

LINKING CULTURAL ATTRACTIONS TO SUSTAINABLE TOURIST BEHAVIOR: THE ROLE OF SATISFACTION AND LOYALTY IN INDONESIA

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Abstract

This study examines the effect of cultural attractions on tourist satisfaction and its subsequent impact on tourist loyalty. It also investigates differences between first-time and repeat visitors using a multi-group analysis approach. Data were collected from tourists visiting Malioboro, Yogyakarta, Indonesia, using a self-administered questionnaire and a convenience sampling technique. The study employs Partial Least Squares Structural Equation Modeling (PLS-SEM), along with Measurement Invariance of Composite Models (MICOM) and Multi-Group Analysis (MGA). The results reveal that cultural attractions significantly influence tourist satisfaction, which in turn strongly affects tourist loyalty. However, other destination attributes, such as general attractions, heritage attractions, and supporting facilities, do not show significant effects on satisfaction. Furthermore, the findings indicate significant differences between first-time and repeat visitors in the relationship between satisfaction and loyalty. This study contributes to the cultural tourism literature by highlighting the critical role of cultural attractions in enhancing visitor satisfaction and encouraging revisit intentions. The results also provide managerial implications for destination managers in developing effective cultural tourism strategies.

Keywords: Cultural Attractions, Tourist Satisfaction, Tourist Loyalty, Cultural Tourism Destination, Revisit Intention

INTRODUCTION

Cultural tourism has become a key pillar in sustainable tourism development, as it integrates economic growth, cultural preservation, and social well-being within destination management. Cultural attractions not only provide unique and memorable experiences for tourists but also contribute to the protection of local heritage and community empowerment, which are essential elements of sustainability (UNWTO, 2023). Recent studies emphasize that sustainable tourism development requires a balance between visitor satisfaction and the long-term preservation of cultural and environmental resources (Bramwell & Lane, 2024).

Tourist satisfaction plays a crucial role in achieving sustainable tourism outcomes, as satisfied tourists are more likely to revisit destinations, recommend them to others, and engage in responsible tourism behavior (Sharma & Nayak, 2024). In this regard, tourist loyalty is not only a behavioral outcome but also a key indicator of destination sustainability, as it ensures a stable flow of visitors and supports long-term economic viability (Rather, 2025). However, while prior studies have extensively examined general destination attributes, limited attention has been given to the specific role of cultural attractions in fostering sustainable tourist satisfaction and loyalty, particularly in emerging tourism destinations.

This study addresses this research gap by analyzing the impact of cultural attractions on tourist satisfaction and long-term tourist loyalty. It employs Partial Least Squares Structural

Equation Modeling (PLS-SEM). In addition, the study differentiates these relationships based on visitor type (i.e., first-time and repeat visitors) using a multi-group analysis approach. This method, as a component-based technique, is considered more appropriate for PLS-SEM analysis (Seyfi et al., 2024).

This study aims to examine the impact of cultural attractions on tourist satisfaction and its subsequent effect on tourist loyalty within a sustainable tourism framework. Furthermore, it explores differences between first-time and repeat visitors using a multi-group analysis approach. By integrating cultural tourism and sustainability perspectives, this study contributes to the literature by providing empirical evidence on how cultural experiences can support long-term destination sustainability and competitive advantage.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Sustainability in Cultural Tourism

Sustainability has become a central issue in tourism research, particularly in the context of cultural tourism, where the preservation of heritage and local identity is essential. Sustainable tourism refers to the management of resources in a way that fulfills economic, social, and aesthetic needs while maintaining cultural integrity, ecological processes, and biodiversity (UNWTO, 2023). In cultural tourism destinations, sustainability is closely linked to the ability to balance tourist activities with the promotion of cultural assets.

Recent studies highlight that cultural attractions play a significant role in achieving sustainable tourism outcomes. Cultural resources, such as heritage sites, traditional arts, and local customs, not only enhance tourist experiences but also contribute to community development and cultural preservation (Timur & Getz, 2024). However, unmanaged tourism growth may lead to negative impacts, including cultural commodification, overcrowding, and the degradation of local identity, which threaten long-term sustainability.

