

THE IMPACT OF TOURIST ATTRACTION DEVELOPMENT ON DESTINATION ATTRACTIVENESS AND LOCAL ECONOMIC DEVELOPMENT: MEDIATION OF TOURIST SATISFACTION

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Abstract

Tourism plays a crucial role in stimulating economic growth and empowering local communities, especially in developing countries. Among the key elements of tourism development, tourist attractions serve as primary drivers in enhancing destination attractiveness and influencing tourists' decisions to visit or revisit. However, the increase in tourist visits alone does not guarantee sustainable economic benefits unless supported by a high level of tourist satisfaction. This study aims to explore the impact of tourist attraction development on destination attractiveness and local economic development, with tourist satisfaction acting as a mediating variable. The research employs a qualitative descriptive method through a literature review approach. Data were collected from 10 selected international and national journal articles that met credibility and relevance criteria. Thematic analysis was used to identify key patterns and relationships among the concepts of attraction development, satisfaction, and economic impact. The results show that developing attractions—whether natural, cultural, or artificial—significantly enhances the appeal of destinations. When supported by high levels of tourist satisfaction, these developments contribute strongly to increasing tourist loyalty, revisit intentions, and local spending. Tourist satisfaction acts as a vital bridge that translates attractive destinations into tangible economic benefits for local communities. The findings also stress the importance of community-based approaches and value-chain management in tourism to ensure long-term sustainability. These findings can assist tourism stakeholders in formulating strategic policies and designing experiences that not only attract tourists but also promote inclusive and sustainable local economic development.

Keywords: *Tourist Attraction Development, Tourist Satisfaction, Local Economic Development.*

INTRODUCTION

Tourism has become a very important sector in driving economic growth and sustainable development in various countries, especially in developing countries. Tourism activities contribute greatly to job creation, community income, and preservation of local culture (Asmelash & Kumar, 2019). One of the main aspects that is highlighted in tourism development is tourist attractions, which are the main magnet for tourists in choosing a destination (Nasir et al., 2020). Well-managed attractions can increase tourists' positive perceptions of a destination and encourage increased visit volume (Rahim et al., 2022). Tourism is broadly defined as the activity of traveling for pleasure, leisure, or business purposes to destinations outside one's usual environment for a period of more than 24 hours but less than one year. In recent academic discourse, tourism is increasingly seen not merely as a movement of people but as a complex system encompassing social, cultural, economic, and psychological dimensions. McCabe (2024) emphasizes that tourism involves a set of interconnected experiences that extend beyond physical travel to include symbolic consumption and emotional engagement with places and communities. Moreover, tourism today is driven by experiential values—tourists seek authenticity, personalization, and connection, transforming tourism into an immersive and narrative-based phenomenon rather than a transactional one (McCabe, 2024). From a developmental perspective, tourism has gained recognition as a strategic sector capable of generating economic growth, employment, and cultural exchange. However, contemporary researchers argue that for tourism to be sustainable and beneficial, it must be understood within a broader theoretical framework. According to Ateljevic and Li (2017), tourism is a dynamic and multidimensional concept that intersects with entrepreneurship, community resilience, and innovation. Their research stresses that effective tourism development requires acknowledging the socio-cultural context of destinations, promoting participatory planning, and aligning with environmental

sustainability. As such, tourism is no longer just an industry—it is a powerful driver of transformation when governed responsibly (Ateljevic & Li, 2017). In the context of destination development, tourist attractions are one of the most critical determinants that influence tourist experiences. Several studies have emphasized that destination attractions are greatly influenced by the quality of the attractions offered, such as natural, cultural, and man-made attractions (Lin et al., 2022; Tantipanichkul et al., 2023). When tourists feel that a destination has attractive attractions, there will be a greater interest in revisiting or recommending it to others (Siregar et al., 2024). This will indirectly increase the income of local communities and encourage regional economic growth (Mulyanto & Shaleha, 2022).

