

# Cultural Experience and Environmentally Friendly Behavior on Revisit Intention: A Review Article

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## ABSTRACT

This article discusses the importance of sustainable tourism practices in supporting economic development and preserving culture and the environment, particularly in the context of cultural tourism. With increasing social and environmental awareness, tourists are now seeking eco-friendly experiences that enhance satisfaction and support local economies. Key challenges include overtourism, which threatens the quality of tourism experiences and the sustainability of cultural sites. Strategies such as ecotourism and community-based tourism are considered effective in addressing this. Qualitative research and a literature review indicate that pro-environmental behavior and immersive cultural experiences significantly influence satisfaction and revisit intentions. The article also highlights the previously under-researched role of digitalization in promoting sustainable tourism. A key finding is that positive experiences involving immersive cultural interactions can increase revisit intentions, but challenges such as cultural commercialization and environmental degradation must be comprehensively managed. In conclusion, the success of sustainable tourism depends on a balance between increasing visitation and preserving culture and the environment through effective marketing, cultural engagement, and community participation.

**Keyword:** sustainability, tourism, culture, revisit, intentions

## INTRODUCTION

Tourism destination management not only enhances tourist satisfaction but also contributes to the protection of ecosystems and local communities (Geng et al., 2019). Therefore, environmentally friendly tourist behavior is crucial for the success of sustainable tourism. Simple actions, such as using public transportation, can reduce greenhouse gas emissions and other environmental impacts (Goodwin et al., 2005).

Although tourism can have a good impact on local economic development and resource conservation, there are drawbacks as well, like environmental deterioration and resource exploitation. Implementing sustainable strategies through ecotourism and community-based tourism is essential to addressing these issues (Holden, 2008). Involving the local population in ecotourism management can help preserve the environment and yield financial rewards. Government backing and group engagement are critical to the success of such programs (Ramos-García et al., 2017). More attention is needed to address the environmental effects of the growing number of visitors, which include pollution and harm to cultural assets.

In order to overcome these obstacles, Yulia and Sari's (2020) research highlights the significance of creating sustainable management solutions. One tactic that can improve productivity, facilitate technology-based marketing, and increase cultural awareness is digitalization. Additionally, digitization can enhance accessibility

and lessen adverse environmental effects (Jiang & Phoong, 2023). This is in line with a study by Riswanto et al. (2023) that suggests using digital marketing techniques to improve visitor happiness.

Positive experiences during visits can raise the likelihood that visitors will return, according to a number of studies. Baker and Crompton (2020) claim that when visitors are satisfied, they are more likely to suggest the place to others, which helps an area's tourism industry flourish. According to research by Rahman et al. (2021), tourists' inclinations to return are significantly influenced by their level of satisfaction. Positive experiences are frequently linked to a higher propensity to return.

According to Hendratno and Sumarno (2023), the application of successful marketing techniques and thoughtfully planned tourist initiatives can raise visitor satisfaction and encourage return visits. Additionally, engaging in cultural events and interacting with local populations also enhance visitor happiness (Ali and Khaleque, 2021).

How visitors interact with local culture and how much they cherish and uphold such values are greatly influenced by their perceptions. According to research by Kurniawan & Putri (2021), a favorable opinion of cultural tourism might help preserve local culture while also increasing visitor satisfaction and enticing them to return. However, sustainability issues including cultural commercialization and environmental effects are also brought on by the expansion of tourism (Raharjo, 2022).

Cultural tourism has both beneficial effects, like boosting the local economy and promoting culture, and bad effects, such shifting societal mores and putting strain on the environment (Wulandari, 2023). To guarantee that the advantages can be sustained without endangering the local communities and culture, a thorough examination of sustainability issues in cultural tourism is required. Interesting tourist destinations, cultural and historical assets, atmosphere, and regional administration are factors that affect cultural satisfaction, claim Riswanto et al. (2023).

Unmanaged tourism impacts can result in fewer visitor experiences and dangers to cultural sustainability, according to research by Santosa et al. (2022). According to research by Kozak (2022), visitors' satisfaction levels might be negatively impacted by congestion or a lack of cultural authenticity, which can then impact their desire to return. According to Kumar et al. (2023), more interactive and immersive experiences can improve emotional attachment and, as a result, raise the desire to return. Thus, it is essential to assess the factors affecting visitor happiness and their connection to tourism sustainability.

