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Article

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MANAGEMENT | RESEARCH ARTICLE

The role of destination management in mediating the determinants of Cyberjaya Tourism image branding

Mehtab Alam¹, Mudiarsan Kuppusamy² and Puvaneswaran Kunasekaran^{3*}

Abstract: The purpose of this research is to provide Butler's tourism lifecycle model and destination management role for tourism image branding which is a missing feature in recent destination management research. It is to provide determinants of tourism destination management for branding Cyberjaya city of Malaysia as a tourist site. A quantitative research methodology using SPSS 19 and PLS-SEM 4 is employed to examine and investigate the opportunities supporting the destination's image. Results show a significant contribution of destination management determinants for image branding, where Cyberjaya city has the potential to become a destination city. The determinant of branding from exploration to rejuvenation of destination requires the personal satisfaction of tourists through the quality of accommodation, perception of beauty and managing destination infrastructure. The valuable research is to guide tourism managers to use Cyberjaya as a tourism destination city. This is to offer the travelers to visit and consider the city of Cyberjaya as their choice of stay. The Butler tourism lifecycle model is extended with this research on tourism destinations use for image branding.

Subjects: Destination Management; Tourism Planning and Policy

Keywords: image branding; management; tourism destination

1. Introduction

Image branding lacks brand-building models providing destinations to be served through the brand identities, brand positioning, and tackling brand equity measurement of tourism destination aspects (Anthopoulos, 2017; Sulaiman et al., 2021). These aspects of exploration, involvement, development, stagnation, decline, and rejuvenation of Butler lifecycle model are indicating tourism destination management use for branding of cities (Alam, 2022; Sumra et al., 2022). The image branding as an indication of the incongruent offerings of destination features is provided through destination management. The features of Butler model and the role of tour operators in the community highlight the destination offers to internal stakeholders as the perceived destination branding conforms to the values of the destination (Mohaidin et al., 2017). For image branding, tourism authorities encourage the identification of locations, sites and recreational areas which could meet the demands of tourists (Afthanorhan et al., 2017; Haigh, 2020; Hamdi et al., 2019; Hussin, 2018). These areas may be in the form of a city, citing destinations with unique attractions and facilities. Interlinking the city's identity with the branding of certain tourist spots provides holistic accounts of destinations while incorporating branding and image building as relevant

perceptions (Battour et al., 2018). A city evolving as a technological hub remains untouched by tourism-related activities in a way that tourists may visit to encounter recreational events (Azam et al., 2018; Ram & Hall, 2018). Conversation for destination management to use better cities with high-tech opportunities as it determines a faithful and speedy interaction among managers of destinations and tourists (Cheng et al., 2020).

A well-defined explanation of destination branding in the form of image building refers to the interrelated process of developing a destination (Sumra & Alam, 2021; Sumra et al., 2020). It is featuring the use of technology-based destinations for visitors to entertain their leisure time. Recent research on Butler's life cycle model reflects a missing use of the model in context of tourist product management (Abdulla et al., 2020). Facilities of cycling and jogging at local Cyberjaya city provide for amalgamation of innovation and stunning natural views for tourists (Hashim et al., 2019). Destination of Cyberjaya specific direction is suited to climatic culture and concepts of progressing towards natural strips, leading to the complexity of dividing the natural attribution of destination with tourist-driven solutions (Abdul Gani et al., 2019). For an ever-growing city, continuous working over destinations may influence the progress in perception, transportation, accommodation, and satisfaction (Krishnaswamy et al., 2018). Core forms of destinations reflect charming whether and having these facilities containing the aspiration of intermittent attractions for tourist resorts (Jamal et al., 2018). Developing the Cyberjaya city destinations addresses the identities as developing and forming the branding for people visiting domestically and those coming from international destinations (Abukhalifeh & Wondirad, 2019; Arsad & Borhan, 2019; Cham et al., 2021; Sopha et al., 2019). Tracking the evolution of cities' development and projection following maps, site locations or maintaining tourists are due towards the incorporation of recreational features of easy accommodation, transportation, and perception (Shukor et al., 2017).

