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Integrating Tourist Satisfaction and Environmental Stewardship for Sustainable Management of Cultural Destinations

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Abstract: The growth of the tourism industry contributes substantially to economic development but simultaneously poses critical sustainability challenges particularly within the domain of cultural tourism. This study examines the role of sustainable tourism practices in empowering local communities and safeguarding both cultural heritage and environmental integrity. Amid rising public awareness of social and ecological issues, tourists increasingly favor environmentally responsible experiences that not only enhance satisfaction but also support local economies. However, phenomena such as overtourism threaten the long-term viability of cultural destinations and diminish the quality of visitor experiences. In response, this paper advocates for the integration of ecotourism and community-based tourism strategies as effective tools to mitigate sustainability risks.

Utilizing a qualitative research design grounded in literature review and critical synthesis, the study explores the nexus between perceived environmental governance (PEG), tourist satisfaction, and revisit intention within the context of cultural tourism. A distinguishing feature of this research is its incorporation of sustainability principles into the conceptual framework of visitor behavior, alongside an



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intention within the context of cultural tourism. A distinguishing feature of this research is its incorporation of sustainability principles into the conceptual framework of visitor behavior, alongside an emphasis on the emerging role of digitalization in facilitating sustainable tourism practices an area that remains underexplored in existing literature. The findings indicate that meaningful cultural engagement and positive experiential outcomes significantly influence tourists' intention to return. Nevertheless, the challenges of cultural commodification and environmental degradation necessitate comprehensive management approaches to ensure tourism development does not compromise local identities. The study concludes that enhancing visitor satisfaction through targeted marketing, authentic cultural programming, and active community participation can strengthen revisit intentions and promote sustainable tourism pathways. Overall, the research underscores the critical need to balance tourism expansion with the preservation of cultural and environmental values.

Keywords: Sustainable tourism; cultural integrity; community empowerment; overtourism; tourist satisfaction; revisit intention; digitalization.

融合游客满意度与环境管理以实现文化旅游目的地的可持续管理

摘要：旅游业的发展在推动经济增长方面发挥了重要作用，但同时也对可持续性构成了严峻挑战，特别是在文化旅游领域。本研究探讨了可持续旅游实践在增强地方社区能力以及保护文化遗产与环境完整性方面的作用。随着公众对社会与生态问题认知的不断提升，游客日益倾向于选择具有环境责任感的旅游体验，这不仅提升了其满意度，也有助于支持地方经济发展。然而，“过度旅游”等现象威胁到文化旅游目的地的长期可行性，并降低了游客体验的质量。为应对这一挑战，本文主张将生态旅游与社区主导型旅游战略纳入旅游规划，以作为缓解可持续性风险的有效工具。通过基于文献综述和批判性综合的定性研究设计，本研究探讨了感知环境治理（PEG）、游客满意度与重游意愿三者之间的关联机制，聚焦于文化旅游的背景。本文的独特之处在于将可持续发展原则纳入游客行为的概念框架中，并强调数字化在促进可持续旅游实践中的新兴作用——这一议题在现有文献中尚缺乏充分讨论。研究结果表明，有意义的文化互动和积极的旅游体验显著影响游客的重游意愿。然而，文化商品化与环境退化等问题要求采取全面的管理策略，以确保旅游发展不会破坏地方文化身份。研究结论指出，通过有针对性的市场营销、真实的文化活动策划以及积极的社区参与，可以有效增强游客满意度与重游意愿，进而推动可持续旅游的发展路径。总体而言，研究强调了在扩大旅游流量的同时，维系文化与环境价值之间的关键平衡。

关键词：可持续旅游；文化完整性；社区赋权；过度旅游；游客满意度；重游意愿；数字化

1. Introduction

The growth of the tourism industry not only contributes significantly to economic improvement but also presents major challenges to sustainability. In this context, cultural tourism has emerged as an important way to create enjoyable and sustainable experiences. Sustainable tourism must prioritize the empowerment of local communities and the preservation of the environment and culture. The increasing awareness of social and environmental issues within society leads visitors to seek more eco-friendly experiences [1].