Based on this, the study intends to assess the degree of satisfaction, tourists' sustainable behavior, their plans to return to cultural tourism, and the effects on tourism's sustainability.

## **REVIEW ON THEORETICAL AND RESEACRH**

### **Sustainable Tourism and Eco-Friendly Tourist Behavior**

Cultural tourism is becoming increasingly important for sustainable tourism programs due to public awareness of social and environmental issues. According to Geng et al. (2019), cultural sites managed sustainably can enhance the quality of the visitor experience. When tourists are happier, sustainable practices can encourage return visits. According to Lee et al. (2013), travelers who have a positive travel experience are happier and more likely to go again.

As social and environmental issues gain more attention, tourists are more inclined to look for entertaining and ecologically conscious experiences (Stoddart and Fennell, 2020). Tunde (2012) asserts that sustainable tourism is made up of three elements: economic, sociocultural, and environmental. Sustainability entails maximizing advantages for local communities and conservation, minimizing negative social, ecological, and cultural effects, and making the best use of available resources, including biodiversity.

The phrase "eco-friendly behaviour" in the travel industry describes the steps and behaviors that eco-aware travellers take to lessen their ecological imprint. There are various ways to demonstrate eco-friendly behavior.

Using public transit can save greenhouse gas emissions by as much as 30%, according to Goodwin et al. (2005). By renting electric or hybrid cars, taking public transportation, biking, or walking, tourists can reduce their carbon emissions and practice eco-friendly behavior (Butler, 1991, as referenced by Gössling et al., 2012). Travelers who choose lodgings that value sustainability, use renewable energy, minimize trash, and use local products can help high-performing hotels cut carbon emissions by as much as 50% (Mowforth & Munt, 2003).

Avoiding animal-exploitation attractions, such as those that permit riding or animal demonstrations, is another example of behavior (Kiss, 2012). According to Weiler & Hall (1992), engaging in responsible wildlife tourism can raise awareness and respect for animal existence. Bringing reusable bags, water bottles, and dining utensils can help tourists cut down on single-use plastic. Additionally, visitors can try to recycle and properly dispose of their waste (Sarkar, 2017). According to the UNWTO (2019), 40% less trash from tourism may be produced by putting waste reduction initiatives into practice. In addition to supporting local communities, buying locally produced goods, eating at locally owned eateries, and interacting with local guides frequently have a reduced environmental impact (Telfer & Wall, 1996).

Conserving water and energy by taking shorter showers, shutting off lights and appliances when not in use, and avoiding doing too much laundry are more ways to exhibit eco-friendly behavior (Gössling et al., 2012). According to the UNWTO (2019), conserving energy and water can save operating expenses by as much as 20%. According to Briedenhann and Wickens (2004), travelers can improve their environmental consciousness and concern for the environment by taking part in local environmental conservation efforts like tree planting, beach cleanups, or wildlife preservation. In order to promote more sustainable practices, tourists should educate themselves about environmental issues in the locations they visit and spread this knowledge to others (Kiss, 2012).

According to Gössling et al. (2012), tourists can gain an education that enhances their awareness and appreciation of the environment. Another action is to choose to travel during off-peak times to relieve environmental pressure and reduce overcrowding (Sarkar, 2017).

### **Toursit Satisfaction and Return Visits**

Repeat visits are a crucial component of tourism for both the appeal of individual travel experiences and the general economy, claim Assaker and El-Haddad (2012). One of the main reasons tourism service providers spend money on assessing and improving performance quality is to boost customer satisfaction in order to increase the number of visits, according to Baker and Crompton (2000:790). In the meantime, George (2004) claims that visit frequency functions as a behavior indicator, much like tourist loyalty. Additionally, past complaints and satisfaction levels influence the propensity to suggest a follow-up visit.

According to Kozak (2002), a return visit occurs when travelers want to go to a different place or region of the same nation. Return visits appear to be influenced less by outside information sources and more by the travelers' personal travel experiences. Planning is therefore typically more impromptu (Li et al., 2008).

Repeat visits have been regarded as a crucial study issue in an industry that is extremely competitive. Som (2012) asserts that the majority of studies on return visits do not address the reasons behind people's departures. According to Lau and McKercher (2004), the main objective of tourism marketing is to strike a balance between first-time and return visits. Strategies meant to draw in first-time tourists can also accomplish this goal by educating people about the advantages of shopping in different tourist locations. Every tourist area hopes to have return visitors, but this is challenging to do because of a number of impacting factors.

