

## Understanding Destination Image of Eka Karya Botanical Garden, Bali: A Tourist Perspective

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### ABSTRACT

*This study investigates the destination image of Eka Karya Botanical Garden Bali by analyzing tourists' perceptions through cognitive, affective, and conative dimensions. Employing a descriptive qualitative approach, data were collected from domestic and international visitors using in-depth interviews, participant observations, and documentation of both official sources and online reviews. The findings reveal that, in the cognitive dimension, tourists highly value the uniqueness of the tropical plant collections, the cool mountain climate, and the educational facilities, although shortcomings in infrastructure and supporting facilities such as shuttle buses, signage, and toilets were noted. In the affective dimension, the majority of tourists associated the garden with positive feelings of peace, refreshment, and relaxation, while external factors such as overcrowding and unfavorable weather occasionally disrupted the experience. In the conative dimension, domestic tourists expressed a high intention to revisit, particularly for family recreation and educational purposes, whereas international tourists tended to regard one visit as sufficient. However, their strong willingness to recommend the destination through word-of-mouth and online platforms indicates significant indirect promotional value. Overall, this research highlights that the destination image of Eka Karya Botanical Garden Bali is shaped not only by its cognitive attributes but also by its emotional appeal and its ability to stimulate behavioral responses. These findings provide both theoretical contributions to destination image studies and practical insights for destination managers in enhancing the competitiveness of nature-based and educational tourism destinations in Indonesia.*

### Keywords :

Destination Image; Cognitive Image; Affective Image; Conative Image; Eka Karya Botanical Garden

### A. INTRODUCTION

Tourism is widely recognized as one of the key sectors contributing significantly to both economic and social development at the global and national levels. According to (UNWTO & UNDP, 2018 : <http://www.unwto.org/book/10.18111/9789284419401>), the number of international tourist arrivals reached 1.5 billion in 2019, marking a 4% increase compared to the previous year. This trend illustrates that travel has increasingly become an integral aspect of modern lifestyles. Indonesia, with its tropical biodiversity, rich cultural heritage, and strategic geographical position, possesses vast potential for developing tourism destinations that appeal to both domestic and international visitors (UNWTO, World tourism barometer, 2020) and (BPS, 2021). A central concept in tourism studies is destination image, defined as the perceptions, beliefs, and impressions that tourists hold regarding a particular destination (Wang, Udomwong, & Fu, 2023). Destination image strongly influences how tourists make decisions to visit, explore, and shape their overall experiences within a destination (Al-Kwi, 2015). In tourism theory, the conceptualization of destination image has evolved into a three-dimensional model cognitive, affective, and conative which provides a comprehensive understanding of how tourists perceive and relate to

destinations (Baloglu & McCleary, 1999; Echtner & Ritchie, 2003; Tasci & Gartner, 2007; Stylidis et al., 2017; Wang, Udomwong, & Fu, 2023). (Wang, Udomwong, & Fu, 2023) conceptualizes destination image through three key dimensions cognitive, affective, and conative, introduce the notion of a unique image that highlights distinctive characteristics and strengthens the identity of a destination (Agapito & Pinto, 2013). Hence, destination image encompasses not only physical attributes but also emotional perceptions and unique elements that differentiate one destination from another (Agapito & Pinto, 2013) and (Wang, Udomwong, & Fu, 2023).

The study of destination image has gained substantial attention from scholars due to its direct influence on destination attractiveness and competitiveness. Stylos, Vassiliadis, Bellou, and (Nguyen-Viet, Dang , & Nguyễn, 2020) emphasize that a strong destination image fosters positive tourist perceptions. This is in line with Kotler's (2012) (Gato, Dias, Pereira, & Gonçalves, 2022) On a broader scale, destination image serves not only as a representation of a destination's identity but also as a communication instrument that shapes tourists' expectations. Bali, as one of Indonesia's most prominent destinations, is widely recognized for its natural beauty, cultural uniqueness, and diverse attractions (Astuti, Virginija, Bagiastuti, & Septevany, 2024). Among its nature-

based destinations, the Eka Karya Botanical Garden (Kebun Raya Eka Karya Bali) in Bedugul, Tabanan, holds a distinctive position (Arcana & Pranatayana, 2022). Functioning as both a center for conservation and botanical research as well as a nature-based and educational tourism site, the garden is renowned for its diverse collection of tropical plants, cool mountain climate, and serene landscapes. These features distinguish the botanical garden from other destinations across Bali (Krishnan & A. Novy, 2017).