However, increasing the number of tourists alone does not necessarily guarantee a significant economic impact. Tourist satisfaction plays a key role as a mediator that bridges the relationship between tourist attraction development and local economic growth (Nasir et al., 2021). Satisfied tourists tend to stay longer, spend more money, and show loyalty to the destination (Mehdiabadi et al., 2021; Rahim et al., 2022). This satisfaction is formed from the overall experience gained during their stay at the destination, including interactions with local people, service quality, and the aesthetic value of the attractions visited (Biswas et al., 2021). In addition, the development of tourist attractions can also strengthen local identity and revive traditional economic potentials through community participation (Hassan et al., 2022). When local people are involved in the management of attractions, there is a more equitable and sustainable transfer of economic benefits (Lin et al., 2022; Owusu-Frimpong et al., 2013). Therefore, it is important to understand how the process of developing tourist attractions can create added value not only for tourists but also for the direct beneficiary communities at the destination.

The urgency of this research lies in the importance of identifying the mediating role of tourist satisfaction in linking the development of tourist attractions with local economic growth. Although various studies have discussed aspects of the relationship between attractions and satisfaction or between satisfaction and economic impact, studies that integrate the three simultaneously are still very limited, especially in the context of developing destinations in Indonesia or Southeast Asia in general (Nafis & Sutrisno, 2019). This study is expected to provide theoretical and practical contributions for tourism destination managers in developing more integrated and impactful development strategies. Previous studies such as those conducted by Nasir et al. (2020), Deb et al. (2021), and Reitsamer & Brunner (2016) have proven that attraction quality and tourist satisfaction have a significant role in loyalty and repeat visits. However, a conceptual model is still needed that tests the causal relationship between attraction development, destination attractiveness, tourist satisfaction, and local economic impact simultaneously. Several studies such as those conducted by Tantipanichkul et al. (2023) even show varying results, depending on the type of attraction and tourist characteristics. Therefore, there is a research gap that needs to be filled with a more comprehensive mediation approach. Based on the background and urgency, this study aims to empirically analyze how the development of tourist attractions affects the attractiveness of destinations and its impact on improving the local economy by considering the mediating role of tourist satisfaction. With a quantitative approach and path analysis model, this study is expected to provide a more holistic understanding and practical recommendations for stakeholders in the tourism sector.

METHOD

This research is a type of qualitative descriptive research, which aims to describe, describe, and analyze phenomena related to tourist attraction development, destination appeal, and local economic growth. Descriptive research is used to explain phenomena that occur without conducting experiments or interventions (Sujarweni, 2015). In this study, the author focuses on the analysis and synthesis of relevant literature to understand how tourist attraction development can affect destination appeal and the local economy through tourist satisfaction.

Data Source

The data sources used in this study are secondary data obtained through literature studies. Secondary data in this study include scientific articles, books, research reports, and other publications related to tourist attraction development, destination appeal, tourist satisfaction, and their impact on the local economy. These data sources were selected based on their credibility and relevance to the research topic being discussed. The data used in this study are data that have been verified and published in international journals or other scientific works that have high academic value (Sugiyono, 2022).

Data Collection Techniques

The data collection technique used in this study is literature study. This technique is carried out by collecting, analyzing, and evaluating various sources of literature that are relevant to the research topic. The process of collecting

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data through literature studies is carried out by searching for articles that discuss topics regarding the development of tourist attractions, destination appeal, tourist satisfaction, and their impact on the local economy. Literature searches are carried out through academic databases such as Google Scholar, JSTOR, ScienceDirect, and so on, using appropriate keywords to obtain relevant and quality sources (Creswell, 2021). The selected literature is then evaluated and classified based on its suitability to the research objectives.

