tourism and hospitality

MDPI

Article

The Impact of a Local Well-Being Philosophy on Revisit Intentions to Bali Among Digital Nomads

Hanugerah Kristiono Liestiandre [1], Alastair M. Morrison [2,*], Ni Nyoman Kerti Yasa [3], Tjok Gd Raka Sukawati [3] and I. Putu Gde Sukaatmadja [3]

[1] Department of Tourism, Bali Tourism Polytechnic, Bali 80363, Indonesia; andre.hanugerahkl@gmail.com
[2] School of Management and Marketing, Greenwich Business School, University of Greenwich, London SE10 9LS, UK
[3] Faculty of Economics and Business, Udayana University, Bali 80361, Indonesia; kertiyasa@unud.ac.id (N.N.K.Y.); tjokde@unud.ac.id (T.G.R.S.); sukaatmadja@yahoo.co.id (I.P.G.S.)
* Correspondence: a.morrison@greenwich.ac.uk

Abstract: The level of success in tourism is gauged by several metrics; however, the most widely used is the level of tourist arrivals. However, this research answered the call for greater investigation of the impacts of qualitative factors and intangible cultural–heritage assets on destination performance. The primary research purpose was to analyze the effect of implementing a local well-being philosophy (Tri Hita Karana) on tourist revisit intentions for Bali and the mediation of destination quality and destination image. A research model was developed to examine the relationships among local wisdom (TKH), destination quality, destination image, and revisit intentions. Data were collected via a survey of 520 digital nomadic tourists and analyzed using SmartPLS 4. The results indicated that the implementation of THK positively and significantly affected revisit intentions, destination image, and destination quality. Destination image and destination quality had positive and significant effects on revisit intentions, and destination image and destination quality also significantly mediated the effect of THK implementation on revisit intentions. The findings suggested that implementing local wisdom values such as THK in the management of a destination makes visitors feel more favorably about the quality and image of the destination and they have the intention to revisit.

Keywords: Tri Hita Karana (THK); destination quality; destination image; intangible cultural–heritage; revisit intentions; Theory of Planned Behavior (TPB); Resource-Based View (RBV); digital nomads; Bali

Citation: Liestiandre, H.K.; Morrison, A.M.; Yasa, N.N.K.; Sukawati, T.G.R.; Sukaatmadja, I.P.G. The Impact of a Local Well-Being Philosophy on Revisit Intentions to Bali Among Digital Nomads. *Tour. Hosp.* **2024**, *5*, 1099–1124. https://doi.org/10.3390/tourhosp5040062

Academic Editor: Brian Garrod

Received: 10 September 2024
Revised: 11 October 2024
Accepted: 28 October 2024
Published: 4 November 2024

1. Introduction

When Bali became a tourism destination, its people continued to preserve and promote their culture while economically taking advantage of the sector. Balinese culture has become a predominant image of Bali tourism and is a competitive identity inseparable from the traditions and characteristics of local people [1–3]. Balinese culture treats its residents not only as objects but also as actors in tourism. The involvement of residents in tourism is strongly influenced by the values of local wisdom, including Catur Warna, Trikaya Parisudha, Tri Samaya, Sad Kerthi, and Tri Hita Karana.

The Balinese have substantial social capital because they are supported by strong shared values, such as maintaining harmony physically and non-physically, which is contained in Tri Hita Karana (THK) or "the three causes of well-being" [4]. Social capital is one of seven components of the Community Capitals Framework (CCF), which reflects "the connections among people and organizations or the social glue to make things, positive or negative, happen" ([5], p. 21). So, in this research, the most relevant philosophy to be included that could influence destination performance was THK (Figure 1), a form of shared social capital. The THK philosophy concept was universally and globally accepted

as a World Cultural Heritage in 2012, in the form of a manifestation of a cooperative social system that controls water (subak) in agriculture [6].

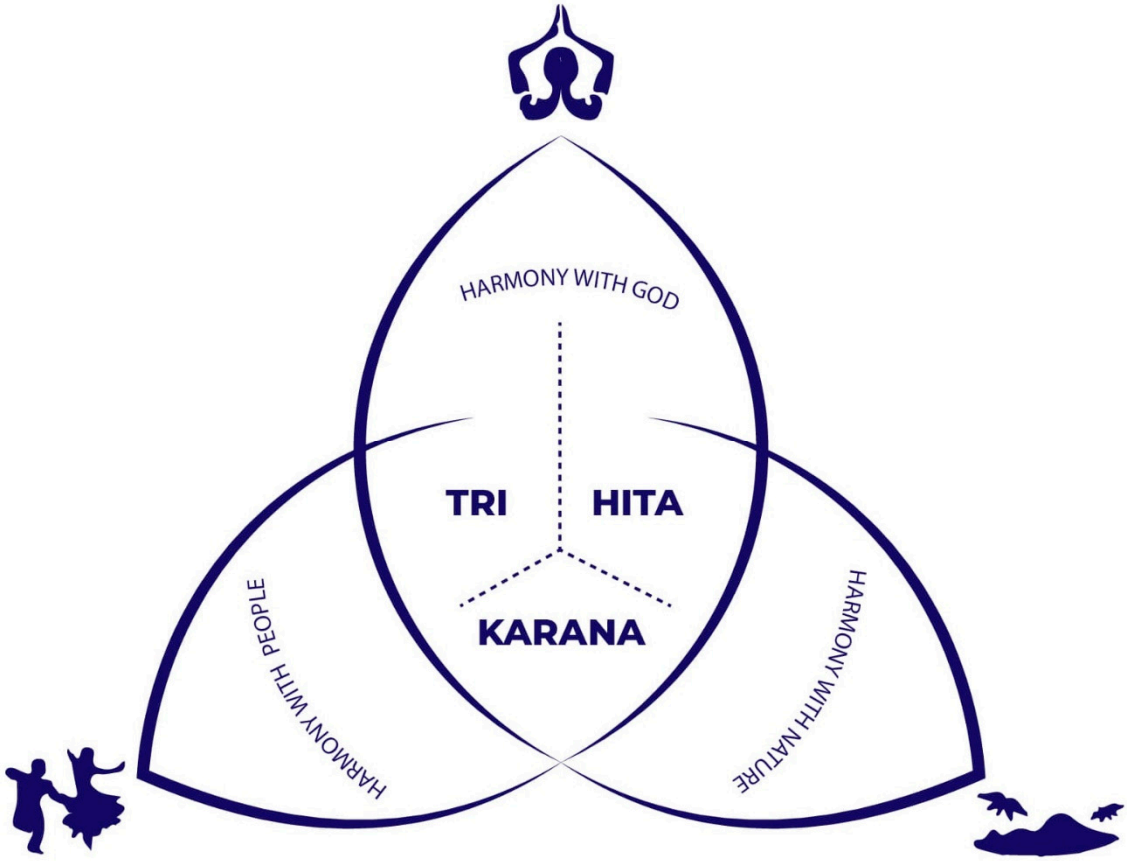

Figure 1. The dimensions of Tri Hita Karana (drawing by authors).

The concept of THK is a Balinese philosophy of life. THK emphasizes three human relationships in life in this world: human relationships with God (parhyangan, spiritual), relationships with fellow humans (pawongan, social), and human relationships with the natural surroundings (palemahan, natural), with each relationship being interrelated (Figure 1). THK has become the standard in implementing tourism in Bali [7]. Empirically, several studies have revealed that the quality of destinations built from local wealth influences destination image and increases intentions to visit and revisit [8–11]. The local wealth in question is usually more directed to physical or tangible assets such as accessibility [12], supporting facilities [13], and venues for tourist activities [14]. However, aspects that are intangible, such as esthetics [15] and local cultural traditions (e.g., spiritual and religious values), may be crucial in the pursuit of sustainability [11].