These features of the destination image lead to tourists' satisfaction, resulting in a site's revisit. This study aims to provide critical determinants of destinations for image branding and develop the Butler tourism life cycle model (Alam & Bahrein, 2021; Pongthanaisawan et al., 2018). It reflects the well-guarded and prominent tourism destination that is able to compete on the grounds of satisfying tourists as a top priority (Rahman et al., 2017). The market segmentation is necessary, highlighting the critical functioning of multiple branding linked with the characteristics of preferring infrastructure development (Borhan, 2018). Involving stakeholders in the process of developing and branding destination requires an integrated role of each to attain the progress of tourism products and catering of city councils (Hasan et al., 2020). Group-based competition influences the struggle for change. The increased investment in cities developed new in populous regions of the world puts a burden on tourist destinations. These define the unique experience of attracting tourists and observing strategies for crafting the overall brands of the positive image through destination (Nasir et al., 2020). The interchangeable use of each feature costs less, making it easier to facilitate destination progress and meet the tourist's connectivity (Fernando, 2020; Tritto & Fun, 2019). Multiple responsibilities of organizations reflect the entities of tourism in government, states and nations that include the authorities of tourism to be part of branding (Wong et al., 2020). It is evident with the explanation and identity of the image with perceived perspectives of tourists to expect acknowledgement of non-negative delivery of services for specified destinations.

For the city of Cyberjaya, Malaysia, the opportunities of featuring satisfaction, perception, transportation, and accommodation as a brand tool of destination development. It provides helpful insight as the city underwent massive technological support to ease tourists' services on destinations. It encourages the progress of facilities available in lakes, gardens, information center for visitors and natural wetlands (Mohamad et al., 2019). The components of Butler lifecycle model are better able to be used for the city of Cyberjaya, which has a lot of natural characteristics and resources to represent as a city of tourists. It helps in reflecting the image branding of a good, well-established, and resourceful city (Alam & Kuppusamy, 2023). Previous research is also

providing the use of new cities and destinations to be explored for the image branding through tourism destination management. These tourism destination management practices ensure the gaining of popularity with events of fishing competitions with carnival celebrations in the city of Cyberjaya. The presence of a promenade area around the lake features the prospects of a mini-park and indoor recreational facilities (Saad & Yaacob, 2021; Weitzer & Weislämle, 2021). For overseas tourists, certain facilities provide integrated use of each factor for image branding through destinations (Lee et al., 2018).

This research is innovative in terms of using cities as brand identity and allowing tourists to use the Cyberjaya city as the choice of destination for recreational purposes. It includes the use of Butler lifecycle model, for tourism destination management with respect to image branding. The novelty of this research is the use of Cyberjaya city as a whole tourism destination with better management for image branding. Earlier research is missing in terms of using tourism destination management for image branding, through the Butler lifecycle model. This paper provides Butler lifecycle model for brand identity and extension of a Cyberjaya city as a destination to facilitate the accommodation of tourists and represents positive perceptions of its critical features and resources (Silva & Delicado 2017). Extension of brand image is the intermediary of visionary leadership that performed the process of branding a destination to initiate the traditional culture of branding (Abd Hamid & Isa, 2018; Hamid et al., 2021; Kebete & Wondirad, 2019; Kozak & Kozak, 2019; Mulwa & Owiyo, 2018). The paper reviews the underlying features of the destination and provides this research to examine the opportunities that support the image of destinations. It investigates the features and management of tourism destinations in Cyberjaya city, Malaysia.

2. Literature review

The image branding literature under the Butler Lifecycle model encompasses the conceptualization of destination branding. It focused on key themes of Butler models that include Perception of Beauty (Exploration), Personal Satisfaction (Involvement), Infrastructure (Development), Quality of Accommodation (Stagnation), Destination Management (Decline) and Tourism Image Branding (Rejuvenation). According to Binti Mior Shariffuddin (2019), the perception of beauty is branding an association of the exploration with the positive features meeting the destination branding. The visual and mental impression of a place as experienced by the tourist identified the perception of visitors and the perceived brand image that potentially attracts clients (Abdullah & Lui, 2018). Satisfaction, obtaining the experiences, and lowering the risks of quality evaluation of destinations provide recognition of the destination as a brand (Othman et al., 2020). For tourists, the extrinsic cue of image branding and the positive ability to eliminate the risks are identified as building perceptions to visit the sites. Potential elimination of risks for taking decisions for tourists to visit the destination appropriately (Guliling, 2018).