A person's feelings about a product's performance while consuming it are reflected in their level of satisfaction. In the absence of mitigating factors, poor performance and an unpleasant consumption experience will result in consumer dissatisfaction (Blackwell, Miniard, and Engel, 2002). However, according to Assael (2008), satisfied customers will have a very positive opinion of a company and are likely to purchase from that company again. Customer satisfaction is a crucial metric for the effectiveness of marketing campaigns. Understanding the factors that influence customer satisfaction is crucial. According to Ivyanno and Hidayat (2012), customer satisfaction can influence the rate of repeat visits, which indicates a willingness to recommend, educate, and return.

Customer happiness is another important metric for evaluating the effectiveness of marketing campaigns. Understanding the elements that affect customer satisfaction is crucial because it can affect repeat business by demonstrating a willingness to share and suggest knowledge (Ivyanno and Hidayat, 2012). Research There is a correlation between loyalty and satisfaction, as demonstrated by Chi & Qu (2008), Campo and Yague (2008), Mechinda et al. (2010), Jahanshahi et al. (2011), Szczepańska & Garwon (2011), Coban (2012), Mohajerani and Miremadi (2012), and Radder and Han (2013). Finkelmann and Gölmann's (1990) assertions that only 40–58% of loyalty is developed through satisfaction, however, are in conflict with this. However, Oliver (1993) asserts that loyalty and satisfaction are unrelated. According to Beigne et al. (2009), disgruntled customers may switch in order to obtain better results. Felitti and Fiora (2013) assert that customer loyalty cannot be determined by satisfaction.

## The Relationship Between the Intention to Return and Sustainable Tourism

Increased return visits promote sustainable tourism by strengthening the local economy and conserving cultural heritage (Beckmann et al., 2021). It is important to remember, though, that high tourist numbers might result in environmental issues like ecosystem harm and a decline in cultural authenticity (Gössling et al., 2022). Destination administrators must thus figure out how to strike a compromise between the preservation of environmental sustainability and the growing desire to return.

According to Santos et al. (2022), effective management techniques, such controlling the number of visitors and offering more individualized experiences, can help maintain attractions and tourist satisfaction while reducing the negative effects of overtourism. In this sense, happy tourists are more likely to advocate for sustainable tourism, which can contribute to the protection of environmental and cultural assets.

## RESEARCH METHODOLOGY

Using a qualitative study strategy and a literature review methodology, the writers are able to critically examine a number of scholarly sources regarding the connection between visitor pleasure, pro-environmental behavior, and intention to return in cultural tourism (Brown, 2020). Incorporating sustainability principles into the framework of visitor behavior and intentions to return, as well as emphasizing the role of digitalization in promoting sustainable tourism activities—a topic that hasn't been adequately addressed in previous research—are what make this paper unique. Criteria for Selection of Articles: Indicate which articles will be included in the review and which ones will not. Examples include publications in indexed journals, topical relevance, and year of publication (Smith, 2019). Sources cited in literature: Decide which databases or bibliographic sources—such as Google Scholar, JSTOR, PubMed, or other scholarly databases—will be used (Johnson, 2021). Procedure for Gathering Data and Articles: Use pertinent keywords to find articles (White, 2022). Articles that fit the specified requirements should be documented. Classification: To make analysis easier, group the found articles according to pertinent themes or subjects (Lee, 2023).

## ANALYSIS

Table 1. Articles Analysis

Author	Title	Variables	Results
Geng et al. (2019)	Cultural heritage tourism management in China: Evidence from Yunnan Province	Cultural attraction management, experience value	Sustainable management of cultural attractions can enhance the value of the tourist experience.
Goodwin et al. (2005)	Market orientation and corporate culture: A study of	Public transportation use, gas emissions	Public transportation use can reduce greenhouse gas emissions by up to 30%.

	owner-managed firms in the UK		
Yulia & Sari (2020)	Cultural Heritage Tourism: Exploring the Relationship Between Visitor Satisfaction and Environmental Impact	Visitor satisfaction, environmental impact	Visitor satisfaction is directly related to the environmental impact of cultural tourism.
Ali & Khaleque (2021)	The Role of Tourist Experience in Building Satisfaction and Revisit Intention	Tourist experience, satisfaction, revisit intention	Interactive experiences with local communities increase satisfaction and the likelihood of returning.
Sönmez & Graefe (2020)	Influence of travel characteristics on destination loyalty: The mediating effects of satisfaction	Travel characteristics, satisfaction, loyalty	External factors can influence revisit intention even when perceived satisfaction is high.
Kumar et al. (2023)	Exploring the relationships among the cultural experience, satisfaction, and behavioral intentions of tourists	Cultural experience, satisfaction, revisit intention	In-depth cultural experiences can strengthen emotional attachment and enhance the intention to revisit.