The level of performance success in destination management is commonly expressed in several variables, including the amount of tourism income, employment, economic growth, competitiveness, and contribution to gross domestic product (GDP) [16]. However, the most used metric is the volume of tourists to destinations [17], especially in developing countries with limited resources and tourism facilities [18]. Qualitative indicators are seldom applied to measure success [16], which was one of the motivations for this research.

This research answered the call for more investigation of the impacts of qualitative factors and intangible assets on destination performance. The main aim was to assess the influence of a local Balinese philosophy on destination image, quality, and revisit intentions from the tourist perspective. The intended contribution of this work was to fill a literature gap regarding the influence of local cultures and beliefs on destination success. Conducting this analysis among digital nomads was expected to enhance the uniqueness of the results.

2. Literature Review and Hypotheses Development

2.1. Theoretical Foundations

This research was based on the Theory of Planned Behavior (TPB) and the Resource-Based View (RBV). According to the TPB [19], a person visiting a destination is a behavior preceded by the intention to visit. Strong intentions were expected to exist post-pandemic when revenge tourism or "catch-up" travel would flourish [20,21]. In this research, a person's intention to revisit Bali is assumed to be a determinant of the actual behavior. The intention is driven by attitudes toward the behavior, subjective norms, and perceived behavioral control [22]. This research measured attitudes toward the three dimensions of Tri Hita Karana and their influence on revisit intentions for Bali. In this research, attitudes toward the behavior were assumed to be personal attitudes toward the THK well-being philosophy; perceptions about how others value or regard THK were taken as subjective norms; and revisit intention represented behavioral control.

The Resource-Based View (RBV) [23–25] is about how managers employ resources to achieve and sustain competitive advantage and "posits that some tangible and intangible resources have certain qualities that make them the mainspring of such an advantage" ([26], p. 1842). Therefore, local wisdom was proposed as an intangible resource that could create a competitive advantage for Bali as a destination. The RBV is especially relevant in this context for Bali as TKH is a resource that is unique among its competitive destinations and can be used for differentiation.

This research developed a model with destination image and destination quality as mediators of revisit intentions based on THK implementation. The model analyzed (Figures 2 and 3) incorporates the TBP and RBV, and previous research has yet to conduct an effect analysis with this model and these variables.

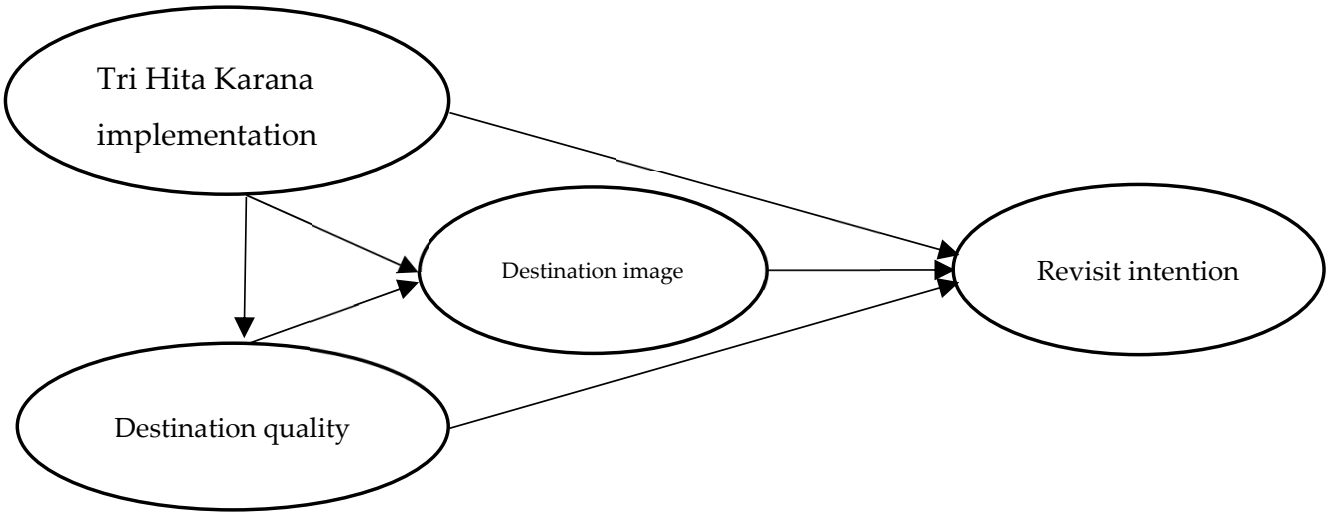

Figure 2. Conceptual research model.

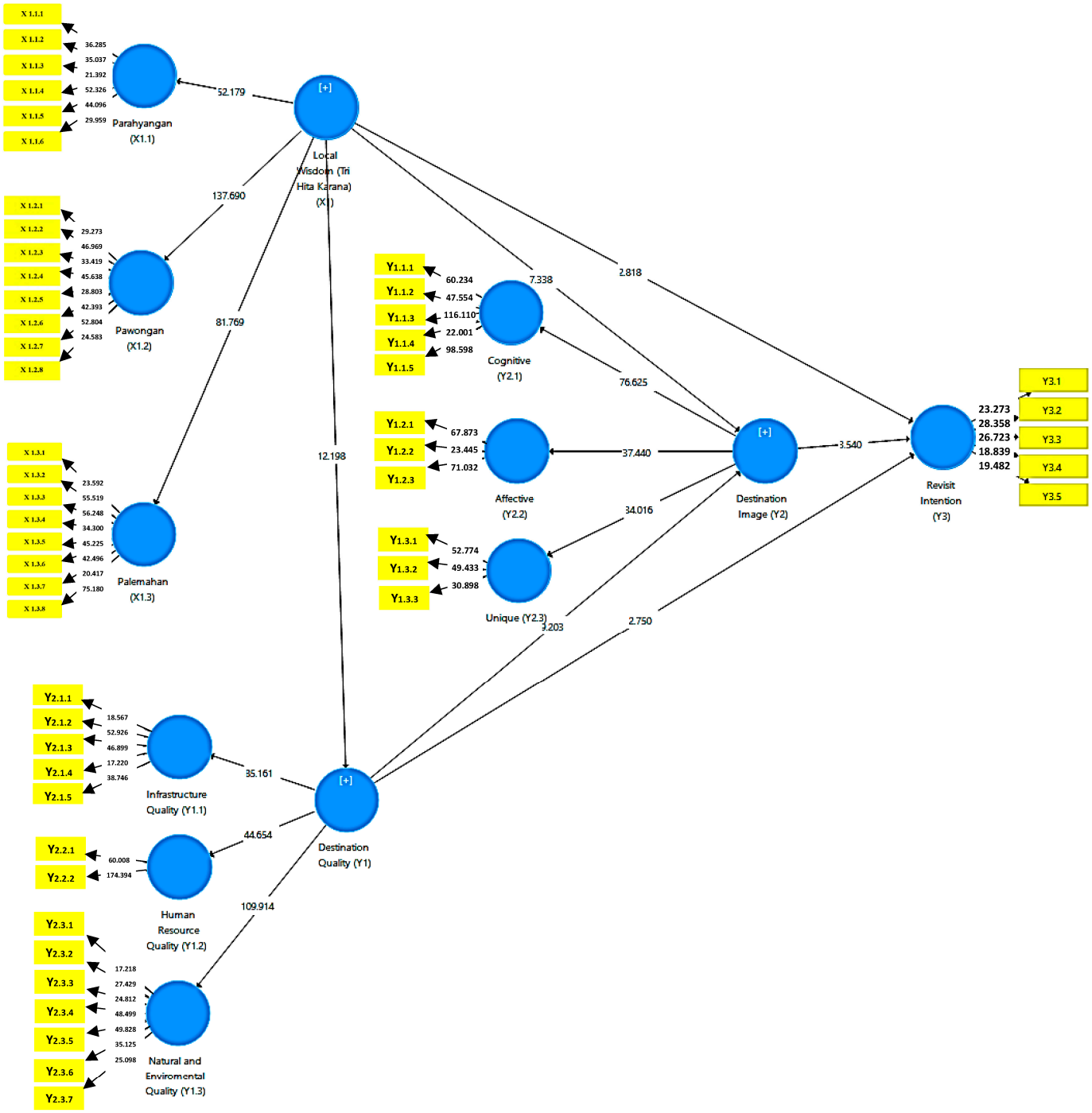

Figure 3. Bootstrapping model.