Image branding is aligned with experiences, advertisements and accommodations promotions that support tourists in visiting the destination (Kasim & Wickens, 2020). Cities with technological support and advanced accommodating structure show a positive and strong perception. It shows the realization of destination image that may be able to understand the nature of tourism destinations (Mannaa, 2020). Omar et al. (2020) reflect personal satisfaction as the involvement of tourists is distinguished and reviewed streams of destination management. It is attributed to the cognitive and cognitive-affective features of influencing the tourists. Incorporating cognitive evaluation reflects tourists' perception of transport, accommodation, and overall satisfaction with city destinations (Ahmad et al., 2020). In the mind of tourists, the knowledge and belief of the destination are contributing factors for visitors to underline their holiday plans (Widjaja et al., 2020). Feature of cognitive realizes the importance of emotional aspects where both are effective and captured with the individual perception that highlights tourists' views of specific abilities to visit the desired places (En et al., 2021). Impression of destination images is influenced by the dimensions of attributes and measurable characteristics of terms underlined for accessible accommodation.

The City of Cyberjaya, encompasses functional characteristics of accommodation with luxurious styles and components of psychology, unique and leading features for branding (Abukhalifeh & Wondirad, 2019; Arsad & Borhan, 2019; Cham et al., 2021; Sopha et al., 2019). It concerns tourists with high pricing, fame, safety, and quality of service. The level of friendliness, infrastructure and transportation are linked with psychological perception (Wong, 2017). Scholars discuss similar issues in Singapore and Thailand that drive Malaysian cities to be upgraded with retrospective features of emphasizing the tourists' high-quality experience and maintaining the city's destination image. Azam et al. (2018) provide the infrastructure development use as part of the strategy that costs the destination branding of image and promotion of the identical process to fill the features of satisfaction, perception, and quality accommodation (Ram & Hall, 2018). Certain mottos may reflect the destination's convey value and commercialise the powerful image of entertainment of tourists (Battour et al., 2018). These visitors communicate with the brands' equity over the city's poor management or destination arrangement to reinforce the specific area's brand positioning.

Taglines are commonly used for image branding of specific destinations in considering the elements complicated for consumer or corporate stakeholders (Abd Hamid & Isa, 2018; Kebete & Wondirad, 2019; Kozak & Kozak, 2019; Mulwa & Owiyo, 2018). Experiences from the involved parties in developing and progressing meaningful change in destinations are considered in terms of range and diversity that develop competition among cities and rural tourist destinations (Halim et al., 2018). Coordination of destination management organizations usually is under the control of local tourists and managing authorities specified by the governments in line with the success of destination branding (Abd Hamid & Isa, 2018; Kozak & Kozak, 2019). These factors featured the linking of units, divisions, and departments as top management priorities of the organization. Arsad and Borhan (2019) reflects the quality of accommodation as the stagnation stage of destination managers. These are well aware of prospective destinations with a specific focus on assessment of potential tourists assessing the destination image. It highlights the corrected misconceptions about specific locations with the identification of transportation and accommodation as determinant segments of the tourism destinations (Abukhalifeh & Wondirad, 2019). Progress of destinations through the availability of facilities of transportation and efforts for offering such favourite destinations there is market segmentation examining the perceived image of attractive cities in Malaysia (Fernando, 2020; Tritto & Fun, 2019). The extensively accepted phenomena of tourists' perception and general behaviour towards accommodation and satisfaction are helping in predicting the competitive advantages of favouring the tourists' destinations.

Tourism marketers and developers are employing favourable tools for managing cities as tourist hotspots (Arsad & Borhan, 2019; Cham et al., 2021). Kebete and Wondirad (2019) offer the decline stage of destination management. It includes the selection of the destination city for decision-making for the positive image of the destinations. The image of destinations is likely to incorporate the destination for an affirmative image as memories of tourists with pleasing experience of perception is leading to develop an attachment with cities (Abd Hamid & Isa, 2018; Hamid et al., 2021; Mulwa & Owiyo, 2018). For many, an apparent lack of realization is an attribute of viewing the leading role of cities as a presentation of Cyberjaya. It is favourable both for rural and urban tourism destinations. The features of the city endorsed as a town where essential parts are attributive, and land is spread over 7000 acres as a multimedia corridor. Hamdi et al. (2019) unfold the tourism image branding features of destinations which requires significant work for tourist satisfaction.