Sustainability in tourism destination management not only enhances tourist satisfaction but also contributes to the protection of ecosystems and local communities [2,3]. Therefore, environmentally friendly tourist behavior is essential for sustainable tourism success. Simple actions, such as using public transportation, can reduce GHG emissions and other environmental impacts [4]. Furthermore, tourists who participate in eco-friendly initiatives show higher levels of satisfaction and are more likely to return to the destination.

However, the increasing number of tourists poses challenges in maintaining the nature and

sustainability of tourism, especially cultural tourism. Overtourism, as experienced in Yogyakarta, can diminish the quality of the tourist experience and the appeal of the destination [5]. While tourism can positively impact resource conservation and local economic strengthening, it also has negative effects, such as the exploitation of natural resources and environmental degradation. Implementing sustainable approaches through ecotourism and community-based tourism is crucial to address these challenges [6].

Local community involvement in ecotourism management can provide financial benefits and support environmental preservation. The success of such programs heavily relies on collective participation and government support [7]. The increasing number of visitors leads to environmental impacts, such as pollution and damage to cultural sites, which require greater attention.

The development of sustainable management strategies to face these challenges is important [8]. Digitalization is now a strategy that can enhance efficiency, ease technology-based promotion, and raise cultural awareness. Digitalization can also help reduce negative environmental impacts and improve accessibility [9], and digital marketing strategies can enhance tourist satisfaction [10].

Various studies have indicated that positive experiences during visits can increase the likelihood of returning visitors. Tourist satisfaction positively impacts their intention to recommend the destination to others, which in turn contributes to the growth of tourism in an area [11]. Satisfaction is a key factor influencing tourists' intentions to revisit. Increased intention to revisit is related to positive experiences in many cases [12].

Effective marketing strategies and well-designed tourism programs can enhance satisfaction and the intention to revisit [13]. Furthermore, interactive experiences with local communities and engagement in cultural activities contribute to tourist satisfaction [14]. Conversely, low satisfaction can reduce the intention to return, which is a significant concern for tourism managers.

Visitor perceptions play a crucial role in determining their interactions with local culture and the extent to which they appreciate and preserve those values. The positive perception of

cultural tourism can enhance visitor satisfaction and encourage them to return, as well as contribute to the preservation of local culture [15]. However, tourism growth also presents sustainability challenges, such as cultural commercialization and environmental impacts [16].

The impacts of cultural tourism include positive aspects, such as local economic improvement and cultural promotion, as well as negative ones, such as changes in social norms and pressure on natural resources [17]. Therefore, a comprehensive study of the sustainability aspects of cultural tourism is necessary to ensure that the benefits obtained can continue without harming the culture and local communities. The elements influencing cultural satisfaction include interesting tourist locations, cultural and historical values, ambiance, and regional management [10].

Unmanaged tourism impacts can lead to diminished tourist experiences and threats to cultural sustainability [18], tourist satisfaction significantly influences the intention to return [19], and external factors can affect that intention even if satisfaction is perceived to be high [20]. The experiences of overcrowding or loss of cultural authenticity can decrease tourist satisfaction levels, which in turn affects their interest in returning [21].

Immersive and interactive experiences can strengthen emotional attachment and consequently increase the intention to revisit [22]. Therefore, evaluating the elements influencing tourist satisfaction and how they relate to tourism sustainability is crucial. This study aims to assess tourist satisfaction, sustainable behavioral tendencies, revisit intentions within the context of cultural tourism, and their collective impact on the long-term sustainability of tourism development.

2. Literature Review

a. Sustainable Tourism

Due to public awareness of social and environmental issues, cultural tourism is becoming increasingly important for sustainable tourism programs. Tourism destination management that prioritizes local community empowerment and the preservation of the environment and culture is considered sustainable [1]. Sustainable tourism helps enhance visitor experiences and the environment

[2]; sustainable management of cultural attractions can improve tourist experience values. Sustainable practices can lead to repeat visits when visitors feel more satisfied [3]. Tourists who have enjoyable travel experiences are more satisfied and eager to return [23].