Reviews shared by tourists through digital platforms such as Google Review and TripAdvisor reveal that the image of Eka Karya Botanical Garden is generally positive, particularly highlighting its natural beauty, tranquil atmosphere, and unique botanical collections [https://www.tripadvisor.co.id/Attraction\\_Review-g608496-d3736079-Reviews-Bali\\_Botanic\\_Garden-Tabanan\\_Bali.html](https://www.tripadvisor.co.id/Attraction_Review-g608496-d3736079-Reviews-Bali_Botanic_Garden-Tabanan_Bali.html). Nonetheless, visitor evaluations also indicate variability in relation to supporting facilities and accessibility.

*The visitor expressed disappointment with recent changes to the park's policies and facilities. They criticized the weekday vehicle ban—calling it illogical compared to weekend access—and the requirement to rent expensive internal transport such as buses, electric bikes, or golf carts, which are impractical for families with elderly members or children. Safety issues, poor road conditions, lack of restrooms, absence of maps, and no emergency procedures further worsened the experience. Despite higher ticket prices, there were no noticeable improvements in facilities. Overall, the visitor felt the park had shifted from a peaceful, nature-friendly destination to an overpriced, poorly managed, and profit-oriented attraction* Source: <https://share.google/fIARjHb113XueQkbY>

This type of negative review illustrates how online destination image can strongly influence future visitation (Todorović, 2023). When travelers share detailed complaints about accessibility issues, poor management, safety concerns, and a perceived lack of value for money, it shapes potential visitors' perceptions before they even arrive (Negm, De Vos, Pot, & El-Geneidy, 2025). The disappointment expressed shifting from a previously loved, tranquil nature park to what is now viewed as an overpriced and inconvenient destination creates a negative image that can discourage others from visiting (Su, Jia, & Huang, 2022). In today's digital era, where travelers rely heavily on online reviews and shared experiences, such narratives significantly affect destination reputation and can lead to a decline in tourist interest and repeat visits.

Such differences are noteworthy, as destination image is not a singular construct but rather the outcome of interactions between destination characteristics and tourists' subjective experiences (Gong, Sun, Shi, & Jing, 2025). Although destination image has been widely studied in various tourism contexts (Nguyen-Viet, Dang, & Nguyễn, 2020) (Krishnan & A. Novy, 2017) (Gong, Sun, Shi, & Jing, 2025) (Astuti, Virginija, Bagiastuti, & Septevany, 2024) (Arcana & Pranatayana, 2022), research focusing specifically on the integration of cognitive, affective, and conative dimensions within a botanical garden-based destination remains limited. Most previous studies have concentrated on coastal, cultural, or urban tourism settings, leaving a gap in understanding how nature-based educational destinations such as Eka Karya Botanical Garden construct their image from tourists' perspectives.

Therefore, this study seeks to examine and analyze the destination image of the Eka Karya Botanical Garden based on tourist perceptions. By addressing this research gap, the study aims to provide a more holistic understanding of how the three-dimensional image model applies within the context of conservation-based tourism. The findings are expected to contribute theoretically to the literature on destination image while also providing practical insights for destination managers in developing more effective communication and management strategies.

## B. RESEARCH METHOD

This study employs a descriptive qualitative approach with the aim of gaining an in-depth understanding of tourists' perceptions and experiences regarding the destination image of the Eka Karya Botanical Garden Bali (Feny Rita Fiantika, Mohammad Wasil, & Ri Jumiyati, 2022) and (Weng Marc Lim, 2024). The qualitative approach was chosen because it allows the researcher to explore the subjective meanings, emotions, and interpretations that tourists construct through their direct interaction with the destination—elements that are difficult to capture through quantitative measurement. This approach enables a deeper exploration of how personal, psychological, sociocultural, and environmental factors interact in shaping tourists' cognitive, affective, and conative impressions of the garden. In other words, qualitative inquiry is most suitable for revealing the rich, contextual, and interpretive dimensions of destination image that numbers alone cannot convey (Feny Rita Fiantika, Mohammad Wasil, & Ri Jumiyati, 2022) and (Weng Marc Lim, 2024).

