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Modeling Revisit Intention in Coastal Ecotourism: A Conceptual Framework from the Case of Beach Tourism in Bangka Belitung

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Abstract: Coastal ecotourism serves as a key strategy in the development of sustainable tourism, particularly in archipelagic regions such as Bangka Belitung. Despite possessing internationally recognized natural wealth through its designation as a UNESCO Global Geopark, the region continues to experience a relatively low level of tourists' revisit intention. This study aims to develop a conceptual framework that explains revisit intention by positioning perceived ecotourism value as a mediating variable. The proposed model integrates three core constructs green consumption behavior, digital tourism behavior, and coastal ecotourism experience drawing from interdisciplinary perspectives across tourism, sustainability, and digitalized tourist behavior literature. A synthesis of existing literature reveals that tourists with environmentally conscious lifestyles and active digital engagement tend to perceive greater value in their travel experiences. This perceived value encompassing functional, emotional, and social dimensions plays a significant role in reinforcing their intention to revisit a destination. The framework aligns with the Value-Based Adoption Model (VAM) and the Theory of Planned Behavior (TPB), both of which emphasize psychological and behavioral determinants in shaping loyalty toward sustainable destinations. Strategically, the model provides practical guidance for destination managers in designing high-value tourist experiences through the synergy of ecological conservation and digital integration. Further empirical validation is required to test the model across diverse coastal tourism contexts, particularly in efforts toward post pandemic recovery.

Keyword: Coastal Ecotourism, Revisit Intention, Green Consumption Behavior, Digital Tourism, Perceived Value

INTRODUCTION

Sustainable tourism has become one of the central agendas in economic development and environmental conservation across many countries, including Indonesia. As an archipelagic nation, Indonesia is recognized for its remarkable natural beauty, not only on land but also in its marine environments (Suhardono et al., 2023). One region with significant natural coastal assets and considerable potential for ecotourism development is the Bangka

Belitung Province. This province is undergoing a transformation into a tourist destination with a strong emphasis on nature-based tourism (Ibrahim et al., 2019). However, a persistent issue in the development of coastal tourism is the low revisit intention among tourists, referring to the limited desire to return to a destination despite having had a positive initial experience (Fahlevi, 2025; Abidin et al., 2022).

The development of coastal ecotourism in Bangka Belitung continues to face significant challenges, particularly in terms of the low revisit intention among tourists. This phenomenon indicates a potential gap between tourist expectations and the perceived ecotourism value of their travel experiences (Fahlevi, 2025). In this context, it is crucial to understand how psychological and behavioral factors influence tourist perceptions, as memorable tourism experiences are key elements that shape perceptions, behaviors, and loyalty toward a destination (Sinaga et al., 2024). Two major factors warrant further investigation: green consumption behavior and digital tourism behavior. Green consumption behavior reflects tourists' environmental awareness and concern, as manifested in actions such as choosing eco-friendly accommodations or avoiding single-use plastic products (Vicente, 2024). On the other hand, digital tourism behavior has become increasingly important in the post-pandemic era, where information-seeking, service booking, and experience sharing are highly influenced by technology and social media platforms (Hasan et al., 2024). Revisit intention serves as a vital indicator of tourist loyalty, reflecting the extent to which a destination succeeds in meeting visitors' expectations and delivering perceived value. The higher the tourists' intention to return, the greater the potential for generating sustainable revenue streams and fostering conservation support from the tourism community.

Previous studies have indicated that tourists' perceived value is significantly influenced by behavioral factors such as sustainable lifestyle and digital engagement. Ecotourism value is not only functional but also emotional and social in nature, fostering meaningful experiences and increasing the likelihood of tourists returning to the destination (Abidin et al., 2022). Accordingly, this study aims to develop a conceptual framework that links green consumption behavior, digital tourism behavior, and perceived ecotourism value to revisit intention in the context of coastal tourism in Bangka Belitung. This research contributes not only to the academic literature on tourist behavior and sustainable tourism but also offers practical guidance for destination managers in formulating more effective promotion and management strategies that are value-driven and technology integrated.