Tourist Satisfaction and Sustainable Behavior

Tourist satisfaction is increasingly recognized as a key driver of sustainable tourism. Satisfied tourists are more likely to engage in environmentally and socially responsible behavior, support local communities, and revisit destinations (Sharma & Nayak, 2024). In this sense, satisfaction is not only an outcome of the tourism experience but also a mechanism that encourages sustainability-oriented behavior. This perspective aligns with the concept of sustainable tourist behavior, which emphasizes responsible consumption, respect for local culture, and environmental awareness.

Furthermore, tourist loyalty contributes to sustainability by ensuring a stable demand for destinations without excessive reliance on mass tourism expansion. Loyal tourists tend to revisit destinations, recommend them to others, and develop emotional attachment, which reduces marketing costs and supports long-term destination viability (Rather, 2025). Therefore, the relationship between satisfaction and loyalty is crucial in promoting sustainable tourism development.

Cultural Landing Place Materials

Destinations are defined as “a blend of tourism products, offering an integrated experience to consumers” (Čivré et al., 2024). They possess a wide range of resources (e.g., nature, history, local culture, hospitality, infrastructure, service quality, and accessibility), including both cultural and natural attractions, which motivate travelers and enable destinations to differentiate themselves by offering unique experiences (Maniou et al., 2025). Among these, attractions based on culture and heritage play a significant role in many destinations (Dabphet, 2024).

Destination resources consist of various tangible and intangible cultural assets, services, and facilities that attract tourists to a destination (Duignan et al., 2023). These elements are essential

attractions that enhance the tourist experience (Bagheri et al., 2024). Furthermore, such resources are among the key components with strong potential to generate future tourism demand. Although these attractions exist in many forms, there is no standardized framework in the literature for their evaluation (Chen, 2025).

In the tourism literature, several researchers have identified and classified the main cultural resources of a destination. For example, four primary categories. The first includes cultural attractions, such as museums, galleries, cultural villages, historical buildings, and monuments. The second focuses on heritage attractions, including handicrafts, architecture, traditional sites, and art. In addition, general tourist attractions and supporting (amenity) factors are considered important components of cultural destinations (Cui et al., 2025).

General tourist attractions include elements such as religious sites, souvenirs, theaters, amusement parks, tour packages, food, shopping, and tour guides. Meanwhile, supporting (amenity) factors refer to facilities that meet tourists' needs in terms of accessibility, events, information, and accommodation. Similarly, four key cultural destination resources: musical events, commercial activities, cultural festivals, and exhibitions or activities aimed at educational or aesthetic experiences (J. Li et al., 2024).

There are two main types of cultural heritage resources that influence long-term tourist satisfaction: civic attractions (such as organized tours, music and dance, festivals and events, theater, and drama) and heritage attractions (Zhang et al., 2024).

Although many studies have examined cultural destination resources, there is still no clear consensus on which cultural elements should be emphasized in a destination (Rosique Rodríguez et al., 2025). Some scholars argue that these resources may vary across destinations, as their attractiveness is context-specific and unique to each location.

Traveler Contentment

Tourist satisfaction is determined by the discrepancy between tourists' destination experiences and their prior expectations (Zulvianti et al., 2023). Tourist satisfaction reflects an emotional response to the experience at the destination. Tourists' enjoyment indicates that their expectations of the destination have been fulfilled and that their experience meets or exceeds what was anticipated (Liu et al., 2023). Therefore, tourists' expectations prior to visiting and their actual experiences at the destination are the main factors influencing the level of satisfaction (Chaudhary & Islam, 2025).

Other studies also emphasize tourists' cognitive and emotional responses to their experiences at a destination (Rehman et al., 2023). Tourist satisfaction is considered a crucial element for a destination, as it provides a competitive advantage by differentiating it from other locations, enhancing its reputation, and influencing revisit intentions among tourists who value the services and resources provided. Consequently, satisfaction plays a key role in achieving tourism development goals (Tulasi et al., 2024).

