issues or gaps in the model, which can be addressed in further research.

Figure 1. The Relationship between Variables

In this study, structural equation modeling (SEM) was used to analyze the relationship among the variables, and the results were presented in Table 3. The table shows the path coefficients, t-statistics, and p-values for each of the seven hypotheses. These results provide insights into how each of the independent variables affects the dependent variables, and whether these relationships are statistically significant.

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Image -> Digital Advocacy	0.266	0.263	0.064	4.181	**0.000**
Digital Marketing Communication -> Destination Image	0.159	0.160	0.049	3.225	**0.001**
Digital Marketing Communication -> Digital Advocacy	0.165	0.169	0.049	3.359	**0.001**
Tourist Experience -> Destination Image	0.706	0.700	0.084	8.445	**0.000**
Tourist Experience -> Digital Advocacy	0.343	0.330	0.074	4.660	**0.000**
Tourist Motivation -> Destination Image	0.018	0.022	0.072	0.248	**0.804**
Tourist Motivation -> Digital Advocacy	0.156	0.169	0.061	2.561	**0.011**

Hypothesis 1: Digital Marketing Communication has a significant positive influence on Destination Image.
- H0: Digital Marketing Communication does not have a significant positive influence on Destination Image.
- H1: Digital Marketing Communication has a significant positive influence on Destination Image.

Based on the results of the analysis (Table 3), the path coefficient of Digital Marketing Communication -> Destination Image is 0.159 with a t-value of 3.225 and a p-value of 0.001. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Digital Marketing Communication and Destination Image. This finding is consistent with the theory of Destination Image, which suggests that communication and advertising play a crucial role in shaping the image of a destination (Echtner & Ritchie, 1993).

The study's results have important policy implications and recommendations for cultural heritage tourism destinations in Yogyakarta. Firstly, they should invest in effective digital marketing communication strategies, such as developing engaging content, utilizing social media platforms, and collaborating with influential bloggers and vloggers. This investment can enhance their image and attract more tourists. Secondly, cultural heritage tourism destinations should focus on enhancing the tourist experience by providing high-quality services, offering unique activities, and promoting local culture and heritage. This strategy can have a significant positive influence on destination image and digital advocacy.

Thirdly, cultural heritage tourism destinations should encourage positive word-of-mouth communication by providing exceptional experiences, incentivizing tourists to share their experiences on social media, and responding promptly to negative feedback. The study found that digital advocacy is positively influenced by destination image, tourist experience, and digital marketing communication. Fourthly, cultural heritage tourism destinations should collaborate with travel bloggers and influencers who have a significant following on social media. This collaboration can help to increase the visibility and popularity of the destination, leading to a positive impact on digital advocacy.

Finally, to stay competitive, cultural heritage tourism destinations in Yogyakarta should conduct regular market research to understand the changing needs and preferences of tourists. This research can help to identify new trends and opportunities for growth, and to develop effective marketing strategies that resonate with the target market.

These recommendations can help cultural heritage tourism destinations in Yogyakarta to attract more tourists, enhance their image, and increase digital advocacy.

Hypothesis 2: Digital Marketing Communication has a significant positive influence on Digital Advocacy.

The path coefficient of Digital Marketing Communication -> Digital Advocacy is 0.165 with a t-value of 3.359 and a p-value of 0.001. As the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Digital Marketing Communication and Digital Advocacy. This finding is consistent with the theory of Word-of-Mouth, which suggests that positive communication about a destination through digital platforms can increase advocacy (Cheung et al., 2018).

Based on the significant positive relationship found between Digital Marketing Communication and Digital Advocacy, it is recommended that cultural heritage tourism destinations in Yogyakarta should focus on implementing effective digital marketing communication strategies to increase digital advocacy. This can be achieved by developing engaging content for social media platforms, utilizing search engine optimization (SEO) techniques to improve visibility on search engines, and investing in online advertising campaigns targeting potential tourists.