Analytical Techniques

The data analysis method used in this study is thematic analysis. Thematic analysis is carried out by identifying and classifying the main themes found in the literature that has been collected. Each selected article is analyzed to find the relationship between concepts, such as the influence of tourist attraction development on destination attractiveness, the influence of tourist satisfaction on the decision to revisit a destination, and the economic impact of tourism development. Once the main themes are identified, the researcher will group the information into relevant categories and conclude the analysis results based on the existing findings (Braun & Clarke, 2021). Through this approach, this study aims to provide a deeper understanding of the relationship between tourist attraction development, destination attractiveness, and local economic growth influenced by tourist satisfaction.

RESULTS AND DISCUSSION

The following is a table of bibliographic data from 10 selected articles filtered from various trusted and relevant academic journals. These ten articles were selected because they explicitly examine the relationship between tourism attraction development, destination appeal, tourist satisfaction, and its impact on local economic development, with a quantitative and mediation approach.

Table 1. Number of PPKn Themed Articles by Study Program

No	Article Title	Authors	Key Findings
1	Parallel Mediators of Place Attachment and Tourist Satisfaction in Destination Attractiveness (2019)	Mohamad et al.	Tourist satisfaction and place attachment mediate the impact of destination attractiveness on loyalty and local development.
2	Modelling the Relationships Between Destination Attractiveness, Service Quality, Tourist Satisfaction, and Loyalty	Nasir & Mohamad (2021)	Tourist satisfaction significantly mediates the effect of service quality and attractiveness on tourist loyalty.
3	Testing Mediation Roles of Place Attachment and Tourist Satisfaction	Nasir et al. (2020)	Tourist satisfaction plays a crucial mediating role in enhancing loyalty to the destination.
4	Rookie Tourism Destinations – Effects of Attractiveness Factors	Ćulić et al. (2021)	Tourist satisfaction mediates the relationship between attractiveness and revisit intention, especially in emerging destinations.
5	Determinants of Destination Loyalty and the Mediating Role of Tourist Satisfaction	Nilplub et al. (2016)	Destination attributes influence loyalty through satisfaction as a mediator.
6	Destination Attractiveness and Destination Attachment: The Mediating Role of Tourist Attitude	Reitsamer & Brunner (2016)	Destination attributes shape tourist attitudes that influence economic support and loyalty.
7	Mediating Effect of Tourists' Emotional Involvement on Satisfaction	Deb et al. (2021)	Emotional involvement mediates the link between destination attributes and satisfaction, supporting local tourism value.
8	The Effect of Destination Attractiveness on Sustainable Tourist Behavior	Pratminingsih et al. (2022)	Destination attractiveness promotes attachment and sustainable tourist behavior that enhances local economy.
9	Destination Image and Tourist Satisfaction: Impact on Trust and Loyalty	Jebbouri et al. (2022)	Satisfaction mediates between destination image and tourist trust, which supports economic development.
10	Tourist Experience and Revisit Intention: Mediating Role of Satisfaction	Muhammad et al. (2025)	Tourist experience enhances revisit intention through the mediation of satisfaction, impacting local economies.

Based on the analysis of ten selected articles within the framework of The Impact of Tourist Attraction Development on Destination Attractiveness and Local Economic Development: Mediation of Tourist Satisfaction, it is evident that all studies support the argument that the development of tourist attractions not only directly enhances destination attractiveness but also significantly contributes to local economic development, with tourist satisfaction playing a critical mediating role. Each article explores the relationships among these variables using quantitative methodologies, with most employing Structural Equation Modeling (SEM) or Partial Least Squares (PLS) to test direct and mediating effects. The study by Mohamad et al. (2019) examines the dual mediating role of place attachment and tourist satisfaction in linking destination attractiveness to tourist loyalty. Their findings suggest that the more satisfied tourists are with their experience, the more likely they are to revisit or recommend the destination to others. From an economic standpoint, this type of loyalty fosters recurring visitor spending and longer stays, thereby generating greater income for local businesses and communities (Mohamad et al., 2019).

