

Sustainable Tourism Practices and Revisit Intention: The Mediating Role of Tourist Satisfaction in Bali's Award-Winning Tourism Village

Ivory Budi Darmo Tang¹, Stephanie Kezia², Serli Wijaya^{3*}

^{1,2,3} School of Business and Management, Petra Christian University
Jl. Siwalankerto 121-131, Surabaya 60236, Indonesia

DOI: <https://doi.org/10.9744/petraijbs.9.1.109-121>

Received: May 25, 2026

Revised: June 14, 2026

Accepted: June 29, 2026

Abstract

This study examines how tourists' perceptions of sustainable tourism practices influence their satisfaction and intention to revisit in Penglipuran Village, Bali. A quantitative causal research design was employed using survey data collected from domestic tourists who had visited Penglipuran Village. A total of 180 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that tourists' perceptions of sustainable tourism practices have a positive and significant effect on tourist satisfaction. Tourist satisfaction, in turn, significantly influences revisit intention. However, the findings indicate that sustainable tourism practices do not directly influence revisit intention. Instead, tourist satisfaction plays a significant mediating role in the relationship between sustainability perceptions and revisit intention. This study contributes to the sustainable tourism literature by providing empirical evidence that sustainability-related destination attributes influence tourist loyalty primarily through tourist satisfaction rather than through a direct behavioural mechanism. The study also provides insights into how sustainability practices shape tourist behaviour in the context of a cultural tourism village.

Keywords: Sustainable Tourism Practices, Tourist Satisfaction, Revisit Intention, Tourist Perception, Tourism Village.

This journal is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



INTRODUCTION

Tourism destinations worldwide are increasingly required to balance economic development with environmental and socio-cultural sustainability. As tourism continues to grow, destinations face increasing pressure to manage tourism activities in ways that minimise environmental degradation, preserve cultural heritage, and generate benefits for local communities (Fong et al., 2017). In response to these challenges, sustainable tourism has emerged as a key paradigm in tourism management and policy (Fons et al., 2011; Hall & Page, 2014). Sustainable tourism emphasises responsible destination management that considers the long-term environmental, socio-cultural, and economic impacts of tourism activities (UNWTO, 2023).

In recent years, researchers have increasingly examined how sustainability-related destination attributes influence tourist behaviour. Previous studies suggest that tourists' perceptions of environmental quality, cultural authenticity, and community participation play important roles in shaping their overall travel experience and destination evaluations (Chi & Qu, 2008; Juvan & Dolnicar, 2016; Mathew et al., 2024). These perceptions can influence tourists' post-visit evaluations and behavioural intentions, including satisfaction, loyalty, and revisit intention (Cárdenas-García et al., 2015). In particular, tourist satisfaction has been widely recognised as a key psychological mechanism linking travel experiences with behavioural outcomes such as revisit intention and recommendation (Chen & Tsai, 2007; Yoon & Uysal, 2005).

Despite the growing attention to sustainable tourism, the relationship between sustainable tourism practices and tourist loyalty remains theoretically and empirically complex. While sustainability-related

*Corresponding Author: serliw@petra.ac.id

Copyright © 2026

destination attributes are often associated with positive visitor experiences, empirical evidence regarding their influence on behavioural intentions remains inconclusive. Some studies suggest that sustainability initiatives can enhance tourist satisfaction and strengthen destination loyalty (Lee & Xue, 2020; Mathew & Sreejesh, 2017). However, other research indicates that sustainability perceptions do not necessarily lead directly to revisit intention unless they contribute to a positive overall travel experience (Juvan & Dolnicar, 2016). This suggests that the influence of sustainability perceptions on tourist loyalty may operate indirectly through experiential evaluation mechanisms such as tourist satisfaction.

Furthermore, much of the existing research has focused on large-scale tourism destinations or on tourists' environmental attitudes, while relatively limited attention has been given to how sustainability practices implemented in community-based tourism destinations influence tourist behaviour. Tourism villages represent a unique context where sustainability practices, local culture, and community participation are closely integrated into the tourism experience (Font et al., 2014). Understanding how tourists perceive sustainability practices in such destinations and how these perceptions influence satisfaction and revisit intention, therefore, remains an important research issue.

Indonesia provides an interesting context for examining these issues, given the rapid development of tourism villages that promote sustainability-based tourism management. One prominent example is Penglipuran Village in Bali, which has received international recognition as one of the world's best tourism villages for its successful implementation of cultural preservation and environmental conservation practices (Kemenparekraf, 2024). The village integrates the Balinese philosophy of *Tri Hita Karana*, which emphasises harmony between humans, nature, and spirituality. These sustainability-oriented practices have positioned Penglipuran as a model destination for community-based tourism development. However, the increasing popularity of Penglipuran Village has also created new challenges. The destination has experienced significant growth in tourist arrivals, raising concerns about overcrowding and the potential decline in visitor experience quality (Krisnayanti, 2023). While the village is widely recognised for its sustainability achievements, rapid tourism growth may create tensions between sustainability management and visitor satisfaction. This situation raises an important question of whether tourists' perceptions of sustainable tourism practices are sufficient to encourage revisit intention, or whether tourist satisfaction plays a more critical role in shaping tourist loyalty. Therefore, this study aims to examine the influence of tourists' perceptions of sustainable tourism practices on tourist satisfaction and revisit intention in Penglipuran Village, Bali. Specifically, the study investigates whether tourist satisfaction mediates the relationship between sustainability perceptions and revisit intention.

This study contributes to the sustainable tourism literature in several ways. First, it provides empirical evidence on the relationship between perceived sustainable tourism practices, tourist satisfaction, and revisit intention in the context of a community-based tourism destination. Second, it highlights the mediating role of tourist satisfaction in translating sustainability perceptions into behavioural intentions. Third, by focusing on Penglipuran Village as a sustainability-oriented tourism village experiencing rapid visitor growth, the study provides insights into how sustainability practices shape tourist behaviour in community-based tourism destinations.

