

The Effect of Green Destination Image on Tourist Revisit Intention through Green Perceived Value and Satisfaction

*Green Destination
Image on Tourist
Revisit Intention*

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ABSTRACT

Tourism that embraces environmentally friendly practices plays a vital role in ensuring nature conservation for future generations. This study aims to examine the influence of green destination image on revisit intention, with green perceived value and tourist satisfaction as mediating variables. Using a quantitative approach and purposive sampling, the research involved 200 tourists who had visited Tiga Warna Beach more than once in the past six months. The findings reveal that an environmentally friendly destination image and tourist satisfaction significantly influence tourists' intention to revisit. Furthermore, both green perceived value and tourist satisfaction act as partial mediators, strengthening the relationship between destination image and revisit intention. These results highlight the importance of building a strong green image and enhancing visitor satisfaction to foster loyalty. Tourism managers at Tiga Warna Beach are encouraged to develop strategies that increase return visits, such as promoting conservation efforts and engaging tourists through personalized communication. This study contributes valuable insights into the green tourism sector and may serve as a reference for future research within the service industry, particularly in developing sustainable tourism models that prioritize environmental preservation.

Keywords: *Green Destination Image, Green Perceived Value, Revisit Intention, Tourist Satisfaction.*

ABSTRAK

Pariwisata yang mengadopsi praktik ramah lingkungan memainkan peran penting dalam menjaga kelestarian alam bagi generasi mendatang. Penelitian ini bertujuan untuk mengkaji pengaruh citra destinasi hijau terhadap niat kunjungan ulang, dengan green perceived value dan kepuasan wisatawan sebagai variabel mediasi. Menggunakan pendekatan kuantitatif dan teknik purposive sampling, penelitian ini melibatkan 200 wisatawan yang telah mengunjungi Pantai Tiga Warna lebih dari satu kali dalam enam bulan terakhir. Hasil penelitian menunjukkan bahwa citra destinasi yang ramah lingkungan dan kepuasan wisatawan berpengaruh signifikan terhadap niat wisatawan untuk berkunjung kembali. Selain itu, green perceived value dan kepuasan wisatawan juga berperan sebagai mediasi parsial, yang memperkuat hubungan antara citra destinasi dan niat kunjungan ulang. Temuan ini menegaskan pentingnya membangun citra hijau yang kuat serta meningkatkan kepuasan pengunjung untuk mendorong loyalitas wisatawan. Pengelola wisata Pantai Tiga Warna disarankan untuk mengembangkan strategi yang dapat meningkatkan kunjungan ulang, seperti mempromosikan kegiatan konservasi dan membangun komunikasi personal dengan wisatawan. Penelitian ini memberikan kontribusi penting dalam sektor pariwisata

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hijau dan dapat dijadikan referensi bagi penelitian selanjutnya di industri jasa, khususnya dalam mengembangkan model pariwisata berkelanjutan yang mengutamakan pelestarian lingkungan.

Kata kunci: *Citra Destinasi Ramah Lingkungan, Nilai Ramah Lingkungan yang Dirasakan, Niat Berkunjung Kembali, Kepuasan Wisatawan.*

INTRODUCTION

Tourism areas need proper and optimal management to maintain their existence against their competitors. This is in line with the statement of Chrissanty et al. (2024) that tourism managers must pay attention to tourist attractions so that they can compete with similar competitors. The maritime line in the southern part of Malang Regency has been utilized by the local government as a tourist destination, so it attracts tourists to visit (Septiandari et al., 2021). The important role of green tourism is to ensure that the conservation carried out is useful for future generations. Tourism that implements green tourism has a policy to maintain the sustainability of nature (Prabawa, 2017; Madani, 2021; Baloch et al., 2023). The concept of green tourism that pays special attention to the environment is an attraction for beach destinations (D'Alessandro, 2016; Rahayu et al., 2022; Rahmawati et al., 2023). Tiga Warna is a beach tourism location in the Clungup Mangrove Conservation area, precisely on Jl. Sendang Biru, Tambakrejo, Kec. Sumbermanjing Wetan, Malang Regency, East Java. Clungup Mangrove Conservation, known as CMC, is an area that focuses on the conservation of mangrove trees and coral reefs (Kemenparekraf, 2020). In this case, Tiga Warna Beach has received awards as Champion I of Coastal Area Development from the Indonesian Minister of Marine Affairs and Fisheries in 2015, Champion I of the East Java Tourism Award in 2017, the 2022 coastal rehabilitation and community empowerment program, and the 2025 ASEAN tourism award (Chrissanty, et al., 2024; Cmctigawarna, 2024).

