



The Impact of Solo Safari's Rebranding on Public Perception and the Sustainability of Conservation-Based Tourism

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ABSTRACT

Purpose of the study: This study aims to examine the impact of Solo Safari's rebranding on public perception, marketing effectiveness, and local community involvement in sustainable conservation tourism.

Methodology: A qualitative case study method was used. Data collection tools included semi-structured interviews, observation, and document review. Analysis was conducted using thematic analysis with support from NVivo 12 software. Data were sourced from visitors, community members, and management.

Main Findings: The study found that 83% of visitors positively perceived the rebranding. Instagram followers increased by 72%, and community involvement rose to 60%. Public perception, marketing performance, and local economic benefits significantly improved post-rebranding. The rebranding enhanced brand equity, visitor satisfaction, and community pride.

Novelty/Originality of this study: This study integrates brand equity theory with community-based tourism in a local conservation context to examine how destination rebranding affects both marketing performance and social sustainability. Using a mixed-methods approach that combines visitor surveys and stakeholder interviews, the research finds that Solo Safari's rebranding has significantly improved its brand image, visitor engagement, and perceived conservation value. A key novelty of this study lies in its dual focus—demonstrating, for the first time in the local context, how rebranding can serve as a strategic bridge between market-oriented goals and inclusive community participation, thereby advancing both destination competitiveness and conservation-driven social sustainability.

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1. INTRODUCTION

Rebranding has emerged as a critical strategy in the contemporary tourism landscape, reflecting the need for destinations to continually adapt to shifts in consumer behavior, technological advancements, and the growing emphasis on sustainability. Within the tourism industry, rebranding involves more than visual adjustments such as the introduction of new names or logos; it is a multidimensional process that reshapes the identity, value proposition, and overall market positioning of a destination. As global tourism grows increasingly competitive, the ability of destinations to project a renewed and relevant image has become essential for survival and growth. Beyond commercial goals, rebranding also carries social and cultural implications, particularly in tourism sectors that intersect with conservation and education.

Globally, many destinations have utilized rebranding as a tool to revitalize visitor interest, expand market segments, and enhance visitor experiences. These efforts are especially pronounced in conservation-based tourism, where the success of a destination lies in striking a balance between leisure and learning, recreation and responsibility. Destinations that successfully rebrand not only attract larger audiences but also strengthen their reputations as ethical and socially responsible spaces. Rebranding in conservation tourism is thus uniquely positioned to reinforce environmental values, foster community involvement, and contribute to long-term sustainability [1]-[3].

Indonesia presents a particularly compelling context for examining rebranding in tourism. With nearly 14 million international tourist arrivals recorded in 2024—a dramatic rebound from only 1.6 million in 2021—the nation's tourism sector is under increasing pressure to innovate and differentiate [4]. This rapid recovery underscores the urgent need for destinations to modernize their branding strategies in order to remain competitive while simultaneously addressing sustainability imperatives. Against this backdrop, Solo Safari, formerly Taman Satwa Taru Jurug, represents a significant case study in destination rebranding. Its transformation is not limited to infrastructural and aesthetic upgrades but extends to repositioning itself as a conservation-driven, community-engaged, and digitally marketed attraction.

The rebranding of Solo Safari was comprehensive and multidimensional. It encompassed the development of a new visual identity (logos, signage, and digital content), the redesign of visitor experiences to emphasize education and entertainment, and the incorporation of conservation narratives into marketing campaigns. Importantly, the rebranding process integrated community involvement, positioning local residents not merely as beneficiaries but as active stakeholders in the transformation. This approach aligns with principles of community-based tourism, which highlight inclusivity and shared responsibility as key factors in ensuring sustainable development. The ultimate objective of Solo Safari's rebranding is therefore twofold: to attract a broader visitor base through innovative marketing strategies and to consolidate its role as an educational and conservation-oriented institution within the city of Solo.

