

Destination Image Construction in Rural Tourism: A Study of Wahana Candi's Social Media

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ABSTRACT: This study aims to analyze how destination image is constructed through social media content in Wahana Candi Tourism Village. In the digital era, social media serves not only as a promotional tool but also as a medium of representation that shapes audience perception. This research adopts a qualitative approach by examining visual and textual content shared on Wahana Candi's social media platforms. The analysis is based on the concept of destination image, particularly focusing on cognitive and affective dimensions. The findings reveal that the dominant image constructed emphasizes recreational and entertainment aspects, positioning Wahana Candi as a family-oriented destination. Cognitive elements are reflected through the presentation of facilities, activities, and attractions, while affective elements are conveyed through visual expressions of enjoyment, excitement, and social interaction. However, the representation of educational and cultural aspects appears less consistent. This imbalance indicates that the constructed image tends to prioritize entertainment value over other potential identities. The study highlights the strategic role of social media in shaping destination image and suggests the need for more consistent and balanced content to strengthen destination positioning.

KEYWORDS: destination image, social media, rural tourism, digital representation, tourism promotion.

I. INTRODUCTION

Wahana Candi is one of the tourism villages that utilizes social media as its primary platform to introduce the destination to the public. Through platforms such as Instagram and other digital media, Wahana Candi regularly uploads photos, videos, and captions showcasing various activities and tourist attractions. In this context, social media functions not only as a promotional tool but also as a space of representation that shapes how the destination is perceived by potential visitors. Social media plays an important role in forming destination image through visual representation and digital narratives (Santoso & Herlina, 2025). What is displayed, how visuals are arranged, and the narratives employed indirectly construct a particular image of Wahana Candi.

Despite its active digital presence, the specific image being constructed through these contents remains unclear. Social media platforms such as Instagram have become important tools for tourism promotion, allowing tourism villages to share visual content and communicate directly with potential visitors, as shown in a study conducted by Ihsan et al. (2024). Social media interactions, including comments and responses from visitors, can also provide insights into how tourism attractions are perceived and what aspects attract tourists' interest, as demonstrated in research by Fahirah (2023). Wahana Candi may be represented as a family recreation destination, an educational tourism site, a culture-based attraction, or simply as an entertainment space and photo spot. Representations that consistently appear on social media have the potential to shape the audience's initial perception before they visit in person. Examining how Wahana Candi is portrayed in its social media content and identifying the dominant elements that build its destination image therefore becomes important.

Wahana Candi continuously produces and shares promotional content through social media, indicating that digital platforms serve as its primary channel for building an online presence. Each post, whether featuring rides, visitor activities, or event information, conveys specific messages about the identity of the destination. Research conducted by Surbakti et al. (2025) demonstrates that consistent visual content and information shared via Instagram can shape a positive image of tourism facilities and attractions. A systematic analysis is therefore required to determine which image is most dominantly portrayed and whether the representation remains consistent over time.

Social media provides destination managers with the ability to highlight certain aspects while minimizing others. These choices influence how audiences understand and imagine the destination. Content that frequently displays recreational activities may position Wahana Candi as a family entertainment destination, while content emphasizing cultural or educational aspects may construct a different image. This phenomenon of representation forms the central focus of this study.

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The concept of destination image refers to the perceptions or impressions formed in an individual's mind about a tourism destination. These perceptions are shaped by various sources of information, including personal experiences, recommendations, and media exposure. Literature indicates that destination image plays a significant role in influencing attitudes and revisit intention (Mahardika, 2024). In the current digital era, social media has become one of the primary sources of initial perception before tourists decide to visit. The advancement of digital communication technology has also positioned social media as a major channel for information dissemination and public interaction in contemporary society (Farooqi, 2024). Repeated exposure to visual and narrative content contributes to shaping an understanding of the destination's character, atmosphere, and attractiveness.

Destination image is generally understood through two main components: cognitive image and affective image. The cognitive image relates to rational information regarding facilities, attractions, and available activities, while the affective image refers to emotional impressions such as enjoyment, comfort, or excitement. Research on tourists' experiences suggests that these two dimensions interact in shaping overall perceptions of a destination (Zakiah & Mardiyana, 2025). An analysis of Wahana Candi's social media content can therefore help identify how both cognitive and affective elements are constructed through digital representation.