Tiga Warna Beach is one of the beaches in Malang Regency that has strict regulations for visiting tourists. This is in line with the statement of Abidin et al. (2023) that Tiga Warna beach tourism applies carrying capacity in the hope that natural conditions will be maintained from damage caused by visitors. Strict regulations are considered to hurt the number of tourists, which has decreased (Yasinta et al., 2022; Wakila et al., 2022). This is evidenced by the decrease in the number of tourists to the Tiga Warna beach conservation area from 2016 to 2017 by 6,329 tourists (Tribowo et al., 2017). In addition, from January to August 2020, the number of visitors to Tiga Warna beach was 16,800 people (Septiandari et al., 2021). The statement about the decrease in the number of tourists to Tiga Warna Beach shows that there is a gap between the tourist capacity of 100 people per day and the number of visitors. It is also known that the presence of tourists will increase the income of Tiga Warna Beach, which income is used as a supporting fund for the maintenance of the conservation area (Tribowo et al, 2017). Therefore, the failure to meet the number of tourists according to the set capacity can harm the financing of conservation activities and the maintenance of the conservation area. This research is important to study because Tiga Warna Beach has contributed to the preservation of nature.

In this case, revisit intention needs to be studied in tourists who still have the intention to revisit Tiga Warna Beach. Revisit intention is the key to the success of a destination (Zhang et al., 2018; Luvsandavaajav et al., 2022). Revisit intention needs to be studied because tourist intention is a picture of the actions that will be taken in the future (Quynh et al., 2021; Suban, 2024; Chen et al., 2024). Research related to destination image has been conducted by Allameh et al. (2015) and Suban (2024), which shows that destination image influences the revisit intention of tourists at sports destinations in Iran and spa visitors in India. However, several previous studies also show that destination image does not directly influence revisit intention (Rasoolimanesh et al., 2021; Zulfiqar et al., 2024). Due to the inconsistency of previous research results, this study adds green perceived value and tourist satisfaction as mediating variables. Perceived value as a mediating

variable has been studied by Allameh et al. (2015), Mursid, (2022), and Mursid (2023) in sports and Muslim tourism places. Satisfaction as a mediating variable has been studied by Quynh et al. (2021), Suban (2024), and Zulfiqar et al. (2024) in spa tourism, historical tourism, and famous tourism in Pakistan. This shows that the use of mediating variables, green perceived value and tourist satisfaction, is novel in this study because it has never been used as a mediating variable in coastal tourism objects that implement green tourism, especially in the Toga Warna beach tourist object. This study aims to examine the effect of destination image on revisit intention at Tiga Warna Beach with green perceived value and tourist satisfaction as mediating variables in the context of coastal tourism that applies green tourism principles.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Green Destination Image, Green Perceived Value, and Tourist Satisfaction

Green destination image refers to tourists' perceptions of a tourism site that emphasizes sustainability and environmental conservation. Tiga Warna Beach, situated in Malang Regency, exemplifies a destination that has integrated green tourism principles into its core operations, including strict visitor limits and environmental education (Kemenparekraf, 2023; Chrissanty et al., 2024). According to Allameh et al. (2015), Suwarduki et al. (2016), and Suban (2024), a positive destination image helps create strong impressions among tourists, which subsequently fosters satisfaction and encourages revisit intention. The image of Tiga Warna Beach as a clean, well-preserved, and eco-friendly destination can become a driving factor in tourist loyalty. Theoretically, this is supported by Social Exchange Theory, which posits that individuals engage in interactions when they perceive benefits (Ting & Thurasamy, 2016; Opoku et al., 2023). Tourists who perceive the image of Tiga Warna Beach as contributing to nature conservation may feel morally and emotionally rewarded, motivating a return visit. Furthermore, a strong green image can directly impact how much value tourists feel they receive (Allameh et al., 2015; Quynh et al., 2021), as well as their sense of satisfaction with the destination experience.

