



Experience Economy in Green Marketing Perspective and Its Influence on Sustainability-Oriented Loyalty of Tourists in Wetland Tourism Park with Environmental-Based View Theory Approach

Muhammad Naparin*

Faculty of Forestry, Universitas Lambung Mangkurat, South Kalimantan, Indonesia. *Email: muhammad.naparin@ulm.ac.id

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ABSTRACT

Pulau Bakut Nature Tourism Park is a wetland tourism that provides environmental and socio-economic sustainability functions, but this ecosystem is still vulnerable to tourist activities. The existence of this tourism park is very important because it is situated in the conservation zone for the habitat of the Proboscis monkey (*Nasalis larvatus*). This study aimed to analyze the influence of experience economy practices (EEP) on memorable tourism experience (MTE) and sustainability-oriented loyalty (SOL) in a green marketing perspective to achieve sustainability. The EEP was represented by aesthetic experience (AEX) and entertainment experience (EEX). The research used quantitative method by evaluating the structural model using PLS-SEM, and the software used is SmartPLS-4.1. The results showed AEX and EEX had a significant positive effect on MTE and SOL, and MTE had a significant positive effect on SOL. This study provides a new understanding of the environmental-based view (EBV) theory, where eco-tourism industry is a business that not only provides business values, but also provides values to the environmental and socio-cultural. This study integrates the EBV theory with experience economy theory in building sustainability-based tourist loyalty. Novelty: To build a new model that provides tourist loyalty oriented towards the balance of environmental, economics, and socio-culture sustainability.

Keywords: Customer Experience Dimensions, Sustainable Wetland Tourism, Tourist Loyalty, Environmental-Based View Theory

JEL Classifications: M2, M3, Q2, Q5

1. INTRODUCTION

The key construct in this study is sustainability-oriented loyalty which is drawn from the environmental-based view (EBV) theory initiated by Naparin (2024a), where a green business, including eco-tourism, is a business that not only provides business values (e.g. financial performance, sales growth, market share), but also provide values to the environment (e.g. biodiversity conservation, preventing pollution, contributing to climate change mitigation), and socio-cultural values (e.g. the welfare of the surrounding community, avoiding social conflict). This raises new challenges in green marketing strategy where the ultimate goal of marketing is not only to create customer loyalty based on service quality,

emotional solidarity, destination image, and trust (e.g. Mahmud et al., 2021; Jiang et al., 2022; Stavrianea and Kamenidou, 2021; Lee and Jan, 2022), but also to create customer loyalty based on customers' experiences of environmental, economic, and socio-cultural sustainability).

In the green marketing perspective, especially in the tourism industry, the environmental values provided by the tourism industry can be in the form of sustainability-based loyalty which also becomes a sustained competitive advantage (SCA) for tourism providers. This study is an important part of green marketing in tourism industry, which is built on the principles of environmental, economic as well as socio-cultural sustainability.

The marketing function is not only to build customer loyalty that is oriented towards products (e.g. quality, price, service, and the other benefits), but also to build customer loyalty that is oriented towards sustainability, which is called sustainability-oriented loyalty. The construct of tourist loyalty can be drawn from the current economic paradigm, where the global economy is shifting from a service economy to an experience economy, in this context the tourism sector is an intensive service-based business (Jiang et al., 2022). In line with this, Ritchie and Crouch (2011) a tourist destination is highly dependent on the most memorable experiences for tourists. This is an opportunity and a challenge for all marketers because the memorable experiences of tourists are a driving factor in achieving loyalty (Jiang et al., 2022). Experience consists of notes that are always embedded in the minds of tourists, both positive and negative experiences (Nugraha et al., 2021), while memorable experience is built from selected tourist experiences and can be recalled after the trip (Chen et al., 2023). These memorable experiences come from a broader experience construct, the results of the entire series of tourist trips (Lee and Jan, 2022). Tourist experiences can be divided into four categories: Educational experiences, escapism experiences, aesthetic experiences, and entertainment experiences. Of the four categories, Pine and Gilmore (1998) divide experiences based on the level of involvement: (1) active experience, is the experience of tourists with active involvement, including educational and escapism experience, for example, tourists are involved in planting mangrove trees or given the opportunity to interact with the fauna typical of the tourist park, and (2) passive experience, is a tourist experience with passive involvement, including aesthetic and entertainment experience, for example tourists are treated to the beauty of the landscape or fauna attractions. It is easy to understand that the experience gained from the active involvement can provide faster feedback and can facilitate higher-level thinking than the experience gained from passive involvement (Morrell et al., 2021). Therefore, the power of passive experiences to achieve memorable experiences and loyalty for tourists are still questionable. However, several studies that prove the influence of experience dimensions on memorable experiences which ultimately influence the creation of tourist loyalty include Naparin et al. (2024), Chen et al. (2023), Liu et al. (2023), Mahmud et al. (2021), Zhang and Walsh (2020), and Jiang et al., (2022).