The destination consists of a palm plantation where accommodation and extensive buildings gradually develop. Community clubs, educational institutions and business hubs provide for maintaining the city as a faithful destination (Afthanorhan et al., 2017; Haigh, 2020; Hussin, 2018). The installation properties and the retail space with apartment suites are the destination development plans for tourist activities. Tourist demands are the availability of each facility, accessible

accommodation, and the influence of transportation to construct commercial and residential buildings (Arsad & Borhan, 2019; Sopha et al., 2019). Further, the travelling demand of tourists towards Cyberjaya invites for the use of highways developed from major cities towards Cyberjaya, and the presence of buses, cars and other facilities of transport are all attractive in sharing the services and accommodation that leads to the satisfaction of the tourists (Abukhalifeh & Wondirad, 2019). The availability of communication networks with back store electric supply and district cooling features is to accommodate tourists. It provides the tourists to engage in a positive development of destinations (Silva et al., 2020). Each tourist factor for the progress of destinations is reflective and interactive for the city to become a tourist hub which is underlying the active tourism practices in Cyberjaya.

2.1. Butler tourism life cycle Model

The proposed tourism life cycle model provides the tourism destination developed through six stages (Wang et al., 2016). Six stages are the life cycle of a tourist destination are explained in Figure 1 where Cyberjaya city is develop at a microscopic scale, and it becomes bigger until stagnation occurs (Mecca et al., 2018). The tourist destination stages start from exploration, then involvement, development, consolidation, stagnation and decline or rejuvenation. In 1980, Butler published a model of tourism destination evolution called the Tourism Area Life Cycle. For the exploration of the destination or the tourist site, key stages are needed to develop for a fair outcome. Tourist destinations in the city of Cyberjaya are prominent not initially but after gradual development and progress. The initial stage incorporated exploring where destinations are found in powerful or adventurous ways. It categorized the particular terms of natural beauty, history, and culture (Andrianto & Kusumah, 2021). In a landscape, the non-availability of tourist services and locals involved in developing their income through respective destinations is limited (Belhassen, 2020). The second stage of the theory is the involvement of locals in understanding the increasing number of tourists visiting the same place. Locals start their business on the destination with the availability of food, transport, accommodation, and related facilities. It leads to the development stage, where travel companies utilize the destination's emerging potential (Albaladejo et al., 2020).

Investing money in the destination is acceptable for the investor when it is feasible, and the arrival of tourists is effective (Sumra et al., 2022). It develops wooden houses and canopies and sells package holidays. An intense and massive expansion of opportunities is available for tourists. Consolidation is the next stage of the Butler tourism life cycle (Andrianto & Kusumah, 2021). It allows locals in the city of Cyberjaya to make money from the newly developed destination. The continuation of buildings and resorts could be more attractive when tourists become lower with no powerful outcome. For the competition with other destinations, stagnation is significant where the destination's original features are retained to maintain the growing process positively (Singh, 2021). Original and natural features of a destination, as in Cyberjaya as provided in Figure 2, allow tourists to visit places without declining their number of visits. The last stage of the Butler tourism life cycle is the decline to which management needs care and attention (Mecca et al., 2018). Rejuvenation is the decline or regrowth of the destination or injecting investment for bringing a new resort to a similar destination (Albaladejo et al., 2020). It is possible in Cyberjaya as it is new to the tourism investment for destination development and arrival of tourists. This follows the development of wooden houses, canopies and sells package holidays. An intense and massive expansion of opportunities is available for tourists.

H1: *Destination Management is the encouraging feature affecting image building*

H2: *Image branding is an encouraging feature affected by Destination Management*

H3: *Infrastructure is an encouraging feature for the destination management*

H4: *Perception of beauty is the encouraging feature affecting the Image Branding*

Figure 1. Theoretical framework Butler lifecycle Model.

Source: (Arsad & Borhan, 2019; Kebete & Wondirad, 2019; Maralbayeva et al., 2021; McKercher & Wong, 2021; Ram & Hall, 2018; Saad & Yaacob, 2021; Tritto & Fun, 2019) where destination management is the leading factor