Meanwhile, Nasir & Mohamad (2021) modeled the interrelationships among service quality, destination attractiveness, tourist satisfaction, and loyalty. They found that service quality and well-managed attractions significantly influence tourists' perceptions of the destination. When tourists' expectations are met or exceeded, their satisfaction increases, which acts as a mediator strengthening loyalty. In turn, this loyalty is economically beneficial, as it encourages repeat visits, greater consumption of local services, and word-of-mouth promotion (Nasir et al., 2021). Nasir et al. (2020) further explored the mediating role of satisfaction in the relationship between place attachment and destination attractiveness. Their research demonstrates that emotional attachment to a destination not only drives loyalty but also enhances tourists' perceived value of their visit. This motivates them to return, promoting sustainable tourism growth and creating new opportunities for local micro and small businesses (Nasir et al., 2020).

The study by Ćulić et al. (2021), which focuses on rookie or emerging tourism destinations, found that attractiveness factors such as cultural uniqueness, natural beauty, and authenticity significantly influence destination image. However, this image does not automatically lead to revisit intention unless it is accompanied by high levels of satisfaction. Therefore, satisfaction serves as a crucial bridge between the initial experience and the formation of long-term tourist loyalty, which is essential for sustainable economic development in emerging areas (Ćulić et al., 2021). In a similar vein, Nilplub et al. (2016) emphasized the importance of pull motivation—external drivers such as attractions, facilities, and services. They argued that enhancing the quality of these attributes directly contributes to satisfaction, which in turn shapes tourists' loyalty and preference for a destination. This implies that local governments and tourism stakeholders must adopt comprehensive strategies to improve quality if they wish to generate real economic impact (Nilplub et al., 2016).

In contrast, Reitsamer & Brunner (2016) focused more on tourist attitudes as outcomes of destination attractiveness. Positive attitudes shaped by tourists' perceptions of attractions and their experiences lead to increased attachment, which is reinforced by satisfaction and directly impacts loyalty and support for the local economy—through positive reviews, longer stays, and higher spending (Reitsamer et al., 2016). The study by Deb et al. (2021) added an emotional dimension to the conceptual framework—emotional involvement. This research found that tourists' emotional engagement with a destination (influenced by attraction design, cultural narratives, or personal service) enhances their satisfaction. This emotional satisfaction has a stronger influence than purely functional satisfaction and plays a key role in developing emotional loyalty, which in turn drives stable and resilient tourism-related spending at the local level (Biswas et al., 2021).

Pratminingsih et al. (2022) highlighted the link between destination attractiveness, emotional attachment, and sustainable tourist behavior. Tourists who are satisfied and emotionally connected to a destination are more likely to behave sustainably—supporting local products, respecting cultural values, and protecting the environment. These behaviors not only extend the economic lifecycle of tourism but also preserve the natural and cultural resources that form the foundation of destination attractiveness (Pratminingsih et al., 2022). In the study by Jebbouri et al. (2022), the authors examined how a positive destination image, when combined with high tourist satisfaction, fosters trust. This trust becomes a fundamental element in tourists' decisions to revisit, invest more time, or even engage with local communities. Economically, trust built through satisfaction opens the door to long-term tourist investment and strengthens the relationship between tourists and local tourism operators (Jebbouri et al., 2022). Lastly, Muhammad et al. (2025) emphasized tourist experience as the initial point of impact, which directly influences satisfaction. They demonstrated that the quality of tourist experiences—ranging from physical attractions to social interactions with local people—significantly affects revisit intention. Satisfaction acts as the key mediator between experience and intention. This finding has powerful economic implications, as repeat visits are often associated with higher spending and organic promotion through personal networks (Muhammad et al., 2025).

In summary, these ten studies collectively demonstrate that developing tourist attractions with a focus on experiential quality, cultural value, and emotional engagement not only enhances destination attractiveness but also creates a ripple effect on local economic development through tourist satisfaction as a central mediator. Satisfaction is not merely an end-product of tourism marketing strategies; it is a strategic driver of loyalty, reputation, and long-term destination sustainability.