Through this approach, the researcher is able to examine personal, psychological, sociocultural, and economic factors that holistically influence the way tourists construct the image of the destination.

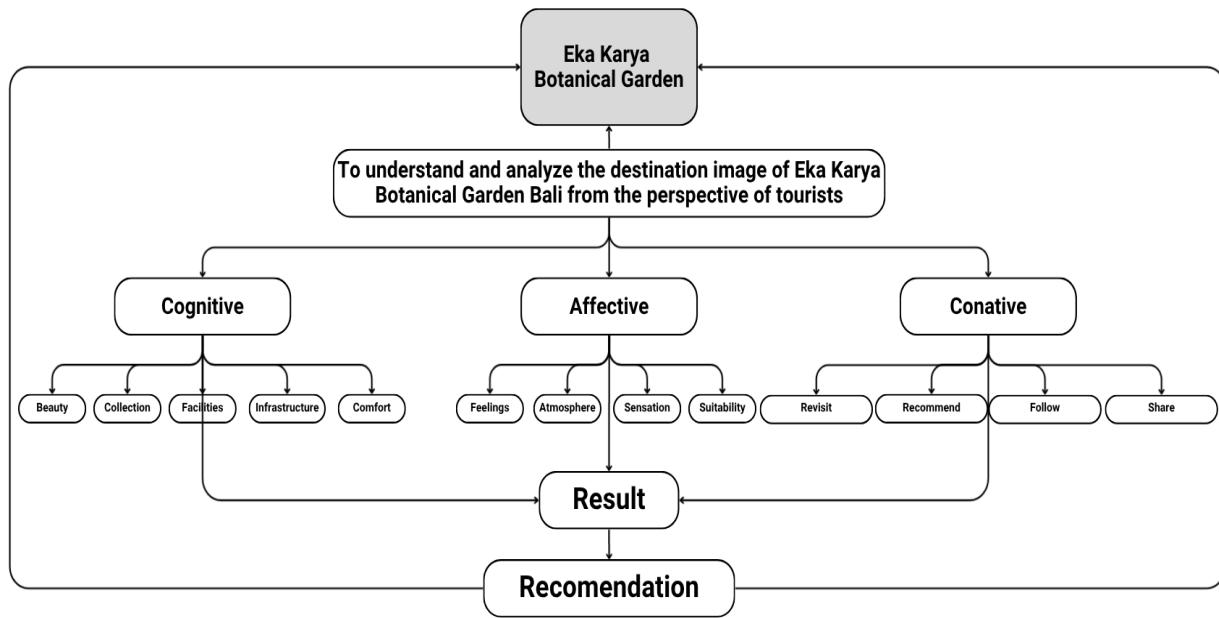


Figure 1. Research Flow

The research subjects consist of both domestic and international tourists who visited the Eka Karya Botanical Garden Bali during the study period. A purposive sampling technique was applied to select relevant informants, namely those who had completed their visit, were at least 17 years old, have completed at least one full visit to the garden (minimum 2 hours) and were willing to provide in-depth information. A total of 20 informants participated in this research, comprising 12 domestic tourists and 8 international tourists. This distribution was designed to capture diverse perspectives across cultural and experiential backgrounds. The selection continued until data saturation was reached when no new themes or insights emerged from subsequent interviews. Data were collected through three primary techniques (Feny Rita Fiantika, Mohammad Wasil, & Ri Jumiyati, 2022) and (Weng Marc Lim, 2024):

1. In-depth interviews, conducted using a semi-structured format with open-ended questions, allowing participants to express their perceptions, emotions, and behavioral intentions freely. Each interview lasted 30–60 minutes and was recorded with the participant's consent.
2. Participant observation, carried out over a three-week period, focusing on visitor behaviors and interactions in key areas such as thematic gardens, picnic zones, and educational facilities. The researcher observed patterns of engagement, emotional expressions, and visitor flow to capture both explicit and implicit aspects of the tourist experience.
3. Documentation, including official brochures, interpretive signage, management reports, and online tourist reviews (e.g., TripAdvisor, Google Reviews), as well as field notes and photographs recorded on-site to provide contextual depth.