2.2. Local Wisdom

Improving the performance and competitiveness of a destination is achieved through effective management and marketing [17,27]. The better the performance of a destination, the higher the tendency for tourists to return [28]. Appropriately managed resources reinforce the management of a destination and its marketing and can even become a strong motivator for people to return. Local resources are tangible and intangible, and the two categories can be used to improve destination performance.

Local wisdom is expected to have a role in optimizing the performance of destinations to produce quality tourism [29–31] and a positive destination image [32]. Quality tourism

destinations are not only expected to enhance their images by deploying local wisdom, but they can also positively advance sustainable tourism goals.

A theme that is part of local wisdom in the form of life experience values [32], environmental values [10,33], and local community social values [34,35] can make a destination unique and difficult to imitate [36,37]. This inimitability can become a sustainable competitive advantage fulfilling the expectations of tourists [38,39], keeping the destination sustainable, and increasing revisit intentions [9,40–42].

The research on the influence of destination image on visit intentions has produced different results. Destination image positively influences destination selection [34,43]. Cognitive, affective, and conative images of the destination can also have varying influences [44,45]. Other studies show that destination image influences the behavior of tourists who travel to destinations [39,46–48], especially those destinations that embed themes of culture and history [49]. Also, destination images can negatively affect behavior in choosing destinations [50].

This analysis is different from previous research by engaging the local wisdom construct. The work integrates local wisdom's influence on tourism destinations' image and quality as mediators of the intentions for repeat visits. Through conducting expert interviews and focus groups, it also provides a vetted set of indicator items for measuring the integration of THK in tourism.

2.3. Digital Nomads

Since 2018, the Indonesian Ministry of Tourism has opened greater space for digital nomads as one of the markets to accelerate the growth rate in tourist visits [51]. Digital nomads have a lifestyle of moving from one destination to another, with extended stays compared to tourists in general [52]. While working online, they continue to enjoy the products offered at the places they visit and seek services and travel experiences in each destination [53–56]. These individuals usually frequent local coworking spaces that provide convenient workstations and Internet network services [56,57]. Like other visitors, they expect to participate in unique and memorable experiences during their stays [58].

This research selected respondents who qualified as digital nomadic tourists. They were chosen because research on revisit intentions in the business literature and tourism management generally does not distinguish between specific types of tourists. The advantages of digital nomadic tourists for this specific research topic were that their lengths of stay are longer than other tourist groups, and these individuals have a tendency to be closer to the community and local values of the destinations they visit [53,55,56].

2.4. Local Wisdom and Revisit Intentions

The intention to visit a destination is a popular research topic. Visit intentions are influenced by several factors, including the quality of destinations [59–63] and destination images [37,39,64–69]. Through quality and positive images, destinations will become more desirable places to visit (destination competitiveness), which can play an essential role in attracting tourists. How substantial the intention to visit a destination is greatly influenced by how well the destination builds and communicates its image and how well the quality of the destination fulfills the expectations and needs of tourists. A compelling destination image can become the identity (brand) of the destination [70].

Local wisdom, such as THK, can affect tourist satisfaction [71]. Previous research shows that emotional attachment to a destination significantly influences individuals to visit [72] when its elements positively impact the environment [33,41,42]. Likewise, a destination that provides authentic experiences with new and potentially transformational insights [73] and experiences of lifestyle and habits can motivate people to visit [10]. Therefore, the following was hypothesized:

H1. *THK implementation positively and significantly affects revisit intentions.*

2.5. Local Wisdom and Destination Image

A destination should satisfy a person's needs, which is critical in creating the desire to travel there [74]. People are influenced by several factors in making travel decisions, including how the destination communicates its attractions and experiences [75]. Management that promotes environmental friendliness and the social–cultural pillar of sustainable development can generate a competitive advantage [29,30], as well as have a positive influence on the image of the tourism sector [32]. Destination managers utilize many factors to build positive images. Research shows that the marketing of destinations prioritizing environmentally friendly aspects impacts the image of the tourism sector and destination images [76]. Various components of a destination, cognitively and affectively, can also affect the image of a destination [77]. When the stakeholders of a destination adopt and embody its unique identity, this affects the image of the destination [10]; therefore, the following was hypothesized:

H2. *THK implementation positively and significantly affects destination image.*

2.6. Local Wisdom and Destination Quality

The favorable quality of destinations positively impacts visit intentions [15]; however, the effect can be harmful if the value obtained by tourists is less than expected [78]. The quality of tourism destinations affects repeat visit intentions [12]. The results of previous studies show that a lack of quality negatively impacts visit intentions [79]. The quality of environmentally friendly destinations can have a direct positive influence [8,9,11] and also function indirectly [13,80]. This justifies the integration of the dimensions of the quality of destinations on visit intentions in a research model.

More in-depth awareness of the attractiveness of a destination positively influences intentions to visit [81–84]. Associations gained in the form of culture, history, and activities affect the images of destinations [35]. Cultural and historical heritage [85], local food [86], and social and community life [87] can strongly impact visits. Some scholars have found that intangible elements have a more substantial influence than tangible ones [88,89].

Good management delivers greater efficiency [90] and can improve quality and competitive advantage [29,30]. Tourism development based on local wisdom can also do so [91,92]. Local values may also enhance business performance [93,94], and connecting visitors with local communities elevates the interests of local residents and makes destinations more sustainable [31,95–98]; then, the following was hypothesized:

H3. *THK implementation positively and significantly affects destination quality.*

2.7. Destination Quality and Destination Image

The image of a tourism destination can be built on local wisdom through what is owned collectively by residents and other stakeholders [18]. Destinations that maintain good-quality natural resources can become the preferred choices of tourists [99], as well as the quality of local food offered. If a destination's image is built on its quality, this may positively influence visits to that destination [33,41]. Appropriate quality management of destinations builds more attractive destination images [37,38,100,101], so the following was hypothesized:

H4. *Destination quality positively and significantly affects destination image.*

2.8. Destination Image and Revisit Intentions

Organizations with favorable reputations attract consumer transactions [102]. A strong image influences a person's purchase [32]. Positive destination images beneficially affect destination selection and visit intentions [76,77,103–108]; hence, the following was hypothesized:

H5. *Destination image positively and significantly affects revisit intentions.*

2.9. Destination Quality and Revisit Intentions

Multiple factors affect destination selection. These include destination competitiveness, the life cycle stage [109], and internal and external factors, including all destination attributes [110]. Familiarity and a sense of authenticity may pique the desire to visit [41,72,111,112]. Perceived destination quality is another influential factor [9,40,113]; hence, the following was hypothesized:

H6. *Destination quality positively and significantly affects revisit intentions.*

2.10. Mediation by Destination Image

The image of a destination can be established around the values of people's lives or local wisdom [114]. A destination that previously had a negative image [31], when supported by good environmental values [115] and the life experiences gained by tourists while visiting, may be able to achieve an image change [71], and increase intentions to visit [10]. However, negative values in a society may have the opposite effect and deter visits [116]. The following was hypothesized:

H7. *Destination image positively and significantly mediates THK implementation on revisit intentions.*

2.11. Mediation by Destination Quality

In addition to having the essential components, the management of a good destination must also be built on the values the destination possesses [117]. The quality of destinations based on the values of local communities or local wisdom can impact increasing tourist visits [118]. The quality of destinations built upon local wealth has the potential to increase return visits [8–12,71]. However, the intangible dimensions for the quality of tourism destinations [15] need to be specified in greater detail, including the dimensions of THK. The following was hypothesized:

H8. *Destination quality positively and significantly mediates THK implementation on revisit intentions.*

The resulting conceptual research model is shown in Figure 2. The detailed structural model in Figure 3 shows there are 4 constructs (latent variables) with 10 dimensions (including revisit intention as a single dimension) and 52 indicator items (observed variables).