H1: Green destination image has a positive and significant effect on revisit intention.

H2: Green destination image has a positive and significant effect on green perceived value.

H3: Green destination image has a positive and significant effect on tourist satisfaction.

Green Perceived Value and Tourist Satisfaction on Revisit Intention

Green perceived value reflects the tourists' assessment of the worth they gain from a tourism experience, especially when aligned with environmental values. Lin and Zhou (2022) define it as the balance between what is received (eco-benefits, personal enjoyment) and what is expended (money, effort). In the context of Tiga Warna Beach, this value emerges from the experience of visiting a clean, conserved beach with educational and environmental benefits. Juliana et al. (2022) emphasize that managing tourists' perceived value is critical to shaping revisit behavior, as it becomes embedded in the tourists' memory of the destination. Mursid (2022) and Fauzi et al. (2024) also confirm that high perceived value contributes significantly to a tourist's intention to return, especially in green tourism settings. This aligns with the logic of Social Exchange Theory, where tourists reciprocate the benefits they receive by returning or recommending the place to others. When tourists find that the green attributes of Tiga Warna Beach are unique and beneficial, they are more likely to revisit. Simultaneously, tourist satisfaction, defined as the fulfillment of expectations post-visit, is a vital factor in determining future behavior (Suban, 2024). According to Bayih and Singh (2020), satisfied tourists tend to show greater loyalty and intention to revisit. Satisfaction is also an emotional response that builds over the quality of experience and the alignment of a destination with personal values. The more satisfied tourists are with the services, cleanliness, conservation efforts, and overall ambiance, the stronger their intention to return.

H4: Green perceived value has a positive and significant effect on revisit intention.
H5: Tourist satisfaction has a positive and significant effect on revisit intention.

Green Perceived Value and Tourist Satisfaction as a Mediator

While green destination image plays a direct role in shaping revisit intention, its influence may also be exerted indirectly through green perceived value and tourist satisfaction. This approach aligns with findings from Cooper et al. (2017), who argue that a positive image of a destination that contributes to environmental sustainability enhances perceived value, which in turn reinforces revisit intention. Social Exchange Theory provides the theoretical foundation here; tourists who perceive a destination as rewarding in both environmental and experiential aspects are likely to return and recommend the destination to others (Weber, 2019). When tourists perceive that Tiga Warna Beach's conservation efforts provide unique environmental value, this perceived value acts as a psychological reward. As such, the positive image does not merely exist in abstract terms but is internalized through the tourists' value perception and satisfaction level. Previous studies by Quynh et al. (2021) and Suban (2024) suggest that perceived value and satisfaction are crucial mediators in various types of tourism, but their roles in green coastal destinations are still underexplored. Satisfaction, likewise, arises from the emotional fulfillment and alignment between expectations and actual experiences. A strong green destination image creates expectations of sustainability and cleanliness; when these are met or exceeded, tourists report higher satisfaction, making them more likely to return. Therefore, this study examines the dual mediating roles of these variables to clarify the complex pathway between destination image and revisit intention.

H6: Green perceived value mediates the relationship between green destination image and revisit intention.

H7: Tourist satisfaction mediates the relationship between green destination image and revisit intention.

