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National Tourism Recovery Strategy: A Forecasting Model of Domestic Tourist Trips Post-Pandemic Through Promotional Budget Optimisation

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ABSTRACT

The COVID-19 pandemic has significantly reduced domestic tourist activity in Indonesia, threatening national tourism recovery targets. This study aims to assess whether the allocated tourism promotional budget of IDR 22 billion in 2023 is sufficient to achieve the government's target of 1.2–1.4 billion domestic tourist trips. Using a system dynamics approach and Powersim 10 simulations, the projection shows that under the current budget, only around 543 million domestic trips can be achieved over five years—far below the intended target. Scenario simulations demonstrate that a 10% increase in the promotional budget could potentially raise domestic tourist trips by 28.11%, indicating a substantial multiplier effect. The model validation using Mean Absolute Percentage Error (MAPE) of 0.21% confirms the model's high predictive accuracy. These findings emphasise the need for strategic budget adjustments and targeted promotional efforts to optimise domestic tourism recovery. This study provides evidence-based recommendations for policymakers to strengthen tourism sector resilience in the post-pandemic era.

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1. INTRODUCTION

The COVID-19 pandemic has had a profound impact on global travel and tourism, with Indonesia's domestic tourism sector experiencing a sharp decline in activity. According to the OECD, in 2020, domestic travel in Indonesia dropped by 27.4%, from 722 million to 524 million trips. However, in 2021, domestic travel increased by 15% to 603 million trips. This growth was driven by the recovery in domestic tourism, which is expected to be the key factor in the revival of the tourism sector in Indonesia (Simundic, 2022). As a result, national economic contributions from tourism contracted significantly, affecting employment, business continuity, and regional development. In 2022, the Central Statistics Agency (BPS) reported that domestic tourism had increased by 19.82% compared to 2021, reaching 734.86 million trips, surpassing pre-pandemic levels by 1.76%. However, regional disparities in tourism recovery are significant, with Java seeing the greatest growth, while other regions such as Sumatra, Kalimantan, and Papua are still struggling to recover at the same rate.

In response to the crisis, the Government of Indonesia launched various initiatives to revive the sector, including setting a target of 1.2 to 1.4 billion domestic tourist trips in 2023. However, the allocated tourism promotion budget was reduced to IDR 22 billion—considerably lower than previous years, where budgets ranged from IDR 88 to 99 billion. This discrepancy raises a critical question: can a substantially reduced promotional budget support such an ambitious recovery target?. Understanding this gap is essential, as effective tourism promotion is a key instrument for influencing tourist behaviour, increasing destination awareness, and stimulating travel demand. Promotional strategies can directly impact domestic tourism demand, and with the limited budget, it is necessary to develop efficient and targeted promotion strategies that

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focus on high-potential regions and segments. In fact, despite the lower budget, targeted promotions may still support recovery, as evidenced by the fact that even regions with limited resources have shown recovery potential by focusing on domestic tourism (Kompas, 2023)

Tourism promotion budgets are widely recognised as a fundamental instrument for stimulating domestic tourism, particularly in post-crisis contexts. Effective promotional strategies play a vital role in increasing destination awareness and shaping tourist perceptions, which in turn drive travel demand. According to the OECD (2024), tourism promotion campaigns are essential to rebuild confidence among tourists who have become more cautious in their travel choices due to health and safety concerns following the COVID-19 pandemic. Promotion budgets are not only designed to inform potential visitors but also serve as strategic investments in nation branding and competitiveness. As noted by Florido-Benítez (2024), coordinated marketing strategies and promotion campaigns developed by public and private organisations need to be improved to increase the hotel occupancy rate and overall tourism demand. A practical example can be seen in the case of Sunshine Coast, Australia (2025), where the Queensland state government allocated targeted funding for tourism promotion in response to the damage caused by Tropical Cyclone Alfred. This initiative was part of a broader recovery strategy aimed at restoring tourist flows and revitalising the local economy.

A broad strategy for allocating and spending a certain amount of money or other resources over a period of time is called a budget. According to (Garrison et al., 2021), a budget is a crucial allocation of resources aimed at achieving larger organisational goals. However, budget constraints often force a focus on low-cost promotional channels, such as digital marketing, which may limit the reach of tourism campaigns. One strategic approach to managing limited destination marketing budgets is the optimisation of resource allocation through efficiency and risk-based analysis(Johar et al., 2022). The application of Modern Portfolio Theory (MPT) within the context of destination marketing allows decision-makers to construct a mix of promotional channels based on the trade-off between risk and return associated with each medium. This approach underscores the importance of diversification in promotional media selection, akin to investment principles in financial management, to minimise risk while maximising the potential impact of promotional activities.