3. Methodology

The implementation of THK involves the values of harmonious human relationships in life as measured by three dimensions, namely parhyangan, or the relationship between humans and God, pawongan, or the relationship between fellow humans, and palemahan, or the relationship between humans with the environment and the natural surroundings [119]. This research used a mixed-method research design. Firstly, the three dimensions of THK, consisting of 22 indicator items (Appendix A), were obtained through an approach suggested by [120], namely from literature analysis, in-depth interviews with 21 experts, and group discussion forums (FGDs). The experts included were selected from all stakeholders who fully understand the culture and development of tourism in Bali. They were indi-

viduals from academia, government agencies, community leaders, industry, and media. Secondly, a survey of digital nomads staying in Bali was conducted. The surveys were conducted from May 2022 to August 2023. They were administered face-to-face with digital nomads at their accommodations by trained research staff.

Destination image is the perception of the image of destinations, measured by three dimensions: cognitive, affective, and unique [67,68]. Appendix B.2.2 shows five measurement items in the survey for cognitive image; three for affective image; and three for unique image.

Destination quality is the perception of quality in tourism destinations. Based upon previous research in tourism, destination quality was measured by three dimensions: infrastructure quality (five items), human resource quality (two items), and natural and environmental quality (seven items) (Appendix B.2.3) [63].

Revisit intention represents a person's intention to return to a destination. Five items derived from previous research were used to measure revisit intentions (Appendix B.2.4).

The survey respondents were digital nomadic tourists residing in the Canggu, Seminyak, and Ubud tourism areas. A total of 600 questionnaires were administered face-to-face with people who were qualified as digital nomadic tourists. After removing invalid and incomplete forms, 520 remained (response rate of 86.7%).

4. Results

4.1. Descriptive Statistics

4.1.1. Respondent Characteristics

Appendix B.1 contains the results for 15 respondent characteristics. It is of particular interest to this research topic that most respondents (99%) knew about THK.

4.1.2. Measurement Item Ranking

The overall mean scores for all four variables were high—THK implementation (M = 4.40), destination image (M = 4.47), destination quality (M = 4.40), and revisit intentions (M = 4.53) (Appendix B.2.1–B.2.4). The highest individual mean item scores were for the following: I will recommend Bali to others (M = 4.66, revisit intentions); unique cultural diversity (M = 4.54, destination image); easy to get food and drinks (M = 4.48, destination quality); and upholding the diversity of religions and beliefs (M = 4.52, THK implementation).

4.2. Common Method Bias (CMB) Test

Since a cross-sectional design was used, Harman's single-factor test [121] was employed to check for the common method bias (CMB) issue. The variance explained by the first factor was 27.88%, which was below the maximum threshold of 40%, thus confirming that CMB was not a concern in this research.

4.3. Assessment of Measurement Model

The measurement of the evaluation of the model (outer model) was carried out to determine the influence between latent variables (constructs) and indicator items (observed variables). The load factors determined the convergent validity of THK implementation, and all indicator item load factors were greater than 0.6 (Appendix B.3), meeting the requirements of convergent validity. Convergent validity testing is also performed by examining each latent variable's average variance extracted (AVE) value, and it is recommended that the AVEs should be greater than 0.50 [122]. The results showed that all variables had AVEs greater than 0.5 (Table 1).

Table 1. Construct reliability and validity.

Constructs and Dimensions	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Destination image (Y1)	0.900	0.901	0.917	0.504
Affective (Y1.2)	0.783	0.790	0.876	0.704
Cognitive (Y1.1)	0.910	0.917	0.935	0.743
Unique (Y1.3)	0.776	0.779	0.871	0.692
Destination quality (X2)	0.923	0.928	0.934	0.505
Infrastructure quality (X2.1)	0.812	0.824	0.870	0.575
Human resource quality (X2.2)	0.870	0.902	0.938	0.884
Natural and environmental quality (X2.3)	0.888	0.897	0.914	0.604
THK implementation (X1)	0.952	0.953	0.956	0.501
Palemahan (X1.3)	0.926	0.930	0.940	0.663
Parahyangan (X1.1)	0.867	0.866	0.901	0.606
Pawongan (X1.2)	0.895	0.898	0.916	0.579
Revisit intentions (Y2)	0.792	0.800	0.857	0.545

Palemahan (natural); Parhyangan (spiritual); Pawongan (social).

All constructs and their components had Cronbach's alphas and composite reliability (CR) values greater than 0.7 (Table 1), meaning that all dimensions and variables met the requirements for composite reliability. The r-square for destination image was 0.431, meaning that THK implementation influenced 43.1% of destination image and quality. The r-square for revisit intention was 0.215, implying that the THK implementation, destination quality, and destination image influenced 21.5% of revisit intention.

Discriminant validity is met if the square roots of the AVEs in the Fornell–Larcker criterion table are greater than the correlations involving these latent variables [123]. This condition was met (Appendix B.4). The Heterotrait–Monotrait (HTMT) ratio results showed that all values were below 0.9 (Appendix B.4), so the criteria for discriminant validity were met.

4.4. Assessment of Structural Model

Variance inflation factors (VIFs) were used to assess the multicollinearity issue. The VIFs were from 1.150 to 1.757 (Appendix B.5), meeting the requirement of less than 3.33 [122]. Then, the proposed structural relationships were tested using the bootstrapping technique. The hypothesis testing was carried out after resampling bootstrapping. Hypothesis testing on the effect of THK implementation on destination quality, destination image, and revisit intentions was carried out by comparing the t-statistics and p-values and observing the sign of the original sample in the path coefficients table.

After resampling bootstrapping, the research model contained the value of t-statistics, describing the magnitude of the influence among constructs, dimensions, and indicator items in the model. The greater the value of t-statistics, the more dominant these indicators were in measuring the variables (Figure 3).

THK implementation and revisit intentions (H1): The direct effect of THK implementation on revisit intentions was significant at 2.818 (p = 0.005), supporting H1 (Table 2, Figure 3). The original sample estimate value was positive (0.154), indicating that the direction of influence between the implementation of THK on revisit intentions was positive.

Table 2. Hypotheses tests.

Hypotheses and Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistics (|O/STDEV|)	*p*-Values	Results
Direct relationships						
H1: THK implementation → Revisit intention	0.154	0.156	0.055	2.818	0.005 **	Positive and significant; supported
H2: THK implementation → Destination image	0.338	0.334	0.046	7.338	0.000 ***	Positive and significant; supported
H3: THK implementation → Destination quality	0.510	0.508	0.042	12.198	0.000 ***	Positive and significant; supported
H4: Destination quality → Destination image	0.416	0.417	0.045	9.203	0.000 ***	Positive and significant; supported
H5: Destination image → Revisit intention	0.246	0.245	0.069	3.540	0.000 ***	Positive and significant; supported
H6: Destination quality → Revisit intention	0.149	0.151	0.054	2.750	0.006 **	Positive and significant; supported
Indirect relationships						
H7: THK implementation → Destination image → Revisit intention	0.083	0.082	0.025	3.266	0.001 **	Positive and significant; supported
H8" THK implementation → Destination quality → Revisit Intention	0.052	0.053	0.018	2.906	0.004 **	Positive and significant; supported

*** $p < 0.001$, ** $p < 0.01$.

THK implementation and destination image (H2): The second hypothesis stating that the implementation of THK has a positive and significant effect on the destination image was supported (t = 7.338, $p = 0.000$). The original sample estimate value was positive (0.338), indicating that the direction of influence between the implementation of THK and destination image was positive.

