



Factors Influencing Revisit Cycling Tour in Bali, Indonesia: The Role of Tourist Engagement, Destination Attribute, Memorable Tourist Experience and Environmental Concern

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ABSTRACT

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destination attributes, tourist engagement, memorable tourist experience, environmental concern, revisit cycling

Bali, one of Indonesia's famous tourist destinations, has gained a reputation as an attractive cycling destination. The island is famous for its breathtaking natural scenery, vibrant culture, and welcoming inhabitants, has encouraged the rapid development of cycling tourism. The cycling tourism trend has experienced a significant increase in recent years. The research aims to analyze what influences can influence revisit cycling. This research is a quantitative study with a sample of 200 tourists who have done cycling tourism in Bali. The data obtained was then processed using SEM-PLS. The research results explain a significant influence between destination attributes on memorable tourist experience, memorable tourist experience on revisit cycling, memorable tourist experience mediates destination attributes and revisit cycling, memorable tourist experience mediates tourist engagement and revisit cycling. Apart from that, this research also found variables that did not have a significant relationship, namely tourist engagement had no influence on memorable tourist experience, and environmental concern could not moderate the relationship between memorable tourist experience and revisit cycling. Practical implication of this research is that the government and other tourism actors need to provide good and varied bicycle lanes in Bali, for example on mountain bike paths, beach bike paths or city bike paths, to provide variety and challenges that make the cycling experience more enjoyable, interesting and memorable. When tourists feel that a previous cycling trip has provided a memorable experience, tourists tend to want to repeat the experience.

1. INTRODUCTION

Travel intentions have been a focus of tourism research for many years, but the complex decision-making processes that lead to the choice of travel destination have not been well researched. Lam and Hsu [1] tested the application of the Theory of Planned Behavior model using its core constructs (attitudes, subjective norms, and acquired behavioral control), with the addition of past behavioral variables on behavioral intentions to choose goals. Attitude acquired behavioral control, and past behavior was found to be related to behavioral intention to choose a travel destination.

Tourism's versatile and diverse nature has enabled it to become a significant source of income for many countries, including Indonesia. One form of tourism that is increasingly popular is cycling tourism, which offers a unique experience for travelers seeking adventure, natural beauty, and interaction with local culture. Based on data from katadata.co.id, it explains that cycling activities have become increasingly

popular with Indonesian people during the Covid-19 pandemic. This can be seen from the survey explaining that 31.1% of people choose to do this activity. The next activity that many people do is nature trips with family or friends (29.2%). Then, 24.3% of respondents chose to visit a cafe. Cycling tourism is a form of sustainable tourism that is useful for reducing air pollution and can contribute to local communities. Cycling tourism is also a novelty of cycling as a form of regenerative tourism to reduce pollution in the form of cycling.

Tourist satisfaction [2] and tourist loyalty [3] are very important for tourist destinations. Bali, one of Indonesia's famous tourist destinations [4], has gained a reputation as an attractive cycling destination [5]. Bali is famous for its stunning nature, heritage, and friendly residents, has encouraged the rapid development of tourism. However, despite the increasing popularity of cycling tourism in Bali, we need to understand more deeply the factors that influence the determinants of cycling tourism on the island. Bali also

provides various types of bicycle paths, from challenging mountain tracks to relaxing bicycle paths along the beach. The availability of a variety of bicycle paths attracts various types of cyclists, from those looking for a challenge to those who want to enjoy a more relaxed ride.

Cycling tourism involves traveling using a bicycle as the main means of exploring a certain area or region [5]. The cycling tourism trend has experienced a significant increase in recent years, which can be explained by various factors influencing people's interest in cycling while on holiday. Bicycle tourism makes a significant contribution to the local economy in various destinations by supporting small businesses, restaurants, accommodation, bicycle rental and other sectors. This has a positive impact, especially in rural areas.

This research aims to explore in depth the determinants of cycling tourism in Bali. We will investigate what makes Bali an attractive cycling destination and how factors such as destination attributes, tourist engagement, memorable tourist experience, and environmental concerns. Bali's strong destination attributes significantly impact the growth of cycling tourism on the island. The stunning natural beauty makes Bali a very popular place for nature lovers and mountain bike enthusiasts. Diverse bike paths allow cyclists of all ability levels to enjoy their rides, attracting a wide variety of cyclists. The rich local culture also adds a cultural dimension to the cycling experience, making it more immersive and memorable. In addition, destination attributes that support cycling, such as facilities and services, provide comfort and accessibility that increase the attractiveness of cycling tourism in Bali. Cyclists can easily find suitable bikes, experienced local guides and useful route information. In other words, Bali's strong destination attributes attract tourists to cycle on the island and enhance the quality of their experience. Positive and memorable cycling experiences tend to encourage cyclists to return to Bali to explore more bike trails, participate in local culture, and enjoy its natural beauty again. Therefore, destination attributes have a very important role to play in the growth and success of cycling tourism in Bali. This is of course proven by the increase in tourist visits to Bali.

The latest statistical data also shows a significant increase in the number of international tourists visiting Bali in 2023 (see Figure 1). Based on data from bali.bps.go.id it also explains that the five areas in Bali are most sought after, namely Badung 48.2% Denpasar 29.9%, Gianyar 13.1%, Tabanan 4.7%, and Buleleng with 2.6%, this is because the Bali region has a higher attractiveness, diverse tourism, a calm and well-organized area.