Studies that integrate the experience dimensions and memorable experiences of tourists as determinants of loyalty are still very limited and showed a wide gaps, for example Zhang and Walsh (2020) tested the experience of tourists towards loyalty to historical and cultural tourism in China, but the experience economy (educational, escapism, aesthetic and entertainment experiences) was tested as a unidimensional construct so that the influence of each dimension is still questionable; Mahmud et al. (2021) tested the influence of the experiences of medical tourism on tourist loyalty, but besides being still mediated by tourist satisfaction, the experiences were also built not based on the perspective of the experience economy but rather based on the experience of service quality, infrastructure and costs; Naparin et al. (2024) tested the influence of four dimensions of experience (educational, escapism, aesthetic and entertainment experiences) on memorable experiences and loyalty, but they did not test the direct influence of

the four types of experiences on tourist loyalty. In another study, Liu et al. (2023) tested the effect of health tourism experiences on tourists' well-being where they gained positive emotions to fulfil their needs for relaxation, stress relief, recovery, finding meaning in life, and increasing their sense of well-being. The study conducted by Chen et al. (2023) showed the influence of the dimensions of rural tourism experience in China on memorable experiences. On the other hand, the direct influence of passive experiences (aesthetic and entertainment experiences) on tourist loyalty also still shows varying significance, for example Choi et al. (2013) did not show a significant influence of experience on loyalty elements (expressed by dining frequency), but several studies found a significant positive influence including Jang et al. (2022), Stein and Ramaseshan (2019), Zhang and Walsh 2020, and Cetin (2020).

This study has extensive contributions, including: (1) building and providing empirical evidence on green marketing strategy based on environmental-based view theory; (2) providing a new perspective that green marketing is not only centered on creating and promoting customer awareness and behavior that is pro-environment, but also creating and promoting customer loyalty, especially tourists' loyalty based on environmental, economic and socio-cultural sustainability orientation; (3) accelerating the achievement of sustainable development goals (SDGs) in the tourism sector both directly and indirectly, including SDG-13 in efforts to mitigate climate change through eco-tourism development that prioritizes the preservation of biodiversity and other natural resources; SDG-14 in efforts to conserve and utilize wetlands as very valuable marine resources; and SDG-15 in protecting and increasing sustainable use of wetland forest ecosystems and efforts to stop the loss of biodiversity. This study has strong significance especially for the sustainability of wetland tourism, the number of tourist visits from domestic tourists in Indonesia reached 825.80 million (Badan Pusat Statistik Indonesia, 2024a), and the number of international tourists entering Indonesia in 2023 reached 11.68 million and the number will continue to increase from year to year (Badan Pusat Statistik, 2024b). In addition, wetland conservation in particular plays a very important role in maintaining environmental balance, especially in mitigating climate change considering that it is the largest carbon store besides terrestrial areas. Wetlands in South Kalimantan, Indonesia, covering an area of 1,194,471.98 hectares or 32.39% of the total land area (excluding offshore wetlands), are home to a variety of biodiversity with high economic value such as sago plants for sago flour, purun Tikus (*Eleocharis dulcis*) for handicrafts (Naparin, 2024b), as well as being a source of livelihood for most of the population (e.g. fish, shellfish, seaweed), river transportation businesses, and nature tourism. In the tourism sector, the Natural Resources Conservation Agency of South Kalimantan Province provides the Pulau Bakut wetland tourism park which is a conservation zone for the habitat of the Proboscis monkey (*Nasalis larvatus*) which is registered in the Convention on International Trade in Endangered Species (CITES) as endangered fauna, located in the middle of the Barito River with an area of 15.58 ha. The wetland tourism park is provided for the purposes of biodiversity conservation, research, scientific development, building local community welfare, and tourism, so that this wetland

tourism park provides environmental, economic and socio-cultural sustainability functions. However, the wetland ecosystem shows high sensitivity and vulnerability to various contaminants due to human activities (Santoso and Yunita, 2023). Therefore, creating tourist loyalty towards environmental, economic and socio-cultural sustainability is the most important part of wetland tourism marketing, even more so towards conservation zones. Therefore, the urgency of this study was to build the personality of tourists who care about a balance between environmental, economic and socio-cultural in participating to accelerate the achievement of sustainable development goals, especially SDG-13, SDG-14, and SDG-15.

Based on the background and several empirical studies above, this study examines the influence of two dimensions of passive tourist experiences, namely aesthetic experience (AEX) and entertainment experience (EEX) on memorable tourism experience (MTE) and sustainability-oriented loyalty (SOL), and examines the direct influence of MTE on SOL. Meanwhile, the originality of this study lies in the tourist loyalty construct, where the loyalty is not only built from the perception of product value (e.g. quality, price, service, benefits), but also built based on an orientation towards sustainability, which is in this context is called sustainability-oriented loyalty.

2. LITERATURE REVIEW

2.1. Aesthetic Experience

Experience is a subjective and intangible phenomenon, showing individual achievements (Radović et al., 2021). Meanwhile, Lee and Han (2020) stated that experience is an emotional or cognitive event that determines customer travel decisions. Tourist experience is events that have been experienced by someone in living that is different from everyday life (Kahraman and Cifci, 2023), or the result of tourist interactions with their tourist destinations where the tourist as an actor and the destination as a performance stage (Radović et al., 2021). Likewise, Jiang et al. (2022) defines tourist experience as a subjective psychological condition felt by tourists. On the other hand, Chen et al. (2023); Hosany and Witham (2010); Pine and Gilmore (1998) distinguish tourist experience based on the level of participation or involvement of the tourists during their tourist trip into two dimensions: (1) Active participation experience, is the experience of someone who is directly involved in an event during a tourism activity, for example tourists are involved in traditional ceremonies; (2) Passive participation experience, is the experience of someone who is not involved in events at the tourist attraction, for example tourists are treated to various wild animal attractions. Furthermore, based on the level of depth of experience, Pine and Gilmore (1998) distinguish two types of experiences in active participation experience: Educational experience (active/absorption) and escapism experience (active/immersion), as well as two types of passive participation experience: Aesthetic experience (passive/absorption) and entertainment experience (passive/immersion).