Data analysis was conducted interactively in three stages. First, data reduction, organizing and categorizing information into key themes related to the cognitive, affective, and conative components of destination image (Feny Rita Fiantika, Mohammad Wasil, & Ri Jumiyati, 2022). Second, compiling findings into narrative descriptions, illustrative quotations, and thematic matrices to visualize patterns across different tourist groups. conducted continuously throughout data collection and analysis to ensure conceptual coherence and depth of understanding. To enhance credibility and trustworthiness, several validation strategies were employed, including source and method triangulation, member checking with selected informants to confirm interpretations, and peer debriefing with academic colleagues (Weng Marc Lim, 2024). These measures strengthen the reliability of the findings, ensuring that the resulting interpretation accurately represents tourists' perceptions of the destination image of the Eka Karya Botanical Garden Bali.

## C. RESULTS AND DISCUSSION

### Eka Karya Botanical Garden

The Eka Karya Botanical Garden, officially known as the Bali Botanic Garden (Kebun Raya Bali), is one of Indonesia's leading centers for plant conservation, research, and environmental education. Established on 15 July 1959, the garden represents Indonesia's first post-independence botanical institution and serves as a vital branch of the national botanical network under the Indonesian Institute of Sciences (LIPI), now managed by the National Research and Innovation Agency (BRIN). Located in Candikuning Village, Baturiti District, Tabanan Regency, the garden lies on the slopes of Bukit Tapak Hill in the Bedugul highlands at an elevation of 1,250

to 1,400 meters above sea level, which provides a cool and humid montane climate ideal for tropical plant growth.

Covering an area of approximately 157.5 hectares, Eka Karya Botanical Garden functions as both a scientific research facility and a recreational destination. The garden is home to more than 2,400 species of living plants originating from various regions across Indonesia, particularly from Bali, Nusa Tenggara, Sulawesi, Maluku, and Papua. Its collections include ferns, orchids, bamboo, cacti, medicinal and ceremonial plants, begonias, and rare tropical conifers. The garden also maintains a herbarium and several thematic sections such as the Orchid House, Fern Garden, and Begonia Collection Area, which serve as both educational and conservation facilities.

The garden's natural landscape is characterized by lush vegetation, undulating terrain, and close integration with surrounding mountain forests, offering visitors scenic trails, picnic areas, and viewpoints overlooking Lake Beratan. Within the garden's area, several Balinese Hindu temples are preserved as part of the cultural heritage, reflecting the harmonious relationship between nature and spirituality in Balinese culture.

Eka Karya Botanical Garden also serves as an important site for scientific research and biodiversity conservation, focusing on the ex-situ preservation of Indonesia's highland flora. Educational programs, plant propagation research, and environmental awareness initiatives are regularly conducted to promote sustainable interaction with nature. However, as visitor numbers continue to rise, the garden faces management challenges related to accessibility, facility maintenance, and visitor satisfaction—issues that are increasingly highlighted in online reviews and digital tourism platforms.

In summary, the Eka Karya Botanical Garden stands as a significant ecological and cultural asset in Bali. Its dual function as a center for botanical research and a destination for eco-tourism demonstrates Indonesia's commitment to conserving biodiversity while promoting environmental education and sustainable tourism.

Based on in-depth interviews, participant observations, and the analysis of online reviews (Google Review, TripAdvisor, and social media platforms), the destination image of Eka Karya Botanical Garden Bali is perceived by tourists through three main dimensions: cognitive, affective, and conative image. In the cognitive dimension, tourists highlighted the main attractions of the garden, particularly its diverse collection of tropical plants, the cool mountain climate, and botanical education facilities that provide added value (Nguyen-Viet, Dang, & Nguyễn, 2020) (Arcana & Pranatayana, 2022). Rare plant species from Southeast Asia are considered a distinctive strength that is not easily found in other destinations. However, several tourists expressed concerns regarding the limited availability of internal transportation services, such as shuttle buses that are frequently overcrowded during weekends and peak holiday seasons, which reduces mobility convenience within the garden.