THK implementation and destination quality (H3): The third hypothesis stating that the implementation of THK has a positive and significant effect on destination quality perceived by tourists was supported (t = 12.198, $p = 0.000$). The original sample estimate value was positive (0.510), showing that the direction of influence between the implementation of THK on destination quality was positive.

Destination quality and destination image (H4): The fourth hypothesis stating that destination quality positively and significantly affects destination image was supported (t = 9.203, $p = 0.000$). The original sample estimate value was positive (0.416), indicating that the direction of influence between destination quality and destination image was positive.

Destination image and revisit intention (H5): The fifth hypothesis, stating that destination image has a positive and significant effect on revisit intention, was supported (t = 3.540, $p = 0.000$). The original sample estimate value was positive (0.246), showing that the direction of influence between destination image and revisit intention was positive.

Destination quality and revisit intention (H6): The sixth hypothesis that destination quality has a positive and significant effect on revisit intention was supported (t = 2750, p = 0.006). The original sample estimate value was positive (0.149), indicating that the direction of influence between destination quality and revisit intention was positive.

Destination image mediation (H7): The seventh hypothesis stating that destination image mediates the effect of THK implementation on revisit intentions was supported. The magnitude of the indirect effect of THK on revisit intention through the destination image variable was 3.266, with a p-value of 0.001 (Table 3). The original sample estimate value was positive (0.083), indicating the direction of the influence of THK's direct implementation of revisit intention through the destination image variable is positive. The implementation of THK significantly affected revisit intention (t = 2.818, p = 0.000). THK had a significant effect on destination image (t = 7.338, p = 0.000), and destination image had a significant effect on revisit intention (t = 3.340, p = 0.000), implying that destination image mediated the effect of THK on revisit intention.

Table 3. Mediation tests.

Model/Construct	Path Coefficient	t-Statistic (|O/STDEV|)	*p*-Value	Description
a. THK implementation → Revisit intention	0.154	2.818	0.005 **	a positive and significant, b positive and significant, c positive and significant, partial mediation (complementary)
b. THK implementation → Destination image	0.338	7.338	0.000 ***	
c. Destination image → Revisit intention	0.246	3.540	0.000 ***	
a. Destination quality → Destination image	0.416	9.203	0.000 ***	a positive and significant, b positive and significant, c positive and significant, partial mediation (complimentary)
b. Destination quality → Revisit intention	0.149	2.750	0.006 **	
c. Destination image → Revisit intention	0.246	3.540	0.000 ***	

*** $p < 0.001$, ** $p < 0.01$.

Destination quality mediation (H8): The eighth hypothesis stating that destination quality mediates the effect of THK implementation on revisit intentions was supported. The magnitude of the direct effect of THK on revisit intention through destination quality was 3.906 with a p-value of 0.004, and the original sample estimate value was positive (0.052), indicating the direction of the direct influence of THK implementation (Table 3). THK's effect on revisit intention through destination quality was positive. The implementation of THK significantly affected revisit intention (t = 2.818, p = 0.005). THK had a significant effect on destination quality (t = 12.198, p = 0.000), and destination quality significantly affected revisit intention (t = 2.750, p = 0.006), suggesting that destination quality mediated the effect of THK implementation on revisit intention.

Effect sizes (f-squares) were evaluated to determine the importance of each path. The findings were that the THK implementation → revisit intention path was in the intermediate range with an f^2 of 0.154; destination quality → revisit intention was in the intermediate range, f^2 of 0.154; and destination image → revisit intention was also in the intermediate range, f^2 of 0.246. The effect sizes for the paths of the three dimensions of THK to THK implementation had f^2 from 0.855 and 0.913 (Appendix B.6).

5. Conclusions and Discussion

Through qualitative methods, this research developed indicator items for the three dimensions of THK, a local wisdom philosophy. The uniqueness and value of a culture may be used as a strategy for differentiation and sustainable competitive advantage because it

contains rare ingredients that cannot be easily imitated [24]. THK values can be strategically incorporated in tourism development and marketing [124]. The three dimensions of THK implementation can be used as a guiding philosophy for tourism destination management.

Indicator items were developed for parhyangan, pawongan, and palemahan to anchor THK implementation. Destination performance measurement through revisit intentions based on local wealth, such as local wisdom, focuses on intangible assets and may more effectively support sustainable tourism [8–11]. Several studies on local wealth have been based on intangibles [15]. However, there is a need for more research on local wealth in the form of dimensions of social and spiritual/religious values that many destinations possess. Developing indicators for parhyangan, pawongan, and palemahan also uncovered potential new indicators for managing destinations.

The findings confirmed that destination image and quality were mediating variables in the effect of THK on revisit intentions. Previous research has yet to analyze this relationship in which destination image and quality are primarily measured as independent or exogenous variables.

The implementation of THK, destination image, and quality influences revisit intentions. The central factor in the TPB [22] is the individual's intention to perform a given behavior, which is considered to capture the motivational factors that influence behavior. This indicates how hard people are willing to try and how much effort they plan to put into their behavior. The stronger the intention to engage in a behavior, the more likely it is to be performed.

The implementation of THK affecting the intention for repeat visits to Bali can be measured through the dimensions of parhyangan, pawongan, and palemahan, directly experienced by visitors. Each indicator of THK implementation supports the experiences that people receive when engaged in tourism activities, which involve direct contact with the lives of local Balinese people. This has a significant effect on increasing the intentions of tourists to return to Bali.

Destination image's effect in increasing revisit intentions is reflected in the uniqueness of Bali as a destination. Several empirical studies state that unique tourism destinations have potential and attractions that cannot be found elsewhere. Bali has a uniqueness that is not only in the form of historical places and people, as well as its climate and natural beauty but also in its unique cultural diversity.

The quality experienced by tourists while in Bali is based on the infrastructure, human resources, nature, and the environment. A good tourism destination's quality significantly increases tourists' return intentions. THK can make Bali a competitive and superior tourism destination according to the Resource-Based View (RBV) theory [23]. This is especially so if the quality of the destination meets the VRIO criteria [25], namely the value of resources (value), scarcity of resources and capabilities (rarity), the possibility of being imitated (imitability), and exploitation of potential resources and capabilities by the organization (organization).

One of the primary implications of this study is that increasing revisit intentions can be achieved if the destination can integrate local wisdom, enhancing destination image and quality. The results of this research can be treated as empirical evidence on which to base future studies. They can be used as a reference in analyzing tourist behavior related to local wisdom, destination image, destination quality, and revisit intentions.

6. Managerial Implications

The respondents provided recommendations in open-ended questions regarding their impressions of Bali tourism and how it could be improved. Their commentaries were insightful in how better to implant and apply THK in future. In some cases, respondents noted contradictions between the real situation in Bali and the desired situation for the three THK dimensions.

One respondent stated that "Not many people from the outside of Bali know about Tri Hita Karana, maybe it would be better if there was some education about it". Another

added there was a "need to promote more about Tri Hita Karana" and a third suggested "more socialization of THK". A fourth said, "I hope Bali will improve promotions about the culture especially about Tri Hita Karana" and a fifth stated, "I hope to know more about THK". The first managerial suggestion, therefore, is that there should be more education and promotion of THK for visitors and residents.