Several previous studies have demonstrated that tourists' perceived value is significantly influenced by behavioral factors such as sustainable lifestyle (green consumption behavior), engagement in coastal ecotourism activities, and the utilization of digital technologies throughout the travel process. The ecotourism value that emerges is not limited to functional aspects such as accessibility and comfort, but also encompasses emotional and social dimensions. These dimensions play a critical role in shaping meaningful tourist experiences and enhancing loyalty toward the destination (Abidin et al., 2022; Hasan et al., 2025).

In this context, green consumption behavior such as the use of environmentally friendly products, the avoidance of plastic waste, and participation in conservation activities directly contributes to the formation of positive perceptions toward sustainable coastal tourism destinations (Sahabuddin et al., 2024; Vicente, 2024). Meanwhile, digital tourism behavior, which includes the use of ecotourism applications, social platforms for experience sharing, and augmented reality for ecological interpretation, also plays a crucial role in shaping sustainability values through education and interactive experiences (Tran & Khoa, 2025; Yudhistira et al., 2023).

Building on these findings, this study aims to develop a conceptual framework that explains the relationships among green consumption behavior, digital tourism behavior, and perceived ecotourism value in influencing revisit intention within the context of coastal

tourism in Bangka Belitung. This approach not only expands theoretical understanding of tourist behavior in ecotourism but also provides practical contributions for destination managers in designing value- and technology-based marketing and management strategies. The implementation of such strategies is expected to enhance the destination's reputation as a sustainable tourism area while simultaneously strengthening long-term tourist loyalty (Azinuddin et al., 2022; Hasan et al., 2024).

This conceptual study is developed with the objective of proposing a model that explains the determinants of revisit intention in the context of coastal ecotourism in Bangka Belitung. The model integrates perspectives from green consumer behavior, digital adaptation in tourism, and ecotourism quality, with perceived ecotourism value positioned as a mediating variable that bridges the influence of these three factors on revisit intention. The subsequent sections present a review of relevant literature for each variable, followed by the conceptual framework, formulation of propositions, implications, conclusion, and future research agenda. Tourist loyalty manifested through revisit intention—is a key indicator of destination sustainability and promotional effectiveness (Abidin et al., 2022). Therefore, understanding the psychological and behavioral determinants that shape value perception and tourists' decisions to return is of critical importance.

METHOD

This study is a conceptual investigation aimed at developing a theoretical framework to explain tourists' revisit intention within the context of coastal ecotourism in Bangka Belitung. The proposed model links three core constructs: green consumption behavior, digital tourism behavior, and perceived ecotourism value. The approach employed is descriptive-qualitative, based on a comprehensive literature analysis, without the collection of empirical field data. This method aligns with the nature of conceptual research, which emphasizes theoretical synthesis, exploration of intervariable relationships, and the development of new conceptual models grounded in relevant academic sources (Vicente, 2024).

Data collection was conducted through a systematic literature review utilizing databases such as Scopus, ScienceDirect, and Google Scholar. The search keywords included: “coastal ecotourism,” “green consumption behavior,” “digital tourism behavior,” “perceived value,” “revisit intention,” and “sustainable tourism.” The articles included in this review met the following criteria: (1) published between 2019 and 2024, (2) relevant to the topics of tourist behavior and sustainable destination management, and (3) published in reputable peer-reviewed academic journals. The selected literature was analyzed using a thematic approach to identify patterns of relationships among sustainable lifestyles, digital engagement, and revisit intention within the context of ecotourism.