A brief overview of active participation experience: Educational experience (active/absorption) is an experience that is shaped when tourists are actively involved in various activities and enter into

thought and attention, while escapism experience (active/immersion) is an experience that is shaped when tourists are involved in various activities and are carried away into new situations and forget about their daily life routines. In this context, Morrell et al. (2021) stated that a person's active involvement will create rapid feedback and can facilitate higher-level thinking than passive involvement. On the other hand, experiences with a passive level of involvement require reinforcing driving factors to give a deeper impression on a person's travel journey. Therefore, the study focuses on the influence of passive participation experience (aesthetic experience and entertainment experience) on tourists' memorable experiences: aesthetic experience and entertainment experience.

Aesthetic experience (passive/immersion), is an experience that tourists get when they are enjoying the atmosphere of the tourist environment, for example the rural landscape that can be felt by their five senses (Chen et al., 2023). Rozendaal and Schifferstein (2010), experience is shaped by the sensory system in the human body as a result of its interaction with the environment. Meanwhile Horng and Hsu (2021) state that experience is information accumulated during the interaction between the subject and the object, obtained from the five senses sensors that are actualized with perception. In this context the human sensory system is distinguished into (1) distance receptors, experience is obtained based on stimuli and information from a certain distance, for example audio-visual, and smells; (2) immediate receptors, experience is obtained based on stimuli and information that is felt directly, for example touch and taste. Thus, aesthetic experience is related to the pleasure experienced due to sensory stimulation as a variety of experiences (related to a complex mixture of tastes: e.g. the pleasure of food felt by the mouth), simplicity (involving a light and comfortable feeling, elegance, and the essence of an object), and harmony (a balanced blend of various elements that are integrated as a whole) (Rozendaal and Schifferstein, 2010). Thus, the aesthetic experience of tourists is defined as the experience obtained when tourists enjoy various presentations of a harmonious environmental atmosphere due to sensory stimulation in the form of visual, audio, taste, or smell.

2.2. Entertainment Experience

Entertainment activities constitute tourism products needed by tourists that produce unforgettable experiences (Luo and Fan, 2022; Xu, 2010). Related to this, Tan (2008), entertainment experience is a phenomenal awareness that is shaped naturally, where the Center of the experience lies in enjoyment or a pleasant emotion that is actualized into sensory pleasure, joy, calm, tension, and pleasure. Entertainment experience (passive/absorption), is an experience obtained when visitors passively observe all activities at tourist attractions without involving high emotional aspects (Chen et al., 2023), for example watching various fun attractions provided by the tourist attraction. Entertainment experience is related to cognitive and affective experience, where cognitive experience is associated with mental states of consciousness, while affective experience is associated with a person's mood, feelings, and emotions (Luo and Fan, 2022).

From the perspective of tourism service providers, entertainment experience is related to efforts to please and entertain tourists

without involving direct participation from visitors with a low level of immersion (Yoon et al., 2022). Visitors feel happiness from what is presented by tourism service providers and embed that happiness into truth and feelings in the form of experiences.

2.3. Memorable Tourism Experience

Experience refers to the impression that tourists have of a series of tourism activities (Lee and Jan, 2022). While memorable experience refers to all the extraordinary things that are always remembered, in this context the terminology of experience has a broader meaning than memorable experience (Nugraha et al., 2021). Therefore, memorable experience is embedded in the thoughts and emotions of tourists that can be brought up at any time in the future. Chen et al. (2023), memorable experience is built from selected experiences that are embedded in tourists, can be remembered after their tourist visit (Chen et al., 2023). Memorability which determines the depth of impression is very important (Kahraman and Cifci, 2023).

The paradigm of the experience economy can change the marketing strategy from a product strategy to a customer experience strategy. When the competitive situation is very tight where all product or service attributes (e.g. service quality, product quality, price, packaging, durability) are the same as competitors, then the most effective strategy to win customers is to maintain and improve the customer's memorable experience. Therefore, Jiang et al. (2022), memorable experience contains both opportunities and challenges that must be explored by marketers. Nugraha et al. (2021) and Jiang et al. (2022), the memorable experience can be reflected by seven entities: (1) Hedonism, the hedonistic condition felt by tourists in the form of a pleasant and joyful sensation during the trip, including the feeling of being pampered during the trip; (2) Involvement, the level of involvement in various tourist activities during the trip; (3) Meaningfulness, the meaning or value obtained during the trip including emotional and spiritual satisfaction. Tourists tend to look for unique and meaningful experiences; (4) Refreshment, the fresh atmosphere and relaxation felt by tourists during the visit; (5) Knowledge, a very meaningful information and facts obtained during the visit; (6) Novelty, new psychological feelings generated during the trip including a unique atmosphere and different from other tourist attractions; (7) Social interaction, an impression of the social interactions that occur during the visit including interactions with local people, tourism service providers, and between visitors.