The environment is one of the three dimensions of THK. However, several respondents wanted the environment in Bali to be cleaner and for waste management to be conducted at a superior level. "The implementation of THK should make Bali cleaner" was the view of one person. A second observed, "the community and government in Bali must pay more attention to the garbage scattered on the beach, so that Bali remains beautiful and free of waste". Another said, "tourists and Balinese people in particular must keep the cleanliness and preservation of the natural environment". More than 60 respondents commented without prompting about the lack of adequate cleanliness in Bali at present. The second management recommendation, thus, is that the standards of cleanliness and waste removal need to be significantly improved in Bali.

The third implication is for the need to involve Bali residents more in communicating about THK to visitors. "Hopefully local people can introduce Tri Hita Karana to tourists so they can get to know them better" was a suggestion from a respondent. Another recommended, "Give more space for community and Balinese people in THK implementation".

Generally, visitors supported the implementation of THK, wanted it to be continued, and felt that it was appropriate for Bali. However, one expressed the feeling that "I don't think the Tri Hita Karana concept is being applied". While the quantitative research produced positive results about THK, there was some visitor sentiment that its implementation needed greater attention from government agencies and others involved in Bali tourism. The implication then is that a broad assessment of THK implication is needed and that its communication and interpretation require greater attention.

The basic thinking behind THK is how to maintain well-being and wellness. However, there is reason to believe from this research that this association is not well understood by Bali visitors. The final recommendation is that more communication be made connecting THK with well-being and wellness, as there is growing consumer demand for these features in tourism.

7. Limitations and Future Research Directions

This research has certain limitations that need to be acknowledged. THK is a local philosophy unique to Bali and could be without parallel elsewhere. This analysis should be replicated in other destinations with distinctive local wisdom and culture. The decision to survey digital nomads was made partly to reduce response variability. However, digital nomads are diverse and have different backgrounds, habits, and travel patterns. Future researchers should consider including other groups, such as Millennials and elderly tourists. It may also be advantageous to separately consider international and domestic visitors.

The respondents were highly aware of THK; however, the awareness might have been less great if all Bali tourists had been surveyed. A more random approach to sample selection should be considered to avoid this limitation in the future.

Destination performance is multidimensional and can be viewed from the perspectives of multiple stakeholders. Future research should introduce other factors apart from local wisdom, destination image, and destination quality, including tourist satisfaction and overall destination evaluation, and analyze the attitudes and opinions of other stakeholders.

Author Contributions: Conceptualization, H.K.L.; Methodology, H.K.L. and A.M.M.; Validation, A.M.M.; Formal analysis, H.K.L. and A.M.M.; Investigation, H.K.L.; Data curation, H.K.L.; Writing—original draft, A.M.M.; Visualization, A.M.M.; Supervision, N.N.K.Y., T.G.R.S. and I.P.G.S.; Project administration, N.N.K.Y., T.G.R.S. and I.P.G.S. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Ethical review and approval were waived for this study due to the official confirmation from the Ethics Commission for Social Humanities of BRIN.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The original contributions presented in the study are included in the article, further inquiries can be directed to the corresponding author.

Conflicts of Interest: The authors declare no conflict of interest.

Appendix A. THK Indicators

Variable	Dimensions	Indicator items
Implementation of Tri Hita Karana Sources: [119,124–126]	Parhyangan (Spiritual)	a. Take good care of places of worship b. Upholding the diversity of religions and beliefs c. Faithfully attend spiritual meetings d. Have a spiritual lifestyle (thanksgiving and praying always) e. Maintaining the sacred or spiritual values of Bali f. Applying Balinese spatial ethics
	Pawongan (Social)	a. The spirit of gotong royong (partnering and collaboration) b. Appreciate art and culture c. Maintain harmony in society d. Carry out the teachings of Tat Twam Asi (I am you & you are me) e. Maintaining harmony with local residents, immigrants, and tourists f. Maintaining the local wisdom of the Balinese people g. Synergize in building the existence of Bali tourism h. Creative and innovative human resources in promoting Balinese culture
	Palemahan (Natural)	a. Strive to reduce, reuse, and recycle waste b. Adequate waste/waste management c. Preserve and protect flora, fauna, water, and energy sources d. Wise land use (prioritizing local culture and open space) e. Applying the concept of traditional Balinese architecture f. Maintain harmony between worldly and non-worldly g. Preserving the Tri Mandala in the environment (main area, transition area, & outer area) h. Availability of a temporary dump

Source: Interviews and FGDs, 2022.

Appendix B. Descriptive Statistic Details

Appendix B.1. Respondent Characteristics

No.	Characteristics	Levels	Persons	%
1.	Origin	Indonesia	270	51.92
		Europe	83	15–96
		Australia	60	11.54
		Asia	55	11.58
		USA	52	10.00
		Total	520	100.00

No.	Characteristics	Levels	Persons	%
2.	Gender	Male	277	53.27
		Female	243	46.73
		Total	520	100.00
3.	Age	17–30 years old	362	69.61
		31–50 years old	142	27.30
		>50 years	16	3.10
		Total	520	100.00
4.	Education	Diploma/Bachelor	347	77.73
		Senior high school	96	18.58
		Master degree	74	14.22
		Doctoral degree	3	0.58
		Total	520	100.00
5.	Occupation	Employees	242	46.57
		Students	130	25.02
		Professional	45	8.72
		Government officer	21	4.04
		Others	82	1.85
		Total	520	100.00
6.	Trips average per year	2–5 times/year	301	57.91
		Once/year	160	30.82
		>5 times/year	59	11.33
		Total	520	100.00
7.	Purpose of visit	Holiday	364	70.00
		Business	66	12.69
		VFR	52	10.00
		Event visit	14	2.70
		Others	24	4.62
		Total	520	100.00
8.	Travel with	Family/relatives	205	39.42
		Friends	169	32.50
		Alone	104	20.00
		Spouse	42	8.08
		Total	520	100.00
9.	Source information on Bali	Social media	290	55.77
		Family/friends	172	33.08
		Official website	28	5.38
		Others	30	5.77
		Total	520	100.00

No.	Characteristics	Levels	Persons	%
10.	Length of stay in Bali	1–4 weeks	302	58.08
		1–3 months	120	23.08
		>3 months	98	18.85
		Total	520	100.00
11.	Where staying in Bali	Canggu	112	21.54
		Seminyak	101	19.42
		Ubud	88	16.92
		Sanur	53	10.19
		Others	166	31.92
		Total	520	100.00
12.	Times visited Bali	2–3 times	221	42.50
		>3 times	216	41.54
		Once	83	15.96
		Total	520	100.00
13.	Destination before Bali	Other Indonesia	201	38.65
		Asia	190	36.54
		Europe	68	13.08
		Australia	44	8.46
		Others	17	3.27
		Total	520	100.00
14.	Destination after Bali	Other Indonesia	212	40.77
		Asia	189	36.35
		Europe	42	8.08
		Australia	38	7.31
		USA	19	3.65
		Others	20	3.85
		Total	520	100.00
15.	Know about Tri Hita Karana	Yes	514	99.04
		No	6	0.96
		Total	520	100.00

Appendix B.2.