Traveler Fidelity

Tourist loyalty is a key factor in fostering and sustaining the social and economic development of a region. This concept has been widely explored in tourism research; however, previous studies have largely focused on general destination attributes, with limited attention given to cultural aspects. Research on loyalty typically distinguishes between two dimensions: behavioral and attitudinal loyalty (Xu et al., 2023). Behavioral loyalty is measured by the frequency of visits to destinations or attractions and provides an observable indication of performance across different tourism offerings (Sasongko et al., 2025).

However, behavioral measures of loyalty have been criticized for their limited theoretical depth and their inability to capture the complexity and dynamic nature of tourist behavior. Therefore, this study adopts attitudinal loyalty in conceptualizing and measuring loyalty toward

cultural tourism attributes. Attitudinal loyalty refers to tourists' intention to revisit destinations, recommend them to others, and continue purchasing similar products or services even at higher prices (Abror et al., 2023). This approach aligns with the attitude-based perspective (Singh et al., 2024).

Attitudinal loyalty is particularly important, as it reflects tourists' willingness to revisit destinations with the intention of promoting and supporting the attractions and hospitality of the location (Ricardianto et al., 2024).

Hypothesis

The determinants of tourist satisfaction are essential for achieving long-term competitive advantage. Tourist satisfaction has been extensively studied in the hospitality and tourism field, with numerous scholars examining its determinants and their influence on tourists' behavioral intentions (Aimon et al., 2023). Previous studies indicate that several factors shape satisfaction with a destination, including service quality, tourist experience, perceived value, destination image, socio-demographic characteristics, and destination attributes (Kusumah, 2024).

A better understanding of tourists' evaluations of cultural and heritage attributes, as well as their satisfaction with these elements, is crucial for destination managers, planners, and marketers in terms of destination positioning and promotion (Ji et al., 2023). Heritage attractions play a key role in enhancing tourist satisfaction. Cultural and heritage attributes of a destination significantly influence tourist satisfaction (Wahyuningsih et al., 2025). Therefore, the following hypotheses are proposed:

Hypothesis 1: Traveler enchantiveness in common affects the long-range contentment of travelers.

Hypothesis 2: Ancestry tourism enchantiveness affects long-range traveler contentment.

Hypothesis 3: Landing place alimentation factors affect long-range traveler contentment.

Hypothesis 4: The cultural enchantiveness of the landing place influences the long-range traveler contentment.

Hypothesis 5: Traveler contentment affects traveler fidelity.

The relationship between tourist satisfaction and loyalty has been extensively studied (Qiu et al., 2024). This study emphasizes that understanding the level of tourist satisfaction is essential for fostering tourist loyalty toward a destination. In addition, it suggests that tourist satisfaction is a key determinant of loyalty. Therefore, the following hypothesis is proposed:

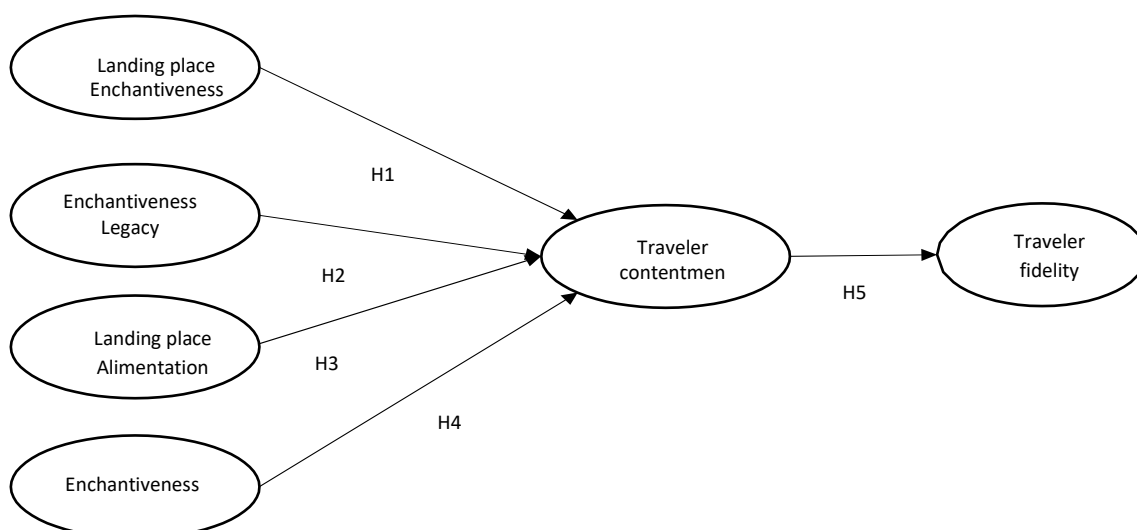


Figure 1 – Exploration Hypothesis Model

RESEARCH METHODS

Exploration Method

Approaches and Exploration Instruments

A quantitative research method was adopted in this study. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to examine the relationships among cultural destination attributes, tourist satisfaction, and loyalty. A self-administered questionnaire was used as the primary data collection instrument.

The first part of the questionnaire measured cultural destination attributes using 23 items (Dini et al., 2024). This section also included four items related to tourist satisfaction and three items measuring tourist loyalty (Tedjakusuma et al., 2023). A five-point Likert scale was applied, ranging from 1 (strongly disagree) to 5 (strongly agree). The second part of the questionnaire collected demographic information about the respondents, including age, gender, education level, and previous visits to Malioboro.

Data were collected from tourists who visited Malioboro, Yogyakarta, using a convenience sampling technique between 10 and 25 March 2025. This method was chosen due to its efficiency in facilitating rapid data collection. The self-administered questionnaires were distributed directly to tourists at the Malioboro destination site. Initially, respondents were asked whether they had previously visited Malioboro, after which they were invited to participate in the survey. Questionnaires were distributed to both individual tourists and groups.

In total, 120 questionnaires were distributed and collected, all of which were deemed valid for analysis. This sample size meets the minimum requirement based on Cochran's formula, ensuring an adequate level of confidence (95%) and margin of error (at least 5%) (Pujiastuti et al., 2023).

RESULTS AND DISCUSSION

Exploration Outcome

Table 1 presents the demographic profile of the respondents. The sample consisted of more male participants (57.7%) than female participants (42.1%), while only 1.5% of respondents were aged 65 years or older. The majority of respondents were between 25 and 44 years old (60.3%). In terms of education level, 33.1% of participants held a bachelor's degree, while 28% had a master's degree. Most respondents were single (58.6%), whereas 41.1% were married. The majority of respondents visited the destination independently (83.2%). The results also indicate that 52.3% of respondents were first-time visitors.

Table 1. Exploration Sample Characteristics

Variables	Description	Prevalence	%
Age	15-24	77	
	25-44	32	
	45-64	6	
	65	5	
Gender	Female	60	
	Male	48	
Marital Status	Single	52	
	Married	68	
Education	ES	4	

	HS	33	
	Diploma	26	
	Bachelor	42	
	Master	12	
	Doctor	2	
Type of tour	Independent	82	
	Tour packages	38	
Have you ever been to Malioboro ,Yes Yogyakarta, Indonesia before?		82	
	No	38	
		120	100

Exploratory Factor Analysis

Bartlett's Test of Sphericity, sampling adequacy, and the p-value were assessed using the Kaiser–Meyer–Olkin (KMO) measure. For Exploratory Factor Analysis (EFA), factor loadings were required to exceed 0.40. Four items (theatre, travel packages, cuisine, and art) were removed from the analysis because their factor loadings for cultural destination attributes were below 0.40. Table 2 presents the results of the analysis (Nabhan & Habók, 2025). Additionally, the Eigenvalue criterion (> 1), also known as the Kaiser criterion, and the cumulative variance explained (ranging from 54.4% to 74.605%) were applied in the EFA, as shown in Table 2. Finally, for normal distribution, skewness and kurtosis values within the range of -2 to $+2$ are considered acceptable (Goretzko, 2025).