Unlike prior sustainable tourism studies that predominantly examine large-scale or urban destinations, this study offers novel empirical evidence from a small, culturally embedded tourism village, where sustainability practices are inseparable from daily communal life rather than externally imposed management policy. The novelty of this research lies in demonstrating that, in such a context, sustainability perceptions do not directly translate into revisit intention, challenging the assumption common in prior sustainability-loyalty literature that positive destination attributes automatically foster behavioural loyalty. This finding extends theoretical understanding of the boundary conditions under which sustainability perceptions operate as loyalty drivers, while offering practical guidance for tourism village managers on where to focus limited resources.

Literature Review

Sustainable Tourism Practices

Sustainable tourism has become an important approach to tourism development due to growing concerns about environmental degradation, cultural erosion, and the long-term viability of tourism destinations (Cooper et al., 2008). The concept emphasises a balanced integration of environmental conservation, cultural preservation, and socio-economic benefits for local communities (Šarenac et al., 2019). In practice, sustainable tourism practices refer to destination management efforts that maintain environmental quality, protect cultural

identity, and support community well-being while ensuring the long-term competitiveness of tourism destinations (Frank & Medaric, 2019).

In tourism contexts, sustainability-related destination attributes are increasingly considered by tourists when evaluating destination quality and travel experiences. Attributes such as environmental cleanliness, cultural authenticity, and community participation are often perceived as indicators of responsible destination management (Juvan & Dolnicar, 2016; Nicholas & Thapa, 2010). As tourists become more aware of environmental and social issues, destinations that successfully implement sustainable tourism practices are more likely to create favourable perceptions and positive travel experiences.

Tourist Satisfaction

Tourist satisfaction is widely recognised as a central construct in tourism behaviour research because it reflects tourists' overall evaluation of their travel experiences (Shahrivar, 2012). Drawing upon expectation–confirmation theory, satisfaction occurs when tourists perceive that the actual performance of a destination meets or exceeds their prior expectations (Tse & Wilton, 1988). In tourism settings, satisfaction is shaped by multiple aspects of the destination experience, including service quality, destination image, perceived value, environmental conditions, and emotional experiences during the visit (Chen & Tsai, 2007).

Previous studies consistently demonstrate that tourist satisfaction plays a critical role in influencing tourists' post-visit behavioural responses. Tourists who experience higher levels of satisfaction are more likely to develop favourable attitudes toward the destination, recommend the destination to others, and revisit the destination in the future (Yoon & Uysal, 2005). Consequently, tourist satisfaction is frequently positioned as a key mechanism linking tourists' destination evaluations and their future behavioural intentions.

Revisit Intention and Tourist Loyalty

Revisit intention represents tourists' willingness to return to a destination after their previous travel experience and is commonly used as an indicator of destination loyalty (Oppermann, 2000). In tourism research, revisit intention is considered strategically important because repeat visitors contribute to long-term destination sustainability through stable tourism demand, reduced marketing costs, and positive word-of-mouth communication.

Tourists' revisit intentions are generally influenced by their overall evaluation of the destination experience (Wu, 2016). Previous studies indicate that tourists are more likely to revisit destinations that provide satisfying and memorable travel experiences (Chen & Tsai, 2007; Yoon & Uysal, 2005). In addition, favourable perceptions of destination attributes, including environmental quality, cultural uniqueness, and destination management, may further strengthen tourists' intention to revisit (Um et al., 2006). Therefore, revisit intention reflects not only tourists' emotional responses toward the destination but also their overall assessment of destination quality and value.

Sustainable Tourism Practices and Tourist Satisfaction

Tourists increasingly expect tourism destinations to provide not only enjoyable travel experiences but also environmentally and socially responsible destination management. Sustainable tourism practices may enhance tourists' perceptions of destination quality by maintaining environmental cleanliness, preserving cultural heritage, and encouraging local community participation. These practices can create more authentic, meaningful, and comfortable visitor experiences, which subsequently influence tourists' evaluations of their travel experiences (Haid et al., 2021).

Previous tourism studies consistently support the positive relationship between sustainability-related destination attributes and tourist satisfaction. Chi and Qu (2008) found that favourable destination attributes significantly influence tourists' overall satisfaction, while Lee and Xue (2020) reported that sustainability-oriented destination management enhances positive tourist experiences. Destinations that demonstrate strong environmental and cultural responsibility are often perceived more positively because tourists associate such practices with higher destination quality and better travel experiences. As a result, tourists who perceive stronger sustainable tourism practices are more likely to experience higher levels of satisfaction. Based on the theoretical arguments and previous findings, the following hypothesis is proposed:

H₁: Tourists' perceptions of sustainable tourism practices positively influence tourist satisfaction.

Sustainable Tourism Practices and Revisit Intention

Sustainable tourism practices may also influence tourists' future behavioural intentions, particularly revisit intention. Destinations that maintain environmental quality, preserve cultural authenticity, and demonstrate responsible destination management may create stronger emotional and cognitive evaluations among tourists (Thapa, 2013). Such positive evaluations may increase tourists' attachment to the destination and strengthen their willingness to revisit.

Previous studies suggest that favourable destination perceptions significantly influence tourists' behavioural intentions (Chen & Tsai, 2007; Yoon & Uysal, 2005). In sustainable tourism contexts, environmentally and culturally responsible destinations may generate greater destination attractiveness and perceived destination value, which in turn encourage repeat visitation. However, empirical findings regarding the direct effect of sustainability perceptions on revisit intention remain inconclusive. Some studies report a significant positive relationship, while others suggest that sustainability-related attributes influence revisit intention indirectly through tourists' travel experiences. Nevertheless, sustainable tourism practices are generally expected to strengthen tourists' intention to revisit a destination. Accordingly, the following hypothesis is proposed:

H₂: Tourists' perceptions of sustainable tourism practices positively influence revisit intention.