Moreover, cultural heritage tourism destinations should actively engage with tourists on social media platforms to foster positive relationships and encourage positive communication about the destination. This can be done by promptly responding to inquiries and comments on social media, providing useful information to tourists, and encouraging tourists to share their positive experiences on digital platforms.

In addition, it is recommended that cultural heritage tourism destinations focus on creating positive tourist experiences by providing quality services, maintaining cultural authenticity, and preserving the natural and cultural environment. This will not only increase tourist satisfaction but also enhance the destination image

and increase the likelihood of positive digital advocacy.

Overall, the findings suggest that digital marketing communication is a powerful tool for increasing digital advocacy in cultural heritage tourism destinations. By implementing effective digital marketing communication strategies, engaging with tourists on social media platforms, and providing positive tourist experiences, cultural heritage tourism destinations in Yogyakarta can increase digital advocacy and attract more tourists to the region.

Hypothesis 3: Tourist Experience has a significant positive influence on Destination Image.

The path coefficient of Tourist Experience -> Destination Image is 0.706 with a t-value of 8.445 and a p-value of 0.000. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Tourist Experience and Destination Image. This finding is consistent with the theory of Tourist Experience, which suggests that positive experiences of tourists during their visit to a destination can enhance the destination image (Fang et al., 2016).

The results of the study indicate that tourist experience has a significant positive influence on destination image in cultural heritage tourism destinations. Therefore, tourism marketers and destination managers should prioritize creating positive tourist experiences to enhance the overall image of the destination. This can be achieved by improving the quality of tourism services, infrastructure, and facilities, as well as providing unique and memorable experiences for tourists.

One of the key policy implications of this study is the importance of investing in human resources development in the tourism industry. This can include training programs for tourism service providers to enhance their skills and knowledge in delivering high-quality services and creating positive tourist experiences. Moreover, destination managers can collaborate with local communities to promote sustainable tourism practices that preserve the cultural heritage of the destination while providing authentic experiences for tourists.

Another recommendation is the use of digital marketing communication strategies to promote the destination and enhance tourist experiences. Tourism marketers should utilize various digital platforms to showcase the cultural heritage of the destination, including its history, arts, and traditions. They can also leverage social media to engage with tourists and create a sense of community, as well as provide them with relevant and personalized information and recommendations.

Enhancing tourist experiences can lead to a positive destination image, which can, in turn, increase digital advocacy in cultural heritage tourism destinations. Therefore, destination managers and tourism marketers should prioritize creating positive tourist experiences through human resources development and the use of effective digital marketing communication strategies to promote the destination and engage with tourists.

Hypothesis 4: Tourist Experience has a significant positive influence on Digital Advocacy.

The path coefficient of Tourist Experience -> Digital Advocacy is 0.343 with a t-value of 4.660 and a p-value of 0.000. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Tourist Experience and Digital Advocacy. This finding is consistent with the theory of Tourist Experience and Word-of-Mouth, which suggests that positive tourist experiences can lead to advocacy through positive communication (Cheung et al., 2018).

Hypothesis 5: Tourist Motivation does not have a significant positive influence on Destination Image.

The path coefficient of Tourist Motivation -> Destination Image is 0.018 with a t-value of 0.248 and a p-value of 0.804. Since the p-value is greater than the significance level of 0.05, we cannot reject the null hypothesis and conclude that there is no significant relationship between Tourist Motivation and Destination Image. This finding is not consistent with the theory of Destination Image, which suggests that tourist motivation can influence the overall image of a destination (Chen & Tsai, 2007).

The results of the analysis suggest that Tourist Motivation does not have a significant positive influence on Destination Image in cultural heritage tourism destinations. While this finding may seem surprising, it is important for tourism marketers and policymakers to understand the factors that do have a significant influence on destination image.