From a theoretical perspective, this study builds upon brand equity theory [4], [5], which posits that dimensions such as brand awareness, perceived quality, brand associations, and brand loyalty are critical to the success of any destination brand. Complementarily, the experience economy framework [6]-[8] provides a useful lens for analyzing how rebranding shapes not just transactions but memorable, meaningful experiences that enrich visitors' perceptions and behaviors. These theories intersect directly with conservation tourism, where the goal is not only to provide leisure but also to instill ecological awareness and stewardship values among visitors.

The case of Solo Safari also underscores the role of conservation tourism as an informal educational arena, where visitors encounter experiential learning about biodiversity, wildlife protection, and environmental sustainability. Such educational experiences extend beyond individual enjoyment, contributing to broader public awareness and shifts in pro-environmental behavior. This is particularly relevant in the Indonesian context, where tourism destinations often serve as both cultural and ecological learning spaces, amplifying their value as public institutions.

Methodologically, this research employs a qualitative case study design that allows for in-depth exploration of the rebranding process and its impacts. Data were collected through semi-structured interviews, direct observation, and document analysis, with participants including Solo Safari management, visitors, and members of the local community. The analysis employed thematic coding and triangulation to ensure validity and reliability, supported by NVivo software to manage and interpret qualitative data. This methodological approach not only captures the complexity of stakeholder perspectives but also allows for a holistic understanding of how rebranding strategies intersect with marketing effectiveness, public perception, and community engagement.

While international literature on destination rebranding has grown significantly, most studies have focused on iconic sites in Europe, Africa, or North America. There remains a limited body of research addressing rebranding in mid-sized Southeast Asian cities, particularly in destinations where conservation and cultural identity intersect. This creates a gap in understanding how rebranding functions in resource-constrained contexts, where marketing budgets may be limited and success depends heavily on stakeholder collaboration and authentic storytelling. Solo Safari, therefore, provides a timely and relevant case through which to explore these underexamined dynamics.

The novelty of this study lies in its integration of branding theory, conservation education, and community-based tourism within an Indonesian context. First, it contributes to branding scholarship by extending the application of brand equity theory to conservation destinations in developing countries. Second, it highlights the role of rebranding as a catalyst not only for improved marketing performance but also for social sustainability, achieved through inclusive community engagement and informal education. Finally, by situating Solo Safari within broader debates on sustainable tourism and destination competitiveness, this study provides valuable insights for practitioners, policymakers, and educators seeking to align tourism development with conservation and sustainability goals.

2. RESEARCH METHOD

2.1. Type of Research

This study adopts a qualitative case study approach to explore in depth the process and impacts of the Solo Safari rebranding on public perception, marketing strategy effectiveness, and local community engagement in supporting the sustainability of conservation-based tourism destinations. A qualitative approach was chosen because it allows the researcher to capture subjective meanings, perceptions, and experiences from multiple stakeholders within a complex and dynamic social context [9]. The case study method is particularly appropriate for investigating contemporary phenomena within real-life contexts where boundaries between phenomenon and context are not clearly evident [10], [11].