2.4. Sustainability-Oriented Loyalty

Generally, tourists seek psychological satisfaction by enjoying natural relief and beauty, biodiversity, socio-culture, and anthropogenic elements offered by a tourist provider. Not only that, tourists also appreciate the efforts made by the tourism provider in maintaining the economic sustainability of local communities (Kusumawati et al., 2020). This is in line with the concept of sustainability which includes the overall sustainability of nature, economy, and socio-culture that tourists expect (Moliner-Tena et al., 2021; Kim et al., 2018). Thus, tourist loyalty is not only oriented towards the benefits of products or services, but also oriented towards the sustainability offered by the tourist destination. In addition, individuals who visit nature parks are

generally psychographically segmented who like nature, so they have the opportunity to love nature and its sustainability. The concept of loyalty cannot be separated from liking an object, whether in the form of a product or service. Nature parks provide specific experiences related to biodiversity, natural beauty, and socio-economic sustainability. In this concept, the focal point of loyalty does not only lie on the physical product of the tourist destination but also on the perception of embedded sustainability, which is called sustainability-oriented loyalty.

Loyalty is conceptualized as an attitude that constitutes a response to specific behavior, as well as a passive positive behavior (Akhmad et al., 2020). Efforts to increase tourist loyalty are the most effective marketing strategy in maintaining and increasing market share with efficient marketing costs. Furthermore, tourist loyalty is a source of sustained competitive advantage (SCA) and can improve financial performance (Radović et al., 2021; Suhartanto et al., 2020). This is because loyal customers (including tourists) will not be willing to move to other product or service providers, which will make it difficult for competitors to win these customers (Manyanga et al., 2022). Zhang and Walsh (2020), tourist loyalty is divided into three perspectives, namely (1) behavioral perspective, indicated by the level of regular subscriptions, purchase sequence, and purchase probability; (2) attitudinal perspective, indicated by a positive attitude; (3) a combination of behavioral perspective and attitudinal perspective, indicated by repeat purchases. Tourist loyalty can be based on the intention to revisit and the intention to provide support for the tourist attraction (Suhartanto et al., 2020). Based on the loyalty construction above, sustainability-oriented loyalty is defined as a positive attitude and behavior towards a tourist destination along with the environmental and socio-economic sustainability attributes inherent in it, expressed by the willingness to revisit, the willingness to carry out positive word-of-mouth, psychological commitment, or make repeat visits.

3. THEORETICAL FRAMEWORK

Sustainability-oriented loyalty (SOL) which is the central construct in the research model of this study is based on the environmental-based view (EBV) theory initiated by Naparin (2024a), where a green business not only provides economic values, but also environmental and socio-cultural values. Especially in the tourism business, environmental and socio-cultural values can be actualized through efforts to create tourist loyalty which is not solely due to excellent service factors, but also because of the ability of the tourism business to preserve the environment including biodiversity and natural resources, and is able to create sustainable socio-culture. This research model also relies on environmentally significant behavior (ESB) theory (Stern, 2000), where the pro-environmental attitudes and behaviors of individuals in the private-sphere environmentalism are influenced by internal and external factors. Furthermore, Stern (2000) describes internal and external factors as a correlation of A-B-C (attitudinal, behavioral, contextual factors). In this context, if the behavioral factor is lacking, then attitude is influenced by contextual factors, or vice versa. In this context, the sustainability-oriented loyalty (SOL) of tourists is an attitudinal factor influenced by external

factors that contextually become loyalty stimuli, including tourist experience. Tourist experience itself is based on the theory of experience economy in Pine and Gilmore (1998) which classifies tourist experience into two groups: (1) active participation experience including educational and escapism experience; (2) passive participation experience including aesthetic (AEX) and entertainment experience (EEX). In this case, the research model in this study focuses on passive participation experience, namely AEX and EEX.

Regarding the relationship between experience and loyalty, Manyanga et al. (2022) stated that experience is a substantial aspect in creating customer loyalty in the service industry (including the tourism business). This is supported by Kim and Ahn (2020) who stated that customers are always happy to share their positive experiences with others who show their loyalty. The relationship between AEX and EEX on tourist loyalty is supported by several previous studies including Naparin et al. (2024), Kokkhangplu and Auemsuvarn (2024), Zhang and Walsh 2020, Jang et al. (2022), Sachdev and Sauber (2023), and Cetin (2020). On the other hand, the dimensions of experiences (AEX and EEX) are still constructs with a broader spectrum than memorable tourism experiences (MTE) because AEX and EEX talk about the breadth of experience, while MTE talks about the depth of experience (Naparin et al., 2024). In addition, Chen et al. (2023) stated that MTE is constructed from selected experiences based on the depth of impressions that stick until the future. In this context, Chen et al. found the influence of AEX and EEX on MTE. This is also supported by several studies including Naparin et al. (2024), and Manthiou et al. (2014). On the other hand, in terms of the direct relationship between MTE and loyalty, Manyanga et al. (2022) stated that service industries that fail to provide memorable experiences to their customers will face threats from their competitors because it is an important issue in creating loyalty. In this context, Jiang et al. (2022) stated that memorable experiences are a determining factor in creating loyalty. This is supported by several previous studies including Lee and Jan (2022), Nugraha et al (2021), and Torabi et al (2022).

4. HYPOTHESES DEVELOPMENT

In general, experience has a broader spectrum than memorable experiences (Pine and Gilmore, 1998; Hosany and Witham, 2010; Chen et al., 2023). Experience speaks about the breadth of experience presented by tourism service providers, while memorable experience speaks about the depth of the experience itself, so that the relationship between the dimensions of experience and memorable experience is a sequence of psychological phenomena felt by tourists. Chen et al. (2023) found a significant positive influence of aesthetic and entertainment experiences on memorable tourism experience for rural tourists in 29 provinces in China. Likewise, Manthiou et al. (2014) found the experience of VEISHEA festival visitors on vivid memory, where in this context the experience is stated with a unidimensional construct reflected by education, entertainment, aesthetics, and escapism experiences. This is also supported by Naparin et al. (2024) who found the positive influence of aesthetic and entertainment experiences on memorable tourism experiences. Several previous studies that also

support the influence of AEX and EEX on MTE include Chen et al. (2023), and Manthiou et al. (2014).