Tourist Satisfaction and Revisit Intention

Tourist satisfaction has long been recognised as one of the strongest predictors of destination loyalty and revisit intention (Ngoc & Trinh, 2015). According to expectation–confirmation theory, tourists who perceive that their travel experiences meet or exceed their expectations are more likely to develop positive attitudes toward the destination. Satisfied tourists tend to perceive lower psychological risk, stronger emotional attachment, and greater trust toward the destination, which subsequently encourage loyalty-related behaviours.

Previous tourism studies consistently confirm the positive influence of tourist satisfaction on revisit intention (Yoon & Uysal, 2005; Chen & Tsai, 2007). Tourists who experience satisfying travel experiences are more likely to revisit the destination because positive memories and favourable destination evaluations strengthen their future behavioural intentions (Jimber et al., 2020). In contrast, dissatisfied tourists are less likely to return because negative evaluations reduce destination attachment and overall destination preference. Therefore, higher levels of tourist satisfaction are expected to increase tourists' revisit intention (Zhang et al., 2017). Drawing upon the preceding discussion, the following hypothesis is developed:

H₃: Tourist satisfaction positively influences revisit intention.

The Mediating Role of Tourist Satisfaction

The relationship between sustainable tourism practices and revisit intention may not occur solely through a direct mechanism. Sustainable tourism practices may first shape tourists' evaluations of their travel experiences before influencing their future behavioural intentions. In this context, tourist satisfaction may serve as an important psychological mechanism that explains how tourists translate their perceptions of sustainability-related destination attributes into revisit intention.

Sustainability-related destination attributes, such as environmental quality, cultural preservation, and community involvement, may enhance tourists' overall travel experiences and lead to more positive evaluations of the destination. These positive evaluations may subsequently increase tourists' satisfaction, which then encourages revisit intention (Jeong & Kim, 2019). Previous studies support the mediating role of tourist satisfaction in explaining the relationship between destination attributes and behavioural outcomes. For example, Chi and Qu (2008) demonstrated that tourist satisfaction mediates the relationship between destination image and destination loyalty, while Lee and Xue (2020) showed that sustainability-related destination attributes indirectly influence revisit intention through positive tourist experiences. Therefore, tourist satisfaction is expected to mediate the relationship between tourists' perceptions of sustainable tourism practices and revisit intention. Based on the above arguments, the following hypothesis is proposed:

H₄: Tourist satisfaction mediates the relationship between tourists' perceptions of sustainable tourism practices and revisit intention.

Based on the literature discussed above, this study proposes a conceptual model examining the relationships among perceived sustainable tourism practices, tourist satisfaction, and revisit intention. Sustainable tourism practices implemented by destination managers are expected to shape tourists' perceptions of the destination's environmental, cultural, and socio-economic attributes. These perceptions may influence tourists' evaluation of their travel experience, which is reflected in their level of satisfaction. Tourist satisfaction is widely recognised as a key determinant of behavioural intentions in tourism research. Therefore, this study proposes that perceived sustainable tourism practices influence revisit intention both directly and indirectly through tourist satisfaction. The research model illustrating these relationships is presented in Figure 1.

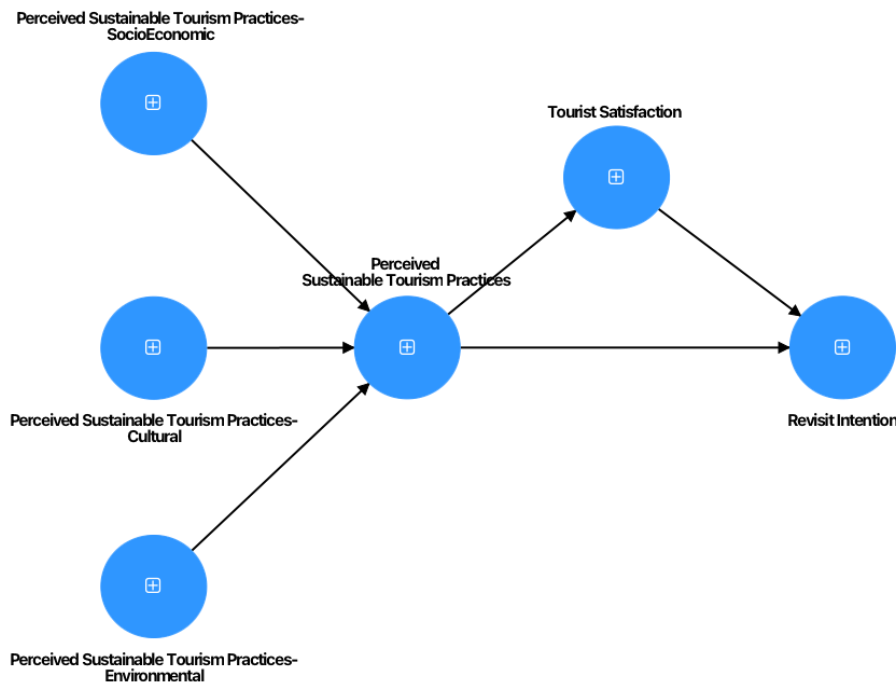


Figure 1. Research Model

METHODS

This study employed a quantitative research design to examine the relationships between perceived sustainable tourism practices, tourist satisfaction, and revisit intention. A causal approach was adopted to test the influence of sustainability-related destination attributes on tourists' behavioural intentions, with tourist satisfaction acting as a mediating variable. The proposed relationships were analysed using structural equation modelling.