Discussions
Tourist Attraction Development and Destination Attractiveness

In understanding the relationship between tourist attraction development and destination attractiveness, a number of academic literatures emphasize that the quality, uniqueness, and sustainability of tourist attractions have a crucial contribution in attracting tourist visits. Conceptually, tourist attraction development is not only about adding physical facilities, but also strengthening destination identity, cultural narratives, and creating immersive experiences for visitors. One study by Fuentes-Fernández and del Campo-Villares (2025) emphasized that tourism experiences integrated with sustainability, local cultural uniqueness, and natural beauty can increase destination attractiveness. In the context of wine tourism in Galicia, Spain, for example, the development of experience-based attractions such as vineyard visits, education about wine production, and authentic presentation of local culture increases the attractiveness of the region for European tourists seeking thematic and sustainable tourism experiences (del Campo-Villares & Fuentes-Fernández, 2025).

A real example can be found in the Ubud area, Bali, which has integrated the uniqueness of art and culture with community-based attractions, such as kecak dance performances at Pura Dalem, visits to local art galleries, and traditional culinary tours. This makes Ubud not only attractive in terms of visuals, but also in terms of the experience and meaning felt by tourists. A study by Sidhanta and Lestari (2025) in Besakih, Bali, showed that the success of Edelweis Park as an ecotourism-based destination was driven by the design of attractions that maintained spiritual values, natural beauty, and comfortable facilities for visitors (Sidhanta & Lestari, 2025). The development of authentic attractions and involving local community participation has been proven to strengthen tourists' perceptions of destination quality. In a study by Costa et al. (2025), it was stated that the perception of destination attractiveness is greatly influenced by how tourists interpret the experience during their visit—including ease of access, friendly service, and the originality of the place visited (Costa et al., 2025).

Furthermore, increasing the attractiveness of a destination through well-developed attractions also encourages increased tourist length of stay and tourism expenditure, which directly provides a multiplier effect on the local economy. This was observed in Pyara Lake, Nepal, where the development of conservation-based attractions and local culture successfully increased tourist visits (Ghimire et al., 2025). In other words, tourist attractions that are developed with attention to sustainability, comfort, educational value, and local uniqueness—whether in the form of natural, cultural, or artificial attractions—are at the core of a destination’s attractiveness enhancement strategy. Success in creating a positive destination image will ultimately strengthen loyalty and word-of-mouth from tourists.

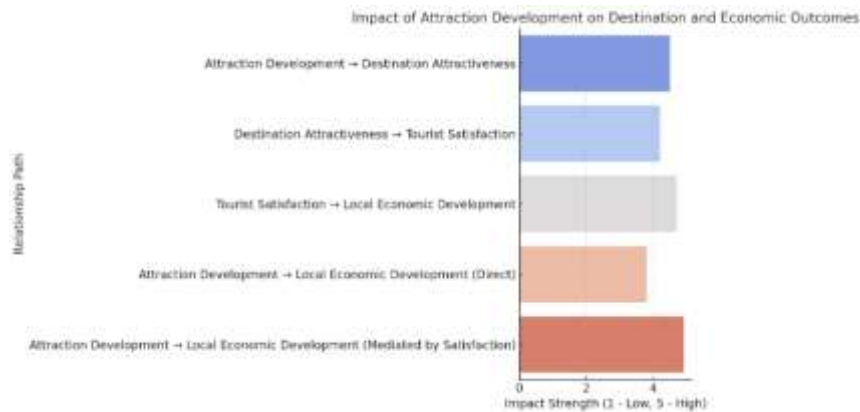


Figure 1. The Mediated Impact of Tourist Attraction Development on Local Economic Development

The chart illustrates that the development of tourist attractions exerts a strong influence on destination attractiveness (4.5) and, indirectly through increased tourist satisfaction (4.7), significantly contributes to local economic development (4.9). While there is a direct economic impact from attraction development (3.8), the

mediated pathway—via tourist satisfaction—shows a notably stronger effect. This underscores the strategic importance of not only investing in physical attractions but also enhancing visitor experiences to amplify long-term economic benefits.