In constructing the conceptual framework, a theoretical synthesis technique was employed by integrating existing models such as the Theory of Planned Behavior (Ajzen, 1991), the Value-Based Adoption Model (VAM), and Environmental Behavior Theory (EBT). These three approaches have been widely applied in studies of tourist behavior and were adapted to the context of sustainable coastal tourism (Hasan et al., 2024). The validity of the proposed model was assessed through logical evaluation, consistency with previous research findings, and its relevance to contemporary challenges in coastal tourism (Vicente, 2024).

The analysis was conducted through a narrative and interpretative approach by integrating findings from previous studies to explain causal relationships and the mediating roles among the constructs. This process followed the principles of integrative literature review, whereby related theories and empirical findings were synthesized into a more holistic and structured conceptual framework. Consequently, this research methodology has produced

a theoretically robust conceptual model that is well-positioned for future empirical validation among tourists in the coastal destinations of Bangka Belitung.

RESULTS AND DISCUSSION

The result of this study is a conceptual model that integrates green consumption behavior, digital tourism behavior, and perceived ecotourism value as key factors shaping tourists' revisit intention to coastal destinations in Bangka Belitung. This model was developed through a theoretical synthesis and comprehensive review of recent literature on tourist behavior within the context of coastal ecotourism. The model emphasizes that tourist loyalty to a destination is not solely influenced by recreational aspects, but also by their engagement in educational, ecological, and digitally connected experiences.

Recent studies indicate that perceived value related to environmental sustainability and technology based authentic experiences plays a critical role in shaping tourists' positive perceptions of a destination (Lee et al., 2020; Yang et al., 2023). The use of digital technologies such as augmented reality (AR) and green digital marketing has been shown to significantly enhance experiential value and tourist loyalty intention (Tran & Khoa, 2025; Setiadi et al., 2024). Furthermore, the perception of ecotourism design that supports educational and ecological values also strengthens the relationship between tourist satisfaction and revisit intention (Azinuddin et al., 2022).

Other studies highlight that the social and symbolic values associated with green consumption also foster tourists' emotional engagement, which contributes to long-term loyalty (Hasan & Rahman, 2024). In the context of coastal ecotourism, digital connectivity plays a crucial role in raising awareness and fostering communities of travelers who share common values regarding environmental conservation (Nowacki et al., 2023). Accordingly, the conceptual model developed in this study underscores the importance of a holistic approach one that prioritizes not only physical attractions, but also digital interactivity, perceived ecotourism value, and a motivational drive toward sustainable behavior as the foundation of modern tourist loyalty.

Green consumption behavior emerges as one of the most influential variables in the proposed model. Wondirad et al. (2020) assert that countries with strict environmental conservation policies tend to attract higher-quality tourists who are more concerned with sustainability. In the context of Bangka Belitung renowned for its pristine beaches and rich marine ecosystems destinations that demonstrate a strong commitment to environmentally friendly practices are likely to be perceived as more valuable by tourists. Vicente (2024) emphasizes that coastal destinations with a green image possess a stronger appeal in fostering long-term tourist loyalty. Such an image is cultivated through the communication of sustainability values to visitors and through tangible evidence of conservation practices that tourists can directly observe. Therefore, destinations that integrate environmental preservation principles into their tourism services and programs are perceived as offering higher quality and value, thereby increasing the likelihood of repeat visitation.

Furthermore, digital tourism behavior represents a critical element that cannot be overlooked in shaping tourists' perceptions of coastal destinations. Through the effective use of social media, tourism destinations can enhance their visibility, attract tourist interest, and build engagement (Yanti et al., 2024). In regions such as Bangka Belitung, where digital infrastructure is still developing, improved digital connectivity can significantly strengthen tourist engagement with environmentally conscious content and community-based experiences. Nugraha and Dami (2021) highlight that promoting tourist destinations via social media can increase visits to lesser-known sites. Fadhila and Putra (2024) further argue that technology-based experiences, when combined with green values, can enhance green satisfaction and foster tourist loyalty. Moreover, the practice of sharing travel experiences on social media facilitates electronic word of mouth (e-WOM), which enhances the digital