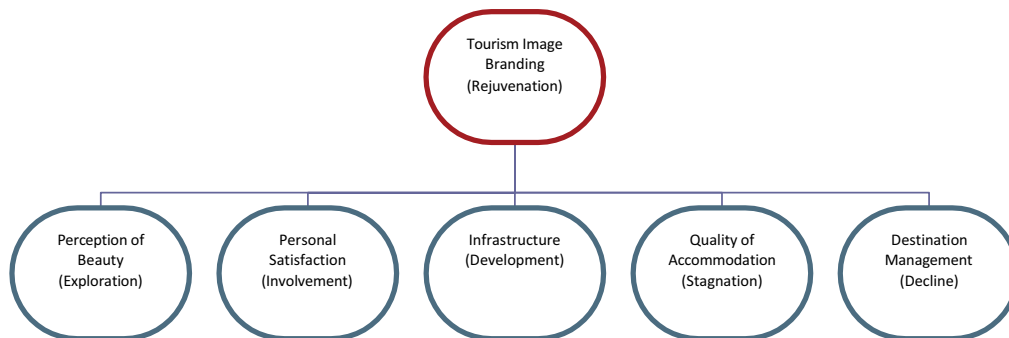
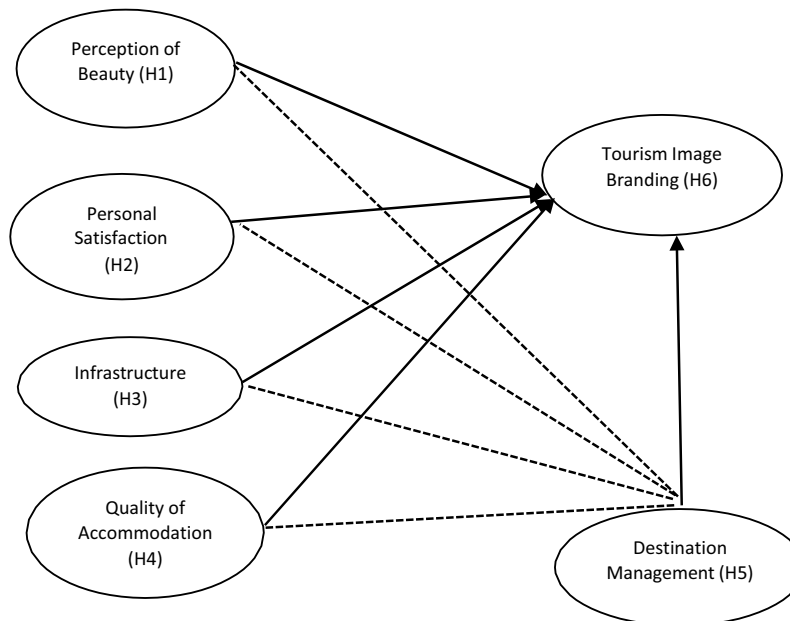


Figure 2. Conceptual Framework.



H5: Personal Satisfaction is an encouraging feature affecting Image Branding

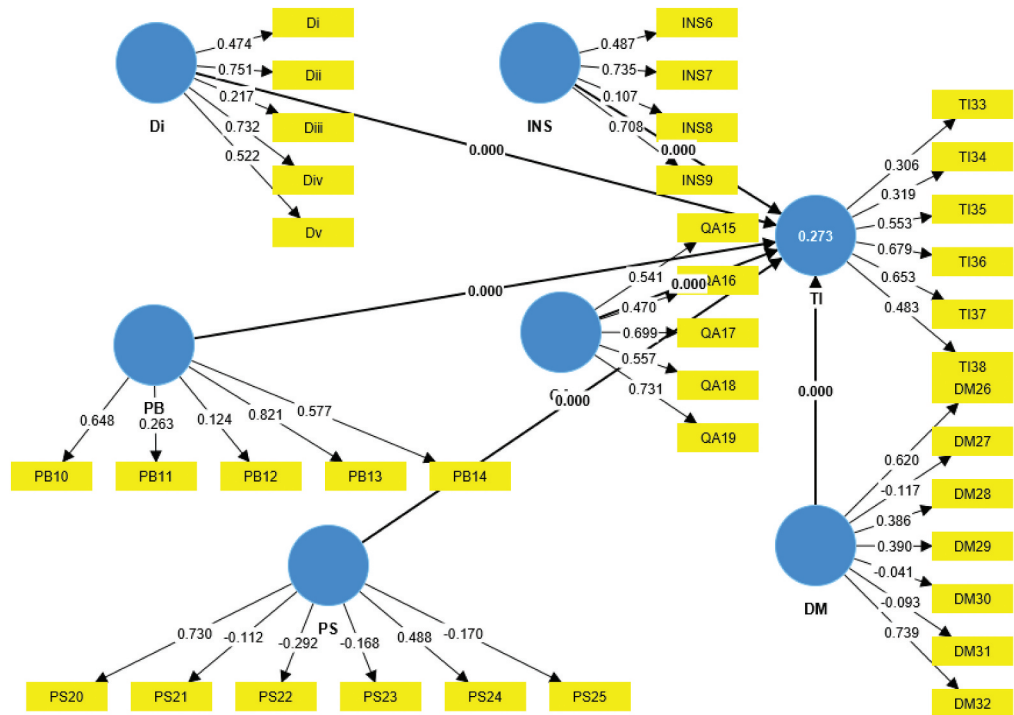
H6: Quality of the accommodation is an encouraging feature affecting Destination Management