Growing awareness of social and environmental issues encourages visitors to seek experiences that are not only enjoyable but also environmentally responsible [24]. Three components form sustainable tourism: environmental, socio-cultural, and economic. Sustainability involves optimal resource use, including biodiversity, reducing social, ecological, and cultural impacts, and maximizing conservation and local communities' benefits [25].

b. Eco-Friendly Tourist Behavior

In the tourism industry, the term "eco-friendly behavior" refers to actions and practices taken by environmentally conscious tourists aimed at minimizing their ecological footprint. Eco-friendly behaviors can be reflected in several practices. For example, the use of public transport can reduce greenhouse gas emissions by up to 30% [4]. Tourists can engage in eco-friendly behaviors by reducing carbon emissions by renting electric or hybrid vehicles, using public transport, cycling or walking [25, 26]. Tourists who prioritize sustainability-based accommodations, use renewable energy, reduce waste, and rely on local products can enable high-performing hotels to reduce carbon emissions by up to 50% [27]; [28].

Other behaviors include avoiding attractions that exploit animals, such as those that allow riding or showcasing animals [29]. Enjoying responsible wildlife tourism can enhance awareness and appreciation for the existence of wildlife [30]. Tourists can reduce waste by bringing reusable bags, water bottles, and dining utensils to minimize single-use plastic. Tourists can also endeavor to recycle and dispose of waste correctly [31]. Implementing waste reduction strategies can decrease tourism waste by 40% [32]. Purchasing local goods, dining at local restaurants, and engaging with local guides often have a smaller environmental impact and support communities [33]. Equitable and social justice can be promoted through local economic development [34].

Another way to demonstrate eco-friendly behavior is to conserve water and energy by taking shorter showers, turning off lights and appliances when not in use and avoiding excessive laundry [26]. Water and energy conservation can reduce operational costs by up to 20% [32]. Participating in local environmental conservation projects, such as tree planting, beach cleaning, or wildlife preservation, allows tourists to enhance their environmental awareness and care for the environment [35]. Tourists should learn about environmental issues in the places they visit and share this knowledge with others to encourage more sustainable practices [29].

Tourists can gain an education that enhances their awareness and appreciation of the environment [26]. Another action is to choose to travel during off-peak times to relieve environmental pressure and reduce overcrowding [31]. Sustainable tourism can enhance social equity. Tourists can enjoy their travels while aiding in the preservation of the environment and the sustainability of the places they visit by adopting these eco-friendly behaviours.[34].

c. Return Visits

Repeat visits are an essential aspect of tourism for the overall economy and the appeal of individual travel experiences [35]. One of the key reasons tourism service providers invest in evaluating and enhancing performance quality is to improve customer satisfaction and increase visit frequency [11]. Visit frequency serves as a behavioral indicator of tourist loyalty. Additionally, the tendency to recommend a return visit is based on prior complaints and satisfaction levels [36].

The experience during the first visit is more satisfying than that of subsequent visits, factors such as overall value for money, accommodation standards, comfort, safety and security, friendliness, and cleanliness will be felt. The return visit refers to the desire of tourists to visit another location or part of the same country [37]. It seems that return visits depend more on the visitors' own experiences in making travel decisions than on other sources of information. Consequently, planning tends to be more spontaneous [38].

The primary goal of tourism marketing is to achieve a balance between first-time and repeat visits [39]. By providing information

about the benefits of shopping in various tourist destinations, tactics aimed at attracting first-time visitors can also achieve this goal. Each tourist destination expects repeat visits; however, achieving this is difficult due to several factors [31].