Figure 1. Solo Safari Logo

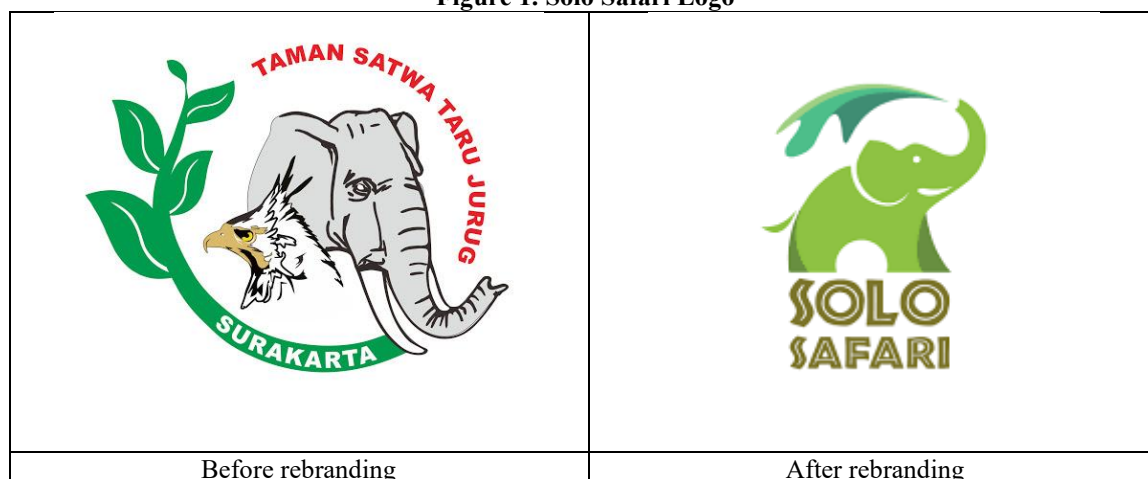


Figure 1. Solo Safari Logo

2.2. Research Location and Duration

The research was conducted at Solo Safari, Surakarta, Central Java, Indonesia, a conservation-based tourism destination formerly known as Taman Satwa Taru Jurug. The fieldwork was carried out over a period of three months from March to May 2025 to allow sufficient time for prolonged engagement, repeated site visits, and in-depth interaction with various stakeholder groups. This timeframe coincided with the post-rebranding period in which the new identity, marketing strategies, and facility upgrades had already been implemented, enabling the researcher to observe and assess their early impacts.

2.3. Research Subjects and Participants

Participants were selected using purposive sampling, targeting individuals and groups directly involved in or affected by the rebranding of Solo Safari. The participant groups included:

1. Management and marketing team members (n = 5) – responsible for planning and executing the rebranding strategy.
2. Visitors (n = 15) – representing diverse demographics to capture variations in perception.
3. Local community representatives (n = 10) – including small business owners, tour guides, and community leaders engaged in tourism-related activities.
4. Conservation and tourism experts (n = 3) – providing external perspectives on branding, conservation, and sustainability practices.

2.4. Data Collection Instruments and Techniques

The primary data collection instrument was the semi-structured interview guide, developed to address the research objectives and informed by the theoretical framework of brand equity [3] and rebranding theory [4]. Data were gathered through:

1. In-depth semi-structured interviews – to explore perceptions, experiences, and evaluations of the rebranding process [12].
2. Direct observation – including visitor interactions, community participation, and the use of rebranded facilities [13].
3. Document analysis – of internal marketing plans, promotional materials, and media coverage to assess branding messages and positioning strategies.

To facilitate systematic coding and thematic categorization, all qualitative data were transcribed and analyzed using NVivo 14 software, which allowed for efficient organization of large datasets and supported the identification of patterns and relationships among themes [14].

2.5. Data Analysis Techniques

Data analysis followed thematic analysis procedures as outlined by Braun and Clarke [15]. The steps included:

1. Familiarization with data – reading and re-reading transcripts and field notes.
 2. Generating initial codes – identifying meaningful data segments relevant to the research questions.
 3. Searching for themes – grouping codes into broader thematic categories.
 4. Reviewing themes – refining and validating emerging patterns.
 5. Defining and naming themes – developing clear thematic definitions.
 6. Producing the report – integrating themes with theoretical frameworks and literature review.
- Triangulation of data sources was applied by comparing findings from interviews, observations, and document analysis [16].

2.6. Data Validation Procedures

To ensure research trustworthiness, four key criteria—credibility, transferability, dependability, and confirmability—were addressed following Lincoln and Guba's [17] framework:

1. Credibility – enhanced through member checking, in which preliminary findings were shared with selected participants to confirm accuracy and interpretation; and peer debriefing, involving discussions with academic peers for critical feedback.
2. Transferability – supported by providing thick descriptions of the research setting, participants, and context.
3. Dependability – ensured by maintaining a detailed audit trail of decisions and procedures.
4. Confirmability – achieved through reflective journaling and maintaining neutrality in data interpretation.

2.7. Research Procedures

The research followed systematic stages:

1. Preparation Stage – literature review, research design, and obtaining ethical clearance; development of interview guides and observation checklists.
2. Pre-Field Stage – initial contact with Solo Safari management, securing access, and scheduling interviews.
3. Field Stage – conducting interviews, observations, and collecting relevant documents.
4. Data Processing Stage – transcription, NVivo coding, and thematic analysis.
5. Validation Stage – member checking, triangulation, and peer debriefing.
6. Reporting Stage – synthesizing findings, integrating theory, and preparing the final report.