Rural tourism has developed as an alternative form of tourism that offers experiences distinct from urban destinations. Tourism villages typically highlight local uniqueness, natural surroundings, and community-based activities as their main strengths (Herdiana, 2019). Tourism villages also play an important role in utilizing local natural and tourism attractions to support rural economic development (Putra et al., 2023). Technological advancement has encouraged tourism village managers to utilize social media as a primary tool for promotion and communication with potential visitors. Digital presence has become increasingly important as many tourists seek preliminary information through online platforms before selecting a destination.

The image constructed through social media plays a strategic role in determining a tourism village's position amid competition with other destinations. Studies on destination branding emphasize that a strong and well-directed image significantly enhances competitiveness (Haro et al., 2025). Inconsistent or unclear representations may weaken audience perception. Understanding how destination image is constructed within the context of tourism villages is therefore relevant for examining how local identity is translated into the broader digital space.

Previous studies have highlighted the important role of social media in tourism promotion and destination branding. Research conducted by Ihsan, Muhammad, Shinta Prastyanti, and Adhi Iman Sulaiman (2024) shows that social media platforms enable tourism villages to promote attractions through visual storytelling and direct communication with potential visitors. Similarly, Fahirah (2023) explains that audience interactions such as comments and responses can provide insights into how tourism destinations are perceived by visitors. Other studies also indicate that consistent visual and narrative content shared through social media platforms can contribute to the formation of a positive destination image (Surbakti, Haris, & Hidayat, 2025). However, most existing studies primarily focus on promotional effectiveness and audience engagement, while research that specifically examines how the image of tourism villages is constructed through the representation of social media content remains limited.

From a communication perspective, the construction of destination image through social media can be understood using Media Representation Theory, which explains how meanings are produced and communicated through images, language, and symbols in media texts. Visual posts, captions, and narrative framing on social media function as representational elements that shape how audiences interpret a destination. Repeated representations may highlight certain aspects of a tourism destination while minimizing others, ultimately influencing how potential visitors imagine the destination before experiencing it directly. Based on this perspective, this study analyzes how Wahana Candi's destination image is constructed through its social media content and identifies the dominant elements that shape the destination's representation in the digital space.

Numerous studies have examined digital promotional strategies and audience engagement within tourism contexts. However, research specifically exploring how tourism village images are qualitatively constructed through social media content remains limited, particularly studies that focus on meaning and representation. This gap highlights the need for research that examines in depth how a tourism village builds its image within digital environments.

This study aims to analyze how Wahana Candi's destination image is constructed through its social media content. The research focuses on identifying the cognitive and affective elements that appear in its digital representation and examining how these elements collectively shape the overall image of the destination in the audience's perception. The findings are expected to provide a deeper understanding of the role of social media in shaping tourism village image in the digital era.

II. RESEARCH METHODS

This study employed a descriptive qualitative approach to examine how Wahana Candi's destination image is constructed through its social media content. This approach was selected because it allows for an in-depth exploration of phenomena while remaining closely grounded in the data (Doyle et al., 2020). The study focused on digital content analysis of Wahana Candi's official Instagram account, using non-participant observation to preserve the natural context of interactions occurring on the platform.

The data collection process was conducted in several stages. First, a systematic observation was carried out by examining all posts published on Wahana Candi's Instagram account within the period of February 2025 to January 2026. At this stage, the researcher

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identified patterns in posting frequency, content types, caption usage, hashtags, and interaction forms. Second, in the digital documentation phase, relevant posts were archived, including images, videos, captions, and associated metadata. A purposive sampling technique was applied to select 60 posts that met specific criteria, such as content related to tourism activities, attractions, facilities, and visitor experiences. Posts that were not relevant to tourism promotion were excluded to ensure data relevance. Subsequently, both visual and textual analyses were conducted to identify key elements that contribute to the representation of the destination image.