Regarding the influence of experience on loyalty, Kim and Ahn (2020) stated that customers feel happy to share their positive experiences with others, where it is an important element of customer loyalty. In the context of tourism, Zhang and Walsh 2020 and Cetin (2020) found a direct influence of aesthetic experience and entertainment experience on loyalty to tourist destinations. In addition, Jang et al. (2022) found a direct influence of customer service experience on loyalty elements expressed as repurchase intention. Several previous studies that also support the direct influence of experiences on loyalty include Manyanga et al. (2022), Hapsari et al. (2024), Kokkhangplu and Auemsuvarn (2024), and Sachdev and Sauber (2023). Therefore, the following hypothesis is drawn:

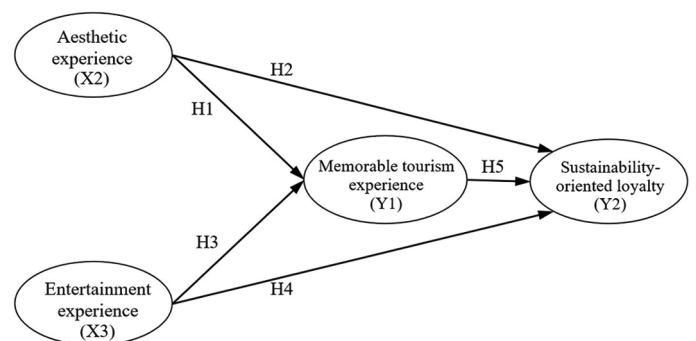
- H₁: Aesthetic experience significantly effects memorable tourism experience
- H₂: Aesthetic experience significantly effects sustainability-oriented loyalty
- H₃: Entertainment experience significantly effects memorable tourism experience
- H₄: Entertainment experience significantly effects sustainability-oriented loyalty.

Tourism experience management is the most important part in the marketing perspective because of its role in achieving sustainable competitive advantage that is centered on customer loyalty. This is evidenced by the influence of experience on tourist loyalty and its antecedents including memorable experiences and satisfaction (Mahmud et al., 2021; Lee and Jan, 2022). In this context, several studies have shown a significant positive influence of memorable tourism experience on tourist loyalty, including: Nugraha et al (2021), the model was tested on visitors to Tanoker edu-tourism Indonesia where loyalty was expressed by word of mouth; Santorini Island in the southern Aegean Sea; Torabi et al (2022), the model was tested on visitors to bazaars, tourism and cultural complexes, and museums in Tehran. Several other previous studies that support the influence of memorable experiences on loyalty include Naparin et al. (2024), Jiang et al. (2022), and Lee and Jan (2022).

- H₅: Memorable tourism experience significantly effects sustainability-oriented loyalty.

Based on the background and hypotheses above, a research model as shown in Figure 1.

Figure 1: Research model



5. METHODS

This study was approved by the ethics committee of the research and community service. The research model was tested on tourists who had visited the Pulau Bakut wetland tourism park, South Kalimantan, Indonesia. The research method in this study was a quantitative method by evaluating the structural model using PLS-SEM. While the software used is SmartPLS-4.1. Some reasons for using PLS-SEM, besides this method can evaluate a complex structural model, this method is also powerful with a relatively small sample and can overcome distribution issues such as lack of normality (Hair et al., 2019). Based on Hair et al. (2019) structural model evaluation is carried out with three interrelated procedures: (1) preliminary evaluation including sample size, model fits; (2) measurement assessment including loadings, AVE, SRMR, Cronbach's alpha, CR; (3) structural model assessment including f^2 , R^2 , and Q^2 .

5.1. Data Collection and Respondent Characteristics

Data collection was conducted in June to July 2024. Respondents were tourists who had visited the Pulau Bakut wetland tourism park, South Kalimantan, Indonesia. Before they were asked to answer the questionnaire, informed consent was conveyed verbally in a clear and confirmed manner that was understandable. The data collected were from 228 respondents, but there were 6 incomplete and 8 outliers. So there were 214 valid data that could be used in the analysis process. The number of data has exceeded the sample adequacy limit of 200, so that it can provide sufficient statistical power (Hair et al., 2013).

In terms of distribution of respondents, there were fewer male respondents than female, 42.52% and 57.48% respectively, and the majority aged ranged from 16 to 36 years. Respondents' education was dominated by high school and undergraduate. The complete characteristics of the respondents are described in Table 1.

5.2. Measurement Item

The variables in this study were latent, measured based on the perception, opinion, or attitude of respondents using a Likert scale ranging from 1 to 5, 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree). Aesthetic experience was measured using four indicators developed from Liu et al. (2023), entertainment experience was measured using three indicators developed from Chen et al. (2023), memorable tourism experience was measured using seven indicators developed from Chen et al. (2023), and sustainability-based loyalty was measured using three indicators developed from Zhang and Walsh (2020) and Kim et al. (2018). The complete indicators are outlined in Table 2.