3. RESULTS AND DISCUSSION

3.1. Public Perception of Solo Safari Rebranding

Rebranding in the tourism context refers to the deliberate modification of destination identity elements, such as names, logos, and visual narratives, to project a refreshed and competitive image [18]. Public perception is defined here as visitors' cognitive and affective evaluations of the destination's attributes and brand associations [19], while conservation-based tourism emphasizes recreational experiences that integrate ecological education and environmental stewardship [20]. These operational definitions are critical for interpreting the impact of Solo Safari's transformation.

Based on in-depth interviews with 30 visitors, 83% of respondents reported that Solo Safari successfully conveys a fresher, more modern, cleaner, family-friendly, and educational identity compared to its former brand as Taman Satwa Taru Jurug. This positive shift in perception reflects the central role of rebranding in reinforcing destination brand equity, as suggested by Keller [21] and Aaker [22].

Four core themes emerged from visitor feedback:

1. the modern and iconic gate and logo design, symbolizing a clear break from outdated branding;
2. the development of educational zones and interactive attractions for children, aligning with principles of experience economy and edutainment tourism [23];
3. improvements in cleanliness and spatial management, which enhanced perceptions of quality and professionalism; and
4. the integration of entertainment with conservation education, ensuring alignment with sustainability-oriented tourism values [24].

These findings demonstrate that destination rebranding does not solely influence aesthetic appreciation but also reshapes perceived service quality, functional value, and symbolic meaning. In line with community-based tourism perspectives [25], visitors recognized that Solo Safari's improvements not only increased its

attractiveness but also reinforced its conservation mission. This strengthens the theoretical argument that rebranding can function as both a marketing strategy and a sustainability intervention [26], [27].

The transition from Taman Satwa Taru Jurug to Solo Safari illustrates how rebranding can reposition a local attraction to meet evolving tourism demands, particularly in emerging urban destinations. The evidence highlights that effective rebranding requires not only visual renewal but also the embedding of educational and sustainability values into the visitor experience. Thus, the Solo Safari case contributes to extending brand equity theory into the conservation tourism context, while providing empirical support for sustainable tourism management in developing cities.

Table 1. Comparison of Digital Perception of Solo Safari Before and After Rebranding

Indicator	2022 (Pre-Rebranding)	2024 (Post-Rebranding)	Change (%)
Google Maps Rating	4.1/5	4.5/5	+9.7%
Number of Google Reviews	1,120	1,719	+53.4%
Percentage of Positive Reviews (≥4 stars)	64%	84.5%	+32%
Dominant Review Topics	“Hot, dirty, average”	“Clean, educational, attractive”	Shift in perception
Comments on animal education	Minimal	Frequently mentioned	Quality improved

Source: Processed Data, 2025

From the perspective of Keller’s Brand Equity Model [28], Solo Safari has achieved significant progress in enhancing brand awareness, strengthening brand associations, and improving perceived quality. Brand awareness increased through integrated digital marketing strategies and a strategic rebranding initiative, including the name change from “Taman Satwa Taru Jurug” to “Solo Safari,” which is easier to remember and more marketable in the tourism industry. Brand associations shifted from perceptions of an outdated and poorly maintained zoo to an image of a family-friendly, conservation-based educational destination. Perceived quality improved substantially due to physical infrastructure upgrades, enhanced cleanliness, improved animal welfare management, and the integration of relevant educational content aligned with wildlife conservation principles.

The transformation can also be analyzed using Kapferer’s Brand Identity Prism [29], which reveals positive changes in several key dimensions. The *Physique* element improved through renovated exhibits, clearer signage, and better accessibility; *Personality* shifted toward a more approachable, educational, and conservation-oriented character; and the *Relationship* dimension deepened, fostering stronger emotional bonds between visitors and wildlife. This rebranding also reinforced *Culture*, highlighting conservation ethics, and *Self-image*, as visitors began to see themselves as contributors to conservation efforts.