The study was conducted in Penglipuran Village, Bali, Indonesia, a tourism destination widely recognized for its sustainability-oriented tourism management. The population consisted of domestic tourists who had visited Penglipuran Village. A purposive sampling technique was applied to select respondents who met the research criteria, namely Indonesian tourists aged between 17 and 60 years who had visited the destination within the past year. Based on the rule of thumb for structural equation modeling, which recommends a minimum sample size of five to ten times the number of measurement indicators, the minimum required sample size was 150 respondents. A total of 200 questionnaires were collected, and after data cleaning, 180 valid responses were retained for analysis. Primary data were collected using a structured questionnaire distributed through an online survey. The questionnaire was administered via Google Forms and distributed through two channels: the Populix research platform and social media networks, including WhatsApp, Line, and Instagram. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The constructs were measured using multiple indicators adapted from previous tourism studies. Tourist satisfaction captured respondents' overall evaluation of their travel experience, while revisit intention measured tourists' willingness to return to Penglipuran Village. Perceived sustainable tourism practices were

conceptualized as a higher-order construct comprising three dimensions: socio-economic, cultural, and environmental. These dimensions represent key pillars of sustainable tourism development commonly discussed in the tourism literature. The socio-economic dimension captures aspects related to local community benefits and visitor facilities, the cultural dimension reflects the preservation of local traditions and cultural heritage, while the environmental dimension represents environmental cleanliness and conservation practices within the destination. Each dimension was measured using multiple indicators adapted from previous tourism studies.

Sustainable tourism practices were modelled as a higher-order construct because the three dimensions, socio-economic, cultural, and environmental, are theoretically distinct yet jointly represent a single overarching concept of destination-level sustainability; treating them as three separate first-order constructs would have fragmented the theoretical meaning of sustainability and complicated hypothesis testing, since the interest of this study lies in the aggregate effect of sustainability perceptions rather than the isolated effect of each dimension. The higher-order construct was estimated using the two-stage approach (Hair et al., 2019): in the first stage, latent variable scores for the three first-order dimensions were obtained from the lower-order measurement model; in the second stage, these latent variable scores were used as indicators of the second-order construct in the structural model.

Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM), a variance-based structural equation modelling technique commonly used to analyse complex relationships between latent variables and suitable for predictive research models (Hair et al., 2019). The analysis involved two stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity following the guidelines proposed by Hair et al. (2019). The structural model was evaluated using path coefficients, t-statistics, and p-values obtained through bootstrapping, as well as the coefficient of determination (R^2) and predictive relevance (Q^2).

Because the data were collected using a self-reported, single-source, and cross-sectional survey design, common method bias (CMB) was assessed using the full collinearity test (Kock, 2015). All constructs were regressed against a randomly generated criterion variable, and the resulting variance inflation factor (VIF) values were examined; VIF values below the threshold of 3.3 indicate that common method bias is unlikely to be a serious concern.

RESULT

Table 1. Demographic Profile

Attribute	Frequency	Percentage
Age (years old)		
17-29	111	61.67
29-39	48	26.67
40-60	21	11.67
Gender		
Male	58	32.22
Female	122	67.78

Table 2. Descriptive Statistics, Item Loading, Cronbach's Alpha Values, AVE and Composite Reliability

Variables and Measurement Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE
SUSTAINABILITY TOURISM PRACTICES (STP)				
Socio-Economics (Mean= 4.228; Standard Deviation= 0.706)		0.751	0.764	0.574
SE1 Tourists have an easy access to visit Penglipuran Village	0.697			
SE2 Tourists can participate in varieties of activities (cooking class, renting traditional clothes)	0.708			
SE3 Tourists feel safe when visiting Penglipuran Village	0.844			
SE4 The local residents of Penglipuran Village are friendly	0.772			
Culture (Mean= 4.391 Standard Deviation= 0.648)		0.752	0.756	0.575
C7 Local arts and crafts in Penglipuran Village are attractive to tourists (canang sari, gebogan, bamboo painting)	0.760			

	Variables and Measurement Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE
C8	The local residents' lifestyle and cultural traditions in Penglipuran Village enrich the tourist experience.	0.812			
C9	The local residents' way of life and cultural traditions in Penglipuran Village are still preserved in their original form.	0.694			
C10	Penglipuran Village offers many opportunities to learn about local culture.	0.763			
	Environment (Mean= 4.288; Standard Deviation= 0.678)		0.821	0.827	0.652
E11	Information about rules and etiquette regarding visits to Penglipuran Village	0.802			
E12	The environment in Penglipuran Village is very clean	0.865			
E13	The natural areas (forests and springs) around Penglipuran Village are well preserved	0.777			
E14	Buildings and facilities in Penglipuran Village are well maintained	0.782			
	TOURIST SATISFACTION (Mean= 4.118; Standard Deviation= 0.739)		0.827	0.850	0.602
TS1	Penglipuran Village provides an optimal experience considering the time and costs incurred	0.729			
TS2	Visits to Penglipuran Village meet tourists' expectations	0.879			
TS3	Compared to other tourist destinations, Penglipuran Village is better	0.560			
TS4	Tourists truly enjoy visiting Penglipuran Village	0.844			
TS5	Overall, tourists are satisfied with the visit they have made	0.824			
	REVISIT INTENTION (Mean= 3.983; Standard Deviation= 0.918)		0.920	0.921	0.863
RI1	Considering the overall experience of tourists in Penglipuran Village, tourists still have a strong desire to revisit it	0.930			
RI2	Tourists are likely to visit Penglipuran Village again	0.944			
RI3	Tourists will visit Penglipuran Village again in the future	0.912			

A total of 200 questionnaires were initially collected. After the data screening process, 20 responses were excluded for not meeting the sampling criteria, leaving 180 valid responses for further analysis.

The demographic profile of respondents shows that the majority of tourists were female (67.78%), while male respondents accounted for 32.22% of the sample. In terms of age distribution, most respondents were between 17 and 29 years old (61.67%), followed by those aged 29–39 years (26.67%) and 40–60 years (11.67%). These results indicate that the sample is dominated by relatively young tourists who have recently visited Penglipuran Village.