Data analysis was performed using thematic analysis as proposed by Braun and Clarke (2006) and further developed in their recent work (Braun & Clarke, 2021). The analysis began with data familiarization through repeated examination of the collected content. This was followed by the generation of initial codes to identify patterns in visual and textual representations. The codes were then organized into broader themes that reflect the construction of destination image in the social media content. To ensure the validity of the findings, data triangulation was applied by comparing different forms of content, including images, captions, and hashtags. In addition, interpretations were continuously reviewed to ensure consistency between the data and the resulting themes.

III. RESULTS AND DISCUSSION

A. Overview of Wahana Candi's Social Media Content

To provide an initial understanding of how Wahana Candi constructs its destination image through social media, this study first examines the general distribution of content shared on its official Instagram account. A total of 162 posts published between February 2025 and January 2026 were analyzed and categorized based on their dominant themes, namely school-related activities, family-oriented activities, and facility or informational content. This categorization was conducted by identifying visual and textual elements present in each post, including the presence of uniforms, types of activities, group interactions, and the nature of captions accompanying the posts.



Figure 1. Screenshot of the Wahana Candi Instagram account profile
Source: Instagram account of the Wahana Candi

The official Instagram account of Wahana Candi serves as the primary digital platform for promoting and communicating the destination to the public. The account actively shares various types of content, including photos and videos of visitor activities, facility highlights, event documentation, and promotional information. Most of the posts feature recreational experiences involving families, children, and group visitors, supported by captions and hashtags to enhance audience engagement and reach. Through consistent content production, the Instagram account functions as a key medium in building Wahana Candi's digital presence and shaping its destination image among potential tourists.

Table 1. Distribution of Instagram Content Categories (February 2025 – January 2026)

Category	Number of Posts	Percentage (%)
School Activities	75	46%
Family Activities	42	26%
Facility / Informational Content	45	28%

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Total	162	100%
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The findings reveal that school-related activities constitute the largest proportion of the content, accounting for 46% of the total posts. These posts predominantly depict organized group activities involving students from various educational levels, such as kindergarten, elementary, and secondary schools. Visual representations frequently show children wearing uniforms and participating in structured outdoor activities, including outbound games, water-based activities, and team-building exercises. The captions accompanying these posts often explicitly mention educational programs, such as “outing class,” “wisata edukasi,” or references to specific school levels, reinforcing the interpretation that these activities are intentionally designed for institutional or group-based visits. The consistency of these visual and textual patterns indicates that school-oriented tourism is a central component of Wahana Candi's digital representation.

In contrast, family-related activities account for 26% of the total content. These posts generally portray more informal and leisure-oriented experiences, such as families enjoying recreational facilities, taking photographs, or engaging in light activities within the destination. Unlike school-related content, these posts tend to emphasize individual or small-group interactions without the presence of uniforms or structured group arrangements. The visual tone is often more relaxed and spontaneous, highlighting moments of enjoyment, togetherness, and casual recreation. However, the relatively lower proportion of such content suggests that while family tourism is present, it is not the primary focus of Wahana Candi's social media representation.

Meanwhile, facility and informational content make up 28% of the total posts. This category includes promotional materials such as ticket discounts, special offers, operational announcements, and visual displays of available attractions and amenities. Posts within this category often adopt a more structured and informative format, featuring text-based visuals, posters, or captions that provide practical details for potential visitors. Examples include promotional campaigns like discounted entry tickets, “family time” packages, and announcements regarding opening hours or temporary closures. These posts play an important role in communicating the functional aspects of the destination, allowing audiences to gain a clearer understanding of what is offered and how to access it. Overall, the distribution of content suggests that Wahana Candi's social media presence is heavily oriented toward structured group tourism, particularly educational visits involving school communities. While family-oriented recreation and facility-related information are also represented, their proportion is comparatively lower. This pattern indicates that the destination is not solely positioned as a general leisure space, but rather as a hybrid tourism site with a strong emphasis on educational and outbound activities. The dominance of school-related content provides an important foundation for understanding how the destination image is constructed in subsequent analyses, particularly in relation to the themes and representations that are consistently highlighted across its social media posts.