Through model simulations, Johar et al. (2022) demonstrate that allocation strategies grounded in MPT are significantly more efficient than traditional meth Johar et al. (2022) ods, particularly under budgetary constraints. The model also offers a high degree of flexibility in adapting to changing tourist preferences and market dynamics. Thus, the application of portfolio theory not only addresses financial limitations but also enhances the precision and effectiveness of destination marketing strategies (Johar et al., 2022).

Dhankhar et al. (2023) argue that resource limitations in promotion budgets will impact the effectiveness of destination marketing. They explain that limited marketing strategies reduce the ability to reach a wider audience, thus hindering the recovery and growth of the tourism sector. Also emphasise the impact of budget constraints on tourism planning and management, which can reduce promotional effectiveness and complicate destination management in the long term. In this context, a limited promotional budget can reduce the ability to compete in a challenging global market.

The number of promotional events held for domestic tourism also influences the number of tourists visiting. Tourism events have a significant impact on tourists' decisions to visit a destination. The findings of Ertaş and Karakan (2024) indicate that festivals, cultural performances, conferences, and sporting events serve as key triggers in tourists' travel decision-making processes. These events not only stimulate short-term surges in visitor arrivals but also generate substantial economic benefits for host destinations through increased spending in accommodation, food and beverage, and transportation sectors. Furthermore, Wang et al. (2025) highlight the importance of integrating event planning with digital marketing strategies to expand the reach and influence of tourism events on travel behaviour. Therefore, promotional strategies through events have great potential to increase domestic tourist visits, particularly during the post-pandemic recovery phase.

The number of promotional events plays a significant role in influencing domestic tourism travel. Promotional events directly affect the number of tourists, as the frequency and quality of such events correlate with increased visitor numbers. Scotti et al. (2024) underscore the importance of event-related facilities in

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enhancing destination attractiveness, particularly for short-term visits. Meanwhile, Wang et al. (2025) clarify that digital engagement and online event promotion significantly amplify the influence of events on tourist travel behaviour. These findings reinforce the argument that strategically designed and promoted events can serve as key catalysts for increasing visitor arrivals and strengthening a destination's competitive position in the global tourism market.

An increase in the number of domestic tourists contributes significantly to economic circulation, with the money generated circulating within the local economy. As one of the key impacts of the tourism sector's development, the revenue derived from tourism directly influences government income and local community economic growth. Nugroho et al. (2024) empirically reinforce Meyer & Meyer's argument regarding the critical role of tourist arrivals in fostering tourism sector growth and enhancing regional income. Through spatial analysis, their study demonstrates that inbound tourism expansion has a significant impact on increasing Regional Gross Domestic Product (RGDP). These findings affirm that tourist flows, both domestic and international, serve. The tourism sector consistently receives incentives to develop and enhance its tourism offerings through funding provided by annual government allocations.

The funding for tourism development often comes from local government budgets, which act as a vital source to support promotional activities through various governmental bodies and ministries. The government has implemented several strategic programs aimed at boosting Indonesia's tourism competitiveness on the international stage. As noted by Pratama (2020), these programs are primarily funded through allocations in the Regional Government Budget (APBD) and the National Budget (APBN). The goal is to enhance Indonesia's attractiveness as a tourist destination by improving infrastructure, marketing, and service quality, thereby positioning the country favourably in the global tourism market. This study aims to assess the feasibility of the 2023 promotional budget in achieving the stated targets and to develop a projection model that estimates the necessary budget adjustments over the next five years. Using a dynamic systems modelling approach, the study provides evidence-based recommendations for strategic budget planning to support sustainable tourism recovery in the post-pandemic period.

2. RESEARCH METHOD

2.1. Dynamic Systems Approach in Tourism Model Development

The dynamic systems (DS) approach is employed to understand the behaviour of complex systems through feedback structures and causal relationships among variables. Sterman (2021) emphasises that the system's structure determines its behaviour, and that DS models must accurately represent the real world while being tailored to address specific problems. DS models incorporate two types of feedback: positive feedback (which reinforces change) and negative feedback (which stabilises the system).

Schoenberg et al. (2020) developed the Loops that Matter method to identify dominant feedback loops within DS models, facilitating the understanding of each loop's contribution to system behaviour. This method is crucial for analysing the dynamics of complex systems and pinpointing the most influential loops. Yusoff (2020) applied the DS methodology to construct a COVID-19 case model, demonstrating how changes in compliance with health protocols affect the number of confirmed cases. The model integrates stock, flow, and feedback elements to simulate disease spread within a population. In the context of tourism, DS models can be used to analyse the relationships among promotional budgets, brand image, and tourist numbers. Such models help elucidate how investments in promotion influence public perception and tourist visits, as well as how negative feedback mechanisms stabilise the system toward desired objectives.