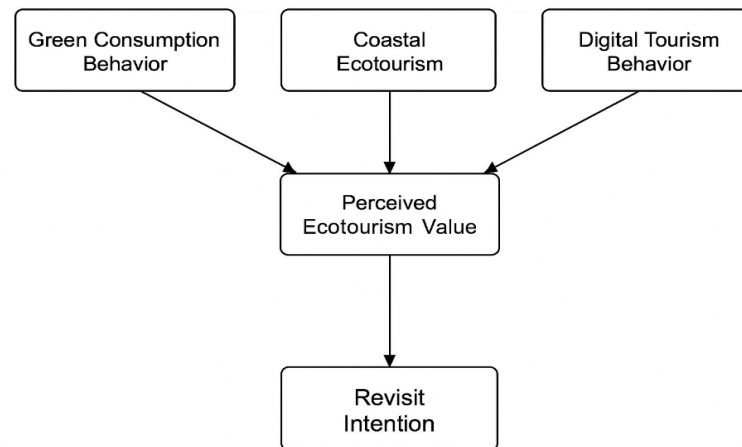
reputation of destinations and generates positive expectations for future visits (Jayasekara et al., 2024).

Perceived ecotourism value serves as a key mediating variable linking both green consumption behavior and digital tourism behavior with revisit intention. The value perceived by tourists in coastal destinations extends beyond natural beauty, encompassing impressions of local cultural authenticity, the comfort of coastal facilities, and the environmental education gained during the visit. Wulandari et al. (2022) demonstrated that perceived value has a positive and significant influence on tourist satisfaction. Similarly, Azinuddin et al. (2022) observed that the higher the perceived value in the context of ecotourism, the greater the likelihood of tourists returning. The mediating role of perceived ecotourism value is therefore crucial in bridging the relationship between pro-environmental and digital behaviors with revisit intention. As emphasized by Carvache Franco et al. (2021), functional value (e.g., facility convenience), emotional value (e.g., pride in participating in conservation), and social value (e.g., community support) all influence the decision to revisit. Even in cases where infrastructure may be limited, tourists are likely to remain loyal as long as the perceived value remains high (Yuliviona et al., 2025). High ecotourism value contributes to a positive evaluation of the overall experience, ultimately shaping long-term commitment to the destination.

In the context of coastal ecotourism, green consumption behavior reflects tourists' awareness of the importance of sustainability and their actions aligned with environmental values. Studies have shown that tourists with a green consumption orientation tend to exhibit long-term loyalty toward destinations with a strong ecological identity (Vicente, 2024; Hasan et al., 2023). On the other hand, digital tourism behavior such as the use of social media, ecofriendly booking applications, and online searches for sustainability related information enhances tourist engagement and reinforces the green image of a destination in real time (Nowacki et al., 2023; Fahlevi, 2025).

Meanwhile, perceived ecotourism value which encompasses the educational, ecological, and social benefits derived from tourism experiences has been shown to be a critical mediator in shaping tourists' perceptions of destination quality and influencing their decision to return (Lee et al., 2020; Yang et al., 2023). The interaction among these three factors within the proposed model reflects the complex dynamics between individual values, technological engagement, and destination experiences, which collectively influence tourist loyalty and revisit intention.

The conceptual model developed in this study systematically addresses the central research question, namely how green consumption behavior, digital tourism behavior, and perceived ecotourism value are interrelated and collectively contribute to tourists' intention to revisit environmentally oriented coastal destinations. The relationships among these factors are illustrated through a conceptual framework, which positions the three variables as both direct and indirect determinants of revisit intention. The interactions between the variables are visualized as follows:



Source: Research Findings
Figure 1. Conceptual Framework

The model presented above illustrates that perceived value serves as the primary mediating variable. When tourists adopt a sustainable lifestyle such as avoiding plastic use or choosing ecofriendly accommodations they tend to evaluate destinations more positively when those destinations align with their environmental values (Chen & Chang, 2022). Similarly, digital behaviors such as using social media, providing online reviews, or engaging with interactive ecotourism applications enhance the overall experience by improving access to information, convenience, and connectivity (Hasan et al., 2024). This is supported by findings from Nowacki et al. (2023) and Vicente (2024), who assert that digital engagement and sustainable lifestyles mutually reinforce one another in shaping destination value. When perceived value increases across functional (services, facilities), emotional (comfort, attachment), and social (interaction with local communities) dimensions, tourists are more likely to feel compelled to revisit the destination (Wang et al., 2024).

In detail, the relationships among variables in the conceptual framework are as follows: First, tourists' green consumption behavior (e.g., concern for waste reduction, preference for sustainable tourism services) is expected to enhance perceived value, as such tourists are more likely to appreciate the ecological initiatives undertaken by the destination (Chen & Chang, 2022; Vicente, 2024). Second, digital tourism behavior (e.g., actively seeking conservation-related information via apps, sharing positive testimonials) is assumed to enrich the tourism experience through improved access to information and connectivity, thereby increasing perceived value (Han et al., 2021; Setiadi et al., 2024). Third, the quality of coastal ecotourism reflected in preserved natural environments, unique natural attractions, and authentic cultural interactions directly contributes to elevated levels of perceived value among tourists. This perceived ecotourism value then acts as a key determinant of revisit intention: when tourists feel that the educational, emotional, and recreational benefits they receive meet or exceed their expectations, they are more inclined to return (Azinuddin et al., 2022). This model aligns with the Value-Based Adoption Model (VAM), which posits that behavioral intentions such as the intention to revisit are strongly influenced by individuals' perceived value of a product or experience (Hasan et al., 2024). In the context of coastal tourism, this value is reflected in the destination's ability to holistically integrate ecological, educational, and digital dimensions.

From a practical perspective, the findings of this study offer strategic guidance for coastal tourism destination managers, particularly in emerging regions such as Bangka Belitung. One applicable strategy is the development of conservation-based tourism packages, including educational snorkeling tours, visits to mangrove restoration sites, and

community-based coastal waste management programs. These activities enable tourists to actively participate in conservation efforts, thereby fostering more meaningful and immersive travel experiences. In addition, strengthening digital content through interactive applications, educational videos, and environmentally focused social media campaigns can broaden the reach of information and shape the destination's image as progressive and socially responsible. The integration of digital technology such as interactive apps, digital conservation maps, and online awareness campaigns can significantly enhance informational accessibility and reinforce tourist engagement (Sahabuddin et al., 2024).

Enhancing perceived value can also be achieved through educational approaches, such as awarding eco travel certificates or symbolic recognition to tourists who actively participate in conservation and environmental preservation activities during their visit. This strategy not only fosters a sense of ownership toward the destination but also creates meaningful experiences that strengthen tourists' emotional and social engagement with the place they visit. Such certificates serve as intangible rewards that affirm tourists' identity as active participants in ecotourism, while simultaneously encouraging revisit behavior through the reinforcement of personal and collective values (Lee et al., 2019; Nelson et al., 2021).

According to Wang et al. (2024), tourists who perceive themselves as part of conservation efforts tend to demonstrate higher loyalty toward the destination. Active participation in activities such as mangrove planting, biodiversity education, and eco-volunteering has also been shown to significantly enhance perceived value and directly influence revisit intention (Dias et al., 2024; Težak Damijanić et al., 2023).

The research question posed namely, why revisit rates remain low in potential destinations such as Bangka Belitung can be addressed by the finding that perceived value derived from tourism experiences plays a decisive role in shaping revisit intention (Azinuddin et al., 2022; Wang et al., 2024). This value is not static but rather the result of a dynamic interaction between the destination experience, tourist expectations, and sustainability attributes perceived on both personal and social levels.