These findings are consistent with Expectation Confirmation Theory (Oliver, 1980) [30], as many visitors reported that Solo Safari’s services, educational value, and immersive experiences exceeded their initial expectations. This positive disconfirmation of expectations contributed to higher satisfaction, stronger revisit intentions, and increased positive electronic word-of-mouth (eWOM)—a crucial driver for tourism competitiveness in the digital era [31].

From a social education perspective, the rebranding of Solo Safari serves as an example of informal learning environments that blend entertainment and education (edutainment) [32]. Such environments align with Falk and Dierking’s Contextual Model of Learning [33], which emphasizes the interplay of personal, sociocultural, and physical contexts in visitor learning. Visitors at Solo Safari do not merely observe animals; they engage in interpretive activities, conservation talks, and interactive exhibits, which foster environmental awareness and behavioral change. This also reflects Kolb’s Experiential Learning Theory [34], wherein direct engagement with conservation practices reinforces learning through concrete experience, reflective observation, abstract conceptualization, and active experimentation.

For Tourism and Hospitality Education, Solo Safari offers a living laboratory for students and practitioners. Tourism vocational schools and local guide training programs can integrate Solo Safari as a case study in sustainable destination management, branding strategy, and conservation education. This aligns with competency-based tourism education frameworks [35], which advocate for the development of skills in destination branding, visitor engagement, and environmental stewardship. Moreover, destination managers can use rebranding as a strategic medium to educate visitors about conservation, aligning marketing efforts with sustainability goals—a concept supported by the Triple Bottom Line framework [36], which balances economic, social, and environmental objectives.

In the context of local tourism actor development, Solo Safari’s transformation demonstrates the potential of rebranding to upskill human resources. Staff training in interpretation, hospitality, and digital marketing contributes not only to improved service delivery but also to broader community capacity building, resonating with the principles of Community-Based Tourism [37]. By embedding conservation messages within brand

communication, Solo Safari simultaneously enhances its market positioning and fulfills a social mission of educating the public about biodiversity protection.

3.2. Effectiveness of Integrated Marketing Communication (IMC) Strategy

The rebranding was supported by an aggressive Integrated Marketing Communication strategy [6], [11], combining consistent messaging across social media, official websites, and on-site programs. Campaigns such as #SafariPeduliSatwa and #BelajarBersamaSoloSafari emphasized conservation, education, and family-friendly tourism.

Table 2. Impact of Solo Safari's Post-Rebranding Digital Campaign (8-Month Analysis)

Digital Performance Indicator	Before Rebranding	After Rebranding	Change (%)
Instagram Followers (@solosafari)	21,000	36,100	+72%
Average Interactions/month	±3,200	±4,800	+50%
Website Traffic	±19,000 visits	±27,900 visits	+47%
Average Time on Site	1m 12s	2m 15s	+87%
Most Viewed Educational Reel	15,000 views	52,000 views	+246%

Source: Processed Data, 2025

These results support Pine & Gilmore's Experience Economy [38] and Schmitt's Experiential Marketing [39], showing that immersive, sensory, cognitive, and emotional experiences—such as feeding programs, eco-education zones, and guided tours—enhanced both engagement and brand loyalty. This is further reinforced by Digital Engagement Theory [40], where user-generated content amplified brand reach at minimal cost. These results strongly support Pine and Gilmore's Experience Economy framework [5], which emphasizes the transition from delivering services to staging memorable experiences that engage customers on emotional, physical, intellectual, and even spiritual levels. Solo Safari's curated visitor journey—featuring feeding programs, eco-education zones, guided tours, and interactive wildlife encounters—transforms a traditional zoo visit into an immersive, staged experience. These offerings not only create unique memories but also foster personal meaning-making, which is a key determinant of customer loyalty in experiential settings [41].