Figure 1. Number of tourists visiting Bali in 2023
Source: buktivisata.com

Not only that, according to kemenparekraf.go.id, it also explains that Bali is a regular in the world-class sports tourism agenda, such as the World Surf League (WSL) Champions Tour, Oceanman, Bali 10K, Quicksilver Surfing Competition, Motocross Grand Prix, Audax Bali 2021, to the Bali Triathlon. Apart from that, cycling is also a sport tourism that attracts the attention of tourists, such as cycling to Ubud which passes through Ceking Tegalalang or Campuhan Hill, Ubud. Therefore, the rapid growth of sports tourism in Indonesia is a result of the large number of tourists who are interested in sports activities in Indonesia. The Indonesian Ministry of Tourism and Creative Economy explained that the growth of sports tourism could reach IDR 18,790 trillion in 2024. Of course, this is the first step in reviving tourism and the economy in Indonesia, as well as opening up as many job opportunities as possible. In this way, income from sports tourism is seen as being able to improve the nation's economy. In order to boost state income, in the future, sport tourism will be further developed. This research will focus on destination attributes, tourist engagement on memorable tourist experiences and environmental concerns along with their implications for revisit intention.

Another variable used in this research is tourist engagement. Tourist engagement is a term that refers to a tourist's level of involvement, attention, and interaction with the environment and activities they experience during their trip. Tourists who engage in cycling experiences in Bali tend to give positive reviews about this destination. This is supported by research by Liestiandre [6] which explains that tourists' perceptions of the quality of Bali are very good. This can be seen from the total score of 95.91% on the indicators of awareness, attractiveness, access, attractiveness, although there are still several things that are assessed. reduced due to a mismatch in tourists' expectations of tourist destinations.

These positive reviews can be an attraction for other tourists who are interested in cycling in Bali. In other words, tourist involvement can contribute to promoting cycling destinations in Bali positively. To increase cycling tourism in Bali, destinations and cycling service providers need to promote tourist engagement. This can be done by providing interesting experiences, exploring the potential for interaction with local culture, and facilitating deep and meaningful cycling activities. Bali can become an increasingly attractive destination for cycling enthusiasts by encouraging tourist involvement and strengthening the island's cycling tourism industry.

This trend exists because many local governments and organizations have promoted cycling tourism by building supporting infrastructure, such as bicycle paths, mountain biking trails, and bicycle-friendly accommodation facilities. based on data from denpasarkota.go.id, it explains that the transportation department in Bali has begun providing 25km of cycling lanes to facilitate cyclists. Apart from that, the government in Bali is also building special bicycle and pedestrian lane facilities on the Gilimanuk-Mengawi toll road. These initiatives have improved accessibility and comfort for bicycle tourists. Not only does it influence tourism development, but cycling tourism also influences the environment. According to Buning and Gibson [7], environmental concerns and climate change have driven interest in sustainable transportation, including cycling. Cycling tourism is considered an environmentally friendly way to explore new places without producing a high carbon footprint, making it attractive to tourists who care about

environmental issues. Therefore, this research aims to see what factors can influence tourists to revisit cycling on the island of Bali. This research highlights the important role of environmental concern as a mediator variable because there is little research that comprehensively integrates the concepts of tourist involvement and environmental concern as moderators in the relationship between destination attributes, memorable experiences, and tourists' return intentions. There is a need to better understand how these factors interact and influence tourist behavior.

Research on the influence of destination attributes, tourist engagement, memorable tourist experience, and environmental concerns as moderators of revisit intention is a study that tries to understand how these factors are interconnected in the context of tourist experiences that make people want to return to visit a destination. This includes all characteristics related to the destination itself, such as natural beauty, cultural heritage, tourist facilities, food, and so on. This research can identify which attributes are most influential in creating experiences that make tourists want to return. In addition, this research uses the tourist engagement variable to refer to the extent to which tourists are involved in activities and interactions at the destination. This level of involvement can influence how immersive the tourism experience is felt by tourists, which in turn can influence their desire to return. Tourist experiences that leave a lasting impression on tourists. This can include enjoyable moments, memorable interactions, or unique experiences. Understanding the factors that contribute to memorable experiences can help destinations increase their appeal to tourists.

This research also considers how environmental concerns can moderate the relationship between memorable tourist experiences and revisit intention. This means that the extent to which the environment is sustainable and well maintained influences how strong the influence of a memorable tourist experience is on the desire to return to visit that destination.

Although there has been much research exploring the relationship between destination attributes, tourist engagement, and environmental concerns and tourist experiences, there are still limitations in understanding the relationship between these factors and how they jointly influence tourist experiences. Not only that, each destination has unique characteristics and a different culture, so findings from one destination may not be directly applicable to other destinations. Therefore, there is a need for research that considers the local context, such as studies that focus on specific tourist destinations, such as Bali, and how factors such as destination attributes, tourist engagement, and environmental concerns influence tourists' experiences there. The thing that differentiates this research is that the use of environmental concern as a mediator of the relationship between memorable tourist experience and revisit intention is still limited. This indicates a gap in the literature related to understanding how environmental awareness moderates the influence of memorable tourist experiences on the desire to return. Thus, the research gap highlighted in the provided context is the limited understanding of the complex decision-making processes involved in choosing travel destinations, specifically in the context of cycling tourism in Bali. While prior studies, such as those by Lam and Hsu [1], have explored travel intentions using the Theory of Planned Behavior, they have not sufficiently addressed how specific factors like destination attributes, tourist engagement, memorable experiences, and environmental concerns interplay to

influence tourists' revisit intentions. Additionally, while cycling tourism has been noted for its economic and environmental benefits, there is a lack of comprehensive research examining how these factors interact to enhance the attractiveness and sustainability of cycling tourism in Bali.

This research aims to explore how destination attributes and tourist engagement variables influence memorable experiences. It also examines the moderating effects of environmental concerns on the decision to revisit Bali. By understanding the interactions among these variables, this study seeks to offer valuable insights for the tourism industry to enhance tourist experiences and promote destination sustainability (Figure 2).