2.2. Building Causality

Describing the reciprocal or causal relationships within the existing structure, or causal loops, is the first step in establishing causality and understanding the connections between variables and structures. The developed

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micro model provides a conceptual foundation for the cause-and-effect relationships between various structures. This section outlines the causality diagram of the model, Figure 1.

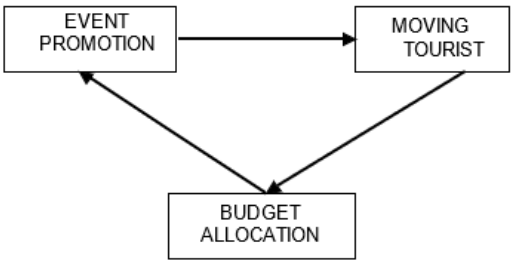


Fig 1. Causal Relationship between Structures/Variables (CLD)

2.3. Creating a Stock-Flow Diagram

After the Causal Loop Diagram (CLD) is established, the Stock-Flow Diagram (SFD) is developed to provide a detailed representation of the model (Qureshi & Yusuf, 2019), as illustrated in Figure 2.

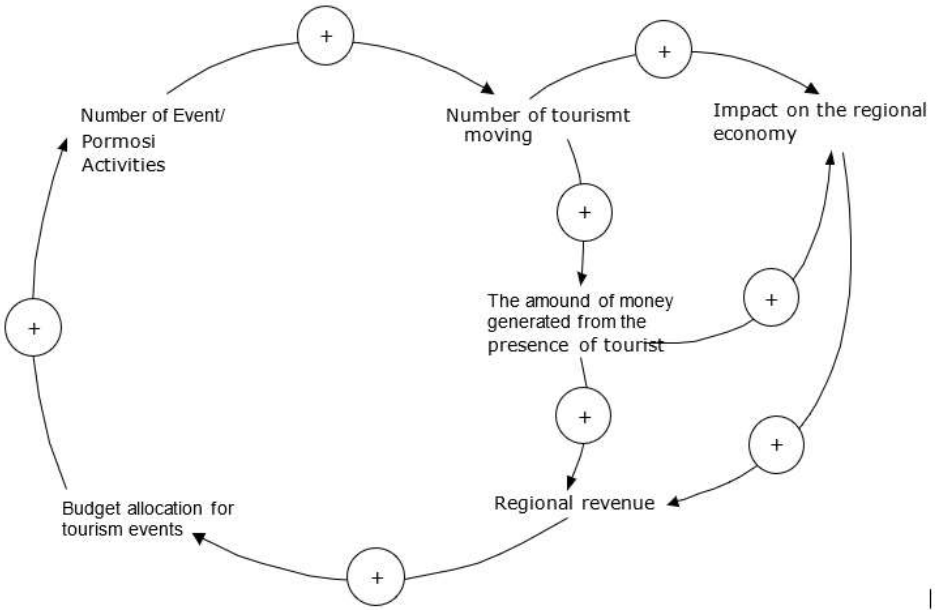


Fig 2. Stock-Flow Diagram (SFD) of the Tourist Travel Volume Increase Model

2.4. Inputting Data and Mathematical Equations

Once the model structure is developed, data and mathematical equations (syntax) are input, representing the mathematical formulations of the relationships between the variables/structures formed. In software applications, the indication that data and syntax have been successfully input is the disappearance of the question mark symbol, as shown in Figure 3.

2.5. Simulation and Model Validation in System Dynamics

Simulation is the process of executing a mathematical model based on assumptions and input parameters to analyse system behaviour over time. Simulation does not seek an optimal solution but provides an acceptable solution according to the model (Sterman, 2021). After inputting data and parameters, the model is run with fixed initial conditions. The simulation results are then validated through two main stages: 1) structural validation, ensures that the model structure (causal relationships, feedback loops, stocks, and flows) is consistent with relevant theories and system knowledge (Barlas, 2021); 2) behavioral validation, confirms that the model output aligns with empirical data and can replicate real system behavior patterns (Ventana Systems,

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2022). This validation process is iterative, where discrepancies between simulation results and actual data are used to refine the model, thereby improving accuracy and credibility (Hannon & Ruth, 2021).