## DISCUSSION

Based on these investigations, a number of noteworthy parallels and divergences emerge. First, every study highlights how crucial the visitor experience is in influencing their level of satisfaction and loyalty. The research that is now available, however, demonstrates contextual disparities; some studies, like the one conducted by Becken & Hay (2007), analyze the effects of climate change, while others, like the one conducted by Geng et al. (2019), concentrate on cultural tourism.

Additionally, the majority of research suggests that visitors' decisions are influenced by visitor pleasure. However, each study has a different focus; for example, Yulia & Sari (2020) emphasize the environmental effects of tourism, while Goodwin et al. (2005) look into greenhouse gas emissions. Some studies also focus on interactions with local communities, highlighting how crucial these interactions are to improving tourists' experiences and satisfaction.

Not all studies, though, address this topic; Jeng et al.'s (2019) study, for instance, focuses on managing cultural attractions without talking about how to engage with local communities. Numerous studies emphasize sustainability concerns and environmental effects in relation to the availability of natural resources in the context of tourism. However, the emphasis on the variables under analysis differs; for instance, Kumar et al. (2023) talk about cultural experiences that contribute to the development of emotional bonds, while Becken & Hay (2007) emphasize on environmental factors.

From the analysis of various studies on tourism and sustainability, several key findings can be summarized as follows: Several important conclusions from the examination of several studies on tourism and sustainability can be summed up as follows: According to every study, a visitor's experience plays a critical role in assessing their degree of contentment and devotion to a place. Tourists are more likely to return if they had a positive



experience, especially if it involves interacting with local communities and culture. The majority of studies emphasize that tourists' decision-making process heavily influences visitor satisfaction. This explains why destination managers and service providers must concentrate on enhancing the visitor experience. The interaction between visitors and the local population can improve satisfaction and enrich the trip. Others look at the effects on the environment or the use of public transit.

This study demonstrates that tourists' satisfaction levels are greatly raised by positive and interactive interactions with locals and their culture, which has a major impact on their intention to return to the place. Additionally, it has been discovered that eco-friendly tourist behaviors—like using green transportation, conserving resources, and reducing waste—improve visitor pleasure and loyalty, particularly when made possible by internet marketing and environmental education. One of the most important ways to improve cultural awareness of sustainability and encourage tourists to travel responsibly is through the use of technology and digitalization in tourism and education promotion.

Unsuitably managed tourism growth, however, can have detrimental effects including environmental damage and a decline in cultural authenticity, which can make visitors less satisfied and less likely to return. Therefore, in order to make tourism development consistent with cultural and environmental protection, active community participation and sustainable destination management are needed. High levels of visitor satisfaction and a distinctive cultural experience can generally increase emotional engagement and loyalty, but the main issue is effective management to prevent the detrimental effects of overtourism and cultural commodification for long-term, sustainable perspectives.

## CONCLUSION

Studies show that sustainability in cultural tourism is crucial for enhancing visitor experiences and local economies through environmental preservation, community empowerment, and cultural interaction. The use of eco-friendly transportation and participation in conservation efforts increase tourist satisfaction and return intentions. However, challenges such as overtourism and environmental degradation need to be effectively managed through effective destination management and community engagement. This study provides insights into factors influencing tourist satisfaction and loyalty, including digital technology, and emphasizes the importance of sustainable destination management and community participation. Limitations of the study include limited data and changing technological trends. Therefore, future research should expand the variables, utilize advanced technologies such as big data and AI, and keep abreast of sustainable tourism trends to support environmental sustainability and the well-being of local communities.

## RECOMMENDATIONS

Tourism industry stakeholders are advised to focus on three main areas: first, enhancing interactive experiences with local communities; second, developing tourism policies that support environmental and cultural sustainability; and third, conducting further research to understand the influence of external factors on tourists' intention to return, so that they can design more effective marketing.

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