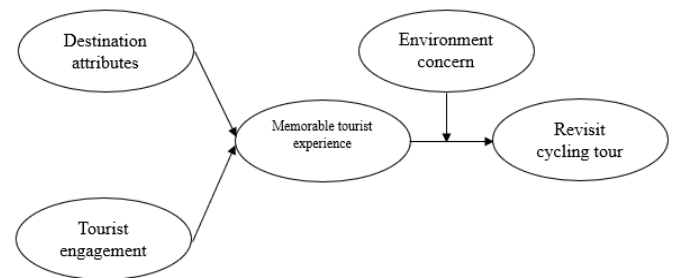


Figure 2. Conceptual model

2. LITERATURE REVIEW

2.1 Destination attributes

Destination Attributes Theory is a framework used to identify factors that influence the attractiveness of a tourist destination [8]. These attributes can include various aspects, such as infrastructure, facilities, natural attractions, culture, services, and other factors that make the destination attractive to visitors. Ritchie explains that attributes are divided into functional attributes covering aspects related to infrastructure and facilities at the destination, such as accommodation, transportation, and recreational facilities and psychological/symbolic attributes cover various aspects relating to how the destination is perceived and its image, such as the natural beauty, culture and reputation of the destination. Singh and Singh [9] explain that destination attributes are the unique characteristics of a tourist destination, including natural beauty, cultural heritage, service quality, and diversity of tourist activities, which influence tourists' perceptions and experiences. Edsintei and Nkiru [10] defines destination attributes as the physical, cultural and social characteristics of a destination that influence tourists' perceptions and satisfaction with that destination. The Destination Attributes Theory, as outlined by Brent Ritchie [8], Singh and Singh [9], and Edsintei and Nkiru [10], provides a foundational framework for understanding the factors that make a tourist destination attractive. While these studies identify key attributes such as infrastructure, facilities, natural beauty, cultural heritage, and service quality, there is a lack of specific focus on how these attributes interact to influence tourists' decisions in diverse contexts, especially in emerging destinations like Bali. This study aims to fill this gap by examining how Bali's unique attributes contribute to its appeal as a cycling tourism destination, building on the existing theoretical frameworks but applying them to a new context.

Kim [11] stated, that ten important things make a place good

for people to visit. These include things like the local culture, the things you can do there, how friendly people are, how easy it is to get around, and how nice the environment is. These things can make people enjoy their time at a place. Mahdzar et al. [12] stated that the attributes of a destination have a strong and positive impact on tourists' memorable experiences and intentions to engage in certain behaviours. The same thing was also explained by Pike and Page [13] who explained that destination attributes include everything that a tourist destination has that can influence tourists' interests and decisions to visit that destination, including cultural uniqueness, natural beauty, service quality and comfort of facilities.

2.2 Tourist engagement

Tourist engagement is a framework used to understand tourists' level of involvement or interaction in their travel experience. This theory focuses on how much tourists are emotionally, cognitively, and behaviourally involved in their tourism activities. In this theory, the level of involvement can vary from low to high levels, influencing the extent to which the tourist experience is satisfying and fulfilling. Ruhanen et al. [14] proposed a three-dimensional model of tourist involvement, namely Cognitive involvement, which includes the tourist's understanding, knowledge, and interest in a particular tourist destination. Affective engagement involves the feelings, emotions, and positive sentiments experienced by tourists during their trip, while behavioral engagement includes the actions and physical activities that tourists undertake at the destination.

Anía Melón et al. [15] stated that the image of a destination and the level of engagement from tourists positively impact the creation of memorable experiences. These unforgettable experiences, in turn, positively affect tourist satisfaction, their likelihood to revisit the destination, and their likelihood to recommend it to others. Johnson [16] stated that the attractiveness of a destination refers to how well the local tourist services meet the customers' needs in terms of availability, quantity, and management. Ruhanen et al. [14] and Anía Melón et al. [15] have explored the dimensions of tourist engagement, emphasizing cognitive, affective, and behavioural involvement. However, these studies primarily focus on established tourist destinations. There is a need to understand how engagement levels vary in less explored or emerging destinations and how these variations impact tourists' experiences and satisfaction. By investigating tourist engagement in Bali, this study seeks to extend the application of engagement theory to a new geographic and cultural context, identifying unique factors that enhance or hinder engagement.

2.3 Memorable tourist experience

A memorable tourist experience is a travel experience that is very memorable for tourists. These experiences create positive memories and, have a deep emotional impact and may impact the traveller's outlook on life or the world [11]. Kim [11] highlights the importance of interpretation and meaning in creating memorable experiences. According to him, memorable experiences can occur when tourists feel that they have understood and felt the cultural and historical value of the destination.

de Freitas Coelho et al. [17] stated that many different types

of trips can create special memories for people. It doesn't matter if it's a vacation, work trip, school trip, or just a regular day - all of these experiences can be memorable. What makes a trip memorable is how it means something special to the person who went on it. Three things can make a trip memorable: how it makes you feel personally, the relationships and connections you create, and the environment and culture you experience. Anía Melón et al. [15] stated that memorable tourist experiences positively influence satisfaction. Torabi et al. [18] stated, the enjoyable experiences that tourists have at smart destinations greatly impact their satisfaction and desire to return. Several scholars confirmed that memorable tourist experience has a positive impact on revisit intention [12, 19-26].

Some researches highlight the importance of memorable experiences in influencing tourist satisfaction and revisit intentions [11, 17, 18]. While these studies provide valuable insights, there is a gap in understanding the specific elements that make experiences memorable in the context of cycling tourism in Bali. This study aims to bridge this gap by identifying the unique characteristics of Bali's cycling tourism that contribute to memorable experiences, thereby diverging from previous work that often focuses on more generalized or different forms of tourism.