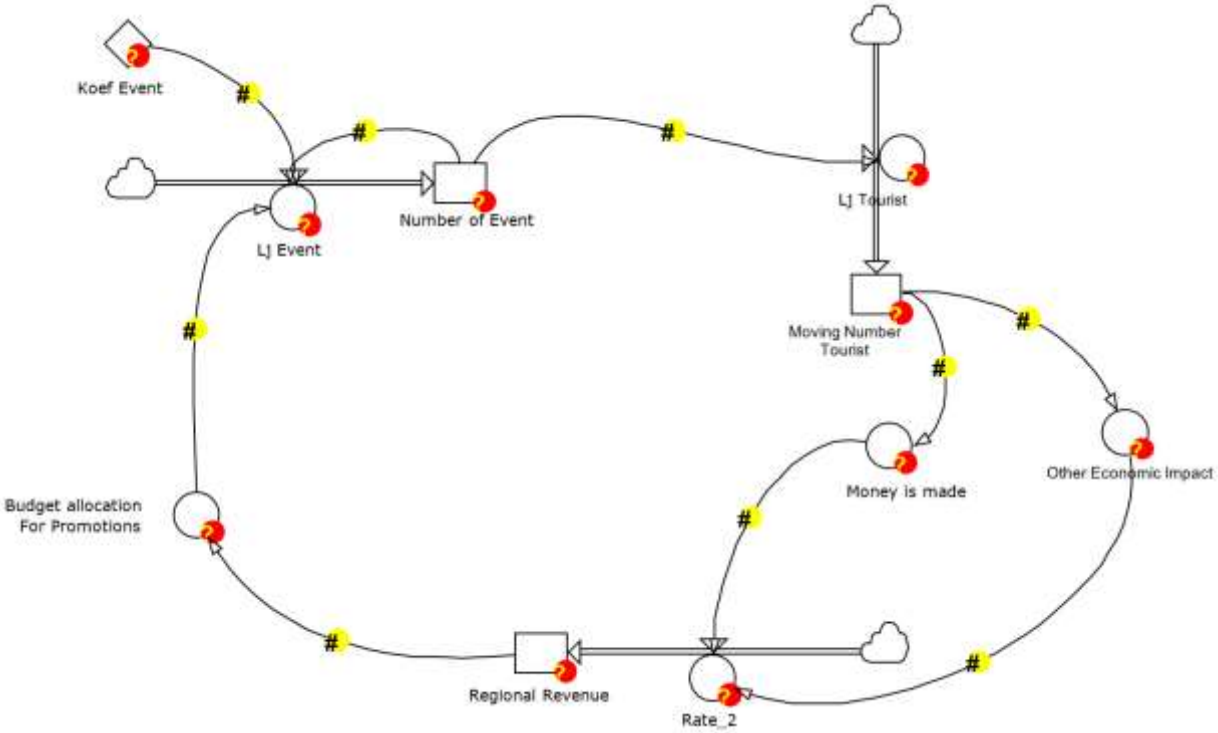


Fig 3. Visualisation of the Model After Data and Syntax Input for Tourist Travel Volume Optimisation

2.6. Model Validation

Model validation is a crucial stage to ensure the accuracy and reliability of dynamic system models. Modern approaches integrate both visual and statistical validation methods, with a particular emphasis on quantitative error metrics such as the Mean Absolute Percentage Error (MAPE) to assess the predictive accuracy of the model (Rahmandad & Sterman, 2020; Peters et al., 2021).

MAPE is used to calculate the percentage error between simulation outputs and observed data, providing a relative measure of prediction accuracy. The advantage of MAPE lies in its ability to adjust according to the scale of predictor variables, making it effective for evaluating model accuracy across various contexts (Gao et al., 2022). The validation process typically involves two main stages: 1) structural validation, which ensures that the model structure aligns with theoretical frameworks and real-world phenomena (Barlas, 2021); 2) behavioural validation, which compares model outputs against empirical data using MAPE and visual techniques, ensuring that the model can replicate observed patterns accurately (Van Oorschot et al., 2021). Iterative testing using MAPE combined with model refinement increases confidence that the model can validly and accurately represent the real-world system (Sterman, 2021).

MAPE Formula:

$$\text{MAPE} = \frac{1}{\text{n}} \sum \frac{\text{At} - \text{St}}{\text{At}} * 100$$

At = Actual value (true value)
St = Simulation model value (forecast value)
n = Number of data points representing the time period.

Based on the formulation above, if the actual value aligns with the prediction, MAPE equals zero, indicating high accuracy. The smaller the MAPE value, the better or more accurate the model prediction. In other words, the forecast closely approximates the actual or real-world data. The accuracy of the simulation/forecast model is determined using criteria developed by Sterman (2021) as follows (Table 1).

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Tabel 1. Kriteria Akurasi Prediksi Berdasarkan Nilai MAPE

MAPE Value	Criterion
MAPE ≤ 10%	High Accuracy
10% < MAPE ≤ 20%	Good Accuracy
20% < MAPE ≤ 50%	Reasonable Accuracy
MAPE > 50%	Low Accuracy

2.7. Model Scenarios

Once the model has been validated and deemed reliable for forecasting purposes, scenario modelling is conducted. Scenario modelling typically involves two primary approaches: (1) This simulation uses existing data without any modifications. It represents the baseline scenario that reflects the current system behaviour and policy conditions. The BAU scenario is essential for establishing a benchmark against which other scenarios can be compared; (2) In this simulation, changes are made either to the input data or to the model structure to explore alternative outcomes. This type of simulation is useful for evaluating the impact of policy interventions, strategic investments, or structural reforms aimed at improving system performance. By comparing the results of these scenarios with the BAU simulation, stakeholders can identify the most effective strategies for optimising outcomes.