Tourists' loyalty to a destination and their willingness to recommend it are positively correlated [40]. Loyal attitudes impact behavioral intentions [41]. Researchers conclude that repeat visitors are those willing to return to the same location at a different time based on their satisfaction levels and previous travel experiences. In this study, the variable of return visits is used as a dependent variable through three indicators: tourists' desire to revisit, conversations, and referrals.

d. Tourist Satisfaction

Satisfaction reflects how an individual perceives a product's performance during its use. Poor performance and unfavorable consumption experiences lead to customer dissatisfaction unless mitigating factors are present [42]. Customer satisfaction fosters a strong positive brand attitude and encourages consumers to repurchase that brand [43]. Customer satisfaction is a critical factor to measure the success of marketing campaigns. Therefore, understanding the factors that influence customer satisfaction is essential. Customer satisfaction can affect revisits, indicating willingness to recommend, provide information, and return [44].

Customer satisfaction is also a crucial factor to measure the success of marketing campaigns. Understanding the factors influencing customer satisfaction is essential because it can impact return visits by indicating willingness to recommend and share information [44]. Satisfaction correlates with loyalty [41, 45, 46, 47, 48, 49, 50, 51, 52]. However, this contradicts claims indicating that only 40-58% of loyalty is built through satisfaction [53]. Satisfaction and loyalty are not correlated [54]. Dissatisfied customers may switch to achieve better outcomes; satisfaction cannot determine customer loyalty [55].

e. Visitor Satisfaction and Intention to Return

Studies have shown a direct correlation between satisfaction and the desire to return to work. Positive experiences increase satisfaction,

which impacts the intention to revisit [56]. The services provided, experiences gained, and local cultural interactions often determine visitor satisfaction [57]. The research conducted found that unique cultural experiences and the ability to interact with trained locals enhance satisfaction and the desire to return to the area. In this context, it is important to recognize that customer satisfaction is influenced not only by the outcomes of their experiences but also by the processes they undergo while at the location [19].

External factors, including economic and environmental conditions, could influence visitors [20]. This suggests that satisfaction is not always the main factor; in some situations, infrastructure quality and marketing strategies can also affect the number of return visits [21].

f. The Relationship Between Intention to Return and Sustainable Tourism

As more visitors return, enhancing the local economy and preserving cultural heritage, an increase in return visits fosters sustainable tourism [58, 59]. However, excessive visitor flows can lead to environmental problems, such as ecosystem damage and loss of cultural authenticity [60]. Therefore, destination managers must find ways to balance the rising intention to return with the maintenance of environmental sustainability.

Good management approaches, such as managing visitor numbers and providing more personalized experiences, can help sustain attractions and visitor satisfaction while mitigating overtourism's adverse effects. In this regard, satisfied visitors are more likely to support sustainable practices, which can help preserve cultural and environmental resources [18].

3. Methodology

The research adopts a qualitative methodology grounded in a systematic literature review, enabling a critical analysis of scholarly sources that explore the relationships among tourist satisfaction, pro-environmental behavior, and revisit intention within the context of cultural tourism [61]. The novelty of this study lies in the integration of sustainability principles into the conceptual framework of tourist behavior and revisit intentions, alongside a strong emphasis on

the role of digitalization in advancing sustainable tourism practices an aspect that has received limited attention in the existing literature.

The inclusion and exclusion criteria for selecting articles were based on the following parameters: (1) publication in peer-reviewed or indexed academic journals; (2) direct relevance to the research topic; and (3) publication within a specified time frame to ensure contemporary relevance [62].

The bibliographic databases used for sourcing literature included Google Scholar, JSTOR, Scopus, and other recognized academic platforms, ensuring a broad and credible foundation of peer-reviewed research [63].

Article Identification and Collection: Relevant articles were retrieved using predefined keywords related to tourist satisfaction, pro-environmental behavior, cultural tourism, and revisit intention [64].

All articles that met the established inclusion criteria were systematically documented. The selected literature was organized into thematic categories such as tourist behavior models, sustainability integration, digital transformation, and revisit motivation to facilitate structured analysis and synthesis of findings [65].