2.4 Environmental concern

Environmental concern refers to the awareness, attention, and concern of a person or group towards environmental issues and ecological problems that exist in the world [27]. This includes concerns about issues such as climate change, deforestation, pollution and loss of biodiversity. Environmental concern in the context of cycling tourism refers to the awareness and attention that cycling tourism practitioners (bicycle tourists) have regarding environmental issues and the ecological impact of their cycling activities. This includes understanding the importance of preserving the natural environment, conserving resources, and minimizing negative impacts on the ecosystem when cycling in tourist destinations. Gössling and Nilsson [28] highlight that cycling tourism can provide environmental benefits by reducing air and traffic pollution and pressure on natural tourist destinations. They also emphasized the importance of developing environmentally friendly bicycle infrastructure and promoting sustainable practices in bicycle activities. Sharpley [29] emphasizes that cycling tourism can increase environmental awareness and stimulate social responsibility towards nature. He said that cycling activities encourage people to appreciate nature more, so that it can influence positive behaviour towards the environment.

Chuah et al. [30] showed that how customers perceive a company's social responsibility and how engaged they are with the brand is influenced by how well the company aligns with their values and beliefs. This is further influenced by the individual's concern for the environment and their trust in the company's commitment to being environmentally friendly. Chang et al. [31] explore the impact of the environment on post-purchase evaluations and its significant influence on the connection between buying souvenirs and the overall travel experience.

Environmental concern is a critical aspect of sustainable tourism, as discussed by Milne and Ateljevic [27], Gössling and Nilsson [28], and Sharpley [29]. These studies emphasize the role of environmental awareness in shaping tourist

behaviours and promoting sustainable practices. However, there is limited research on how environmental concerns specifically influence cycling tourism in Bali. This study will address this gap by exploring the environmental awareness and behaviours of cycling tourists in Bali, providing new insights into how environmental concerns can be integrated into tourism planning and management in emerging destinations.

3. METHODOLOGY

This research utilizes a quantitative approach by using statistical analysis to test hypotheses. The study focuses on tourists who have visited Bali and uses a purposive random sampling method to collect data through questionnaires from 200 cyclists. The purposive random sampling method refers to selecting respondents who randomly meet certain criteria. In this context, research uses this method to select tourists who fit certain criteria, such as visitors to Bali who have experience cycling in that destination. The questionnaire was made in the form of a Google form using a Likert scale of 1 - 5 (Strongly disagree, disagree, quite agree, agree, strongly agree). The questionnaire design is divided into 2 parts, namely the first part is general data which contains the respondent's profile such as name, age, knowledge about cycling tourism and the second part is the core questions which contain questions for each variable.

This research uses a data analysis method using SmartPLS software. Testing the hypothesis of this research carried out using the Structural Equation Model approach (SEM) based on Partial Square (PLS). There are two stages in test analysis PLS, namely testing the measurement model (outer model) and testing structural model (inner model). Outer model tests include convergent validity, discriminant validity, composite reliability and inner model tests, namely path coefficient.

4. DISCUSSION

Cycling tourism has grown rapidly in various countries around the world in recent years. The Netherlands is known as one of the countries with a strong cycling culture in the world. Like the Netherlands, the Dutch government has committed to developing environmentally friendly and safe cycling infrastructure. This includes the construction of a network of extensive bicycle lanes separated from the main road, as well as other supporting facilities such as safe bicycle parking. These developments have made the Netherlands a top destination for tourists looking for a unique cycling experience [32]. Germany is also a country that has a strong cycling tradition. The German government has invested heavily in cycling infrastructure, including the construction of cycle paths connecting major cities and tourist areas. Additionally, Germany has famous cycling routes such as the Ruta Romantica in Bavaria and the Elbe Cycle Route that cross the country from north to south. This has increased tourist interest in cycling tourism in Germany [33]. Canada has a stunning and diverse natural landscape, which makes it a popular destination for cycling tourism enthusiasts. The country offers a variety of cycling routes that pass through beautiful mountains, lakes, forests. The Canadian government has collaborated with governments and non-governmental organizations to develop cycling infrastructure that is friendly

and attractive to tourists, such as the construction of cross-country bicycle paths and the provision of cycling accommodation facilities [34] (Figure 3).



Figure 3. Most bicycle friendly cities
Source: Luko Global Bicycle Cities Index 2022

Cycling tourism in Indonesia has experienced significant development in recent years. Even though it is not yet as popular as in other countries such as the Netherlands, Germany, New Zealand and Canada, Indonesia has great potential to become a major destination for cycling tourism lovers. The Indonesian government has taken steps to improve cycling infrastructure in several large cities such as Jakarta, Bandung, Yogyakarta, and Bali. The construction of separate bicycle lanes and the provision of supporting facilities such as bicycle parking have increased safety and comfort for cyclists. Tourism organizations and local governments in Indonesia have been active in promoting cycling tourism through events such as Bali Bike Week, Tour de Ijen, and various other cycling festivals. Even now, tiket.com also provides Bali Cycling tour tickets which offer a ride through the village and view the expansive rice-paddies along the way with our 1.5 to 2 hours ride. As you explore the village, our guide will ensure your safety and your cycling experience is fun and enjoyable, completing your holiday in Bali.

The Ministry of Tourism and Creative Economy estimates that the economic value of sport tourism in Indonesia in 2024 will reach IDR 18.79 trillion [35]. The estimated economic value generated from ticket sales, merchandise, sponsorship, etc. is estimated at IDR 500 billion. This promotion aims to attract domestic and foreign tourists to explore Indonesia by bicycle. Even though Indonesia still has several challenges in developing cycling tourism, with strong commitment from the government, support from the community, and effective promotion, Indonesia has the potential to become a major destination for cycling enthusiasts in the future. This was also proven by 285 Brompton cyclists from Indonesia, Malaysia, Singapore and the Philippines exploring the island of Bali in the IDC3 Bali International Challenge 2023. They cycled and toured from 1-3 June 2023 on the route Sanur, Kintamani, Jatiluwih, to Batu Beach This is a form of effort to promote Bali tourism through the cycling community. In 2023, Indonesia's tourism foreign exchange value will reach more than USD 6 billion with a tourism gross domestic product (GDP) contribution of 3.76 percent. National tourism this year is starting to reap positive results. This, among other things,

results from a series of multiplier effects created by various international sporting events. Furthermore, the Travel and Tourism Development Index (TTDI) ranking as of November 14 was in 32nd position, or up 12 levels from the previous ranking in 2019. The Minister of Tourism and Creative Economy is targeting this position to rise to reach the top 30.