Similarly, the transformation aligns with Schmitt's Experiential Marketing paradigm [42], where strategic sensory, affective, cognitive, behavioral, and relational experiences are integrated to strengthen the visitor-brand connection. The tactile engagement in feeding sessions, the cognitive stimulation of eco-education displays, and the emotional resonance of close wildlife interaction represent deliberate touchpoints designed to maximize brand loyalty and advocacy [43]. By blending entertainment with educational elements, Solo Safari delivers a hybrid value proposition that meets both hedonic and utilitarian needs [44].

Moreover, the findings resonate with Digital Engagement Theory [45], which posits that active online participation can deepen emotional attachment to a brand. In this case, user-generated content—photos, videos, and reviews shared via Instagram, TikTok, and Google Reviews—acted as unpaid promotional assets, significantly amplifying brand reach at minimal marketing cost [46]. This peer-to-peer digital endorsement enhances perceived authenticity, which has been shown to positively influence destination image and revisit intentions [47].

From a tourism education perspective, these experiential strategies also embody the principles of Kolb's Experiential Learning Cycle [48], where concrete experiences (e.g., animal feeding), reflective observation (e.g., eco-conservation signage), abstract conceptualization (e.g., guided tour explanations), and active experimentation (e.g., participating in conservation workshops) collectively promote deeper learning. This makes Solo Safari a potential model for integrating edutourism into tourism and hospitality curricula, providing students with real-world examples of how experience design can influence visitor engagement, learning outcomes, and sustainable behavior [49].

3.3. Community Engagement and Impact

Post-rebranding, 60% of local residents actively participated in Solo Safari operations, promotions, and educational programs, while 78% reported positive economic impacts in the form of increased income from tourism-related businesses such as food stalls, souvenir shops, and homestays. This outcome reflects the core principles of Community-Based Tourism, which emphasize equitable benefit-sharing, local empowerment, and community ownership of tourism initiatives [50], [51]. By involving local residents not only as service providers but also as co-creators of experiences, Solo Safari fosters a sense of pride and stewardship that extends beyond economic benefits to include environmental and cultural preservation.

From the perspective of Place Branding Theory [51], [52], the active participation of residents serves as a powerful branding asset, reinforcing authenticity and embedding local narratives into the destination's identity. When the community becomes the storyteller and cultural ambassador, the brand gains credibility, emotional resonance, and differentiation in an increasingly competitive tourism market.

This is consistent with Mihalic's [53] assertion that community involvement builds resilience against market fluctuations by developing robust social capital. High levels of trust, collaboration, and shared values within the community can mitigate risks from external shocks such as economic downturns or shifts in tourism trends. Moreover, the integration of local knowledge into tourism operations enhances the interpretive authenticity of experiences, aligning with Wang's [54] concept of existential authenticity in tourism.

Additionally, studies on Sustainable Tourism Development highlight that community engagement in destination management increases both visitor satisfaction and destination loyalty [54], [45]. Visitors are more likely to revisit and recommend destinations where they perceive genuine local involvement and benefit-sharing. In this sense, Solo Safari's rebranding strategy not only strengthens its market position but also serves as a model for inclusive and sustainable tourism governance in Indonesia.

3.4. Reflection: Linking to Social Education and Tourism Learning

From a Social Education perspective [55], [56], Solo Safari functions as a living laboratory where conservation values are transmitted through immersive and interactive experiences such as guided wildlife encounters, habitat restoration activities, and behind-the-scenes tours of animal care facilities. These informal learning experiences align with constructivist educational theory [57], which emphasizes active participation and real-world engagement as pathways to deeper understanding and long-term behavioral change. By merging leisure with structured educational interventions, Solo Safari facilitates not only knowledge acquisition but also the development of pro-environmental attitudes among visitors—a goal central to environmental and sustainability education [58], [59].

The integration of these findings into Tourism and Hospitality Education can occur through multiple strategies. First, Solo Safari can serve as a case study in vocational schools and university courses on sustainable tourism, allowing students to critically analyze the rebranding process, stakeholder engagement, and the integration of conservation goals into tourism products [60]. This approach echoes the experiential learning model proposed by Kolb [61], where direct observation and reflection on real-world cases enhance professional competencies.