In the affective dimension, most tourists described their experiences with words such as *"peaceful,"* *"refreshing,"* and *"serene."* The natural mountain atmosphere, clean air, and vast green landscape create a positive emotional experience (Agapito & Pinto, 2013). The Botanical Garden is perceived as a tranquil and revitalizing place suitable for family recreation, student educational visits, and individual relaxation. This highlights the important role of emotional aspects in shaping tourists' perceptions of the destination (Krishnan & A. Novy, 2017). Meanwhile, in the conative dimension, the findings indicate behavioral differences between domestic and international tourists. Domestic visitors, particularly families and students, reported a high intention (72%) to revisit within the next 1–2 years. Conversely, international tourists tended to consider one visit sufficient (48%), although they continued to recommend the Botanical Garden to others through storytelling, online reviews, and social media posts. This suggests that while the revisit intention among international tourists is relatively low, their level of word-of-mouth recommendation remains high, potentially strengthening the indirect promotion of the destination

**Table 1.** Tourist Perceptions of Eka Karya Botanical Garden Based on Three Image Dimensions

| Dimension | Key Indicators                             | Positive Perceptions  | Negative Perceptions   |
|-----------|--|---|--|
| Cognitive | Landscape and scenery                      | Tourists praised the mountain scenery and the panoramic view of Lake Beratan.                               | Some noted that certain areas were less maintained or less visually appealing.             |
|           | Plant collections and biodiversity         | Rare tropical plant collections were valued as a distinctive feature.                                       | Some tourists commented on the lack of informative signage for plant species.              |
|           | Facilities (toilets, cafés, resting areas) | Resting facilities such as gazebos, picnic areas, and benches enhanced comfort.                             | Toilets were considered less clean, cafés limited, and seating areas unevenly distributed. |
|           | Infrastructure and internal mobility       | The existence of shuttles, walking paths, and road access was appreciated.                                  | Criticism focused on overcrowded shuttles on weekends and unclear signage.                 |
|           | Cleanliness and environmental comfort      | The garden was perceived as clean, green, and refreshing.   | Some mentioned muddy or poorly maintained paths, especially during rainy seasons.          |
| Affective | Feelings (calmness, relaxation)            | Words such as <i>"peaceful,"</i> <i>"refreshing,"</i> and <i>"pleasant"</i> frequently appeared in reviews. | Crowded conditions were said to disrupt the sense of tranquility.                          |

|          |                                       |  |   |
|----------|---------------------------------------|--|---|
|          | Atmosphere                            | The mountain setting was described as refreshing and an escape from urban life.            | Rainy or gloomy weather reduced the perceived pleasantness for some visitors.                       |
|          | Sensations (fresh air, nature sounds) | Many enjoyed the cool air and bird sounds as captivating experiences.                      | Strong winds or proximity to roads occasionally disrupted the natural sensation.                    |
|          | Suitability with expectations         | Tourists felt the atmosphere matched their expectations for a mountain nature destination. | Some visitors reported their expectations were too high, finding some spots "ordinary."             |
| Conative | Revisit intention                     | Domestic tourists expressed willingness to return for recreation or education.             | Some international tourists stated one visit was enough due to time constraints.                    |
|          | Recommendation intention              | Numerous positive reviews and recommendations were shared online and offline.              | A few mentioned they would not actively recommend the destination if facilities remained lacking.   |
|          | Participation in educational programs | Visitors with botanical interest expressed desire to join tours and workshops.             | Concerns about scheduling or costs reduced willingness to participate.                              |
|          | Sharing experiences                   | Most tourists enjoyed sharing photos and reviews online.                                   | Unsatisfactory experiences (e.g., crowded areas, poor facilities, bad weather) discouraged sharing. |
|          |                                       |  |   |

Source: research analysis

Overall, the results demonstrate that the destination image of Eka Karya Botanical Garden Bali is shaped by a combination of cognitive attractions (botanical collections and educational facilities), affective experiences (tranquility and refreshment), and conative behaviors (revisit intention, recommendations, and sharing experiences). The findings highlight that the cognitive image of Eka Karya Botanical Garden Bali is strongly associated with its mountain landscape, biodiversity of tropical plants, and supporting facilities, although shortcomings in infrastructure and cleanliness were also noted. The affective image is largely positive, as tourists perceived the destination as peaceful and refreshing, with environmental conditions contributing to a restorative emotional experience. However, external factors such as weather and crowd density occasionally disrupted this perception. Finally, the conative image revealed significant differences between domestic and international tourists: while domestic visitors expressed a higher likelihood of revisiting, international tourists were more inclined to recommend the destination to others. This demonstrates the importance of both direct and indirect promotional impacts in sustaining the destination's visibility and competitiveness.