In the context of tourism promotion, scenario simulations allow for an analysis of how adjustments in promotional budgets or program structures can influence the number of tourist visits. These results, in turn, inform policy recommendations and guide resource allocation decisions to optimise promotional efforts and achieve targeted increases in domestic and international tourist arrivals. Scenario modelling in system dynamics provides a strategic tool for decision-makers to explore potential futures, evaluate risk, and test policy robustness under various assumptions. Through this approach, the optimisation of promotional budgets can be aligned with specific goals, such as increasing tourist arrivals or maximising economic returns from tourism-related activities.

2.8. Scenario Modelling

Once the model has been validated and deemed reliable for forecasting purposes, the next step is to develop scenario simulations. Scenario modelling is a critical component of system dynamics analysis, enabling researchers and policymakers to assess potential outcomes of alternative policy decisions over time. Typically, two types of scenarios are employed: the first is the Business-As-Usual (BAU) simulation, which operates under current conditions without modifying model inputs or structures; the second is the policy scenario simulation, where adjustments are made either to the input data or the model's internal structure to generate improved outcomes Mancini et al., 2018). In the context of tourism promotion, these simulations offer valuable insights into the potential impact of various budget allocation strategies. The results can then be used to recommend effective policies, to optimise promotional expenditures to achieve the targeted number of tourist visits Mancini et al., 2018).

3. RESULTS AND DISCUSSIONS

3.1. Result

The optimisation model for increasing the number of domestic tourist trips in Indonesia is developed by examining the interrelationship between annual promotional budget allocation and its impact on domestic tourism growth, which is ultimately expected to enhance national tourism revenue. Figure 4 presents an overview of the proposed optimisation model. From the picture, it can be seen that the budget ceiling available for the promotion budget can increase the number of trips by Indonesian tourists, which is an important factor and affects the number of tourist movements.

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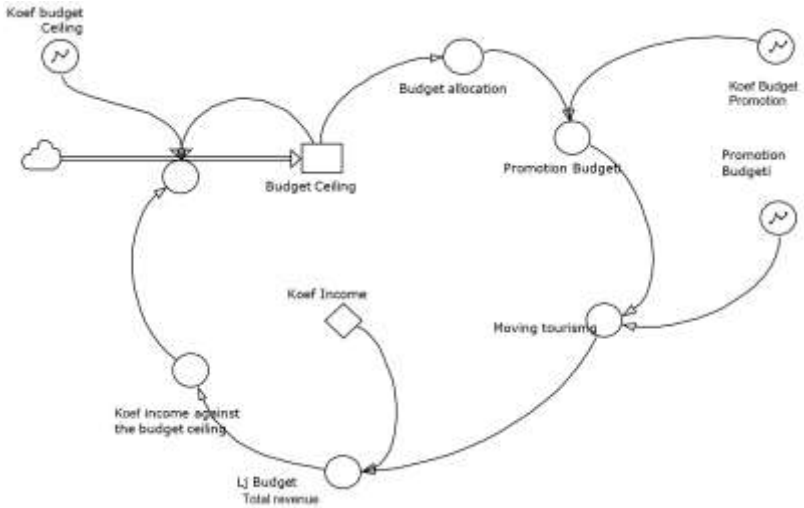


Fig 4. Projection Model for Increasing Domestic Tourist Trips in Indonesia from a Promotional Budget Perspective

Model validation was performed using the Mean Absolute Percentage Error (MAPE) technique, a widely accepted metric for evaluating forecasting accuracy. MAPE measures the degree to which simulated outputs approximate actual data and is especially suitable for relative error assessment (de Myttenaere et al., 2016; Chai & Draxler, 2014). A model that demonstrates a low MAPE value is considered to have high predictive accuracy and reliability. Furthermore, (Mancini et al., 2018b; Tuck & McKenzie, 2015) emphasise the utility of MAPE in comparing simulated results with real-world data, thereby ensuring the model's empirical validity. The MAPE results are summarised in Table 2.