3. Methodology

SPSS is the statistical software package for social science research, used in this research to screen the data and to present descriptives for efficient data analysis. It is implied for monitoring and evaluation of the data for the results of this research. However, the use of PLS-SEM is to better update the questionnaire quality, and to assess validity as it shows fewer contradictory results on tourism destination management for image branding of Cyberjaya city. The results and systematic outcomes of this study implied data from the participants of tourism agencies, tourists travelling to Cyberjaya inbound and outbound. Following the process of identifying respondents there are four tourism-related travel agencies related to Cyberjaya city (Abd Hamid & Isa, 2018; Kebete & Wondirad, 2019; Mulwa & Owiyo, 2018). Among the respondents, field teams are moderators where the travelers and tourist agencies are selected, based on their connection with the destination management (Abu Hamid & ISA, 2020). The facilitator guide and format are developed according to the questions and objectives that are supported by the literature. The team selected a pre-test of the instrument, including recording voice and the availability of essential resources for collecting responses.

Figure 3. PLS SEM Model.

Source: PLS-SEM Model (V4)



During the process of data collection, the respondents view and collected information is accumulated for transcription to analyze and accommodate data into the research (Abukhalifeh & Wondirad, 2019; Arsad & Borhan, 2019; Cham et al., 2021). The quantitative research methodology is implied for the study to demonstrate the tourist features for destination management for Cyberjaya city of Malaysia. Image branding features and justification for using the quantitative methodology are supported by authors (Sopha et al., 2019) in their research on tourism destination management. The results and quantitative analysis are influential contributions where image branding facts are encouraged to meet the needs of destination management in Cyberjaya. Data testing is used to see the correlation, ANOVA and features of implementing the destination features following the results of descriptive tests (Abd Hamid & Isa, 2018; Kebete & Wondirad, 2019; Kozak & Kozak, 2019). The research under consideration implied sample size for maximum participation of respondents. It includes the testing of reliability that is a concern with the tourism destination management.

Probability sampling is used as participants are known to research, including the tourism department, tourism agencies, travellers, and tourists to Cyberjaya city for their input on image and destination management. Chaokromthong and Sintao (2021) provides the use of Krejcie and Morgan sampling formula which is offering a better understanding of quantitative data from population. According to Adam et al. (2020) Krejcie and Morgan sampling reflects the suitability for survey research and helps in explaining the data variation to estimate the finite population. As a destination of choice, Cyberjaya is considered through the sample size formula of Krejcie and

Dependent Variable	Mediating Variable	Independent Variable
Tourism Image Branding (Arsad & Borhan, 2019)	Destination Management (Birsan & Bilim, 2019; Ram & Hall, 2018)	Perception of Beauty (Saad & Yaacob, 2021) Quality of Accommodation (Kebete & Wondirad, 2019) Personal Satisfaction (Tritto & Fun, 2019) Infrastructure (Biswas et al., 2020)

Morgan in 1972, followed by the population containing the distributed questionnaire towards 379 with 317 responses received from the relevant respondents participants. The area of the population is underlined with consideration of formula fit for the marginal error of 5% and subsequent use of confidence level at 95%.

For the quantitative research method, using a survey instrument is a reliable and well-known practice among scholars of academics and experts in tourism research (Saad & Yaacob, 2021; Weitzer & Weislämle, 2021). A survey in this research comprises 38 items distributed with each variable as the perception of beauty, quality of accommodation, tourism image branding, destination management, personal satisfaction, and infrastructure. The questions are the choice of destinations in Cyberjaya city and tourists' perception for the destination management. It is to support through the features of accommodating the destinations as well as aspects of perception developed over the tourists treatment and facilities provided in Cyberjaya city. The development of survey instruments also incorporates the information that follows the gender, experience, education, age, and relevant detail of participants to remain focused on the objectives of this research. In view of this survey was conducted during the months of Oct–Dec 2022, with frequent intervals in attaining the required data.