Appendix B.2.1. Tri Hita Karana Implementation: Mean Item Scores

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
A.	Parhyangan (X 1.1) (Spiritual)							4.45
1.	Take good care of places of worship (X1.1.1)	0	4	36	195	285	2.321	4.46
2.	Upholding the diversity of religions and beliefs (X1.1.2)	0	2	23	199	296	2.349	4.52
3.	Faithfully attend spiritual meetings (X1.1.3)	0	3	28	208	281	2.327	4.48

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
A.	Parhyangan (X 1.1) (Spiritual)							4.45
4.	Have a spiritual lifestyle (thanksgiving and praying always) (X1.1.4)	0	3	48	214	255	2.281	4.39
5.	Maintaining the sacred or spiritual values of Bali (X1.1.5)	0	0	48	208	266	2.298	4.42
6.	Applying Balinese spatial ethics (X1.1.6)	0	4	30	207	279	2.321	4.46
B.	Pawongan ($X_{1.2}$) (Social)							4.40
1.	The spirit of gotong royong (partnering and collaboration) (X1.2.1)	0	3	31	206	280	2.323	4.47
2.	Appreciate art and culture (X1.2.2)	0	4	43	231	242	2.271	4.37
3.	Maintain harmony in society (X1.2.3)	0	6	37	224	253	2.284	4.39
4.	Carry out the teachings of Tat Twam Asi (I am you & you are me) (X1.2.4)	0	7	26	228	259	2.299	4.42
5.	Maintaining harmony with local residents, immigrants, and tourists (X1.2.5)	0	6	19	228	267	2.316	4.45
6.	Maintaining the local wisdom of the Balinese people (X1.2.6)	0	5	42	250	223	2.251	4.33
7.	Synergize in building the existence of Bali tourism (X1.2.7)	0	5	39	251	225	2.256	4.34
8.	Creative and innovative human resources in promoting Balinese culture (X1.2.8)	0	3	33	232	252	2.293	4.41
C.	Palemahan (X1.3) (Natural)							4.34
1.	Strive to reduce, reuse, and recycle waste (X1.3.1)	1	1	41	265	319	2.296	4.42
2.	Adequate waste/waste management (X1.3.2)	0	3	42	273	309	2.278	4.38
3.	Preserve and protect flora, fauna, water, and energy sources (X1.3.3)	2	16	95	266	248	2.225	4.28
4.	Wise land use (prioritizing local culture and open space) (X1.3.4)	5	11	81	261	269	2.230	4.29
5.	Applying the concept of traditional Balinese architecture (X1.3.5)	1	10	68	284	264	2.272	4.37
6.	Maintain harmony between worldly and non-worldly (X1.3.6)	2	12	91	242	280	2.233	4.29
7.	Preserving the Tri Mandala in the environment (main area, transition area, & outer area) (X1.3.7)	1	5	46	279	296	2.249	4.33
8.	Availaibity of a temporary dump (X1.3.8)	2	6	79	257	283	2.275	4.38
	Overall Tri Hita Karana implementation score							4.40

Appendix B.2.2. Destination Image Mean Scores

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
A.	Cognitive (Y1.1)							4.39
1.	The people are friendly and helpful (Y1.1.1)	0	1	42	231	246	2.282	4.39
2.	Standard hygiene and cleanliness conditions (Y1.1.2)	0	4	38	258	220	2.254	4.33
3.	Values of money for holidays (Y1.1.3)	0	1	44	242	233	2.267	4.36
4.	Destination has good infrastructure and fascinating architecture (Y1.1.4)	0	2	30	222	266	2.312	4.45

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
A.	Cognitive (Y1.1)							4.39
5.	Excellent and suitable accommodation (Y1.1.5)	0	2	33	236	249	2.292	4.41
B.	Affective (Y1.2)							4.49
1.	Pleasant and thrilling place (Y1.2.1)	0	1	29	213	277	2.326	4.47
2.	Lively place (Y1.2.2)	0	4	21	214	281	2.332	4.48
3.	Feel quite excited about this place (Y1.2.3)	0	1	22	210	287	2.343	4.51
C.	Unique (Y1.3)							4.53
1.	Unique communities and historical sites (Y1.3.1)	0	3	27	237	360	2.835	4.52
2.	Unique climate and natural beauty (Y1.3.2)	0	4	30	231	362	2.832	4.52
3.	Unique cultural diversity (Y1.3.3)	0	2	34	213	378	2.848	4.54
	Overall destination image score							4.47

Appendix B.2.3. Destination Quality Mean Scores

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
A.	Infrastructure quality (X2.1)							4.40
1.	Information center availability (X2.1.1)	0	5	65	233	217	2.222	4.27
2.	Amenities availability (X2.1.2)	0	1	27	247	245	2.296	4.42
3.	Pubs/entertainment availability (X2.1.3)	0	2	28	218	272	2.230	4.46
4.	Easy to get daily needs (X2.1.4)	0	2	52	228	238	2.262	4.35
5.	Easy to get foods and drinks (X2.1.5)	0	3	23	213	281	2.332	4.48
B.	Human resource quality (X2.2)							4.46
1.	Have an adequate educational background (X2.2.1)	0	2	33	212	273	2.316	4.45
2.	Have good hospitality (X2.2.2)	0	2	30	214	274	2.320	4.46
C.	Natural and environmental quality (X2.3)							4.35
1.	Get real experience (X2.3.1)	0	2	43	205	270	2.303	4.43
2.	Has a cultural tourist attraction (X2.3.2)	0	2	42	206	270	2.304	4.43
3.	Reasonable price (X2.3.3)	0	2	63	228	223	2.228	4.28
4.	Have good hygiene and sanitation (X2.3.4)	0	5	52	240	253	2.241	4.31
5.	Has a low level of interference (X2.3.5)	0	16	54	231	219	2.213	4.26
6.	Gaining experience is worth the sacrifices incurred (X2.3.6)	0	3	47	233	237	2.264	4.35
7.	Good level of security (X2.3.7)	0	3	44	240	233	2.263	4.35
	Overall destination quality score							4.40

Appendix B.2.4. Revisit Intention Mean Scores

No	Items	Respondent Ranking					Total Score	Mean Score
		1	2	3	4	5		
1.	I will visit again (Y2.1)	1	2	13	150	354	2.414	4.64
2.	I will recommend Bali to others (Y2.2)	0	1	18	139	362	2.422	4.66
3.	I have plans to revisit Bali in the near future (Y2.3)	1	14	33	149	233	2.339	4.50
4.	I consider Bali as my first choice (Y2.4)	1	13	54	188	264	2.261	4.35
5.	Willingness to visit (Y2.5)	1	1	22	198	298	2.351	4.52
	Overall revisit intention score							4.53

Appendix B.3. Factor Loadings

Constructs, Dimensions and Indicator Items	**Load Factors**
THK implementation	
Parhyangan (X1.1)	
Take good care of places of worship (X1.1.1)	0.625
Upholding the diversity of religions and beliefs (X1.1.2)	0.627
Faithfully attend spiritual meetings (X1.1.3)	0.719
Have a spiritual lifestyle (thanksgiving and praying always) (X1.1.4)	0.681
Maintaining the sacred or spiritual values of Bali (X1.1.5)	0.654
Applying Balinese spatial ethics (X1.1.6)	0.653
Pawongan (X1.2)	
The spirit of gotong royong (partnering and collaboration) (X1.2.1)	0.660
Appreciate art and culture (X1.2.2)	0.679
Maintain harmony in society (X1.2.3)	0.774
Carry out the teachings of Tat Twam Asi (I am you & you are me) (X1.2.4)	0.823
Maintaining harmony with local residents, immigrants, and tourists (X1.2.5)	0.687
Maintaining the local wisdom of the Balinese people (X1.2.6)	0.674
Synergize in building the existence of Bali tourism (X1.2.7)	0.705
Creative and innovative human resources in promoting Balinese culture (X1.2.8)	0.632
Palemahan (X1.3)	
Strive to reduce, reuse, and recycle waste (X1.3.1)	0.769
Adequate waste/waste management (X1.3.2)	0.789
Preserve and protect flora, fauna, water, and energy sources (X1.3.3)	0.745
Wise land use (prioritizing local culture and open space) (X1.3.4)	0.694
Applying the concept of traditional Balinese architecture (X1.3.5)	0.754
Maintain harmony between worldly and non-worldly (X1.3.6)	0.616
Preserving the Tri Mandala in the environment (main area, transition area, & outer area) (X1.3.7)	0.805
Avalaibity of a temporary dump (X1.3.8)	0.769
Destination quality	
Infrastructure quality (X2.1)	
Information center availability (X2.1.1)	0.605
Amenities availability (X2.1.2)	0.702
Pubs/entertainment availability (X2.1.3)	0.699
Easy to get daily needs (X2.1.4)	0.565
Easy to get foods and drinks (X2.1.5)	0.798
Human resource quality (X2.2)	
Have an adequate educational background (X2.2.1)	0.664
Have good hospitality (X2.2.2)	0.833
Natural and environmental quality (X2.3)	
Get real experience (X2.3.1)	0.625
Has a cultural tourist attraction (X2.3.2)	0.742