Table 2. The MAPE results are summarised

Year	Simulation (St)	Actual (At)	MAPE (%)
2019	99,772,909,000	99,772,909,000	-
2020	99,772,909,000	99,872,681,909	0.100
2021	311,690,567,716	311,601,659,000	0.029
2022	18,389,743,495	18,356,670,000	0.180
2023	22,022,570,200	22,000,000,000	0.103
Average			**0.21%**

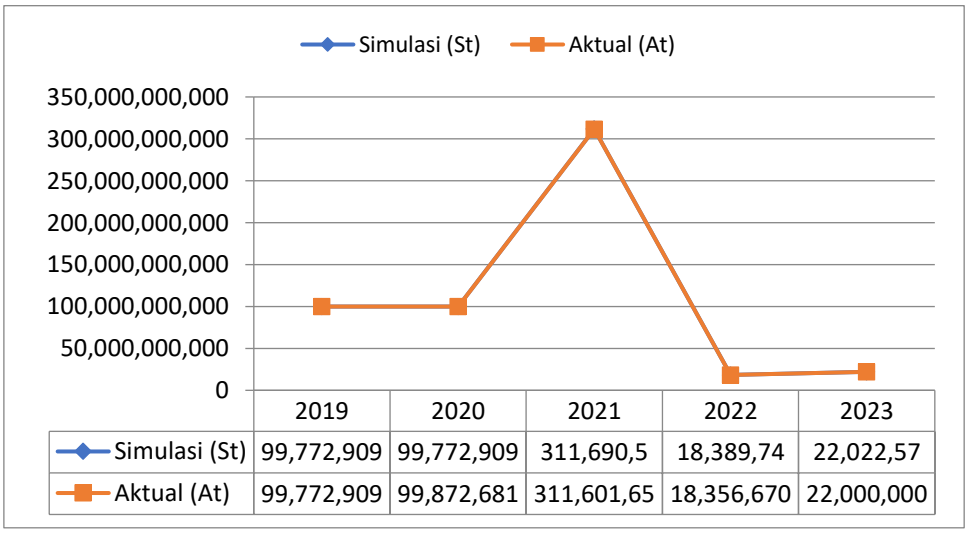


Fig 4. Comparison of Actual and Simulated Values

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From table 2, it is shown that from 2019 to 2023, it shows that the data from the simulation (output) with the existing database or data is very similar. In other words, the forecast is close to actual or actual (real world). The calculated MAPE value of 0.21% indicates a very high level of accuracy, with simulation results closely mirroring actual data, as also depicted in Figure 4.

3.1.1. Scenarios and Simulations

The close alignment between simulated and actual data demonstrates the robustness and accuracy of the model, validating its use for forecasting purposes. Once the model is validated, scenario simulations are conducted. These include: (1) a Business As Usual (BAU) simulation using current data without any structural changes, and (2) a policy intervention scenario, particularly in promotional budget adjustments. The simulation results are shown in Figure 5.

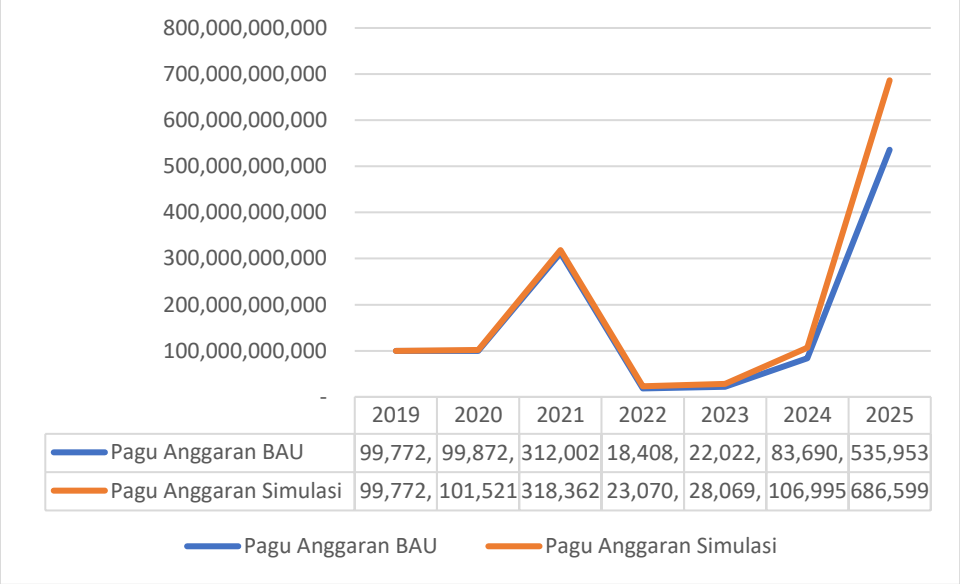


Fig 5. Simulated Tourist Volume Model

The simulation indicates a significant increase in projected budget requirements between the BAU and intervention models. In 2025, the BAU model forecasts a budget of IDR 535.95 billion, whereas the intervention model estimates a need for IDR 686.59 billion, an increase of approximately 28.11% (Table 4).