The results of this research explain that memorable tourist experience is one of the key factors that influences tourist satisfaction and their intention to return to the same destination. This experience is influenced by various factors, including destination attributes, level of tourist involvement, and environmental concerns. Ubu research has shown that memorable experiences can be influenced by other factors, such as destination attributes and tourist engagement. Hosany et al. [36] explained that a more memorable experience can strengthen the positive relationship between these variables and increase the likelihood that tourists will return. Rohim et al. [37] explained that destination attributes can include the physical, cultural, and social characteristics of a destination. For example, natural beauty, cultural uniqueness, and tourism infrastructure can influence how tourists experience and remember the destination [38]. Meanwhile, tourist involvement refers to their level of interaction and participation in tourism activities at the destination. The higher a traveler's level of engagement, the more likely they will have a memorable experience. This could include participating in local tours, attending cultural events, or interacting with local residents [39].

The results of this research also highlight the importance of the influence of environmental concern as a moderator of memorable tourism experiences and revisit cycling in Bali reflects the importance of environmental awareness in influencing tourists' memorable experiences and their tendency to return to certain tourist destinations. Environmental concern includes tourists' awareness and concern for the environment when they visit. carry out tourist activities. This can include actions such as using environmentally friendly transportation, reducing plastic waste, and participating in nature conservation activities. Environmental awareness is increasingly becoming a major concern in the global tourism industry, including in Bali, where environmental awareness can influence tourists' experiences. In this context, environmental concerns act as a moderator between memorable tourism experiences and tourists' decisions to return to Bali to cycle again. This means that tourists' level of environmental awareness can influence how strong the influence of memorable tourism experiences is on their intention to return to cycling in Bali. Environmental concerns can strengthen the relationship between memorable tourism experiences and the intention to return to cycling in Bali. If tourists have a high level of environmental awareness, they may be more inclined to evaluate their experience positively if the destination shows a commitment to nature conservation. This can encourage them to return and support environmental conservation efforts in Bali. By understanding the moderating role of environmental concerns, tourism related parties in Bali can develop sustainable policies and practices that encourage environmental awareness among tourists. This can include environmental education, promotion of eco-friendly destinations, and incentives for the use of sustainable transport.

From the sentence above, there are several similarities and differences in the development of cycling tourism in the Netherlands, Germany, Canada, and Indonesia, particularly

Bali. The main similarity lies in the commitment to developing cycling infrastructure. The Netherlands has an extensive network of bicycle lanes and supporting facilities such as secure bicycle parking, making it a prime destination for cycling tourism. Germany also invests heavily in cycling infrastructure, including bike paths that connect major cities and tourist areas, as well as renowned routes such as the Romantic Road and the Elbe Cycle Route. Meanwhile, Canada offers a variety of cycling routes that pass through mountains, lakes, and forests, with friendly and attractive infrastructure for tourists. In Indonesia, although it is not yet as popular as in other countries, the government has taken steps to improve cycling infrastructure in several major cities, including Bali, with the construction of separate bicycle lanes and supporting facilities.

In terms of promoting cycling tourism, the Netherlands, Germany, and Canada promote it through the development of strong infrastructure and interesting routes. In Indonesia, promotion is carried out through events such as Bali Bike Week, Tour de Ijen, and other cycling festivals, as well as providing cycling tours by tiket.com.

However, there are several key differences between these countries. In terms of popularity and cycling culture, the Netherlands is known for its strong cycling culture, which has become an integral part of daily life. Germany has a strong cycling tradition and famous routes that increase tourist interest, while Canada offers cycling experiences with beautiful and diverse natural scenery. Bali, although it does not yet have a cycling culture as strong as the Netherlands or Germany, shows great potential with the improvement of infrastructure and active promotion.

The types of routes and landscapes offered also differ. The Netherlands focuses on safe bicycle lanes separated from main roads, suitable for all ages and skill levels. Germany provides bike paths that connect major cities and tourist areas, as well as routes through beautiful landscapes. Canada offers routes that pass through mountains, lakes, and forests, which are challenging and appealing to nature enthusiasts. Bali offers various types of cycling routes, from challenging mountain trails to leisurely coastal paths, with the addition of rich cultural experiences. In terms of economic and environmental impact, cycling tourism in the Netherlands, Germany, and Canada significantly contributes to the local economy by supporting small businesses, restaurants, accommodations, and bicycle rentals. In Bali, cycling tourism is expected to make a significant economic contribution, with the estimated economic value of sports tourism reaching IDR 18.79 trillion by 2024, as well as promoting environmental awareness among tourists.

In conclusion, this comparison shows that although Indonesia, particularly Bali, is still in the early stages of developing cycling tourism compared to countries like the Netherlands, Germany, and Canada, there is great potential for growth. With government commitment, community support, and effective promotion, Bali can become a prime destination for cycling tourism enthusiasts while promoting environmental awareness and making a significant economic contribution.

This research uses Structural Equation Modeling (SEM) analysis using inner model and outer model tests. The inner model describes the relationship between latent variables (constructs) observed in the research. This includes the relationship between endogenous variables and exogenous variables and the outer model focuses on measuring variables,

ensuring that the indicators used to measure latent variables are valid and reliable [40]. The results of testing the outer model and inner model are as follows:

4.1 Convergent validity

Convergent validity analysis assesses the validity of an indicator by determining whether it accurately measures what it is intended to measure [41]. According to Hair Jr. et al. [42], an indicator is considered valid if it has a value greater than 0.6 (see Table 1).