6. RESULTS

6.1. Collinearity, Validity, Reliability

Collinearity test was measured using variance inflation factor (VIF) values, where $VIF < 5$ indicates no multicollinearity between indicators (Akinwande et al., 2015). The results of the collinearity test showed that the VIF value of all indicators was < 5 , so it was stated that there was no multicollinearity between the indicators and they can be accepted (Table 2). The results of the

Table 1: Respondent characteristics

Category	Classification	Frequency	Percentage
Gender	Male	91	42.52
	Female	123	57.48
Age	<16	21	9.81
	16-25	85	39.72
	26-36	47	21.96
	37-46	37	17.29
	>46	24	11.21
Education	<Junior high school	19	8.88
	Junior high school	16	7.48
	High school	83	38.79
	Strata 1	85	39.72
	Strata 2 and 3	11	5.14
Number of respondents			214

Table 2: First algorithm: Indicators, variance inflation factor (VIF), and outer loading

Indicator		VIF	Outer loading
Aesthetic experience			
X11	I felt a very good harmony of nature when I was traveling on Pulau Bakut.	2.112	0.814
X12	I felt pleasure during my visit to Pulau Bakut Island (e.g. coolness, happiness).	2.180	0.831
X13	Pulau Bakut offered a typical Kalimantan experience when I traveled there.	1.418	0.773
X14	Pulau Bakut offered a unique cultural offering (e.g. floating markets, boats).	1.881	0.830
Entertainment experience			
X21	Watching all the activities on Bakut Island really entertained me.	1.621	0.810
X22	I enjoyed observing the flora and fauna on Pulau Bakut when I visited there.	2.447	0.897
X23	I had a pleasant experience during my trip to Pulau Bakut.	2.575	0.904
Memorable tourism experience			
Y11	Traveling to Bakut Island has spoiled me (peaceful, safe, comfort).	1.624	0.722
Y12	I enjoyed the activities I did while traveling to Pulau Bakut.	2.001	0.790
Y13	The flora and fauna in Pulau Bakut have a special value for me.	2.156	0.794
Y14	Pulau Bakut gave me a different kind of freshness.	1.645	0.690
Y15	Pulau Bakut had a special impression for me in exploring new knowledge.	2.069	0.788
Y16	I was impressed with the new experience during my trip to Pulau Bakut.	1.826	0.755
Y17	I was impressed by the sense of family of the communities around Pulau Bakut.	1.893	0.746
Sustainability-oriented loyalty			
Y21	Because of its natural preservation, I would be happy to visit Pulau Bakut again.	2.707	0.910
Y22	I am happy to share positive information about the sustainability of Pulau Bakut.	2.817	0.914
Y23	I am happy to recommend to others Pulau Bakut as an ideal tourist destination in terms of the balance of natural and socio-economic.	2.799	0.911

convergent validity test of the outer model in the first algorithm procedure, there was an outer loading value < 0.7 , namely Y14 of the memorable tourism experience variable (0.690) so the indicator was declared invalid (Table 2). After the second algorithm

Figure 2: Second algorithm: Convergent validity measurement results

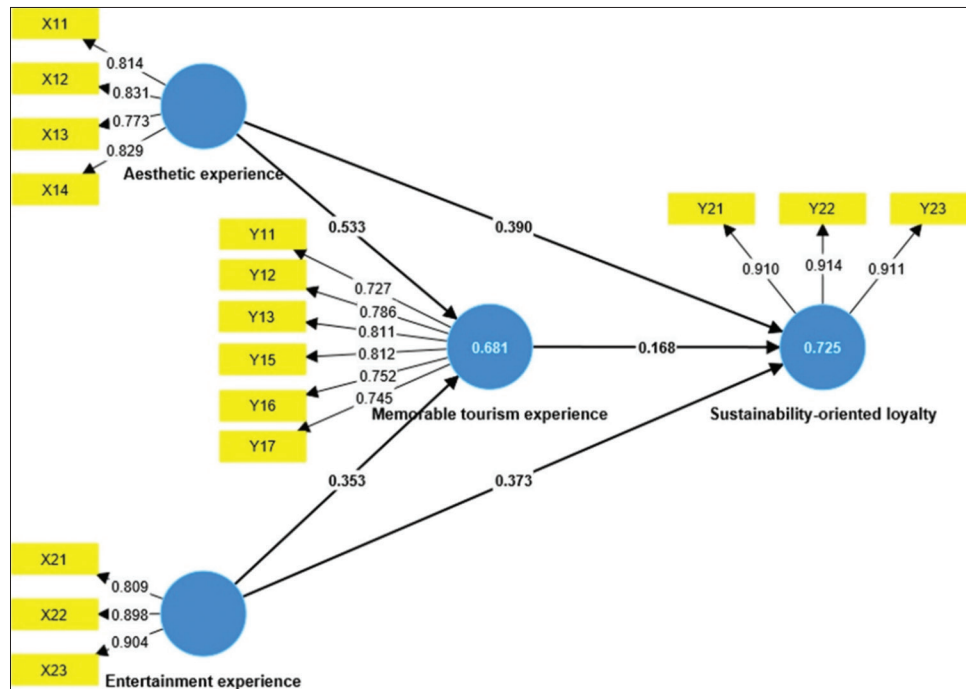


Table 3: Q², Cronbach’s alpha, composite reliability, AVE, R², GoF, and SRMR

Variable	Q-square predictive relevance (Q ²)	Cronbach’s alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	R-square (R ²)
Aesthetic experience	-	0.829	0.886	0.660	
Entertainment experience	-	0.841	0.904	0.760	
Memorable tourism experience	0.399	0.865	0.899	0.597	0.681
Sustainability-oriented loyalty	0.591	0.899	0.937	0.832	0.725
Godness of Fit (GoF)					0.708
Standardized root mean squared residual (SRMR)					0.076