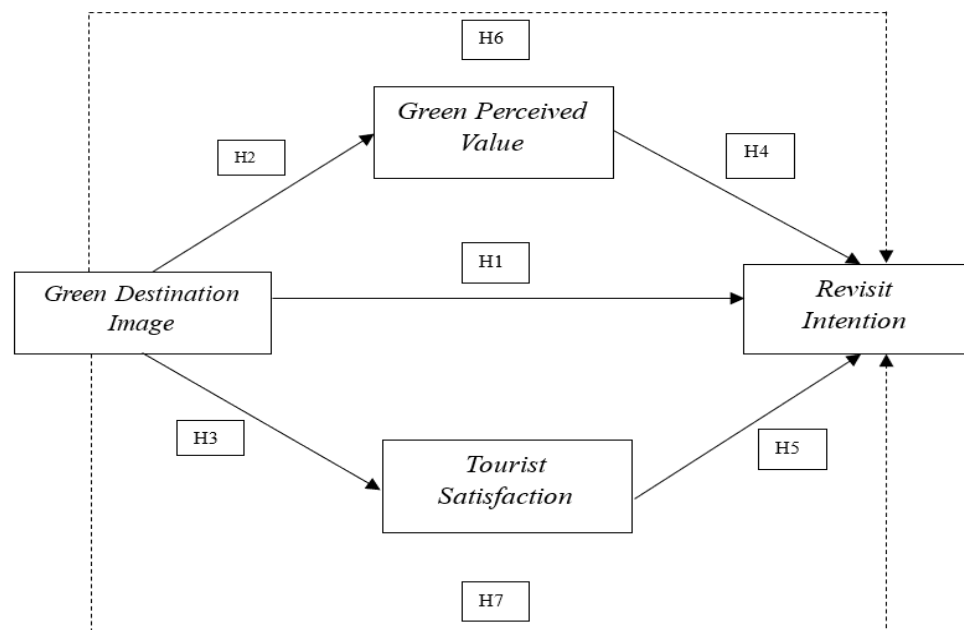


Figure 1. Research Framework

Figure 1 illustrates a conceptual model outlining the relationships between Green Destination Image, Green Perceived Value, Tourist Satisfaction, and Revisit Intention. The model tests the direct effect of Green Destination Image on Revisit Intention (H1), as well as indirect effects through two mediating variables: Green Perceived Value (H2,

H4, H6) and Tourist Satisfaction (H3, H5, H7). Hypotheses H6 and H7 examine the mediating roles of these variables. This model is grounded in Social Exchange Theory, which suggests that a positive perception of a green destination image enhances tourists' perceived value and satisfaction, ultimately encouraging their intention to revisit the destination.

RESEARCH METHOD

This study employed a quantitative research approach to explore the relationships between green destination image, green perceived value, tourist satisfaction, and revisit intention. The research was conducted at Tiga Warna Beach, a unique coastal tourism site in Malang Regency that is officially designated as a green tourism destination. Data collection began in October 2024, targeting a sample of 200 tourists who had visited the destination more than once in the last six months, using a purposive sampling method. This method was chosen to ensure that the respondents had sufficient experience with the location to provide informed evaluations. Primary data were gathered through face-to-face distribution of questionnaires in the form of a Google Form, accessed via a barcode scan provided directly to tourists at the site. The questionnaire employed a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure each variable of interest.

The study focused on four main constructs, each measured by several indicators. The Green Destination Image variable included indicators such as green tourism facilities, green activities, green natural attractions, and green conservation areas. These aspects capture how tourists perceive the environmentally friendly image of Tiga Warna Beach. The Green Perceived Value variable was assessed through four dimensions: green value of effort, money, emotion, and social value, reflecting the overall benefit tourists feel they receive. Tourist Satisfaction was measured using indicators such as enjoyment, meeting expectations, fulfilling needs, and satisfaction with their decision to visit. Lastly, Revisit Intention was captured through indicators like planning to revisit, willingness to invest time and money, frequency of revisits, and whether the destination was considered a first-choice visit. For data analysis, the study used both descriptive statistics and Structural Equation Modeling using Partial Least Squares (SEM-PLS) to test the relationships between variables and the proposed hypotheses (Ghozali, 2008). This methodological combination allowed for a comprehensive and rigorous examination of the green tourism experience at Tiga Warna Beach.

RESULTS

The measurement model is a component of Structural Equation Modeling (SEM) analysis that assesses the relationship between latent constructs (variables that cannot be directly observed) and their observed indicators. This model evaluates both the validity (whether the indicators accurately measure the intended construct) and reliability (the consistency of the measurement) of each indicator. Analysis of the measurement model typically includes examining outer loadings, average variance extracted (AVE), and composite reliability.

Figure 2 illustrates the measurement model in a Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. It displays the relationships between latent variables, Green Destination Image (GDI), Green Perceived Value (GPV), Tourist Satisfaction (TS), and Revisit Intention (RI), and their respective indicators. Each yellow-labeled box represents an observed indicator (e.g., GDI1–GDI4), with arrows pointing toward its associated latent variable, indicating a reflective measurement model. The numbers beside the arrows are outer loading values, all of which exceed 0.70, indicating strong indicator reliability. Each blue circle contains the R^2 value, showing the proportion of variance explained by its predictors: 40.2% for GPV, 40.5% for TS, and 59.0% for RI. This model confirms that the indicators reliably measure their constructs and that the constructs explain a moderate to strong amount of variance in the outcome variables, validating the convergent validity and reliability of the measurement model.