Table 1. Convergent validity

Variable	Ref.	Indicator	Outer Loading	Criteria
Destination Attributes	[38]	Bali provides various facilities and infrastructure that support tourist needs	0.700	Valid
		Bali provides various transportation that can facilitate tourist mobility	0.703	Valid
		Bali has a variety of unique and interesting culinary specialties	0.751	Valid
		Bali presents an interesting tourist attraction	0.741	Valid
		Bali offers good security	0.742	Valid
Tourist Engagement	[43]	Before I visited Bali, I looked for references on the internet	0.691	Valid
		During my holiday in Bali, I was involved in local cultural activities	0.611	Valid
		During my holiday in Bali, I interacted a lot with local people	0.870	Valid
		I had a new experience when visiting Bali	0.697	Valid
		For me, tourism in Bali is very interesting	0.791	Valid
Memorable Tourist Experience	[44]	Tourism in Bali is different from other tourism	0.800	Valid
		I have had positive experiences when meeting local people at tourist attractions	0.703	Valid
		I feel happy when visiting destinations in Bali because they have different activities from other tourist attractions	0.822	Valid
Environmental Concern	[45]	I feel worried about environmental conditions in the future	0.710	Valid
		I have sufficient knowledge about environmental conservation	0.785	Valid
		I am responsible for environmental conservation	0.875	Valid
		I care about environmental sustainability	0.835	Valid
		I get very angry when a neighborhood has problems	0.749	Valid
Revisit Cycling	[24]	I feel happy when I do cycling tourism	0.838	Valid
		If in the future I want to do cycling tourism, I will choose Bali	0.837	Valid
		I would recommend cycling tourism to my friends or relatives	0.907	Valid
		One day I will visit Bali again	0.657	Valid

Table 2. Discriminant validity

	Destination Attributes	Tourist Engagement	Memorable Tourist Experience	Environmental Concern	Revisit Cycling
Destination Attributes	0.794				
Tourist Engagement	0.640	0.843			
Memorable Tourist Experience	0.638	0.784	0.830		
Environmental Concern	0.534	0.689	0.794	0.855	
Revisit Cycling	0.636	0.773	0.873	0.765	0.839

4.3 Average Variance Extracted (AVE)

The AVE value is a measurement that can be used to compare different constructs in a model by looking at their correlations. The AVE value needs to be greater than 0.5 [46] (see Table 3).

Table 3. AVE

Variable	AVE
Destination Attributes	0.572
Tourist Engagement	0.536
Memorable Tourist Experience	0.559
Environmental Concern	0.629
Revisit Cycling	0.664

4.2 Discriminant validity

Discriminant validity is a test used to determine whether a variable exhibits sufficient discriminant properties. This is achieved by comparing the loading value on the target variable, which must be greater than the loading values of other variables. The results of the Fornell-Larcker criterion test indicate that all values for all variables are higher than the construct values below, thereby confirming that the discriminant validity is acceptable (see Table 2).

4.4 Composite reliability and Cronbach's alpha

Table 4. Composite reliability and Cronbach's alpha

Variable	Cronbach Alpha	Reliability
Destination Attributes	0.722	0.817
Tourist Engagement	0.775	0.773
Memorable Tourist Experience	0.803	0.863
Environmental Concern	0.850	0.894
Revisit Cycling	0.826	0.887

Cronbach's alpha is a measure used to determine the reliability of data (refer to Table 4). According to Hair et al. [41], data with a combined reliability value exceeding 0.7 is considered highly reliable, whereas Cronbach's alpha should ideally be above 0.6.

Table 5. Hypothesis testing

Variable	Original Sample (O)	P Values
Destination Attributes → Memorable Tourist Experience	0.587	0.000
Tourist Engagement → Memorable Tourist Experience	0.190	0.094
Memorable Tourist Experience → Revisit Cycling	0.411	0.000
Destination Attributes → Memorable Tourist Experience → Revisit Intention	0.589	0.000
Tourist Engagement → Memorable Tourist Experience → Revisit Intention	0.401	0.002
Environmental Concern × Memorable tourist experience → Revisit Cycling	0.004	0.929

4.5 Hypothesis testing

The test results show a clear cause-and-effect relationship. The arrow symbol (→) indicates how one variable influences another. Here are the findings from the hypothesis testing (see Table 5).

4.6 Destination attributes to a memorable tourist experience

Destination attributes influence tourists' experiences when they visit a destination [12]. One of the important destination attributes in cycling activities is the natural beauty around the destination. Beautiful surroundings, such as mountains, forests, beaches, or charming lakes, can make a cycling experience unforgettable. This natural beauty can motivate tourists to explore destinations more intensely and impressively [11]. Ortaleza and Mangali [47] describe destination attributes as the unique features and characteristics of a tourist destination, including geographical, cultural, and recreational aspects that influence tourists' preferences in choosing a destination. In addition, destination attributes are specific characteristics of a destination that influence tourists' perceptions of the quality of the destination and can influence tourists' decisions to visit [48].

The availability of good and varied bicycle paths is also an important attribute. Well-designed bike trails, such as mountain bike trails, beach bike trails, or city bike trails, can provide variety and challenges that make the cycling experience more interesting and memorable. Local culture and traditions are also destination attributes that influence the cycling experience. Travelers may be interested in interacting with residents, tasting local food, or taking part in cultural events that can enrich their cycling experience. The availability of facilities such as bicycle rental, cycling tour guides, and good tourist information also plays an important role in creating an unforgettable cycling experience.

This research explains that the destination attribute significantly positively influences the memorable tourist experience with a p-value of 0.000, which means that the better the destination attribute available to cyclists, the better the tourist experience in taking a cycling trip using that attribute. So, the relationship between destination attributes and an unforgettable cycling experience is that these attributes directly influence how tourists experience and evaluate their tourist destination. The better these attributes, the more likely tourists will have a memorable and positive cycling experience in that destination.

