

**SUSTAINED TOURISM PERFORMANCE AND REPUTATION: A
STUDY OF HOW MARKETING COMMUNICATION SHAPES
TOURIST EXPERIENCES AND WOM**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

SUSTAINED TOURISM PERFORMANCE AND REPUTATION: A STUDY OF HOW MARKETING COMMUNICATION SHAPES TOURIST EXPERIENCES AND WOM

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This study looks at how marketing messages shape what visitors feel in Bali and Yogyakarta, how they share stories afterward, the destination's image, and whether tourism stays strong over time. Although past work has written about greener tourism growth, little is known about the tangled ways these pieces work together to keep a place popular. Research collected data from 275 travelers using online surveys and examined the results with SEM-PLS in Smart-PLS and SPSS. Findings show that clear and engaging marketing boosts the on-site experience, and a better experience later sparks positive word-of-mouth and a stronger image. Yet marketing fails to drive word-of-mouth directly, and the destination's reputation does not meaningfully predict lasting tourist numbers. By linking marketing, experience, and reputation in a single model, the study offers practical insight for managers while adding empirical weight to tourism theory.

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DEDICATION

I dedicate this work to my family and friends.



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