The findings of this study reveal that the destination image of Eka Karya Botanical Garden Bali is constructed through the interaction of cognitive, affective, and conative dimensions (Tedjakusuma, Retha, & Andajani, 2023). These dimensions collectively represent how tourists perceive, feel, and behave toward the destination, as reflected in interviews, field observations, and online reviews across multiple digital platforms. In the cognitive dimension, tourists perceived Eka Karya Botanical Garden as a destination with significant educational and ecological value (Suwijati, Sudiarta, & Indrawati, 2024). The extensive collection of tropical and rare plant species, combined with the cool mountain climate, forms a distinctive attraction that differentiates the garden from other nature-based destinations in Bali. However, this positive perception

coexists with critical evaluations of the garden's infrastructure and service quality. Tourists frequently mentioned challenges such as overcrowded shuttle buses, limited internal transportation options, inadequate informational signage, and insufficiently maintained toilet facilities. These issues particularly affected visitors' mobility and comfort during weekends and holiday seasons. The lack of clear directional signage also reduced the educational potential of the garden, as tourists struggled to identify plant species and thematic zones effectively. These infrastructural shortcomings were seen as barriers to mobility and convenience, particularly during weekends and peak seasons, thereby affecting the overall cognitive perception of accessibility and management quality (Tedjakusuma, Retha, & Andajani, 2023). Such findings underscore the need for targeted management improvements, including capacity management of shuttle services, installation of multilingual and interpretive signboards, and enhanced cleanliness of public facilities. Addressing these issues would not only improve the cognitive evaluation of the garden's accessibility and professionalism but also strengthen its competitiveness among eco-tourism destinations in Southeast Asia (Nguyen-Viet, Dang, & Nguyễn, 2020).

In the affective dimension, the garden evokes predominantly positive emotions among both domestic and international tourists. Descriptions such as "peaceful," "refreshing," and "serene" frequently appeared in interviews and online testimonials, reflecting the restorative psychological effects of the natural environment (Agapito & Pinto, 2013). The garden evokes predominantly positive emotions among visitors. Most tourists described their experiences using terms such as peaceful, refreshing, and serene, highlighting the emotional satisfaction derived from the natural environment (Suwijati, Sudiarta, & Indrawati, 2024). The combination of fresh mountain air, scenic greenery, and tranquil ambiance contributes to a restorative and relaxing experience, positioning the garden as an ideal setting for family recreation, educational activities, and

personal reflection. However, several reviews also pointed out that crowding, rainy weather, and uneven maintenance of certain areas occasionally disrupted the sense of tranquility. Despite these minor disruptions, the affective image remains largely positive, emphasizing the garden's role as a therapeutic and nature-based tourism destination that promotes emotional well-being and connection with nature (Suwijati, Sudiarta, & Indrawati, 2024). Nevertheless, some affective experiences were negatively affected by crowding, particularly near the main entrance and thematic gardens, as well as by weather-related discomfort such as rain or fog. These situational factors occasionally disrupted the sense of serenity expected from a botanical garden visit. Despite these challenges, the affective image remains strongly positive overall, highlighting the garden's role as a therapeutic, educational, and family-friendly destination that enhances emotional well-being.

The conative dimension—representing behavioral intentions such as revisit and recommendation revealed notable differences between domestic and international tourists. The conative dimension demonstrates behavioral implications derived from the cognitive and affective evaluations. Domestic tourists, particularly families and student groups, reported a strong intention to revisit the garden in the near future, viewing it as both an educational and recreational space. In contrast, international visitors tended to perceive their visit as a one-time experience, though they exhibited a high level of recommendation intention, often sharing positive impressions through word-of-mouth and online reviews (Tedjakusuma 2023) and (Suwijati, Sudiarta, & Indrawati, 2024).