4.7 Tourist engagement to memorable tourist experience

Tourist engagement refers to the level of involvement, attention, and interaction of tourists with the environment and activities they experience during their trip [49]. When tourists

fully engage with their surroundings while cycling, they have the opportunity to experience and appreciate the natural and cultural beauty of the destination in more depth. For example, when tourists appreciate the beauty of natural views, breathe fresh air, and listen to the sounds of nature during a cycling trip, they can create a much more memorable experience.

Tourist engagement also includes interactions with residents. As tourists cycle through rural or urban areas, they can interact with residents, understand their culture, and possibly participate in local activities. This kind of interaction can make the cycling experience more meaningful and unforgettable [50]. Tourist engagement is also related to tourists' ability to remember significant cycling moments. When travelers are emotionally involved in their travels, they tend to be better at remembering and telling others about their experiences in the future.

However, this research explains that tourist engagement has an insignificant positive influence on memorable tourist experiences with a p-value of 0.094, which means that tourist engagement cannot influence memorable tourist experiences when doing cycling tourism. In this research, tourist engagement does not significantly influence memorable tourist experiences. Many factors can influence one of which is preference. Every tourist has different preferences and motivations for traveling. Some may focus more on interactions with local people and local culture (which is related to tourist engagement), while others may be more interested in natural attractions, history, or certain activities. Therefore, the level of tourist involvement is not always the main factor in creating a memorable experience. Memorable travel experiences are often highly subjective and influenced by personal and emotional factors. Factors such as pre-trip expectations, personal feelings, and unexpected events during the trip can greatly influence whether the experience is considered memorable or not.

4.8 Memorable tourist experience to revisit cycling tour

Memorable tourist experiences can significantly impact tourists' decisions to revisit or cycle to a particular destination. Unforgettable experiences usually create a strong motivation to return to a particular destination. When tourists feel that a previous cycling trip has provided an extraordinary experience, they tend to want to repeat the experience. Memorable experiences make it possible to form a strong emotional connection with the place you are visiting, which encourages tourists to undertake a revisit cycling tour. A memorable tourist experience can create loyalty towards a destination [36]. Tourists who have had a positive experience prefer returning to the same destination rather than trying a different one. This means that destinations that succeed in creating unforgettable experiences have a greater chance of attracting returning tourists. Memorable experiences often create emotional involvement with a destination. Tourists feel

emotionally connected to places that have given them extraordinary experiences. This emotional involvement can positively impact the desire to return and further explore the destination.

The research findings show that a memorable tourist experience significantly impacts whether tourists want to visit the destination again. In other words, the more positive and memorable the experience, the more likely tourists are to want to revisit the destination. So, memorable tourist experiences can be an important factor influencing tourists' decisions to undertake a revisit cycling tour. Destinations that succeed in creating memorable experiences tend to have a better chance of attracting returning tourists, promoting their destination, and creating a loyal fan base.

4.9 The mediating role of the memorable tourist experience in the effect of destination attributes to a revisit cycling tour

The mediating role of memorable tourist experience means that memorable experiences act as an intermediary or link between destination attributes and the decision to revisit a cycling tour. In other words, memorable tourist experiences are how destination attributes affect the likelihood of a revisit. Destination attributes influence the nature and quality of the tourist experience. When these attributes are favorable, they contribute to creating memorable experiences [11].

The results of this research explain that memorable tourist experiences can moderate the relationship between destination visits and revisit cycling with a p-value of 0.000. Memorable tourist experiences, in turn, strongly impact the decision to revisit. Suppose a cyclist has had a highly positive and unforgettable experience during their previous visit (e.g., stunning landscapes, friendly encounters, challenging routes). In that case, they are more likely to want to return to the same destination for another cycling tour.

The memorable tourist experience serves as a bridge or mediator between the destination attributes and the revisit decision. It explains why favorable destination attributes lead to revisits because those attributes create memorable experiences that cyclists want to relive. In summary, memorable tourist experiences play a crucial mediating role in the relationship between destination attributes and the decision to revisit a cycling tour destination. When destination attributes contribute to creating positive and unforgettable experiences for cyclists, it significantly increases the likelihood of them wanting to return to that destination for future cycling adventures.

4.10 The mediating role of the memorable tourist experience in the effect of tourist engagements to revisit the cycling tourism

Memorable tourist experiences are those exceptional and unforgettable moments tourists have during their cycling tours. These experiences are often a result of high engagement and include things like breathtaking scenery, meaningful interactions with locals, cultural encounters, and challenging yet rewarding cycling routes [11].

The results of this research explain that memorable tourist experiences can moderate the relationship between tourist engagement and revisiting cycling with a p-value of 0.002. Tourist engagement refers to the level of involvement,

interaction, and emotional connection that tourists have with the destination and their activities during their cycling tour. Engaged tourists actively participate in and enjoy the experience, appreciate the local culture and fully immerse themselves in the journey. When tourists are highly engaged during their cycling tour, they are more likely to fully appreciate and connect with the destination, its culture, and the cycling experience. Engaged tourists are more likely to explore the destination thoroughly and actively participate in activities.

Memorable tourist experiences mediate the relationship between tourist engagement and the decision to revisit a cycling tour destination. Tourist engagement increases the likelihood of tourists having memorable experiences during their cycling tour. These memorable experiences, in turn, significantly influence their decision to revisit. When tourists have had exceptionally positive and unforgettable moments (e.g., connecting with locals, conquering challenging routes, or experiencing the local culture), they are more inclined to want to return to the same destination to relive those experiences. The mediating role of memorable tourist experiences explains why highly engaged tourists are likelier to revisit a cycling tour destination. Their engagement leads to a greater likelihood of creating memorable moments during the trip, and these memorable moments become a driving force behind the decision to revisit the same destination for another cycling adventure.