Similarly, questions containing the tourists' satisfaction are comprised of how other variables of accommodation, perception, and image branding are interlinked for destination management Azam et al. (2018); Ram and Hall (2018). For that matter, accommodation is set as the second section, where individuals are asked to respond to the features that need progress to ease the facilities of tourists visiting the city of Cyberjaya. Section three of the questionnaire instrument comprises the perception of a tourist over the features and availability of demands while travelling to the city. The five-liker scale forms the question on image branding. It provides the essence of how destination management contributes to the image development of Malaysia through the progress of destinations in Cyberjaya. The linking variable in Figure 3 with each other are followed by the destination management, where questions containing the facilitating features are developed to maintain destination requirements for effective progress. The survey is managed through SPSS software, and the PLS-SEM model is applied to statistical data that encouraged the reliable results to attain a definite conclusion. Further, the use of tests included the reliability of data, descriptives, ANOVA, regression, and correlation. These are to measure the research outcomes and to validate the results.

4. Finding

The analysis of SPSS software and the PLS-SEM model (V4) provides the destination management to emerge as the branding of the image for Cyberjaya city. It determines the features of image branding as interlinked aspects for destination management and branding of an image through the enhanced travelling. The data implied the features of destination management as reflective of the details and lacking essential resources over perception and facilities that consider travellers to remain active in the city for leisure time. Destination management from Butler area lifecycle stages developed as branding determinants of Cyberjaya city. It instigates that domestic tourists be allowed and may visit places as part of the image branding process. The data speaks for each variable is significant to the value of 0 at path coefficients table 1. This is effective for the role of determinants where destination management plays a mediating role in image branding. Image branding is apparent from the research finding as it is critical determinant of destination management. This is well supported from the earlier research of Nazneen et al. (2021) to use destination management for image branding. Tovmasyan (2021) indicates the effective role of tourism-based branding of cities which is evaluated by using Butler lifecycle model in this study. The finding of this research is supported from Maralbayeva et al. (2021) where destination life cycle concept is utilized from Butler model to use cities as tourism destinations for image branding. For Cyberjaya city, the destination management emergence as a branding of image is also reviewed in the research of Xiangyu et al. (2022) where the author provides the effective tourism destination role of cities.

Table 1. Path coefficients

H1	DM -> TI	0.055
H2	Di -> TI	0.047
H3	INS -> TI	0.011
H4	PB -> TI	0.023
H5	PS -> TI	0.030
H6	QA -> TI	0.014

Source: PLS-V4

Table 2. Table of correlation

Description	Destination Management	Image Branding	Perception	Accommodation	Satisfaction
Destination Management	1.000				
Image Branding	.432	1.000			
Perception	.411	.614	1.000		
Accommodation	.371	.532	.537	1.000	
Satisfaction	.334	.523	.534	.536	1.000

Table 3. Table of regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.437 ^a	.332	.328	.68234	.337	15.374	3

There is a dire need for progress in destination development and meeting the needs of city destinations to attract international tourists. The reliability of the survey instrument and research is tested, with the results showing the performance of each variable as reliable, and it presents the overall reliability of 0.6 as acceptable. The value for destination management stands at 0.721, followed by image branding at 0.622 and perception at 0.633. Further values for the reliability of accommodation are 0.689 and satisfaction at the value of 0.0674, resulting in the acceptability of research data, fit for analysis, and reaching a definitive conclusion.

Correlation refers to identifying a number ranging between the value of -1 and + 1, which shows some relationship among variables used in the research Table 2. It highlights both positive, highly positive, and negative relations among the participants. The costs for providing destination management strongly correlate with image branding, as shown in figure 1.000 towards .432. It is followed by the image branding towards the destination as positive, and the value of .411 of perception instigates the efficiency of accommodation needs to be highlighted. Positive relation shows with perception and accommodation. The value of .371 is a positive correlation, and .334 is the value of satisfaction but a weak positive towards image, accommodation, and perception. It highlights the values as .523 and .534 or .536 to be effective for the positive role of perception.

Table 4. Model summary

Model Summary			
Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	247 ^a	.000	3.124

The regression model provides the values and the need to evaluate data fit for the use and analysis of the research under consideration. The values reflect as r with .437 in Table 3 are followed by the r square .328 underlying the efficient ratios where significant values are less than five per cent over the 0.0000 and rejecting the null hypothesis and contributing to the features of accommodation, perception, and satisfaction. Image branding and destination management are significant as values of r square change at .337 with an F change of 15.374, and df_1 is equal to 3 values shown in the table. The model applied to this research is compelling and explains the features of destination management to illustrate image branding as part of the research focused on achieving objectives and follow-up values.