B. Representation of Entertainment and Photo Spot Destination

Wahana Candi is consistently represented as a family-oriented recreational destination through various forms of content shared on its social media platforms. This representation is not incidental but appears as a dominant and recurring pattern across multiple posts. The visual emphasis on leisure activities involving families becomes a key indicator in shaping the overall image of the destination. The frequent presence of visitors depicted as family groups, particularly parents accompanied by children, plays a significant role in constructing the initial impression of Wahana Candi. Such recurring imagery subtly communicates that the destination is designed and intended to cater to family-based tourism experiences. The repetition of these visual patterns functions as a mechanism of meaning reinforcement, gradually stabilizing the audience's interpretation of Wahana Candi as a family-centered recreational space.



Figure 2. Screenshot of the Wahana Candi Tourism Village Instagram account profile

Source: Instagram account of the Wahana Candi

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The content further suggests that the primary activities offered at Wahana Candi revolve around light, enjoyable, and easily accessible recreational experiences. Visual representations often highlight playgrounds, children's attractions, open spaces, and various forms of entertainment that require minimal effort or prior preparation. These elements collectively construct an image of a destination that prioritizes comfort, relaxation, and inclusivity. Previous studies indicate that tourism-related social media content tends to emphasize attractive and easily consumable visual elements, while linking them to positive emotional experiences such as enjoyment and relaxation (Jansens et al., 2023). These elements collectively construct an image of a destination that prioritizes comfort, relaxation, and inclusivity. The accessibility of these activities reinforces the perception that Wahana Candi is suitable for visitors of all age groups, but particularly appealing to families seeking a simple yet enjoyable leisure experience.

From a visual perspective, the composition of images frequently emphasizes social interaction among visitors. Scenes depicting families engaging in shared activities such as playing together, strolling through the area, or posing for group photographs are prominently featured. These representations go beyond merely showcasing facilities; they highlight relational experiences and emotional connections between individuals. As a result, the destination is framed not only as a physical space but also as a social environment where meaningful interactions and shared memories are created. Such framing transforms the destination into a symbolic space, where the value lies not only in physical attractions but in the emotional and relational experiences that are visually constructed and communicated.

The emphasis on emotional elements indicates that social media content functions not only as a medium for delivering information but also as a tool for building emotional engagement with audiences. Through carefully curated visuals and narratives, the content creates a symbolic experience that allows potential tourists to mentally simulate their visit. This imaginative engagement is crucial in influencing audience perception, as it enables them to associate the destination with positive emotions even before experiencing it first-hand.

This finding is supported by previous research which demonstrates that consistent and positive social media content can shape and reinforce destination image in the minds of potential tourists. Continuous exposure to multimedia content and interaction contributes to the development of a favorable and coherent perception of a destination (Sultan et al., 2021). Repeated representations of happiness, enjoyment, and togetherness strengthen the audience's perception of the destination's identity. In this context, Wahana Candi's content strategy effectively reinforces its image as a family-friendly recreational space.

Furthermore, research by Ihsan et al (2024) highlights that social media enables tourism destinations to construct their image through visually engaging content and direct communication with potential visitors. The case of Wahana Candi reflects this dynamic, as the destination actively utilizes social media to emphasize family-oriented experiences as its primary attraction. This strategic use of digital platforms allows the destination to align its image with audience expectations and contemporary tourism trends.

The representation also reveals a process of selective content presentation, where certain aspects of the destination are emphasized more than others. Not all elements of Wahana Candi are equally highlighted; instead, content that is visually appealing and emotionally engaging is prioritized. Activities that showcase happiness, social interaction, and vibrant atmospheres are more frequently featured, while less visually attractive or less engaging aspects receive limited exposure. This selective emphasis plays a crucial role in shaping how the destination is perceived by audiences. Through this process, certain meanings become dominant while others remain marginalized, narrowing the interpretive possibilities available to the audience.

This process of selection reflects how destination managers actively construct meaning through social media rather than simply presenting an objective reality. The image of Wahana Candi as a family recreation destination is therefore not naturally occurring but is carefully produced through repeated and strategic representations. This aligns with the principles of Media Representation Theory, which suggests that media actively shapes social reality by highlighting certain meanings while excluding others.