procedure was carried out by removing the Y14, all indicators showed an outer loading value >0.7 so these indicators could be accepted (Figure 2). Convergent validity in the inner model showed an average variance extracted (AVE) values >0.5 so all variables were declared valid and could explain the variance of their indicators by more than 50% (Table 3). The results of the discriminant validity test using the Fornell-Larcker Criterion method showed that the square root of AVE value for each variable was greater than the estimated correlation listed below the diagonal of the matrix, so the variables were declared valid (Table 4).

The results of the reliability test using Cronbach’s Alpha and Composite Reliability values showed the Cronbach’s Alpha and Composite Reliability of each variable were >0.7 so all variables in the model were declared reliable and had good internal consistency (Table 3).

6.2. Structural Model Evaluation

The structural model evaluation was tested using Q², R², Goodness of Fit (GoF), standardized root mean squared residual (SRMR), P-values, path co-efficients (β), and f square (f²). The Q² value of the two endogenous variables in the model >0, respectively memorable tourism experience (0.399), and sustainability-oriented loyalty (0.591) so both variables were stated to have good

Table 4: Discriminant validity: Fornell-larcker criterion

Variable	AEX	EEX	MTE	SOL
Aesthetic experience	0.812			
Entertainment experience	0.722	0.872		
Memorable tourism experience	0.788	0.738	0.773	
Sustainability-oriented loyalty	0.792	0.779	0.751	0.912

AEX: Aesthetic experience, EEX: Entertainment experience, MTE: Memorable tourism experience, SOL: Sustainability-oriented loyalty. The bold values on the matrix diagonal are the square root of AVE of each variable.

predictive relevance and can be accepted. On the other hand, the R² values of both endogenous variables showed good explanatory power, respectively memorable tourism experience (0.681), and sustainability-oriented loyalty (0.725).

Goodness of fit (GoF) was obtained using the formulation, GoF = Square roots of (average AVE × average R²), where GoF = 0.1 (small), 0.25 (medium), and 0.36 (large) (Wetzels et al., 2009). The test results showed GoF = 0.708, or >0.36 (large) so that the model was declared fit and good performance. Likewise, the SRMR value = 0.076 indicated that the model was fit and acceptable (Table 3), where the cut off value of SRMR <0.1 (acceptable fit) (Schermelleh-Engel et al., 2003). The results of the hypothesis test conducted using the bootstrapping procedure showed that all hypotheses were proven significant positive effect. They were indicated by the positive Path coefficients (β) and P < 0.05 (Table 5).

Table 5: Path coefficients, t-statistics, P values

Hypothesis	Path coefficients (β)	f-square	T statistics ((O/STDEV))	P-values
H1 Aesthetic experience -> Memorable tourism experience	0.533	0.426	9.492	0.000
H2 Aesthetic experience -> Sustainability-oriented loyalty	0.390	0.186	5.213	0.000
H3 Entertainment experience -> Memorable tourism experience	0.353	0.187	5.675	0.000
H4 Entertainment experience -> Sustainability-oriented loyalty	0.373	0.204	4.637	0.000
H5 Memorable tourism experience -> Sustainability-oriented loyalty	0.168	0.033	2.339	0.019

The relationship between variables in this study was evaluated using path co-efficients (β) and f square (f^2), where the β value (ranging from -1 to + 1) indicates the direction and intensity of the relationship (Hair et al., 2019) and f^2 indicates the effect size which states the strength of the relationship between variables with cut-off values $f^2 > 0.02$ (small), 0.15 (medium) and 0.35 (large) (Cohen, 1988). The test results showed H1 ($\beta = 0.533$, $f^2 = 0.426$ /large), H2 ($\beta = 0.39$, $f^2 = 0.186$ /medium), H3 ($\beta = 0.353$, $f^2 = 0.187$ /medium), H4 ($\beta = 0.373$, $f^2 = 0.204$ /medium), and H5 ($\beta = 0.168$, $f^2 = 0.033$ /small) (Table 5).

The research model built was proven to be fit and had substantial performance with a GoF value = 0.708. This was supported by the explanatory power of each endogenous variable expressed by R^2 . Based on the R^2 values, it was known that 68.1% of memorable tourism experience (MTE) can be explained by aesthetic experience (AEX) and entertainment experience (EEX), and 72.5% of sustainability-oriented loyalty (SOL) can be explained by AEX, EEX and MTE. In terms of the relationship between variables based on path co-efficients (β) and f square (f^2), it was found that aesthetic experience (AEX) was proven to have a very strong positive influence with a high intensity of influence on memorable tourism experience (MTE) ($\beta = 0.533$, $f^2 = 0.426$), and AEX was also proven to have a moderate positive influence with a fairly high intensity on sustainability-oriented loyalty (SOL) ($\beta = 0.39$, $f^2 = 0.186$). This is in accordance with Manyanga et al. (2022), Kim and Ahn (2020) and Naparin et al. (2024) that the tourists' experiences are a substantial aspect in creating customer loyalty in the tourism business, both in the form of advocacy to others or revisits. In this context, aesthetic experiences can also create memorable experiences which then encourage loyalty (Naparin et al., 2024). This explains that aesthetic experience can provide an immersive experience as a shaper of deep impressions for tourists, as well as a shaper of tourist loyalty to a natural tourism that is oriented towards the balance of environmental and socio-economic sustainability. Likewise, with entertainment experience which was proven to have a moderate positive influence with good intensity on memorable tourism experience (MTE) ($\beta = 0.353$, $f^2 = 0.187$), and EEX was also proven to have a moderate positive influence with quite high intensity on sustainability-oriented loyalty (SOL) ($\beta = 0.373$, $f^2 = 0.204$). This is consistent with previous studies including Naparin et al. (2024), Chen et al. (2023), and Manthiou et al. (2014).