Measurement Model Assessment

The measurement model was evaluated to assess indicator reliability, internal consistency reliability, convergent validity, and discriminant validity following the guidelines suggested by Hair et al. (2019). In this study, perceived sustainable tourism practices were treated as a higher-order construct consisting of three first-order dimensions: socio-economic, cultural, and environmental attributes. The indicators measuring these dimensions demonstrated acceptable reliability and validity, indicating that the multidimensional structure of the construct is empirically supported.

Indicator reliability was assessed using factor loadings. The results show that most indicators have factor loadings above the recommended threshold of 0.70, indicating that the indicators adequately represent their respective constructs. Several indicators with relatively low loadings were removed during the measurement model refinement process to improve construct validity. Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. The results show that all constructs exceed the recommended threshold value of 0.70, indicating satisfactory reliability levels. These results suggest that the indicators consistently measure the underlying constructs. Convergent validity was evaluated using the Average Variance Extracted (AVE). The results show that the AVE values for all constructs exceed the recommended threshold of 0.50, indicating that each construct explains more than half of the variance of its indicators. This confirms that the measurement items adequately capture the intended constructs. Discriminant validity was assessed using the Heterotrait–Monotrait Ratio (HTMT). The results show that all HTMT values are below the

recommended threshold of 0.90, indicating that the constructs are empirically distinct from one another. Overall, the measurement model demonstrates acceptable levels of reliability and validity, indicating that the constructs used in this study are appropriate for further structural model analysis.

Table 3. Discriminant Validity

Variable	<i>Heterotrait-Monotrait Ratio (HTMT)</i>		
	STP	TS	RI
Sustainability Tourism Practices (STP)			
Tourist Satisfaction (TS)	0.869		
Revisit Intention (RI)	0.592	0.832	

Structural Model Assessment

After confirming the reliability and validity of the measurement model, the structural model was evaluated to examine the relationships between perceived sustainable tourism practices, tourist satisfaction, and revisit intention. The coefficient of determination (R^2) was used to assess the explanatory power of the research model. The results show that perceived sustainable tourism practices explain 56.6% of the variance in tourist satisfaction ($R^2 = 0.566$). Meanwhile, sustainable tourism practices and tourist satisfaction together explain 52.1% of the variance in revisit intention ($R^2 = 0.521$). These values indicate that the model has moderate explanatory power. Predictive relevance was evaluated using the Stone–Geisser Q^2 value. The results show Q^2 values of 0.553 for tourist satisfaction and 0.281 for revisit intention, indicating that the model has satisfactory predictive relevance.

Table 4. R^2 and Q^2 Values

Variable	R^2	Q^2
Revisit Intention (RI)	0.521	0.281
Tourist Satisfaction (TS)	0.566	0.553

Hypothesis Testing

The structural relationships were tested using bootstrapping procedures to obtain path coefficients, t-statistics, and p-values. The results show that perceived sustainable tourism practices have a positive and significant effect on tourist satisfaction ($\beta = 0.549$, $t = 24.224$, $p < 0.05$), supporting Hypothesis 1. However, the direct relationship between perceived sustainable tourism practices and revisit intention is not significant ($\beta = 0.013$, $t = 0.164$), indicating that Hypothesis 2 is not supported. Furthermore, tourist satisfaction has a strong and significant influence on revisit intention ($\beta = 0.712$, $t = 8.057$, $p < 0.05$), supporting Hypothesis 3. The mediation analysis also indicates that tourist satisfaction significantly mediates the relationship between perceived sustainable tourism practices and revisit intention ($\beta = 0.536$, $t = 7.324$, $p < 0.05$), supporting Hypothesis 4. These results suggest that while sustainable tourism practices contribute to tourist satisfaction, their influence on revisit intention occurs primarily through the mediating role of tourist satisfaction.

Table 5. Direct and Mediation Effect Hypothesis Testing

Hypothesis	Original Sample	T statistics	P values	Description
H ₁ : STP $\rightarrow$ TS	0.549	24.224	0.000	Supported
H ₂ : STP $\rightarrow$ RI	0.013	0.164	0.870	Not Supported
H ₃ : TS $\rightarrow$ RI	0.712	8.057	0.000	Supported
H ₄ : STP $\rightarrow$ TS $\rightarrow$ RI	0.536	7.324	0.000	Supported

Figure 2 presents the path coefficients and t-statistics for the structural model, visually summarising the hypothesis testing results reported in Table 5, including the significant paths for H₁, H₃, and H₄, and the non-significant direct path for H₂.