Table 1. Content Analysis of Relevant Academic Sources

Author	Title	Variables	Results
Bramwell and Lane (2011) [1]	Sustainable tourism: Empowering local communities	Empowering local communities and environmental sustainability	Sustainable tourism must strengthen local community empowerment and preserve the environment and culture.
Becken and Hay (2007) [2]	Tourism and climate change: risks and opportunities	Visitor experience and environmental conditions	Sustainable tourism management enhances the visitor experience and environmental conditions.
Geng et al. (2019) [3]	Management of cultural heritage tourism in China: Evidence from Yunnan Province	Management of cultural attraction and experience value	The sustainable management of cultural attractions can enhance the value of the tourist experience.
Goodwin et al. (2005) [4]	Market orientation and corporate culture: A UK study of owner-managed firms	Public transportation use and gas emissions	Public transportation can reduce greenhouse gas emissions by up to 30%.
Yulia and Sari (2020) [8]	Cultural Heritage Tourism: Exploring the Relationship between Visitor Satisfaction and Environmental Impact	Visitor satisfaction and environmental impact	Visitor satisfaction is directly related to cultural tourism's environmental impact.
Han et al. (2020) [66]	The role of satisfaction and image in influencing the loyalty of travelers toward a destination	Satisfaction, destination image, and loyalty	Unique cultural experiences and interaction with local residents enhance satisfaction and return intention.
Ali and Khaleque (2021) [14]	The Role of Tourist Experience in Building Satisfaction and	Tourist experience, satisfaction, and revisit intention	Interactive experiences with local communities increase satisfaction and

	Intention to Revisit		the likelihood of returning to the community.
Sönmez and Graefe (2020) [20]	Influence of travel characteristics on destination loyalty: Mediating satisfaction effects	Travel characteristics, satisfaction, and loyalty	External factors can influence revisit intention even when perceived satisfaction is high.
Kozak and Rimmington (2000) [37]	Examining the importance of factors that influence tourist loyalty	Loyalty, experience	Visitor loyalty is greatly influenced by positive experiences during the visit.
Kumar et al. (2023) [22]	Exploring the relationships among tourists' cultural experience, satisfaction, and behavioral intentions	Cultural experience, satisfaction, and revisit intention	In-depth cultural experiences can strengthen emotional attachment and encourage revisiting.

4. Discussion

Based on these studies, there are several notable similarities and differences. First, all studies emphasize the importance of the tourist experience as a key factor in determining satisfaction and loyalty. However, the existing research shows contextual differences; some focus on cultural tourism [3], while others investigate the impacts of climate change, such as the work done [2]. Furthermore, most research indicates that visitor satisfaction influences the decision-making of tourists. However, each study varies its focus; for instance, investigate greenhouse gas emissions [4]. Environmental impacts of tourism Interaction with local communities is also a focal point in some studies, emphasizing the importance of such interactions to enhance tourists' experiences and satisfaction [8]. However, not all studies cover this aspect of cultural attraction management without discussing interactions with local communities. In terms of the availability of natural resources, many studies highlight sustainability issues and environmental impacts within the tourism context. Nevertheless, the focus on analyzed variables varies, with a focus on environmental conditions [2] and cultural experiences that play a role in strengthening emotional connections [22].

From the analysis of various studies on tourism and sustainability, several key findings can be summarized as follows: All studies

indicate that the tourist experience is crucial in determining a destination's level of satisfaction and loyalty. Positive experiences, particularly those involving interaction with local communities and local culture, can increase the likelihood of tourists returning to the area. Most research highlights that visitor satisfaction is a key element in tourists' decision-making process. This explains why focusing on improving the tourist experience is essential for destination managers and service providers. The relationship between tourists and local communities can enrich the travel experience and enhance satisfaction. This interaction becomes a critical factor in making visitors feel connected to the destination and its cultures. Significant attention has been given to sustainability and the environmental impacts of tourism activities. Several studies have emphasized the importance of sustainable destination management to maintain environmental and cultural conditions, which can improve tourist experiences. While there are similarities in how studies connect experience, satisfaction, and loyalty, there are differences in the topic focus and methods used. Some studies focus on cultural aspects, while others examine environmental impacts or public transportation usage.