On the other hand, tourists' memorable experience was also found to have a positive influence even though small intensity and strength of the influence ($\beta = 0.168$, $f^2 = 0.033$). This is consistent with Mahmud et al. (2021) and Lee and Jan (2022) that memorable tourists' experience is an antecedent of loyalty. This finding is

also consistent with the findings of several previous studies such as Nugraha et al. (2021), Torabi et al. (2022), Jiang et al. (2022), and Lee and Jan (2022).

7. CONCLUSION

This study provides a model of nature tourism management in conservation zones by developing dimensions of tourist experience that can create tourist loyalty associated with the sustainability offered. Aesthetic and entertainment experience can explain tourist impressions and loyalty substantially. In this context, aesthetic experiences can provide immersive experiences that shape deep impressions and loyalty of tourists to the natural park that is oriented towards the balance of environmental, economic, and socio-cultural sustainability. On the other hand, even though entertainment experiences are obtained passively and superficially, they can provide a deep impression and substantial loyalty to tourists. In addition, by building the seven elements of tourist impressions (hedonism, involvement, meaningfulness, refreshment, knowledge, novelty, social interaction), the management can strengthen tourist loyalty. In general, this study model provides a new nuance in the management of natural tourism that can bring changes in tourist attitudes and behavior to contribute to achieving sustainable development goals (SDGs).

7.1. Theoretical and Practical Implications

The construct of sustainability-oriented loyalty that was built in this study provides strong theoretical implications for academics and researchers in building the personality of tourists who are oriented towards environmental and socio-economic sustainability of the community. This provides a new research gap in finding factors in building a new research model related to the creation of tourist loyalty based on the environmental-based view (EBV) theory. The research model built was proven to be fit and had substantial performance with a goodness of fit value from the results of this study. This was also supported by strong explanatory power in each endogenous variable. Therefore, it can be concluded that AEX, EEX, and MTE are very important factors in shaping tourist loyalty which is oriented towards the balance of environmental and socio-economic sustainability.

This study also has strong practical implications for tourism businesses in order to participate in achieving sustainable development goals (SDGs), especially SDG-13 in terms of climate change mitigation efforts by preserving wetland ecosystems in the tourism sector, SDG-14 in terms of utilizing wetlands as a very valuable marine resource, and SDG-15 in terms of protecting and stopping biodiversity loss. Concretely, aesthetic experience has a positive effect on memorable experiences and

loyalty, explaining that aesthetic experience can provide a good immersive experience to tourists, for example by providing traditional shuttle boat decoration facilities owned by participating communities, improving entrance gate decorations, or adding ornamental plants that are planted regularly in parts that are still open. The aesthetic experience of tourists can also be built through various environmental activities such as planting ornamental plant species and various rare plants, as well as providing photo spots with endemic and protected fauna. Likewise, the entertainment experience has a positive effect on memorable, explaining that it is necessary to increase anthropogenic elements such as adding observation towers for tourists, as well as providing good and necessary photo spots that can increase their love for nature, especially the flora and fauna in tourist attractions.

Tourist loyalty which can be explained by memorable experiences has implications for the importance of making several efforts: (1) to create strong emotional bonds between tourism and the Pulau Bakut wetland tourism park, for example by building the online community "Safe Bekantan"; (2) increasing tourist involvement during visits (e.g. choosing desired tourist spots, identifying types of flora and fauna) and involvement after the visit (e.g. accommodating tourist suggestions, raising tourist enthusiasm to provide communication between community members); (3) increasing sustainability values and environmental values; (4) creating a good atmosphere of freshness and relaxation; (5) improving good information services (e.g. information on the names and characteristics of flora and fauna found in the natural tourism park area, information on interesting facts in the natural tourism park); (6) providing interesting and different experiences from other tourist destinations; (7) improving social interaction between tourists, tourism service providers, and with the local community (e.g., shuttle boat service providers, food and souvenir providers).

7.2. Limitations and Further Research

Although sustainability-oriented loyalty in this study can be explained by experience dimension factors substantially ($R^2 = 0.725$), this study still does not involve brand equity and satisfaction factors which are quite essential in determining loyalty as in several studies including Jung (2015), Yi and La (2023), Amri et al. (2019) and Mulyana and Prayetno (2018). This study also still does not involve other important antecedents of loyalty from behavioral aspects, especially perceived service quality, for example Cheunkamon et al. (2022), and Osarenkhoe et al. (2017). Therefore, future research is required to integrate psychological aspects (experience, brand equity, and satisfaction) with behavioral aspects (service quality) in order to identify the factors in the formation of visitor loyalty more comprehensively.

7.3. Ethics Statement

This study was approved by the Ethics Committee of The Research and Community Service Institute of Universitas Lambung Mangkurat (ULM).

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