Recent studies further reveal that perceived value is strongly influenced by tourists' environmentally conscious lifestyles, which are reflected in green consumption practices, concern for local ecosystems, and a preference for destinations offering educational and sustainable experiences (Chen & Chang, 2022; Paul & Roy, 2024). Such behavior is reinforced through tourists' engagement with digital technologies, whether in the planning phase, during trip documentation, or in sharing experiences on social media. These digital interactions contribute to shaping the destination's image and strengthening the tourists' identity as active participants in ecotourism (Han et al., 2021; Seperi & Sakti, 2024).

This concept is further supported by studies indicating that tourists with high levels of digital engagement and pro environmental values tend to exhibit greater loyalty toward destinations that align technology, sustainability, and authentic experiences (Nowacki et al., 2023; Tabaeian et al., 2023). Additionally, factors such as interaction with local communities, perceptions of green service quality, and support for the local economy contribute to the formation of perceived value, which meaningfully influences revisit intention (Chen et al., 2023; Hasan, 2025).

Conceptually, this study contributes to the sustainable tourism literature by integrating perspectives on environmentally responsible behavior, tourism technology adoption, and experiential value into a single comprehensive model (Vicente, 2024; Hasan et al., 2024). Practically, the model provides a foundation for destination managers to design promotional strategies and service development plans that can enhance perceived value and foster future loyalty among coastal tourists (Abidin et al., 2022; Sahabuddin et al., 2021).

This study successfully develops a conceptual framework that explains tourists' revisit intention within the context of coastal ecotourism in Bangka Belitung. Although the model proposed is conceptual in nature, it offers a strong theoretical contribution and provides a

foundation for further empirical validation through quantitative approaches. Fahlevi (2025) demonstrated that integrative models combining ecological dimensions and digitalization offer more accurate predictions of tourist behavioral intentions, particularly in the post-pandemic era. Moving forward, this model has the potential to be applied across various nature-based destinations undergoing transitions toward sustainable tourism practices. Accordingly, the discussion illustrates that coastal tourist loyalty can be strategically constructed through an integrated approach encompassing environmental education, digital services, and authentic experiences.

Moreover, this research addresses the core question of why revisit rates remain relatively low in high-potential destinations such as Bangka Belitung. The answer lies in the suboptimal perceived value derived from tourists' experiences. By strengthening the integration between environmental sustainability and technology-driven service delivery, destinations can enhance total perceived value and significantly promote tourist loyalty (Chen & Chang, 2022; Azinuddin et al., 2022; Wang et al., 2024).

CONCLUSION

The conceptual model developed in this study clearly emphasizes the interrelationship between green consumption behavior, digital tourism behavior, and perceived ecotourism value as critical determinants in shaping tourists' revisit intention within the context of coastal ecotourism in Bangka Belitung. Through an integrative literature based approach, this study contributes theoretically to the advancement of sustainable tourism knowledge, particularly in understanding the mindset and behavior of modern tourists increasingly influenced by sustainability issues and digital technological advancement.

The primary contribution of this research lies in proposing a novel theoretical framework that is highly relevant for application in the management of coastal tourism destinations in the post-pandemic and digital era. By linking three key constructs into a unified model, this study offers new insights for policymakers, scholars, and tourism industry practitioners on how perceived value of a destination can be enhanced through green and digital strategies. In the context of destination engineering, the model also provides a strategic direction for developing services and management practices based on the increasingly complex and environmentally conscious preferences of tourists.

Nevertheless, as this is a conceptual study, all hypothesized relationships among variables remain theoretical and require further empirical validation. Testing this model using both quantitative and qualitative approaches will strengthen its contribution to tourism industry practices and broaden its applicability across diverse geographical settings.

In conclusion, this study not only deepens academic understanding of revisit intention dynamics in coastal ecotourism, but also encourages innovation in designing value-based and technology-driven destination management strategies oriented toward sustainability and meaningful tourist experiences.

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