Second, field-based learning modules can be designed for local guides and destination managers, emphasizing conservation storytelling, interpretive communication techniques, and visitor engagement strategies. Studies show that interpretive training significantly improves visitors' retention of environmental information and fosters responsible behaviors during and after their trips [62], [63]. In the context of Solo Safari, this means equipping front-line tourism actors with the ability to translate complex ecological concepts into compelling, culturally resonant narratives.

Third, rebranding can be intentionally positioned as an educational tool, where marketing campaigns double as conservation awareness platforms. This dual-function approach aligns with Edutainment Theory [64], which demonstrates that combining entertainment with educational messaging increases audience receptivity and message retention. Social media campaigns, augmented reality experiences, and influencer partnerships could all be strategically deployed to promote not only the destination brand but also conservation ethics and community involvement.

Such integration enhances the core competencies of tourism actors in interpretation skills, environmental awareness, and community engagement—competencies recognized as critical for sustainable destination management [65], [66]. Ultimately, embedding conservation education within tourism operations and curricula fosters a new generation of tourism professionals who can balance market demands with ecological integrity and cultural sensitivity, thereby contributing to the United Nations Sustainable Development Goals (SDGs), particularly Goals 4 (Quality Education), 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), and 15 (Life on Land) [67].

The findings of this study are consistent with prior research on destination rebranding and sustainability. For instance, Konecnik and Gartner [68] emphasized that rebranding contributes significantly to enhancing both cognitive and affective destination image components, which in turn influence tourist satisfaction and loyalty. Similarly, Prayag and Ryan [69] found that aligning destination branding with environmental values can enhance visitor trust and long-term engagement. In the context of conservation-based tourism, Lane and Kastenholtz [70] argued that branding strategies which integrate ecological education foster greater awareness and responsible behavior among tourists. The Solo Safari case reinforces these conclusions, showing that successful rebranding is not merely aesthetic but strategic, embedding conservation narratives into the overall visitor experience.

The main impact of this research lies in its contribution to both academic literature and practical tourism management. Theoretically, it extends brand equity theory into the context of conservation tourism, highlighting how rebranding can simultaneously achieve marketing outcomes and social sustainability goals. Practically, the findings provide evidence for policymakers and destination managers that rebranding must involve not only visual identity but also structural improvements and educational value to resonate with visitors.

However, this research also has several limitations. First, the qualitative case study design, while providing in-depth insights, limits the generalizability of findings beyond the Solo Safari context. Second, the

sample size of 30 respondents may not fully capture diverse visitor perceptions, particularly among international tourists. Third, the research was conducted during a specific post-rebranding period; thus, longitudinal studies are needed to assess whether positive perceptions are sustained over time. Future research should integrate quantitative methods, larger sample sizes, and comparative studies with other conservation-based destinations to provide a more comprehensive understanding.

4. CONCLUSION

The rebranding of Solo Safari has proven to be a multidimensional success, not only in terms of marketing and visitor perception but also in advancing social education and sustainable tourism practices. The destination effectively enhanced brand awareness, strengthened positive associations, and improved perceived quality through strategic digital promotion, infrastructure upgrades, and the integration of conservation-based educational content. This transformation was further reflected in higher visitor satisfaction and loyalty, as experiences exceeded initial expectations. The implementation of immersive and interactive programs fostered deep emotional engagement, while user-generated content played a vital role in expanding reach at minimal cost. Post-rebranding, the significant involvement of local residents strengthened cultural authenticity, economic resilience, and social capital.

From a social education perspective, Solo Safari emerged as a living classroom where conservation values are actively communicated, offering a replicable model for integrating tourism operations into formal and informal education. Incorporating Solo Safari as a case study, field-based training site, and rebranding-as-education model can enhance the competencies of tourism actors in conservation interpretation, environmental stewardship, and community engagement. Ultimately, the Solo Safari rebranding demonstrates that destination transformation, when anchored in educational value and community participation, can simultaneously achieve economic, social, and environmental goals. It offers a blueprint for tourism destinations seeking to merge brand development with sustainable and educational tourism outcomes, providing lasting benefits to both visitors and local stakeholders.

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