The reliability and validity of the measurement model were evaluated by examining item consistency, convergent validity, and discriminant validity. As shown in Table 2, only one item was removed during the process, and items with factor loadings below 0.50 were excluded from the model. Convergent validity was assessed to evaluate internal consistency. Accordingly, internal consistency reliability was established using composite reliability, Cronbach's alpha, and rho_A.

All Cronbach's alpha coefficients ranged from 0.688 to 0.878, indicating acceptable construct reliability (Taber, 2018). Composite reliability should exceed 0.70; in this study, all values were above 0.85, indicating strong reliability of the measurement model (Sa'idah et al., 2025). In addition, rho_A was assessed as an alternative reliability indicator in PLS-SEM. The rho_A values in this model exceeded the recommended threshold of 0.70, indicating acceptable reliability (Goretzko, 2025). Overall, these indicators demonstrate that the model has satisfactory internal consistency and reliability.

Table 2. Internal Consistency Outcomes of Exploratory Factor Analysis (EFA), Calculatement Models, and Factor Reliability

		EFA			Calculated Models			
Construction/item	FL	E	VE (%)	CA	SFL	rho_A	CR	AVE
Common traveler enchantion		6.81	42.032	0,786		0,821	0,835	0,556
Religious place	0,625				0,762			
Souvenir	0,826				0,868			
Amusement parks	0,746				0,779			
Festival/occasion	0,621				0,615			
Shopping place	0,460				0,654			
Guide	0,447				0,571			
Alimentation factor		2.12	10.460	0.820		0,812	0.786	0,571
Availability	0,723				0,794			
Indoor apparatus	0,628				0,756			
Atmosphere/people	0,681				0,765			
Direction center	0,724				0,748			
Accommodation	0,645				0,658			
Ancestry enchantions		1.68	8.795	0,776		0,867	0,865	0,721

Handycrafts	0,435				0,782			
Architecture	0,764				0,885			
Traditional Scenery	0,768				0,848			
Cultural enchantions		1.22	5.46	0,876		0.876	0,924	0,646
Museum	0,744				0,827			
Gallery	0,723			0,665				
Cultural environment	0,643			0,821				
Historical building	0,632			0,812				
Monument	0,624			0,837				
KMO: 0,862								
Bartlett Test; 868.124; p<0,000								
Traveler contentment	Long-range traveler contentment	2.820	76.462	0.860		0.862	0,912	0,726
	Long-range I am satisfied in Malioboro	0.826			0,846			
	I believe I received what was promised during my journey.	0.846			0,886			
	My stopover to Malioboro was fulfilling my presumptions.	0.912			0,867			
	My stopover to Malioboro was exceeded my presumptions	0.762			0,810			
KMO: 0,587								
Bartlett Test; 282.112; p<0,000								
	Traveler fidelity	1.965	65.421	0,664		0,702	0,846	0,642
Traveler Fidelity	I will stopover Malioboro in the future.	0.812			0,842			
	I will share my experience with others when I interrogate home.	0.842			0,862			
	I will share my experience online with others when I interrogate home.	0.682			0,641			

FL (Factor Loading); E (Eigen Value); VE (Variance); CA (Cronbach Alpha); SFL (Standard Factor Loading); CR (Composite Reliability); AVE (Average Variance Extracted)

The Average Variance Extracted (AVE), which assesses convergent validity, should exceed 0.50. As shown in Table 2, the AVE values range from 0.556 to 0.726, thereby confirming adequate convergent validity. Discriminant validity was evaluated using both the Fornell–Larcker criterion (Table 3) and the Heterotrait–Monotrait Ratio (HTMT) (Table 4). These approaches assess the distinctiveness between constructs (W. Li & Lay, 2024). According to the Fornell–Larcker criterion, the square root of the AVE for each latent construct should be greater than its correlations with other constructs. This requirement was satisfied in the present study. Furthermore, the HTMT ratio was applied as an additional measure of discriminant validity. All HTMT values were below the recommended threshold of 0.90, indicating that discriminant validity was established (Afzal et al., 2024).