Table 4. Simulated Budger

Year	BAU Budget	Simulated Budget
2019	99,772,909,000	99,772,909,000
2020	99,872,681,909	101,521,527,562
2021	312,002,258,284	318,362,481,514
2022	18,408,133,239	23,070,967,077
2023	22,022,570,200	28,069,096,964
2024	83,690,024,458	106,995,985,989
2025	535,953,985,260	686,599,310,236

3.1.2. Policy Implications

A policy intervention involving a 10% increase in promotional budget results in a projected 28.2% rise in domestic tourist travel, which directly translates to a significant increase in tourism revenue. As illustrated in Figure 6, without such interventions, tourism revenue in 2025 is projected to be around IDR 1.24 trillion. With the proposed intervention, this value rises to IDR 1.59 trillion—an estimated increase of 28.22% (Figure 6).

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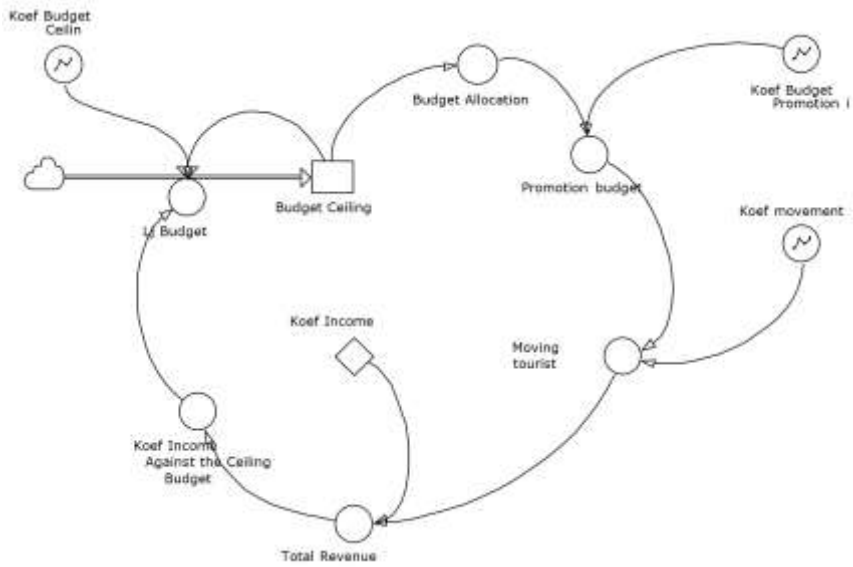


Fig 6. Simulated Tourism Revenue Model

The simulation results reveal that a 10% increase in promotional budget leads to a 28.11% rise in domestic tourist trips. This substantial difference suggests the presence of a multiplier effect within the tourism promotion system. In system dynamics, such an effect occurs when increased promotional spending enhances destination visibility and positive perception, which in turn strengthens travellers' intention to visit (Pulido-Fernández & Cárdenas-García, 2021).

This promotional impact is not linear. When marketing strategies are designed to be more segmented and intensive, they can reach untapped market segments and yield disproportionately high returns. Targeted and adaptive promotions can increase budget efficiency by aligning with tourist preferences and behaviours, thus producing a higher rate of return than the nominal budget increase alone (Alcalá-Ordóñez & Segarra, 2023).

These findings align with the Tourism-Led Economic Growth (TLEG) theory, which posits that tourism development, especially through policy interventions such as promotion, directly contributes to national economic growth by generating employment, stimulating local economic circulation, and increasing GDP (Perles Ribes et al., 2024). Accordingly, the simulation results not only demonstrate the effectiveness of promotional budget allocation but also empirically reinforce the notion that tourism serves as a key driver of economic expansion, particularly in the domestic context.

3.2 Discussion

Based on the MAPE calculation, a value of 0.21% was obtained, indicating a very high level of accuracy, well below the 1.0% threshold. This low MAPE value suggests that the simulation results are very close to the actual observed values, thus indicating that the forecasting model has excellent predictive capabilities in representing real-world conditions. Models with an MAPE value below 1% are generally classified as highly accurate (Sediako, 2019).

Once the model was validated, simulations were conducted for two policy scenarios: the Business As Usual (BAU) scenario and the policy intervention scenario, specifically focusing on the allocation of the promotional budget. The comparison between these two scenarios revealed a significant change in the projected budget allocation for 2025. In the BAU scenario, the budget allocation was estimated to be IDR 535.95 billion, while in the policy intervention scenario, it was projected to increase to IDR 686.60 billion, a rise of approximately IDR 150.65 billion or 28.11% (see Table 3). This difference underscores the significant impact that strategic promotional budget allocation can have on the performance of the tourism sector. Several recent studies have confirmed that tourist demand is highly responsive to targeted promotional efforts. For example, Florido-Benítez (2024) analysed the impact of tourism promotion budgets in Andalusia from 2010 to 2022 and found