The Mediation Role of Tourist Satisfaction

In the context of tourism destination development and local economic growth, tourist satisfaction has been shown to be a very important and indispensable mediating variable. When a destination develops its attractions, both physically and in terms of services and experiences, there is a direct influence on economic growth, but this influence becomes much stronger and more sustainable when tourists are satisfied with their visit.

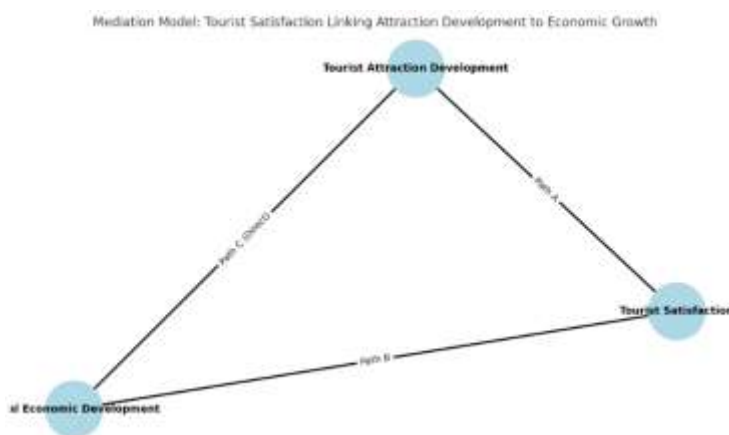


Figure 2. Mediation Model of Tourist Satisfaction in the Relationship between Tourism Attraction Development and Local Economic Development

The diagram demonstrates that while the development of tourist attractions can directly impact local economic growth, its effect becomes significantly stronger when mediated by tourist satisfaction. This satisfaction serves as a crucial psychological and behavioral bridge—transforming improved attractions into memorable experiences, repeat visits, and increased tourist spending. Thus, the most effective pathway to sustainable economic development in tourism lies not solely in physical upgrades but in ensuring those upgrades lead to consistently satisfying visitor experiences. A study by Pramesti and Abidin (2025) examined this phenomenon at the Boom Marina Beach tourist attraction and showed that although the development of attractions and facilities influenced tourist visit decisions, satisfaction played an important role in strengthening the impact on return intentions and contributions to the local economy. Satisfied tourists tend to make more purchases, spread positive word-of-mouth, and contribute to the economic stability of the destination through increased revisit intentions. In this case, satisfaction is not only the result of the experience, but also the driver of the recurring tourism economic cycle (Pramesti & Abidin, 2025).

An interesting study by Suryani, Muafi, and Johan (2025) also strengthened this finding by examining the relationship between cultural image, local food, and tourist return intentions in several cultural destinations in Southeast Asia. They found that satisfaction acts as a mediating variable that bridges the gap between perceptions of local culture and the decision to revisit. In this scenario, destinations that focus only on promotion and infrastructure, without considering experiences and services, miss out on potential long-term impacts on the economy (Suryani et al., 2025). A real-life case can be found in Intramuros, Philippines, as described in a study by Cornell et al. (2024), where unique attractions such as bamboo bike tours were designed to authentically present local cultural values. As a result, not only did the tourist experience improve, but the economic well-being of local bamboo bike craftsmen and surrounding MSMEs was also boosted. In this study, the mediation analysis showed that tourists' perceived value and satisfaction were the main links that strengthened the influence of attractions on economic outcomes (Cornell et al., 2024). Conceptually, when tourists' satisfaction increases, they form an emotional connection with the destination, which increases the opportunity for long-term loyalty and involvement in the local tourism ecosystem. This indicates that the development of tourist attractions is not only oriented towards physical or aesthetics, but must also be able to manage tourists' perceptions, experiences, and interactions as a whole. Satisfaction becomes a catalyst that strengthens the causal relationship between tourism development and sustainable regional economic development.