4.11 Moderation role of environmental concern in relation to memorable tourist experience to revisit cycling tour

Memorable tourist experience refers to positive and unforgettable experiences experienced by a tourist during their trip [11]. This experience can occur due to various factors, such as natural beauty, cultural interactions, travel challenges, and others. When a cyclist has a memorable experience during their cycling trip, this tends to increase their desire to return to the same destination. Positive and unforgettable experiences, such as enjoying beautiful natural views or interacting with local culture, are the main factors that encourage them to return.

However, the research found that environmental concerns could not moderate the relationship between memorable tourist experiences and revisiting cycling with a p-value of 0.929. When explaining why environmental concern does not have a significant relationship with moderating memorable tourist experiences and the level of repeat cycling tours, we can consider several factors that may be involved. Travelers may have different top priorities in their travel experiences. Suppose they focus more on unique cycling experiences, tourist attractions, and social aspects rather than environmental aspects. In that case, environmental concerns may not significantly affect their decision to make a repeat visit. The level of environmental awareness of tourists may also vary. Some travelers may care deeply about environmental issues and may choose to support sustainable bike tours. However, not all tourists may have the same level of concern for environmental issues. In many cases, the relationship between environmental concerns, memorable tourist experiences, and revisiting on bicycle tours may be complex and influenced by many factors. Therefore, there is not always a significant relationship between these three variables in all tourism situations.

5. CONCLUSION AND RECOMMENDATION

The conclusions from this research include:

1. **The Influence of Destination Attributes on a Memorable Tourist Experience:** Destination attributes, such as natural beauty, good bicycle paths, local culture, and adequate facilities, can significantly influence a memorable cycling experience. Unforgettable cycling experiences are often linked to natural beauty, the diversity of bike paths, and interaction with local culture. The better these attributes, the more likely tourists will have a memorable cycling experience in that destination.

2. **Tourist involvement in cycling activities and interaction with the local environment and culture can also influence a memorable cycling experience.** Tourists who are emotionally involved with their surroundings have a greater chance of creating a memorable cycling experience. Tourist engagement is also related to their ability to remember significant cycling moments.

3. **A memorable cycling experience can play an important role in a tourist's decision to revisit a particular cycling destination.** Unforgettable experiences often create a strong motivation to return to that destination. This can produce an emotional bond with the destination, encouraging tourists to revisit and explore the destination more deeply.

4. **The Mediating Role of Memorable Tourist Experiences in the Influence of Destination Attributes and Tourist Engagement:** Memorable tourist experiences act as a mediator or link between destination attributes and tourist involvement with the decision to revisit a cycling tour. When destination attributes create a memorable cycling experience, this encourages tourists to return to that destination.

5. **The Moderating Role of Environmental Awareness in the Relationship Between Memorable Tourist Experiences and Cycling Tour Revisit:** Although memorable tourist experiences and environmental awareness are both important factors in cycling travel, in this study it was found that environmental awareness does not moderate the relationship between memorable tourist experiences and decision to revisit on a cycling tour. Environmental awareness may not always be a significant factor in the decision to revisit a cycling tour, as preferences, priorities, and levels of environmental awareness vary among tourists.

In conclusion, destination attributes and memorable tourist experiences play an important role in creating an unforgettable cycling experience and encourage tourists to revisit certain cycling destinations. Tourist involvement also has a significant impact on the cycling experience. In addition, memorable tourist experiences mediate the relationship between destination attributes and tourist involvement with the decision to revisit. Environmental awareness, while important in an environmental context, does not always moderate the influence of a memorable tourist experience on the decision to revisit a cycling tour. Other factors, such as individual preferences and motivation, also play an important role in revisiting a cycling tour.

This research is important to carry out because this research can provide a deeper understanding of the factors that really influence the cycling experience of tourists in Bali. This will help stakeholders develop more effective strategies and policies to increase cycling tourism in Bali. In addition, this research can help in developing strategies to retain and increase the number of tourists returning to the destination. This will contribute to the growth of tourism and the local

economy.

By understanding how destination attributes, tourist involvement, and environmental concerns influence memorable tourism experiences, tourism managers in Bali can improve the quality of tourist experiences. This could include improving infrastructure cycles, better destination promotion and more effective environmental conservation. The results of this research can be used as a basis for making better decisions by the government, destination managers and other stakeholders in the tourism industry in Bali. With a better understanding of the factors that influence tourists' experiences and their decisions to return, policies and programs can be designed more effectively.

The limitation of this research is that it only focuses on the tourist population who use bicycles as their means of transportation. This may not represent travelers' preferences and experiences with other modes of transportation, such as driving or walking. Data collection was carried out through questionnaires, which are susceptible to response bias and measurement error. In addition, the use of diverse data collection methods, such as in-depth interviews or direct observation, can provide deeper insights. Furthermore, this study only considers the influence of destination attributes, tourist involvement, memorable tourist experiences, and environmental concerns on the revisit cycling. Other factors may also have a significant influence on tourists' decisions to return to certain destinations.

Future research could consider using diverse data collection methods, such as in-depth interviews, direct observation, or social media content analysis, to gain a more comprehensive understanding of tourists' experiences. Follow-up research could further investigate the role of environmental awareness in the context of cycling tourism. This could involve research into tourists' preferences for environmentally friendly destinations and environmental management strategies that can improve tourists' experiences. Future research can explore more deeply the influence of image as mediation or moderation so that it can strengthen the role of society in protecting the environment and contributing to society. A positive image regarding its image as a green tourist city can encourage increasing cycling activities. By considering the limitations and suggestions above, further research can provide a deeper understanding of the factors that influence tourists' decisions to return to certain tourist destinations, especially in the context of cycling tourism.

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