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that increased promotional spending positively influenced tourism demand, including passenger arrivals, tourist numbers, and hotel occupancy rates. Campaigns such as "Andalucía wants you back" and "Intensely" proved effective in boosting tourism demand despite the negative impacts of the COVID-19 pandemic in 2020. Similarly, Jama et al. (2024) demonstrated that effective tourism marketing strategies in Bali significantly increased tourist arrivals and contributed to local economic growth. Their study emphasised the importance of strategic investment in infrastructure development and promotional efforts to enhance Bali's appeal as a global tourist destination. These recent findings support the Tourism-Led Economic Growth (TLECG) framework, which posits that the tourism sector plays a crucial role in driving overall economic development. The model shows that well-targeted policy interventions, such as effective allocation of promotional budgets, can not only increase tourist travel but also significantly contribute to national income from the tourism sector.

This calculation illustrates that without policy intervention, relying solely on the BAU model, tourism sector revenue in 2025 is estimated to be only IDR 1.24 trillion. However, if a promotional budget increase policy is implemented, tourism sector revenue is projected to rise to IDR 1.59 trillion, reflecting a 28.22% increase. This highlights the importance of appropriate budget allocation in enhancing the competitiveness of Indonesia's tourism sector. The calculation further illustrates that, without policy intervention and relying only on the BAU model, tourism sector revenue in 2025 is expected to reach only IDR 1.24 trillion. However, if the policy of increasing the promotional budget is implemented, tourism revenue can rise to IDR 1.59 trillion, reflecting an increase of 28.22%. This underscores the critical role of proper budget allocation in boosting Indonesia's tourism competitiveness.

There are several factors that require government policy, as highlighted by Eddyono (2020), which emphasises the importance of innovation-based policies to improve the competitiveness of tourism in Indonesia. Regarding budget allocation, Eddyono et al. (2021b) stated that the success of improving the competitiveness of tourism destinations is significantly influenced by factors such as efficient budget management and the application of information technology to support promotional efforts (Eddyono et al., 2021a). In this context, policy interventions that increase the promotional budget can enhance the competitiveness of Indonesia's tourism sector, as illustrated in this simulation model.

Furthermore, the simulation results demonstrate that without any policy intervention—relying solely on the Business-As-Usual (BAU) scenario Indonesia's tourism sector revenue in 2025 is projected to reach only approximately IDR 1.24 trillion. However, with a policy intervention involving a 10% increase in the promotional budget, the projected revenue rises to IDR 1.59 trillion, representing a 28.22% increase. These findings are consistent with recent reports from the World Travel & Tourism Council (WTTC, 2024), which indicate a 5.4% growth in domestic tourist spending and an 11.6% increase in international tourist expenditures in 2024, highlighting the effectiveness of strategic promotional investments in driving tourism revenue. Theoretically, these results support the Tourism-Led Economic Growth (TLEG) framework, which posits that the expansion of the tourism sector significantly contributes to broader national economic development. Recent empirical evidence confirms that a 1% increase in international tourist arrivals can lead to a 0.3% rise in real GDP across major tourist destinations (Apergis, 2023). The simulation model in this study illustrates that well-targeted policy interventions, particularly those involving promotional budget allocations, can not only stimulate domestic tourist travel but also substantially enhance national tourism income.

4. CONCLUSION

This study concludes that Indonesia's current promotional budget of IDR 22 billion is insufficient to achieve the domestic tourism target of 1.2 billion trips. The validated system dynamics model, using the Mean Absolute Percentage Error (MAPE), indicates that the maximum number of trips achievable under the current allocation is approximately 543 million. This significant discrepancy reflects a clear misalignment between policy ambition and fiscal capacity. Furthermore, simulation results demonstrate that a 10% increase in the promotional budget could lead to a 28.11% increase in domestic tourist trips. This disproportionate output suggests the presence of a multiplier effect, whereby increased promotional spending generates significantly higher economic returns than the nominal investment. Such an effect may stem from enhanced destination visibility, more precise

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market segmentation, and improved consumer responsiveness to intensified marketing efforts. These findings reinforce the Tourism-Led Economic Growth (TLEG) theory, which posits that tourism development serves as a catalyst for broader economic growth through increased domestic consumption, job creation, and improved income distribution. Targeted investment in domestic tourism promotion has proven effective in enhancing the sector's productivity and strengthening its contribution to national GDP. Accordingly, future policymaking should prioritise evidence-based budget planning and geographically segmented promotional strategies, aligned with regional characteristics and tourism potential. Furthermore, integrating digital marketing strategies is essential to modernise national tourism promotion. Future research should also explore the regional economic impacts of increased promotional investment and the effectiveness of digitally driven campaigns. Overall, this study emphasises that the achievement of ambitious national tourism development goals requires financial strategies that are realistic, adaptive, and responsive to market dynamics.

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