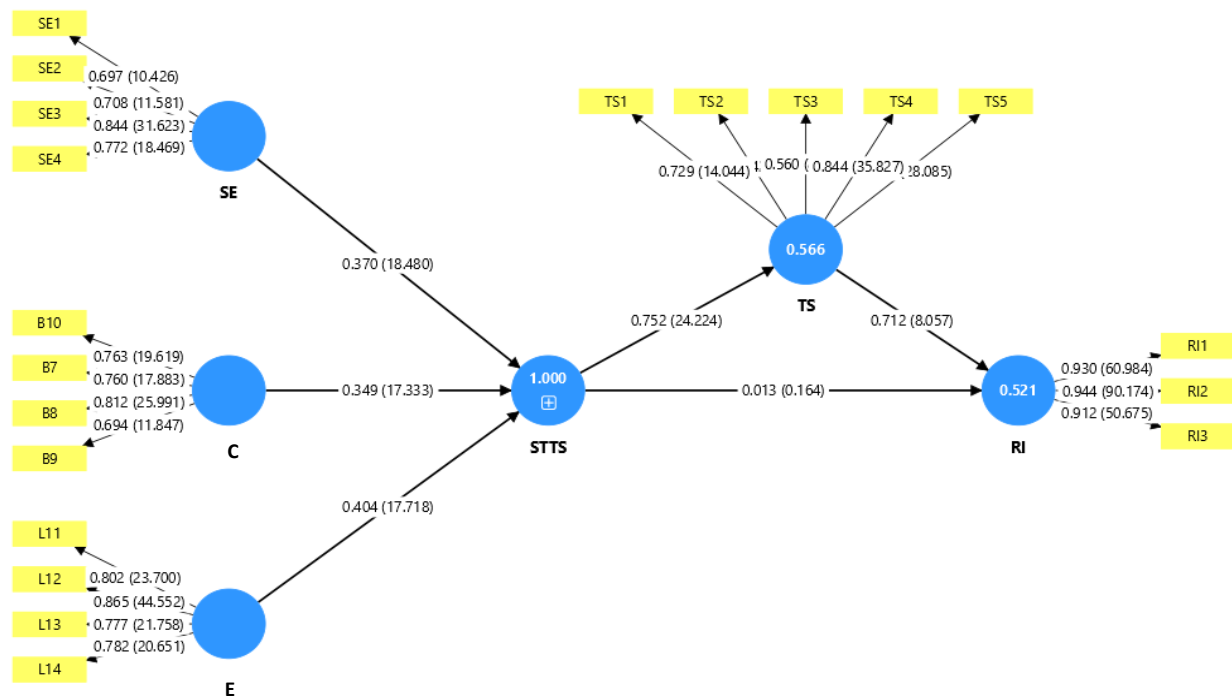


Figure 2. Result of Structural Model

DISCUSSION

This study examined the relationship between tourists' perceptions of sustainable tourism practices, tourist satisfaction, and revisit intention in Penglipuran Village, Bali. The findings provide several insights into how sustainability-related destination attributes influence tourist behaviour in the context of a community-based tourism destination.

First, the results show that tourists' perceptions of sustainable tourism practices have a positive and significant effect on tourist satisfaction. This finding suggests that sustainability-related destination attributes, such as environmental cleanliness, cultural preservation, and community participation, play an important role in shaping tourists' overall travel experiences. When tourists perceive that a destination is well managed, environmentally responsible, and culturally authentic, they tend to evaluate their travel experience more positively. The findings also support the multidimensional nature of sustainable tourism practices, where socio-economic, cultural, and environmental attributes jointly shape tourists' perceptions of destination sustainability. This finding supports previous studies indicating that environmental quality, cultural authenticity, and well-managed tourism environments contribute to visitor satisfaction (Chi & Qu, 2008; Chen & Tsai, 2007). Sustainable tourism practices may therefore enhance tourists' experiential evaluations of a destination by creating a pleasant, meaningful, and authentic travel environment. In the context of Penglipuran Village, the preservation of local traditions, the cleanliness of the village environment, and the involvement of the local community in tourism activities appear to contribute positively to tourists' satisfaction.

Second, the results reveal that tourists' perceptions of sustainable tourism practices do not directly influence revisit intention. This finding suggests that although tourists may recognize and appreciate sustainability initiatives implemented by a destination, such perceptions alone may not necessarily translate into behavioural loyalty. In other words, sustainability practices may improve tourists' evaluations of the destination, but they are not always sufficient to motivate tourists to revisit. This finding highlights an important conceptual insight in tourism research: sustainability-oriented destination management does not automatically generate tourist loyalty. While sustainability practices can strengthen destination image and enhance perceived destination quality, tourists' behavioural intentions appear to be driven primarily by their overall travel experiences rather than by sustainability perceptions alone. This suggests that sustainability attributes function more as a supporting element of destination quality rather than as a direct driver of repeat visitation.

This pattern is consistent with the attitude-behaviour gap widely documented in sustainability research, which describes the discrepancy between individuals' positive attitudes or perceptions toward sustainability

and their actual behavioural responses, such as purchase, loyalty, or revisit behaviour. Tourists may cognitively acknowledge and value a destination's sustainability practices without those perceptions being strong enough, on their own, to override other situational or experiential factors, such as crowding, service quality, or convenience, that more directly shape revisit decisions. This suggests that sustainability perceptions function as a necessary but not sufficient condition for behavioural loyalty, and that their influence on revisit intention is contingent on being channelled through a more proximal evaluative mechanism such as tourist satisfaction, as confirmed by the significant mediation effect (H_4) in this study.

Third, the findings confirm that tourist satisfaction has a strong and significant influence on revisit intention. This result reinforces the widely accepted view that satisfaction is a key determinant of destination loyalty. When tourists feel satisfied with their travel experience, they tend to develop positive attitudes toward the destination and are more likely to consider revisiting it in the future. This finding is consistent with previous tourism studies showing that tourist satisfaction plays a central role in shaping behavioural intentions such as revisit intention and positive word-of-mouth (Yoon & Uysal, 2005; Chen & Tsai, 2007). Satisfied tourists are more likely to develop emotional attachment and favourable evaluations of a destination, which increase their likelihood of returning.

Finally, the results show that tourist satisfaction plays a significant mediating role in the relationship between perceptions of sustainable tourism practices and revisit intention. This indicates that sustainable tourism practices influence revisit intention indirectly through their impact on tourists' experiential evaluation of the destination. In other words, sustainability practices enhance revisit intention primarily when they contribute to positive tourist experiences and higher levels of satisfaction. This finding suggests that tourist satisfaction acts as a critical psychological mechanism that translates sustainability perceptions into behavioural outcomes. Sustainable tourism practices may improve environmental quality, preserve cultural authenticity, and strengthen community participation in tourism activities. However, these practices encourage revisit intention only when tourists perceive that they enhance the overall quality of their travel experience (Folgado-Fernández et al., 2017). In the context of Penglipuran Village, the findings indicate that sustainability-oriented destination management contributes to tourist satisfaction by maintaining environmental cleanliness, preserving cultural traditions, and providing an authentic village atmosphere. Nevertheless, the increasing popularity of the destination also highlights the importance of maintaining the quality of visitor experiences as tourist numbers continue to grow.