Table 3. Discriminant Validity (Fornell-Larcker)

Construction	1	2	3	4	5	6
Cultural Enchantment (1)	0,810					
Common Traveler Enchantment (2)	0,521	0,726				
Cultural Ancestry Tourist Object (3)	0,658	0,523	0,816			
Alimentation Factor (4)	0,481	0,420	0,546	0,728		
Long-range Traveler Contentment (5)	0,426	0,322	0,364	0,248	0,740	

Traveler Fidelity (6)	0,325	0.280	0.286	0.282	0.282	0,784
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1.** All correlations were significant at the 0.01 level ($p < 0.001$). 2. The number in bold is the square root of AVE.

Table 4. Heterotrait-Monotrait Ratio

Construction	1	2	3	4	5	6
Cultural Enchantment (1)						
Common Traveler Enchantment	0,602					
(2)						
Cultural Ancestry Touristry	0,782	0,626				
Object (3)						
Alimentation Factor (4)	0,582	0,558	0,628			
Long-range Traveler	0,482	0,348	0,557	0.420		
Contentment (5)						
Traveler Fidelity (6)	0,420	0.388	0,346	0,386	0,860	

The results of the measurement model evaluation were used to assess the structural model of the study. The findings indicate that the model explains 21% of the variance in tourist satisfaction and 48% of the variance in tourist loyalty. Therefore, the coefficients of determination (R^2) for both tourist satisfaction and tourist loyalty exceed the minimum threshold of 0.20 (W. Li & Lay, 2024), indicating acceptable explanatory power. To assess predictive relevance, the blindfolding procedure was applied to calculate the Stone–Geisser Q^2 values. (Dirgiamto, 2023) Q^2 values should be greater than zero to indicate predictive relevance. In this study, the Q^2 values for tourist satisfaction and tourist loyalty were 0.152 and 0.305, respectively, confirming that the model has adequate predictive relevance.

Tabel 5 - Path Coefficient

Independent become dependent	β	SD	value-t	P	Outcome
H1: Common Traveler Enchantment → Traveler Contentment Long-range	0,086	0,054	1.658	0,086	Not supported
H2: Ancestry Enchantment → Traveler Contentment Long-range	0,088	0,064	1.382	0,157	Not supported
H3: Alimentation Factor → Traveler Contentment Long-range	0,046	0,066	0,746	0,436	Not supported
H4: Cultural Enchantment → Traveler Contentment Long-range	0,326	0,056	4.768	0,000	Supported
H5: Traveler Contentment Long-range → Traveler Fidelity	0,586	0,028	18.473	0,000	Supported

The bootstrapping method was used to test the structural model in this study. The results of the structural model are presented in Table 5. The findings indicate that the path coefficients of cultural destination attributes on overall tourist satisfaction vary across dimensions. Specifically, there is no statistically significant relationship between overall tourist satisfaction and general tourist attractions ($\beta = 0.086$), heritage attractions ($\beta = 0.088$), or supporting (amenity) factors ($\beta = 0.048$). In contrast, cultural attractions have a significant positive effect on overall tourist satisfaction ($\beta = 0.326$).

Furthermore, the effect of tourist satisfaction on tourist loyalty is also significant at the 0.01 level ($\beta = 0.586$). In summary, the structural model results do not support hypotheses H1, H2, and H3, while hypotheses H4 and H5 are supported.

To examine differences between the two groups—first-time visitors and repeat visitors—a Multi-Group Analysis (MGA) was conducted. Prior to the MGA, measurement invariance was assessed using the Measurement Invariance of Composite Models (MICOM) procedure, which is considered appropriate for PLS-SEM (Dybro Liengaard, 2024). The MICOM procedure involves three

stages: (a) assessment of configural invariance, (b) assessment of compositional invariance, and (c) assessment of the equality of means and variances. The results confirmed partial measurement invariance between first-time and repeat visitors, allowing for meaningful group comparisons using MGA (Balaskas et al., 2024).

