ABSTRACT

This research having the purpose of establishing a model that will be used to analyze the gap of about variables destination images owned a recreational area against revisiting intention on tourists, so that this research aims to build a model new for marketing to the field of tourism. The stuy takes 170 respondents local tourists came back to Kuningan West Java.

Analysis tool used in this study is SEM (Stcuctural Equation Modelliing) version 24. The results of data analysis for the overall model have meet the criteria of Goodness Of Fit with the value of chi square = 195.413, degress of fredom = 113, probability = 0.000, CMIN/DF = 1.729, GFI = 0.898, AGFI = 0.862, TLI = 0,973, CFI = 0.977 dan RMSEA = 0.066. This, the proposed research models can be accepted.

The result of the study shows there are significant effect between destination image and customer resonance, cultural value and customer resonance, cultural value and iconic destination, iconic destination and , revisiting intention , and customer resonance and revisiting intention.

Keywords: *Destination image, customer resonance, cultural value, iconic destination, revisiting intention.*

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