Ultimately, the dominance of family recreation representation contributes to the formation of Wahana Candi's primary identity in the digital space. Audiences who are repeatedly exposed to such content are more likely to associate the destination with family-oriented leisure activities and enjoyable experiences. This constructed image has the potential to influence travel decisions, as it shapes expectations and preferences before actual visitation occurs. Therefore, social media plays a crucial role not only in promoting the destination but also in defining how it is understood and experienced by potential tourists.

C. Limited Representation of Cultural and Educational Elements

The findings indicate that the representation of cultural and educational elements in Wahana Candi's social media content remains relatively limited compared to the dominant portrayal of recreational and entertainment aspects. Although a few posts suggest the presence of cultural values or educational potential, these elements appear infrequently and are not positioned as central themes within the overall content. This condition suggests that cultural and educational dimensions have not been fully utilized as part of the destination's digital representation. The infrequency of these elements indicates that they are not systematically integrated into the broader narrative, resulting in a weaker contribution to the overall construction of destination image.

Content that reflects cultural elements is generally presented in a superficial manner and lacks depth in its narrative construction. Local traditions, cultural values, and unique regional identities are only occasionally visible and are not developed into a strong or consistent storyline. As a result, the cultural messages conveyed through social media remain weak and fail to leave a significant

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impression on the audience. This limited exposure reduces the visibility of Wahana Candi's potential as a destination with cultural value. This finding aligns with previous research which highlights that digital tourism narratives play a crucial role in shaping destination image, yet the depth and consistency of storytelling determine how effectively meaning is communicated to audiences. When cultural narratives are not fully developed, the resulting image tends to be fragmented and less impactful in influencing audience perception (Li and Zuo, 2023).



Figure 3. Screenshot of the Wahana Candi Tourism Village Instagram account profile
Source: Instagram account of the Wahana Candi

A similar pattern can be observed in the representation of educational aspects. Content that could provide learning experiences or informative insights for visitors is not prominently featured. Potentially educational activities, such as environmental awareness, experiential learning, or the introduction of local knowledge, are not clearly highlighted or systematically communicated through the posts. Instead, most of the content emphasizes entertainment, leaving the educational dimension underrepresented. This imbalance suggests that educational meanings are not actively constructed

through repeated representation, causing them to remain peripheral in audience interpretation.

This imbalance reflects a tendency to prioritize visually appealing and easily consumable content over more meaningful or informative representations. Entertainment-oriented posts are more frequently shared because they are perceived as more engaging and effective in attracting audience attention on social media platforms. In contrast, cultural and educational content, which often requires deeper explanation and contextualization, receives less emphasis in the overall representation. This finding is consistent with previous research conducted by Fahirah (2023), which suggests that audience perceptions of tourism destinations are largely influenced by the aspects most frequently presented on social media. When certain elements are rarely displayed, they are less likely to become part of the audience's perception. In this case, the limited representation of cultural and educational content may lead audiences to overlook these aspects when forming their understanding of Wahana Candi.

Furthermore, research by Putra et al. (2023) highlights that tourism villages inherently possess strong potential in terms of local uniqueness and cultural value. However, when these elements are not effectively represented in promotional media, the identity of the destination cannot be fully communicated to the public. This indicates a gap between the existing potential of the destination and the way it is portrayed in digital platforms. This gap reflects a disconnect between the lived reality of the destination and its mediated representation, which ultimately affects how the destination is constructed in the audience's mind.

From a communication perspective, this phenomenon illustrates a process of selective representation, in which certain aspects are emphasized while others are minimized. This selection is not neutral but is shaped by various considerations, including audience preferences, social media trends, and promotional objectives. Consequently, the constructed image does not fully reflect the complete identity of the destination.

In addition, the lack of strong cultural representation reduces the opportunity to establish a distinctive and unique destination identity. In the competitive tourism industry, local uniqueness and cultural authenticity are key factors that differentiate one destination from

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another. Without clear representation of these elements, Wahana Candi may struggle to highlight its unique characteristics in the broader tourism market.