Overall, the results of this study suggest that while sustainable tourism practices play an important role in shaping positive destination perceptions, their influence on tourist loyalty operates primarily through experiential evaluation mechanisms such as satisfaction. Therefore, sustainability-oriented destination management should be integrated with strategies that enhance visitor experience quality in order to strengthen tourist satisfaction and encourage repeat visitation.

Theoretical Implications

This study contributes to the literature on sustainable tourism and tourist behaviour in several ways. First, the findings provide empirical evidence that tourists' perceptions of sustainable tourism practices positively influence tourist satisfaction in the context of a community-based tourism destination. This supports the argument that sustainability-related destination attributes, such as environmental cleanliness, cultural authenticity, and community involvement, enhance tourists' overall evaluation of their travel experience. The results therefore reinforce previous studies suggesting that sustainability practices contribute to perceived destination quality and visitor satisfaction.

Second, the study demonstrates that sustainable tourism practices do not directly influence revisit intention. This finding suggests that sustainability initiatives alone may not be sufficient to generate tourist loyalty. Instead, tourists' behavioural intentions appear to be shaped primarily by their overall travel experience rather than by their perception of sustainability practices. This finding contributes to the ongoing debate in the tourism literature regarding whether sustainability attributes directly drive tourist behavioural intentions.

Third, the results highlight the important mediating role of tourist satisfaction in the relationship between sustainability perceptions and revisit intention. This finding suggests that sustainability-related destination attributes influence tourist loyalty indirectly by shaping tourists' experiential evaluations of the destination. In other words, sustainability practices enhance revisit intention primarily when they contribute to positive visitor experiences.

Finally, by focusing on Penglipuran Village as an award-winning tourism village, this study extends the sustainable tourism literature to the context of community-based tourism destinations. While much previous research has focused on large-scale tourism destinations, the findings of this study demonstrate that sustainability perceptions also play a significant role in shaping tourist behaviour in tourism villages where local culture and community participation are central to the tourism experience.

Managerial Implications

The findings of this study provide several important implications for destination managers and tourism policymakers, particularly in the context of tourism villages that promote sustainability-oriented tourism development.

First, the results indicate that sustainable tourism practices play an important role in shaping tourist satisfaction. Therefore, destination managers should continue to prioritize environmental cleanliness, cultural preservation, and community participation in tourism activities. These elements contribute significantly to creating positive tourist experiences and strengthening the perceived quality of the destination.

Second, the finding that sustainable tourism practices do not directly influence revisit intention suggests that sustainability initiatives alone may not be sufficient to encourage repeat visitation. Destination managers should therefore integrate sustainability efforts with strategies that enhance the overall tourist experience, such as improving visitor facilities, ensuring accessibility, and providing engaging cultural activities for tourists.

Third, the strong influence of tourist satisfaction on revisit intention highlights the importance of managing visitor experiences effectively. For Penglipuran Village, maintaining visitor comfort, managing crowd levels, and ensuring high-quality service interactions between tourists and local communities are crucial for sustaining tourist satisfaction and encouraging repeat visits (Boley et al., 2016).

Finally, the rapid growth of tourist arrivals in Penglipuran Village indicates the need for effective visitor management strategies. While increasing visitor numbers can provide economic benefits for local communities, excessive tourism pressure may reduce the quality of tourist experiences and threaten the sustainability of the destination. Therefore, implementing visitor management strategies such as capacity control, visitor flow management, and experience-based tourism packages may help maintain a balance between tourism growth and sustainability objectives.

CONCLUSIONS

This study examined the relationship between tourists' perceptions of sustainable tourism practices, tourist satisfaction, and revisit intention in Penglipuran Village, Bali. The findings provide several important insights into how sustainability-related destination attributes influence tourist behaviour in a community-based tourism context.

The results show that tourists' perceptions of sustainable tourism practices have a significant positive effect on tourist satisfaction. This indicates that sustainability-related attributes such as environmental cleanliness, cultural preservation, and community involvement contribute positively to tourists' overall travel experiences. However, the findings also reveal that sustainable tourism practices do not directly influence revisit intention. Instead, tourist satisfaction plays a significant mediating role in translating sustainability perceptions into behavioural intentions.

These findings suggest that although tourists recognize and appreciate sustainable tourism practices, such initiatives alone may not be sufficient to generate tourist loyalty. Rather, sustainability practices contribute to revisit intention primarily when they enhance the overall quality of the tourist experience. In this regard, tourist satisfaction becomes a key mechanism through which sustainability-related destination attributes influence behavioural outcomes.

From a destination management perspective, the results highlight the importance of integrating sustainability initiatives with strategies that enhance visitor experience. For destinations such as Penglipuran Village, maintaining environmental quality, preserving cultural authenticity, and ensuring visitor comfort are essential for sustaining tourist satisfaction and encouraging repeat visitation. Effective visitor management is also necessary to ensure that increasing tourist arrivals do not reduce the quality of the tourism experience.

Overall, this study provides empirical evidence that the relationship between sustainable tourism practices and tourist loyalty is mediated by tourist satisfaction. These findings contribute to a better understanding of how sustainability-oriented destination management can influence tourist behaviour in community-based tourism destinations.

This study has several limitations that should be considered when interpreting the findings. First, the respondents were limited to domestic tourists visiting Penglipuran Village. Future studies could include international tourists in order to obtain broader perspectives on tourists' perceptions of sustainable tourism practices. Second, this study focused on sustainable tourism practices as the main determinant of tourist satisfaction and revisit intention. However, other factors such as destination image, perceived value, service quality, or memorable tourism experiences may also influence tourist behaviour and could be incorporated into future research models. In addition, future research could explore comparative studies across different tourism villages or community-based tourism destinations to better understand how sustainability practices influence tourist behaviour in different cultural and geographical contexts.