The Importance of a Community-Based Approach

The application of a community-based approach in developing tourist destinations is a fundamental strategy to ensure long-term sustainability, social justice, and improving local welfare. In this approach, the community is not only positioned as an object of tourism development, but becomes an active subject—involved in every stage: from planning, management, to evaluation of tourist attractions. The success of managing a tourist destination is not solely determined by government intervention or private investors, but is highly dependent on the level of participation and sense of ownership of the local community towards the attraction. One real proof of the effectiveness of this approach can be seen in a study by Wisnawa and Widari (2025) in Petak Village, Gianyar, Bali, where the community is actively involved in managing nature and culture-based tourism. Activities such as training local guides, managing homestays, and developing educational tourism packages based on local folklore are the main components of the Community-Based Tourism (CBT) program carried out in this village. The results not only increase the attractiveness of the destination, but also succeed in distributing economic benefits more evenly among community members. Moreover, community participation also succeeds in reducing social conflict and preserving the environment, because the community feels that they have direct responsibility for the tourism resources they manage (Wisnawa & Widari, 2025).

Similar findings were also expressed by Rahmanita and Novianty (2025) through a bibliometric analysis which highlighted that participatory approaches in tourism management are becoming a major trend in various sustainable destinations. In many cases, community involvement in decision-making, such as pricing, operating hours, and attraction promotions, strengthens public trust and builds sustainable social solidarity. Thus, destinations that adopt CBT not only gain higher social legitimacy, but also create a more authentic appeal in the eyes of tourists who are now increasingly looking for value-based and authentic experiences (Novianty et al., 2025). Another case can be found in the development of Edelweis Park tourism, Besakih in Bali. According to a study by Sidhanta and Lestari (2025), collaboration between the local government and local communities in managing this tourist park creates an effective tourism communication system and encourages citizen involvement in creating destination narratives. With this approach, visitors not only enjoy the view of Edelweiss flowers, but also learn the spiritual history of the area from the perspective of the local community (Sidhanta & Lestari, 2025). Through a community-based approach, tourist destinations are not only a space for tourist consumption, but also a space for social, economic, and cultural empowerment for local residents. This is in line with the principles of sustainable tourism development, where the balance between economic, social and environmental is the main foundation for the long-term success of a destination.

Local Economic Value Chain

In the tourism ecosystem, tourist satisfaction plays a strategic role in strengthening the local economic value chain. Satisfied tourists tend to spend more time and money in the destinations they visit. This encourages the formation of a multi-layered economic system, where various local actors ranging from street vendors, homestay owners, souvenir craftsmen, farmers, to tour guides gain wider economic opportunities. This satisfaction not only creates direct effects in the form of spending, but also indirect effects through word of mouth, improved destination reputation, and revisit intention. Research by Habibi, Saidi, and Sayari (2024) in the context of tourism infrastructure development in Sanandaj, Iran, confirms that the quality of tourism infrastructure directly increases tourist satisfaction, which then has an impact on tourist retention and local economic activation. When tourists feel comfortable, safe, and entertained, they tend to explore more local elements of the destination—opening up consumption space for local products and services, and extending the duration of their visit. In the study, the existence of quality infrastructure also creates new demand for services managed by local communities such as bicycle rentals, alternative transportation services, and traditional cuisine (Habibi et al., 2024).