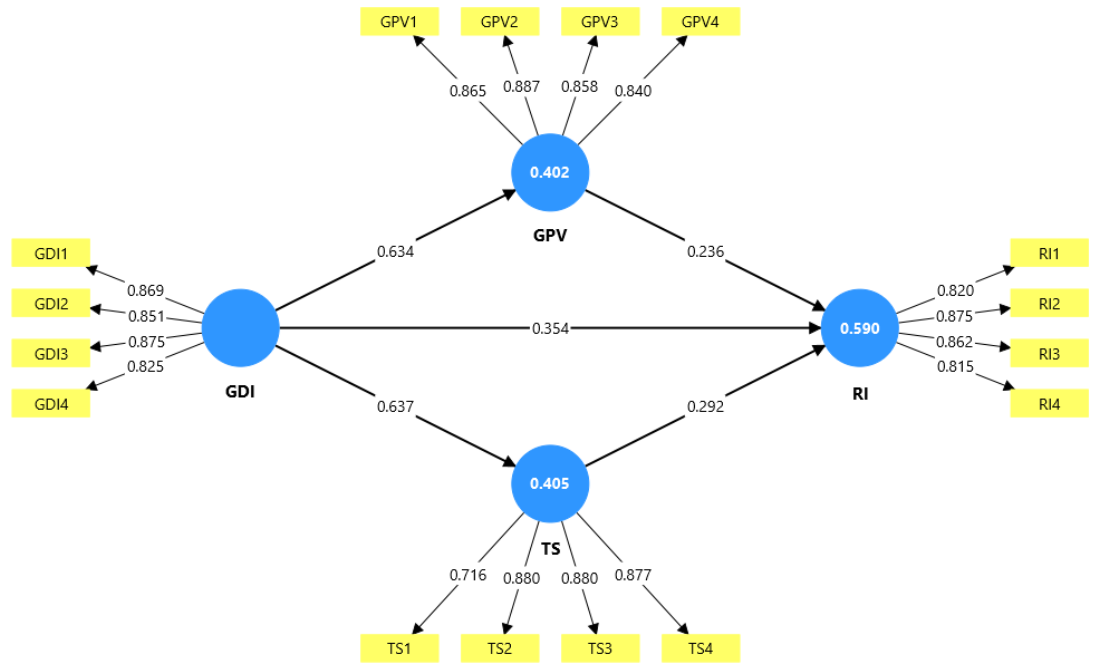


Figure 2. Measurement Model

Table 1. Convergent Validity

Variable	Item	Loading Factor	AVE	Result
Green Destination Image (X)	GDI1	0.869	0.731	Valid
	GDI2	0.851		Valid
	GDI3	0.875		Valid
	GDI4	0.825		Valid
Green Perceived Value (Z ₁)	GPV1	0.865	0.744	Valid
	GPV2	0.887		Valid
	GPV3	0.858		Valid
	GPV4	0.840		Valid
Tourist Satisfaction (Z ₂)	TS1	0.716	0.707	Valid
	TS2	0.880		Valid
	TS3	0.880		Valid
	TS4	0.877		Valid
Revisit Intention (Y)	RI1	0.820	0.711	Valid
	RI2	0.875		Valid
	RI3	0.862		Valid
	RI4	0.815		Valid

Table 1 presents the results of the convergent validity test for each construct in the study: Green Destination Image, Green Perceived Value, Tourist Satisfaction, and Revisit Intention. Convergent validity is assessed through two key indicators: loading factor and Average Variance Extracted (AVE). All item loadings are above the recommended threshold of 0.70, indicating that each indicator strongly reflects its corresponding latent variable. For example, GDI1–GDI4 have loadings ranging from 0.825 to 0.875, while GPV1–GPV4 range from 0.840 to 0.887. Similarly, TS indicators (TS1–TS4) and RI indicators (RI1–RI4) also meet this criterion. Additionally, each construct has an AVE value exceeding 0.50, indicating that more than half of the variance in the indicators is accounted for by the construct itself. Specifically, Green Destination Image has an AVE of 0.731, Green Perceived Value 0.744, Tourist Satisfaction 0.707, and Revisit Intention 0.711. These results collectively demonstrate that the measurement model meets the requirements of convergent validity, ensuring that the indicators consistently and accurately measure the intended constructs. Thus, all items are considered valid and suitable for further structural analysis.