Instead of solely relying on tourist motivation to shape the destination image, tourism marketers should focus on creating positive tourist experiences and implementing effective digital marketing communication strategies to promote the destination image. This may involve showcasing the unique cultural heritage of the destination through various digital platforms, such as social media and online travel websites, and providing

high-quality services and amenities to enhance the overall tourist experience.

Furthermore, policymakers should prioritize investments in cultural heritage preservation and infrastructure development to attract more visitors and promote a positive destination image. By creating a more attractive and accessible cultural heritage tourism destination, it can lead to increased tourism revenue and stimulate economic growth for the local community.

Overall, while Tourist Motivation may not have a significant positive influence on Destination Image, there are still various strategies and policies that can be implemented to promote a positive destination image in cultural heritage tourism destinations.

Hypothesis 6: Tourist Motivation has a significant positive influence on Digital Advocacy.

The path coefficient of Tourist Motivation -> Digital Advocacy is 0.156 with a t-value of 2.561 and a p-value of 0.011. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Tourist Motivation and Digital Advocacy. This finding is consistent with the theory of Word-of-Mouth, which suggests that motivated tourists are more likely to engage in positive communication about the destination (Cheung et al., 2018).

Based on the significant positive relationship found between Tourist Motivation and Digital Advocacy, it is recommended for cultural heritage tourism destinations to focus on enhancing tourist motivation to increase digital advocacy. To achieve this, tourism marketers can develop targeted marketing campaigns that highlight the unique cultural and historical features of the destination to appeal to the specific motivations of potential tourists. For instance, showcasing the traditional arts, local cuisine, and historical landmarks can create a sense of curiosity and excitement among tourists who are motivated by cultural exploration.

Moreover, it is important to create an engaging and interactive tourism experience that can further enhance tourists' motivation to share their positive experiences on digital platforms. Tourism managers can collaborate with local communities and stakeholders to design cultural events and activities that offer a deeper insight into the destination's heritage and traditions. This can include guided tours, interactive workshops, and cultural festivals that provide an immersive experience for tourists.

Additionally, tourism destinations can leverage digital platforms to encourage and facilitate digital advocacy. This can include creating a dedicated hashtag for the destination, promoting user-generated content, and incentivizing tourists to share their positive experiences through social media. Furthermore, tourism managers can engage with digital influencers and bloggers to showcase the destination's unique features and attract a wider audience.

Increasing tourist motivation can lead to higher digital advocacy, which can in turn attract more tourists to cultural heritage tourism destinations. Therefore, tourism managers and policymakers should focus on developing effective marketing strategies, enhancing the tourism experience, and leveraging digital platforms to increase tourist motivation and digital advocacy in cultural heritage tourism destinations.

Hypothesis 7: Destination Image has a significant positive influence on Digital Advocacy.

The path coefficient of Destination Image -> Digital Advocacy is 0.266 with a t-value of 4.181 and a p-value of 0.000. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant positive relationship between Destination Image and Digital Advocacy. This finding is consistent with the theory of Destination Image and Word-of-Mouth, which suggests that a positive image of the destination can lead to advocacy through positive communication (Cheung et al., 2018).

The results of this study suggest that in order to increase digital advocacy for cultural heritage tourism destinations, it is important to focus on creating a positive destination image. This can be achieved through various strategies such as effective destination marketing, showcasing the unique cultural heritage of the destination, and highlighting positive tourist experiences through digital platforms.

To implement these strategies, tourism marketers should consider investing in digital marketing communication channels such as social media, search engine optimization, and email marketing. These channels can be used to showcase the unique cultural heritage of the destination and create positive associations with the destination image. Additionally, tourism marketers should also focus on improving tourist experiences through

initiatives such as destination management, service quality improvement, and community engagement.

Furthermore, it is recommended that tourism stakeholders collaborate with local communities, cultural heritage organizations, and government agencies to preserve and promote the unique cultural heritage of the destination. This can lead to a more authentic and sustainable tourism experience, which can further enhance the destination image and increase digital advocacy.