Result incorporated the model summary in Table 4 with the values of the significance F change are determinant towards the .000 with the Durbin Watson at 3.124 and df_2 as 247 showing the essence of tourism destinations for the measurement of Cyberjaya as a tourist site. The desired change in the ratios of the model summary highlights the determination of features for image branding as well as for the satisfaction of tourists visiting the desired destinations. Destination management results are productive, and ANOVA test results at the value of .000 show significant variation among variables used in the research. However, the unsatisfactory position of features should have highlighted the imminent need to meet the requirements of the tourists to follow image branding through city destinations. Each feature contributes positively, with mean values for the destination being 3.4212, followed by the image branding at 3.1450. It includes the perception where mean values are determinant and showing 3.3212 with accommodation stands at 3.1232. For satisfaction, the mean value is 3.3253, where each variable continuously operates towards the research objectives.

5. Conclusion

This research provides the missing role of the Butler Tourism Area Lifecycle Model while mediating through destination management for tourism image branding. It undertakes Cyberjaya city of Malaysia for mitigating features that implied the data developed, used, and analyzed through a comprehensive process of statistical procedures. It summarized the value of the city for examining the opportunities that support the image of destinations while processing the investigation of features and management of tourism destinations in Cyberjaya. Destination progresses are aligned with the favorable outcome from the resources and recreational activities, followed by the entertaining travelers to visit cities. The satisfied attributes of destination management offer an exciting experience that is determined through developing and structuring cities in line with tourism destinations. The exploration to rejuvenation stages of a destination requires the personal satisfaction of tourists through the quality of accommodation, perception of beauty, and managing destination infrastructure for tourism image branding.

The paper underlines the tourism-enabling environment with the availability of natural infrastructure and attractions as tourist spots. Examination of opportunities for Cyberjaya as a tourist resort favors the desired outcome of achieving the image branding goals. The maximum use of resources by the Malaysian government at the local and national levels may incite a powerful image that may develop because of meeting the features of accommodation quality, contributing to destination branding. Studies through systematic investigation maintained that the city resources of Cyberjaya are applicable and practical for implying as a tourist resort, ultimately leading to image branding. The tools of soft power through the tourism boom and incorporation of destinations are influential over the coercive use of resources to brand image in global interactions

and diplomatic channels. Inapplicable and vague landscapes are other reasons as many states are pursuing the tourism destination branding, instilling progressive options of the foreign policy. The perception built through accommodation, satisfaction and image branding is relevant for destination management.

The paper concludes with the features of image branding and destination management in Cyberjaya, a city in Malaysia, while confirming the integration of images with destinations. It shares the determinants of destination management over the Butler tourism lifecycle for the satisfaction of tourists, with the perception of beauty and branding of image. Frequent use of tourism destinations for specific purposes is a modern tool, and it is effective for the use of image branding with an understanding of destination quality in Malaysia. The study widened the scope of implying that tourists follow an essential component for improving performance and branding of destination determinants. Various concerted branding efforts are needed to expand this research in line with other stakeholders and departments concerned with the promotion of image through destination management. The inculcation of the image with destinations' features may invite the attention of tourists from diverse backgrounds who are interested in entertaining and recreational activities on the destinations.

The research allows the destination managers to employ the destination features to specified locations in the country to promote the image. An essential tourism industry contribution of this research is to connect the features Butler lifecycle model with natural beauty of Cyberjaya city. It is to enhance the quality of accommodation, to rebrand the perception about Cyberjaya, to develop the much-needed infrastructure and to ensure sustainability as tourist city for moving out of any decline to the arrival of tourists in the city of Cyberjaya. Managers in the tourism industry indicate the relevancy of destination management through the trust of travellers and meeting their expectations. Managers use alternative brand strategies to satisfy tourists personally and to accommodate image branding as a foreign policy choice of enhancing global relationships.

To meet travelers' needs, the extended accommodation services, or related easiness is to bring cultural values to destination performance for rejuvenation or reviving the decline of tourism practices. For further tourism research and destination branding the image requires similar features of tourism for the local culture of countries and cities. It is broadening the interaction of tourists for enhance relationships among cities. Future research determinants may consider image branding as a single tool linked with foreign policy to enhance the futility of natural resources. It may incorporate religious tourism destinations as reverent sites to be managed with due honor and respect, and not to use sacred sites as tourism destinations which favor the effective use of tourism destination management.

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