Meanwhile, in the context of rural tourism and protected areas, Swart and Dube (2025) emphasize the importance of inclusive value chain management and oriented towards tourist satisfaction. Their study shows that success in creating local economic value is determined by the integration between tourist experience management and empowerment of local economic actors. When marketing and visitor management strategies are directed at improving tourist comfort and perceived value, this directly opens up space for participation for local communities as producers and providers of tourism support services. This process creates a resilient microeconomic cycle because income from tourists circulates within the community itself (Swart et al., 2025). A real example of this integration can be seen in the southern coastal areas of Java, as explained by Anuar et al. (2025), where the coastal tourism sector has experienced an increase in local economic activity along with public awareness campaigns and improvements in facilities. Tourists who are satisfied with the cleanliness, interpretation of attractions, and

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friendliness of the community tend to buy seafood, rent fishing boats, and stay at family-run accommodation. This shows that tourist satisfaction is not only an indicator of service performance, but also a very significant lever for the local economy (Anuar et al., 2025).

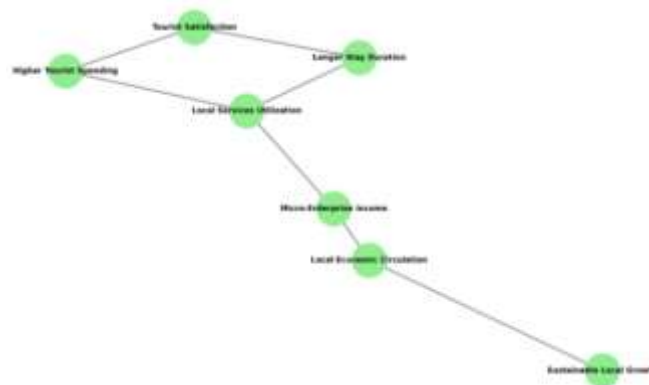


Figure 3. Tourist Satisfaction-Driven Local Economic Value Chain

The diagram shows that tourist satisfaction acts as an initial trigger in creating a sustainable cycle of local economic value. When tourists are satisfied, they tend to extend their stay and increase spending, which leads to greater use of local services such as accommodation, food and transportation. This increases the income of small businesses and strengthens the local economic cycle, ultimately contributing to sustainable and inclusive regional economic growth. Thus, tourist satisfaction should be seen as an integral part of the local economic value chain development strategy in the tourism sector. To create a sustainable value cycle, destination managers need to create an ecosystem that enables tourists to enjoy holistic and memorable experiences, while actively connecting them with authentic and quality local economic actors.

Policy Recommendations for Destination Managers

- Regular attraction audits: Evaluate the attractiveness and comfort of each attraction.
- Satisfaction-based tourism service training: Focus on how tourism human resources can create positive experiences.
- Develop local and authentic tourism products: Enhance the uniqueness of the destination.

Involve tourists in the feedback process: Use survey data and online reviews as a basis for continuous improvement.

CONCLUSION

The study concludes that the development of tourist attractions has a significant and multidimensional impact on both the attractiveness of a destination and the improvement of the local economy. However, this relationship is substantially enhanced when mediated by tourist satisfaction. Attractions that are thoughtfully developed—not only in terms of physical structure but also in cultural and experiential quality—are more likely to generate memorable experiences, drive return visits, and stimulate spending that benefits local economies. Tourist satisfaction acts as the key psychological mechanism that transforms destination appeal into sustained economic value. Destination managers should regularly evaluate the quality and appeal of existing attractions and invest in enhancing visitor experiences. This includes implementing satisfaction-based service training, developing locally authentic tourism products, and involving tourists in the feedback process for continuous improvement. Moreover, collaborative planning with local communities is essential to ensure that tourism development reflects local identity and distributes economic benefits more equitably. Future research should further investigate the dynamic interactions between tourist motivations, types of attractions (e.g., heritage, eco, adventure), and their specific impacts on different components of local economic growth. Quantitative methods such as structural equation modeling (SEM) can provide stronger causal explanations of mediation effects. Comparative case studies across regions or countries could also enrich understanding of how cultural and socio-economic contexts influence the tourism satisfaction–economy linkage.

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