The findings of this study highlight the importance of destination image in driving digital advocacy for cultural heritage tourism destinations. Therefore, tourism marketers and stakeholders should prioritize creating a positive and authentic destination image to attract more tourists and increase digital advocacy through positive communication.

Overall, the results of the analysis indicate that Digital Marketing Communication, Tourist Experience, and Destination Image have significant positive influences on Digital Advocacy, while Tourist Motivation does not have a significant influence on Destination Image. These findings suggest that tourism marketers should focus on creating positive tourist experiences, implementing effective digital marketing communication strategies, and promoting a positive destination image to increase digital advocacy in cultural heritage tourism destinations.

IV.   CONCLUSION

In conclusion, the findings of this study support the hypotheses and provide valuable insights into the factors influencing destination image and digital advocacy in cultural heritage tourism destinations in Yogyakarta. The analysis revealed that digital marketing communication has a significant positive influence on both destination image and digital advocacy. Additionally, tourist experience was found to have a significant positive impact on destination image and digital advocacy.

These findings emphasize the importance of effective digital marketing communication strategies in shaping destination image and increasing digital advocacy. Cultural heritage tourism destinations should invest in developing engaging content, utilizing social media platforms, and collaborating with influential bloggers and vloggers to enhance their image and attract more tourists. Moreover, enhancing tourist experiences through high-quality services, unique activities, and promoting local culture and heritage is crucial in improving destination image and increasing digital advocacy.

While tourist motivation did not show a significant positive influence on destination image, it was found to have a significant positive impact on digital advocacy. This highlights the importance of targeting marketing campaigns and creating engaging experiences to motivate tourists to share their positive experiences on digital platforms.

The study suggests that a positive destination image is a key driver of digital advocacy. Cultural heritage tourism destinations should focus on effective destination marketing, showcasing their unique cultural heritage, and promoting positive tourist experiences to shape a favorable destination image and increase digital advocacy.

Overall, this research provides practical recommendations for tourism marketers and policymakers in cultural heritage tourism destinations in Yogyakarta. By implementing these strategies, destinations can enhance their image, attract more tourists, and increase digital advocacy, contributing to the sustainable growth of the cultural heritage tourism industry.

While this study offers valuable insights into the factors influencing destination image and digital advocacy in cultural heritage tourism destinations in Yogyakarta, it is important to acknowledge its limitations. Firstly, the findings are based on a specific sample of tourists visiting cultural heritage sites in Yogyakarta, which may not fully represent all tourists or cultural heritage tourism destinations. Therefore, caution should be exercised when generalizing the findings to other contexts or populations.

Secondly, the study relies on self-reported data collected through a survey questionnaire. This introduces the possibility of response bias, as participants may provide socially desirable or biased responses. Additionally, the reliance on self-reported data may impact the accuracy and reliability of the results.

Thirdly, the study employs a cross-sectional research design, collecting data at a specific point in time. This design limits the ability to establish causal relationships between variables. Longitudinal studies or experimental designs would provide a more robust understanding of the causal relationships between digital marketing communication, tourist experience, destination image, and digital advocacy.

Additionally, the study's reliance on data collected from the same source (tourists) for multiple variables introduces the potential for common method bias. This bias may lead to inflated relationships between variables or spurious

findings. Future studies could mitigate this bias by employing different data collection methods or utilizing multiple data sources.

Furthermore, while the study focuses on digital marketing communication, tourist experience, tourist motivation, destination image, and digital advocacy, there may be other factors that influence these constructs in cultural heritage tourism. Future research could explore additional variables or dimensions to provide a more comprehensive understanding of the factors affecting destination image and digital advocacy.

Despite these limitations, this study provides valuable insights into the factors influencing destination image and digital advocacy in cultural heritage tourism destinations. Future research can build upon these findings by addressing the mentioned limitations and developing a more robust understanding of the topic.

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