Table 2. Discriminant Validity

Indicator	Green Destination Image (X)	Green Perceived Value (Z ₁)	Revisit Intention (Y)	Tourist Satisfaction (Z ₂)	Result
GDI1	0.869				Valid
GDI2	0.851				Valid
GDI3	0.875				Valid
GDI4	0.825				Valid
GPV1		0.865			Valid
GPV2		0.887			Valid
GPV3		0.858			Valid
GPV4		0.840			Valid
RI1			0.820		Valid
RI2			0.875		Valid
RI3			0.862		Valid
RI4			0.815		Valid
TS1				0.716	Valid
TS2				0.880	Valid
TS3				0.880	Valid
TS4				0.877	Valid

Based on Table 2, all measurement items are confirmed to be valid, as each loading factor exceeds the recommended threshold of 0.70 and the Average Variance Extracted (AVE) values are above 0.50. These results indicate that the indicators reliably represent their respective constructs. Furthermore, Table 3 supports this finding by demonstrating that all indicators for the variables, Green Destination Image, Green Perceived Value, Tourist Satisfaction, and Revisit Intention, have higher loading values on their intended constructs than on any other constructs. This confirms that each indicator has strong discriminant validity, meaning it accurately measures the variable it is intended to represent and not others. Therefore, both convergent and discriminant validity are met, ensuring that the constructs used in this study are measured precisely and appropriately for further structural model analysis.

Table 3. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha	Result
Green Destination Image (X)	0.916	0.877	Reliable
Green Perceived Value (Z ₁)	0.921	0.885	Reliable
Tourist Satisfaction (Z ₂)	0.906	0.860	Reliable
Revisit Intention (Y)	0.908	0.864	Reliable

Based on Table 3, the variables green destination image, tourist satisfaction, and revisit intention all show composite reliability values above 0.7, indicating strong internal consistency. Additionally, the Cronbach's alpha values for each of these variables are above 0.6, further supporting their reliability. These results meet the accepted thresholds for reliability testing in social science research. Consequently, it can be concluded that all constructs in this study are reliable and acceptable for further analysis, as they consistently measure what they are intended to represent.

Table 4. Hypothesis Test

Hypothesis	Path Coefficient	T-Statistic	P-Values	Result
H1: X -> Y	0.354	4.131	0.000	Accepted
H2: X -> Z ₁	0.634	11.599	0.000	Accepted
H3: X -> Z ₂	0.637	12.115	0.000	Accepted
H4: Z ₁ -> Y	0.236	2.746	0.006	Accepted
H5: Z ₂ -> Y	0.292	3.428	0.001	Accepted
H6: X -> Z ₁ -> Y	0.149	2.783	0.005	Accepted
H7: X -> Z ₂ -> Y	0.186	3.199	0.001	Accepted

Based on the results in Table 4, hypotheses H1 to H5 are supported, as indicated by t-statistic values greater than the t-table and p-values below the 0.05 significance level,

confirming that all direct relationships in the model have a positive and significant effect. Additionally, the mediating variables tested in H6 and H7, Green Perceived Value and Tourist Satisfaction, also show positive and significant effects. The relationship between Green Destination Image and Revisit Intention, as tested in H1, remains significant even when mediators are included, indicating that the mediation is partial. According to Andreas and Yuniati (2016), if the total effect is greater than the direct effect, the mediating variable is shown to have a stronger role than the direct relationship alone. This is confirmed by the following calculations: the total effect of $GDI \rightarrow GPV \rightarrow RI$ is 0.503 ($0.354 + 0.634 \times 0.236$), and $GDI \rightarrow TS \rightarrow RI$ is 0.531 ($0.354 + 0.637 \times 0.292$). Both values exceed the direct effect of 0.354, implying that the presence of the mediators enhances the strength of the relationship. Therefore, Green Perceived Value and Tourist Satisfaction play crucial mediating roles in strengthening the impact of Green Destination Image on Revisit Intention (Dewi & Ekawati, 2017).