Therefore, these findings suggest that the representation of cultural and educational elements in Wahana Candi's social media content remains underdeveloped and overshadowed by entertainment-focused content. This reinforces the idea that destination image is actively constructed through selective representation in digital media. A more balanced portrayal of various destination aspects is necessary to create a more comprehensive and meaningful image in the minds of potential visitors. Strengthening the presence of cultural and educational narratives could contribute to a more diverse and distinctive destination image, enhancing both its interpretive richness and competitive positioning.

D. Construction of Cognitive and Affective Destination Image

The analysis reveals that Wahana Candi's destination image is constructed through an interplay between cognitive and affective elements, which together shape how the destination is understood and perceived by audiences. Rather than functioning independently, these two dimensions operate simultaneously within the social media content, forming a layered representation that combines informational and emotional cues. This dual structure allows the destination to communicate both what it offers and how it should be experienced.

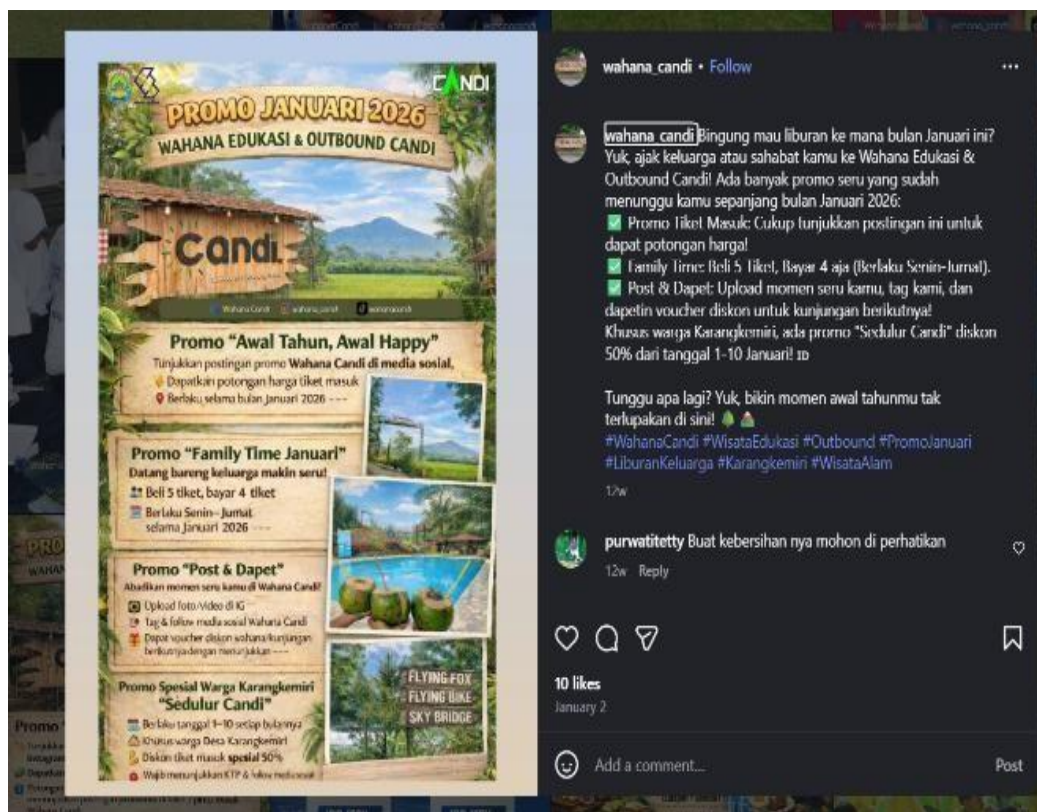


Figure 4. Screenshot of the Wahana Candi Tourism Village Instagram account profile

Source: Instagram account of the Wahana Candi

The cognitive dimension is reflected in the way the destination presents structured information related to its facilities, attractions, and available activities. Through visual and textual elements, audiences are introduced to the physical aspects of the destination, such as types of rides, spatial arrangements, and supporting amenities. This informational layer provides a basic framework that helps potential visitors understand what they can expect when visiting Wahana Candi. This finding is consistent with previous studies which suggest that the cognitive image of a destination is formed through beliefs and knowledge about its attributes, such as facilities and tourism offerings, which play a significant role in shaping the overall destination image (Ferreira et al., 2022). In addition to presenting tangible features, cognitive elements also contribute to organizing the destination into recognizable categories. The repeated exposure to certain types of facilities and activities enables audiences to mentally classify the destination within a specific tourism segment. This process simplifies decision-making by offering a clear and accessible representation of the destination's core offerings.