This study shows that positive and interactive engagement with the people and culture of the local area significantly increases tourists' satisfaction level, which in turn significantly influences their revisit intention to

the destination. Furthermore, tourists' environmentally friendly actions, such as the use of green transport, resource conservation, and waste reduction, have been found to promote tourist satisfaction and loyalty, especially when enabled by online marketing and environmental education. The application of technology and digitalization in promoting tourism and education is a key factor in enhancing cultural and awareness of sustainability and facilitating responsible tourist behavior. However, an increase in the number of tourists who are not governed suitably can lead to negative impacts, such as environmental destruction and loss of cultural authenticity, which can lower tourists' satisfaction and revisit intention. Hence, active community participation and sustainable destination management must make tourism development compatible with cultural and environmental conservation. In general, high tourist satisfaction and unique cultural experience can develop their emotional involvement and loyalty. However, the biggest concern is sound management to avoid the negative consequences of overtourism and cultural commodification for sustainable long-term views.

5. Conclusion

Based on the analysis of various studies related to sustainable tourism, eco-friendly behavior, visitor satisfaction and the intention to return, it can be concluded that cultural tourism sustainability plays a vital role in enhancing visitor experiences and strengthening the local economy. Empowering local communities, preserving the environment, and promoting cultural interactions between tourists and residents are key factors in achieving sustainable tourism. The use of environmentally friendly transportation, participation in conservation initiatives, and immersive cultural experiences increase visitor satisfaction and strengthen their intention to revisit. However, challenges such as overtourism, environmental degradation, and cultural commercialization remain significant concerns. Therefore, ensuring effective destination management and considering input from local communities are crucial to strike a balance between visitor flows that boost the economy and the preservation of both culture and the environment.

The novelty of this manuscript is that it offers innovation by integrating the role of digitalization, especially in encouraging sustainable tourism behavior and increasing satisfaction and revisit intentions in cultural destinations, an aspect that is rarely explored and is very relevant to current tourism trends.

This article's practical contribution is to provide a broad understanding of the determinants of tourist satisfaction and loyalty, particularly through experiences from culture, environmental behavior, and the use of digital technology. This article also emphasizes sustainable destination management and community participation to prevent the undesirable impacts of overtourism, thereby encouraging more sustainable and responsible tourism development.

The limitations of this research include the restricted availability of data, data collection bias, and the limited scope of the study. Furthermore, rapid changes in trends and technology may also affect the future applicability of research outcomes.

The range can be widened with additional variables and more diverse samples for future research. The application of new technologies, such as big data and artificial intelligence, can also be an objective for a deeper understanding of the topic. It is also necessary to align research with the development of sustainable tourism trends and their impact on local communities and the environment.

6. Recommendations

Based on these findings, it is recommended that stakeholders in the tourism industry focus on: The first, enhancing interactive experiences with local communities to create better connections between tourists and destinations. Second, developing tourism policies that prioritize environmental and cultural sustainability. Third, further research is needed to explore the relationships between external factors and tourists' revisit intentions, thereby developing more effective marketing strategies.

Declarations

Authors' Contribution

Conceptualization, Jumadi; methodology, Jumadi; software, Jumadi; validation, E.S.H., M.N.H.N.A.; formal analysis, E.S.H., M.N.H.N.A.; research, Jumadi, E.S.H., M.N.H.N.A.; resources, Jumadi,

E.S.H., M.N.H.N.A.; data curation, Jumadi, E.S.H., M.N.H.N.A.; original drafting-drafting, E.S.H., M.N.H.N.A.; drafting-revising and editing, E.S.H., M.N.H.N.A.; visualization, E.S.H., M.N.H.N.A.; supervision, E.S.H., M.N.H.N.A.; project administration, Jumadi. All authors have read and accepted the published version of the manuscript.

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