DISCUSSION

The results of this study indicate that green destination image significantly influences revisit intention among tourists visiting Tiga Warna Beach. This finding suggests that when tourists perceive a destination as environmentally responsible and committed to sustainability, they are more likely to return in the future. Tiga Warna Beach, known for its green tourism implementation, creates a strong image that resonates with environmentally conscious travelers. This supports the findings of Allameh et al. (2015) and Suban (2024), who argue that a positive and environmentally oriented destination image enhances tourists' willingness to revisit. Moreover, Sari et al. (2020) highlight that analyzing revisit intention is vital for maintaining the sustainability and competitiveness of a destination. The alignment between the green image and tourists' values contributes not only to loyalty but also to word-of-mouth promotion and long-term destination development.

Furthermore, the study confirms that green destination image significantly affects green perceived value. Tourists who visit Tiga Warna Beach interpret its environmental efforts as added value compared to other, less eco-focused destinations. This perception stems from tangible aspects such as green facilities and nature conservation, as well as intangible elements like emotional and social appreciation. This aligns with the views of Allameh et al. (2015), Quynh et al. (2021), and Suban (2024), who found that the image of a destination significantly shapes tourists' perceived value. The case of Tiga Warna supports this, as its commitment to sustainability contributes to tourists' perception of receiving a unique and meaningful experience. This is also consistent with Tribowo et al. (2017), who noted Tiga Warna's dedication to green tourism practices, which ultimately elevate the perceived value tourists associate with the site.

In addition, the green destination image positively impacts tourist satisfaction, confirming that tourists are not only aware of the environmental values of Tiga Warna Beach but also feel emotionally and experientially fulfilled. A destination's image plays a vital role in shaping expectations and perceptions, and when those expectations are met or exceeded, satisfaction increases. This finding is in line with Allameh et al. (2015), who emphasized that satisfaction is rooted in tourists' mental impressions and experiences. The study also supports the notion that natural beauty, educational aspects, and the conservation focus of Tiga Warna contribute to the creation of positive emotional experiences. Tourists reported that their visit fulfilled their expectations, providing evidence that the green destination image strongly contributes to satisfaction. This finding echoes Shahijan et al. (2018), who emphasized satisfaction as a critical determinant of future behavioral intentions.

Moreover, both green perceived value and tourist satisfaction were found to have a significant effect on revisit intention, and both serve as partial mediators in the relationship between green destination image and revisit intention. The mediation analysis shows that when tourists perceive high value from green practices or feel satisfied with their visit, their intention to revisit increases beyond the effect of destination image

alone. This result is consistent with Allameh et al. (2015) and Mursid (2022), who confirmed the mediating role of perceived value, and with Hasan et al. (2019) and Quynh et al. (2021), who highlighted the mediating role of satisfaction in similar tourism contexts. The total effect values in this study surpass the direct effect, reinforcing that the presence of these mediators enhances the strength of the relationships. Thus, this study not only supports but also extends prior research by validating the importance of perceived value and satisfaction in green tourism settings, particularly in coastal destinations like Tiga Warna Beach.

CONCLUSION

This study confirms that all proposed hypotheses are accepted, indicating that the research was conducted effectively. However, despite its strengths, several limitations remain. The research was limited to a single location, Tiga Warna Beach, as a representation of green tourism, with a sample size of 200 respondents. As a result, the findings may not be generalizable to other tourist destinations, especially those that do not implement green tourism principles. The limited geographical scope and sample may restrict the broader applicability of the conclusions drawn. Additionally, this study only focused on four main variables: green destination image, green perceived value, tourist satisfaction, and revisit intention. Future studies are encouraged to incorporate additional moderating or mediating variables to provide a more comprehensive understanding of revisit intention. For practical implications, tourism managers at Tiga Warna Beach are advised to design effective strategies to strengthen tourists' revisit intentions. For example, maintaining post-visit engagement by sending updates on conservation efforts or promotional offers via platforms like WhatsApp can build lasting relationships with tourists. Encouraging visitors to leave reviews may also serve as useful feedback for improving service quality. Furthermore, the findings of this study can serve as a reference for future research, which can explore other variables and adopt different theoretical perspectives. Expanding research into green tourism in other natural tourism destinations will contribute to deeper insights and the development of strategies for sustainable tourism management.

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