At the same time, the affective dimension plays a significant role in shaping the emotional interpretation of the destination. Emotional cues are embedded within both visual imagery and textual narratives, guiding audiences toward particular feelings

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associated with the experience. Expressions of joy, excitement, and relaxation are consistently conveyed, encouraging viewers to associate the destination with positive emotional states.

Unlike cognitive elements, which rely on explicit information, affective elements operate more subtly by influencing perception through atmosphere and tone. The use of expressive language, combined with carefully selected visual moments, creates an emotional narrative that goes beyond simple description. This allows audiences to not only understand the destination but also to imagine how it feels to be part of the experience.

The interaction between cognitive and affective elements results in a more comprehensive construction of destination image. While cognitive components provide clarity and structure, affective components enhance engagement and memorability. Together, they form a cohesive representation that appeals to both rational evaluation and emotional response, which are crucial factors in shaping tourist behavior.

However, the findings indicate that the affective dimension tends to be more dominant in the overall representation. Emotional appeal is more frequently emphasized, suggesting that the content is strategically designed to capture attention and create a strong impression. This emphasis reflects a broader trend in digital tourism promotion, where emotional engagement is often prioritized to increase audience attraction and interaction. Previous research highlights that digital tourism marketing strategies increasingly focus on engaging audiences through immersive and emotionally appealing content, as these approaches are more effective in capturing attention and enhancing visitor interest. By creating compelling and experience-oriented narratives, destinations are able to foster stronger connections with potential tourists and encourage deeper engagement (Kumar & Barua, 2024).

This dominance of affective elements also influences how the destination is internalized by audiences. Emotional representations are more likely to be remembered and shared, making them powerful tools in shaping long-term perception. As a result, the destination image becomes closely associated with feelings rather than solely with concrete attributes.

From a theoretical perspective, this finding aligns with the concept that destination image is not purely based on objective information but is constructed through a combination of cognitive evaluation and emotional response. The balance between these two dimensions determines how a destination is perceived and whether it resonates with potential visitors.

Overall, the construction of Wahana Candi's destination image demonstrates a strategic use of both cognitive and affective elements, with a stronger emphasis on emotional appeal. This suggests that the destination's digital representation is oriented toward creating an engaging and memorable experience in the minds of audiences, ultimately influencing how they perceive and respond to the destination before making a visitation decision.

CONCLUSION

This study concludes that the destination image of Wahana Candi Tourism Village, as constructed through its social media content, is predominantly oriented toward recreational and entertainment values. The analysis shows that cognitive elements are reflected through the consistent presentation of facilities, attractions, and visitor activities, which provide clear informational cues about the destination. At the same time, affective elements are conveyed through visual representations of enjoyment, excitement, and social interaction, reinforcing an emotionally appealing image.

The combination of these cognitive and affective dimensions indicates that Wahana Candi is primarily positioned as a family-friendly leisure destination in its digital representation. However, the findings also reveal that other potential identity dimensions, such as educational and cultural aspects, are less consistently highlighted. This imbalance suggests that the constructed image tends to emphasize entertainment while underutilizing broader characteristics that could strengthen its positioning.

Importantly, this study emphasizes that social media content functions as a medium for constructing an *intended destination image*, rather than directly reflecting audience perception. Therefore, while the findings provide insight into how Wahana Candi represents itself in the digital space, further research is needed to examine how this representation is interpreted by visitors.

Overall, the study highlights the strategic role of social media in shaping destination image and underscores the importance of more balanced and consistent content strategies to enhance the competitiveness and identity of tourism villages in the digital era.

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