REFERENCES

- Boley, B. B., McGehee, N. G., & Hammett, A. T. (2016). Importance-performance analysis (IPA) of sustainable tourism initiatives: The resident perspective. *Tourism Management*, 58, 66–77. <https://doi.org/10.1016/j.tourman.2016.10.002>
- Cárdenas-García, P. J., Pulido-Fernández, J. I., & De La Cruz Pulido-Fernández, M. (2015). The influence of tourist satisfaction on tourism expenditure in emerging urban cultural destinations. *Journal of Travel & Tourism Marketing*, 33(4), 497–512. <https://doi.org/10.1080/10548408.2015.1064061>
- Chen, C., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chi, C. G., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and practice*. 6th edition. Pearson Education.
- Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2017). Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92–110. <https://doi.org/10.1080/15022250.2016.1221181>
- Fong, E. H., Ficklin, S., & Lee, H. Y. (2017). Increasing cultural understanding and diversity in applied behavior analysis. *Behavior Analysis Research and Practice*, 17(2), 103–113. <https://doi.org/10.1037/bar0000076>
- Fons, M. V. S., Fierro, J. a. M., & Patiño, M. G. Y. (2011). Rural tourism: A sustainable alternative. *Applied Energy*, 88(2), 551–557. <https://doi.org/10.1016/j.apenergy.2010.08.031>
- Font, X., Garay, L., & Jones, S. (2014). Sustainability motivations and practices in small tourism enterprises in European protected areas. *Journal of Cleaner Production*, 137, 1439–1448. <https://doi.org/10.1016/j.jclepro.2014.01.071>
- Frank, T.O., & Medaric, Z. (2019). Cultural tourism from an academic perspective. *Academica Turistica Tourism and Innovation Journal*, 11(2), 101–110. Retrieved from <https://academica.turistica.si/index.php/AT-TIJ/article/view/141>
- Haid, M., Albrecht, J. N., & Finkler, W. (2021). Sustainability implementation in destination management. *Journal of Cleaner Production*, 312, 127718. <https://doi.org/10.1016/j.jclepro.2021.127718>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space*. 4th edition. Routledge.
- Jimber, J. A., Hernández-Rojas, R. D., Vergara-Romero, A., & Dancausa Millán, M. G. D. (2020). Loyalty in heritage tourism: The case of Córdoba and its four world heritage sites. *International Journal of Environmental Research and Public Health*, 17(23), 8950. <https://doi.org/10.3390/ijerph17238950>
- Jeong, Y., & Kim, S. (2019). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/apjml-02-2019-0101>
- Juvan, E., & Dolnicar, S. (2016). Measuring environmentally sustainable tourist behavior. *Annals of Tourism Research*, 59, 30–44. <https://doi.org/10.1016/j.annals.2016.03.006>

- Kemenparekraf. (2024). *4 desa wisata berkelas internasional di Indonesia*. Ministry of Tourism and Creative Economy of the Republic of Indonesia [four world-class tourism villages in Indonesia]. Retrieved from <https://kemenpar.go.id/hasil-pencarian/4-desawisata-berkelas-internasional-di-indonesia>
- Krisnayanti, N. M. N. (2023, October 26). It's so crowded! Over Tourism in Penglipuran Village, Bali, right before our eyes. *detikTravel*. <https://travel.detik.com/travel-news/d-7003497/riuh-banget-overtourism-desapenglipuran-bali-di-depan-mata>
- Lee, S. W., & Xue, K. (2020). A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393–408. <https://doi.org/10.1080/10941665.2020.1713185>
- Mathew, P. V., Cabral, C., & Mohandas, N. P. (2024). Influence of responsible tourism practices on the destination perceptions of tourists. *International Journal of Tourism Research*, 26(4). <https://doi.org/10.1002/jtr.2692>
- Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016/j.jhtm.2016.10.001>
- Ngoc, K. M., & Trinh, N. T. (2015). Factors affecting tourists' return intention towards Vung Tau City, Vietnam: A mediation analysis of destination satisfaction. *Journal of Advanced Management Science*, 292–298. <https://doi.org/10.12720/joams.3.4.292-298>
- Nicholas, L., & Thapa, B. (2010). Visitor perspectives on sustainable tourism development in the Pitons Management Area World Heritage Site, St. Lucia. *Environment, Development and Sustainability*, 12(5), 839–857. <https://doi.org/10.1007/s10668-009-9227-y>
- Oppermann, M. (2000). Tourism Destination loyalty. *Journal of Travel Research*, 39(1), 78–84. <https://doi.org/10.1177/004728750003900110>
- Šarenac, N., Rebić, M., & Bojat, M. (2019). Instruments for sustainable tourism development in Bosnia and Herzegovina. *Academica Turistica-Tourism and Innovation Journal*, 12(2). <https://academica.turistica.si/index.php/AT-TIJ/article/view/151>
- Shahrivar, R. B. (2012). Factors That Influence Tourist Satisfaction. *Journal of Travel and Tourism Research*. 12(1), 61–79.
- Thapa, B. (2013). Visitor segments and attitudes toward sustainable tourism in protected areas: A case study in Zambia. *Journal of Park & Recreation Administration*, 31(2), 50–60.
- UNWTO (2023). *Investing in a diverse, sustainable future for tourism*. (n.d.). UNWTO. <https://www.unwto.org/news/unwto-fitur-2023-investing-in-a-diverse-sustainable-future-for-tourism>
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- Wu, C. (2016). Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69(6), 2213–2219. <https://doi.org/10.1016/j.jbusres.2015.12.032>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Zhang, H., Wu, Y., & Buhalis, D. (2017). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>