This indicates that even when the revisit intention is moderate, the garden benefits from indirect promotional effects through user-generated content. Thus, the conative image of Eka Karya Botanical Garden Bali not only reflects tourists' behavioral intentions but also reinforces the destination's digital visibility and reputation in online platforms, which are crucial for maintaining competitiveness in the contemporary tourism landscape (Tedjakusuma 2023). Domestic visitors, particularly family groups and students, expressed a high revisit intention (around 72%), citing the garden's educational and recreational appeal. They viewed repeat visits as opportunities for nature learning and family bonding. In contrast, international tourists tended to perceive their experience as "one-time but memorable." Many mentioned time constraints, logistical distance from other popular attractions, or limited variation in activities as reasons for not revisiting. However, these same visitors displayed strong recommendation intentions, frequently sharing their experiences through social media, travel blogs, and online review platforms.

This pattern suggests that while revisit behavior among international tourists may be low, their word-of-mouth influence (WOM) is substantial and

strategically valuable. Their user-generated content (UGC) including photos, ratings, and narratives on platforms like TripAdvisor and Google Reviews plays a vital role in shaping the digital destination image of Eka Karya Botanical Garden. As noted in contemporary tourism literature, online narratives have become a form of co-created image construction, where tourists act as digital ambassadors who extend the destination's visibility and reputation far beyond physical visits.

From a managerial perspective, this finding implies that destination managers should: Encourage digital storytelling among international tourists by providing photogenic spots, interactive QR-code-based plant guides, and free Wi-Fi areas. Focus domestic marketing on loyalty-building strategies, such as annual memberships, educational programs, or family packages to sustain high revisit rates. Leverage UGC analytics to monitor sentiment trends and address negative feedback related to infrastructure and cleanliness.

**Negative Aspects and Areas for Improvement.** While the overall image of the garden is positive, the study also highlights several areas requiring improvement: **Shuttle Bus and Mobility:** Overcrowding during peak seasons reduces comfort and accessibility. A timed-ticketing or scheduled shuttle system could alleviate congestion. **Informational Signage:** Lack of bilingual plant labels and directional boards weakens the educational experience; introducing interactive QR codes could bridge this gap. **Sanitation Facilities:** Limited and inconsistently maintained toilets significantly impact visitor satisfaction, particularly for families and international tourists. These negative aspects, though minor in proportion to the total experience, carry a disproportionate influence on online reviews and ratings—showing how digital-era tourism perceptions are shaped by even small operational shortcomings. Proactively addressing them would enhance both visitor experience quality and online image consistency.

Overall, the destination image of Eka Karya Botanical Garden Bali is a composite of cognitive strengths (biodiversity, education, and natural scenery), affective satisfaction (peace and refreshment), and conative behaviors (revisit and digital recommendation). The interplay among these dimensions determines not only the visitors' perception but also the destination's long-term digital visibility and reputational sustainability.

Importantly, this study highlights that the conative behavior of international tourists—though limited in physical revisit frequency—serves as a powerful digital marketing channel through authentic storytelling. Thus, the management should not view "one-time visit" as a loss but as an opportunity to cultivate advocacy-based promotion through positive online engagement.

## E. CONLUCION

This study concludes that the destination image of Eka Karya Botanical Garden Bali is constructed through an interplay of cognitive, affective, and conative dimensions, each contributing to the overall perception of the destination. Cognitively, tourists recognize the uniqueness of the garden's tropical plant collections, mountain climate, and educational functions, although limitations in internal transportation and supporting facilities remain challenges that need improvement. Affectively, the majority of tourists associate their visit with feelings of peace, freshness, and relaxation, which strengthens the garden's positioning as a tranquil nature-based destination. Nonetheless, factors such as overcrowding and weather conditions occasionally diminished this positive emotional experience.

Conatively, domestic tourists demonstrated a strong intention to revisit, particularly for recreation and educational purposes, whereas international tourists tended to view one visit as sufficient. However, their high willingness to recommend the garden through word-of-mouth and online reviews indicates the role of indirect promotion in enhancing destination visibility. Overall, these findings emphasize that the competitiveness of Eka Karya Botanical Garden Bali lies not only in its cognitive attributes but also in its ability to generate positive emotional experiences and stimulate conative behaviors. Therefore, destination managers should prioritize the improvement of supporting facilities and visitor management strategies to sustain positive perceptions and strengthen the garden's position as a leading nature-based and educational tourism destination in Bali.

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