The MGA results, based on the permutation test, reveal a significant difference in the relationship between tourist satisfaction and loyalty between the two groups. Specifically, the effect of tourist satisfaction on loyalty is stronger for repeat visitors than for first-time visitors.

Destination attributes are a critical factor in attracting tourists; however, identifying the most relevant attributes for specific destinations remains a topic of debate in the tourism literature. Previous studies have identified cultural attractions as one of the most influential factors in attracting tourists and contributing to the economic development of destinations (Stryzhak et al., 2024). In addition, tourist satisfaction with cultural attractions is essential for fostering loyalty through repeat visits.

Understanding which attributes are most important is crucial for explaining the level of satisfaction and loyalty among cultural tourists. The findings of the structural model indicate that general tourist attractions, heritage attractions, and supporting factors do not have a significant impact on overall tourist satisfaction.

Consistent with previous studies, tourist satisfaction has a significant influence on tourist loyalty (Suprina et al., 2023). The results of this study confirm that satisfaction with cultural attributes influences tourist loyalty. Therefore, tourists who are satisfied with a destination's attractions are more likely to revisit and recommend the destination to others. In addition, loyalty toward a destination may also develop through positive word-of-mouth from visitors.

CONCLUSION

This study examines the role of cultural attractions in influencing tourist satisfaction and loyalty in the context of Malioboro, Indonesia. The findings reveal that cultural attractions have a significant positive effect on tourist satisfaction, which in turn strongly influences tourist loyalty. In contrast, other destination attributes, such as general attractions, heritage elements, and supporting facilities, do not significantly affect satisfaction. These results highlight the central role of cultural experiences in shaping tourists' overall evaluations and behavioral intentions in cultural tourism destinations. Additionally, the multi-group analysis indicates significant differences between first-time and repeat visitors, particularly in the relationship between satisfaction and loyalty, suggesting that repeat visitors tend to develop stronger loyalty based on their prior experiences. These findings demonstrate that cultural tourism is not only important for enhancing visitor experiences but also contributes to the long-term sustainability of tourism destinations by fostering repeat visitation and ensuring stable demand. Furthermore, the differences between first-time and repeat visitors suggest that sustainable tourism strategies should consider diverse visitor characteristics in order to maintain long-term engagement.

Theoretical Implications

This study contributes to the sustainable tourism literature by positioning cultural attractions as key drivers of sustainable tourist behavior. It extends prior research by linking tourist satisfaction and loyalty to sustainability outcomes, particularly in terms of long-term destination viability. The findings support the notion that satisfied tourists are more likely to engage in responsible behaviors, revisit destinations, and contribute to sustainable tourism development. In addition, the use of multi-group analysis provides deeper insights into how different tourist segments respond to cultural experiences, offering a more nuanced understanding of sustainability within tourism contexts.

Managerial Implications

The results provide important implications for destination managers seeking to achieve sustainable tourism development. Cultural attractions should be preserved and managed as strategic assets that support not only economic growth but also cultural sustainability. Destination managers are encouraged to develop authentic and immersive cultural experiences that enhance tourist satisfaction while maintaining the integrity of local culture. Promoting sustainable practices—such as managing over-tourism, supporting local communities, and preserving cultural heritage—can strengthen tourist loyalty and ensure long-term destination competitiveness. Additionally, tailored strategies for first-time and repeat visitors can help sustain visitor engagement and optimize resource management.

Future Research

Future research should further explore the relationship between cultural tourism and sustainability by incorporating variables such as sustainable tourist behavior, environmental awareness, and community-based tourism. Comparative studies across different cultural destinations would enhance the generalizability of the findings, while longitudinal research could capture the long-term dynamics of tourist satisfaction and loyalty. Additionally, future studies may examine how sustainability-oriented policies and practices influence tourist perceptions and behavioral intentions.

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