Constructs, Dimensions and Indicator Items	**Load Factors**
Destination quality	
Reasonable price (X2.3.3)	0.677
Have good hygiene and sanitation (X2.3.4)	0.796
Has a low level of interference (X2.3.5)	0.726
Gaining experience is worth the sacrifices incurred (X2.3.6)	0.823
Good level of security (X2.3.7)	0.622
Destination image	
Cognitive (Y1.1)	
The people are friendly and helpful (Y1.1.1)	0.756
Standard hygiene and cleanliness conditions (Y1.1.2)	0.740
Values of money for holidays (Y1.1.3)	0.804
Destination has good infrastructure and fascinating architecture (Y1.1.4)	0.669
Excellent and suitable accommodation (Y1.1.5)	0.809
Affective (Y1.2)	
Pleasant and thrilling place (Y1.2.1)	0.756
Lively place (Y1.2.2)	0.740
Feel quite excited about this place (Y1.2.3)	0.804
Unique (Y1.3)	
Unique communities and historical sites (Y1.3.1)	0.683
Unique climate and natural beauty (Y1.3.2)	0.675
Unique cultural diversity (Y1.3.3)	0.629
Revisit intention	
I will visit again (Y2.1)	0.747
I will recommend Bali to others (Y2.2)	0.760
I have plans to revisit Bali in the near future (Y2.3)	0.751
I consider Bali as my first choice (Y2.4)	0.671
Willingness to visit (Y2.5)	0.760

Appendix B.4. Discriminant Validity Tests

Constructs	**THK (X1)**	**Destination Quality (X2)**	**Destination Image (Y1)**	**Revisit Intention (Y2)**
THK implementation (X1)	0.708			
Destination quality (X2)	0.508	0.710		
Destination image (Y1)	0.550	0.588	0.710	
Revisit intention (Y2)	0.365	0.372	0.419	0.739
Indicator Items	**THK (X1)**	**Destination Quality (X2)**	**Destination Image (Y1)**	**Revisit Intention (Y2)**
X1.1.1	0.625	0.383	0.349	0.285
X1.1.2	0.627	0.387	0.354	0.355
X1.1.3	0.719	0.318	0.407	0.245
X1.1.4	0.681	0.405	0.386	0.318
X1.1.6	0.653	0.356	0.395	0.322

Indicator Items	THK (X1)	Destination Quality (X2)	Destination Image (Y1)	Revisit Intention (Y2)
X1.2.1	0.660	0.353	0.385	0.336
X1.2.2	0.679	0.431	0.412	0.268
X1.2.3	0.774	0.323	0.413	0.268
X1.2.4	0.823	0.348	0.417	0.271
X1.2.5	0.687	0.338	0.429	0.233
X1.2.6	0.674	0.385	0.394	0.230
X1.2.7	0.705	0.385	0.419	0.256
X1.2.8	0.632	0.369	0.423	0.249
X1.3.1	0.769	0.406	0.445	0.266
X1.3.2	0.789	0.382	0.399	0.244
X1.3.3	0.745	0.302	0.318	0.202
X1.3.4	0.694	0.280	0.287	0.151
X1.3.4	0.694	0.280	0.287	0.151
X1.3.5	0.754	0.319	0.375	0.218
X1.3.6	0.751	0.338	0.378	0.210
X1.3.7	0.616	0.357	0.409	0.241
X1.3.8	0.805	0.371	0.416	0.244
X2.1.1	0.341	0.605	0.350	0.276
X2.1.2	0.390	0.702	0.488	0.245
X2.1.3	0.367	0.699	0.507	0.302
X2.1.4	0.379	0.565	0.428	0.216
X2.1.5	0.395	0.798	0.495	0.290
X2.2.1	0.334	0.664	0.404	0.238
X2.2.2	0.381	0.833	0.469	0.286
X2.3.1	0.359	0.625	0.332	0.391
X2.3.3	0.322	0.677	0.320	0.346
X2.3.4	0.415	0.796	0.404	0.219
X2.3.5	0.420	0.726	0.373	0.212
X2.3.6	0.341	0.823	0.407	0.202
X2.3.7	0.293	0.622	0.411	0.220
Y1.1.1	0.394	0.438	0.756	0.317
Y1.1.2	0.425	0.420	0.740	0.266
Y1.1.3	0.391	0.465	0.804	0.306
Y1.1.4	0.352	0.429	0.669	0.217
Y1.1.5	0.346	0.441	0.809	0.257
Y1.2.1	0.427	0.427	0.692	0.335
Y1.2.2	0.413	0.389	0.634	0.350
Y1.2.3	0.429	0.447	0.688	0.357
Y1.3.1	0.376	0.396	0.683	0.270
Y1.3.2	0.421	0.369	0.675	0.266

Indicator Items	THK (X1)	Destination Quality (X2)	Destination Image (Y1)	Revisit Intention (Y2)
Y1.3.3	0.307	0.355	0.629	0.315
Y2.1	0.234	0.232	0.329	0.747
Y2.2	0.330	0.288	0.386	0.760
Y2.3	0.251	0.260	0.290	0.751
Y2.4	0.258	0.285	0.199	0.671
Y2.5	0.263	0.311	0.313	0.760

Appendix B.5. Multicollinearity Statistics (VIF)

Constructs	Inner VIF Value
THK implementation → Revisit intention	1.150
Destination quality → Revisit intention	1.653
Destination image → Revisit intention	1.757
THK implementation → Destination image	1.349
Destination quality → Destination image	1.349

Appendix B.6. Effect Size (f-Square, f2)

Constructs and Dimensions	f^2
THK implementation → Revisit intention	0.154
Destination quality → Revisit intention	0.150
Destination image → Revisit intention	0.246
Parhyangan → THK implementation	0.855
Pawongan → THK implementation	0.932
Palemahan → THK implementation	0.913
Infrastructure quality → Destination quality	0.898
Human resource quality → Destination quality	0.805
Natural and environmental quality → Destination quality	0.927
Cognitive → Destination image	0.879
Affective → Destination image	0.802
Unique → Destination image	0.797
THK implementation → Destination image	0.338
Destination quality → Destination image	0.416

References

1. Picard, M. Cultural tourism nation-building regional culture: The making of a Balinese identity. In *Tourism, Ethnicity, and the State in Asian and Pacific Societies*; Picard, M., Wood, R., Eds.; University of Hawaii Press: Honolulu, HI, USA, 1997.
2. Richards, G.; Russo, A.P. *Alternative and Creative Tourism*; Association for Tourism and Leisure Education: Arnhem, The Netherlands, 2014.
3. Babolian, H.R. Delivering tourism intelligence about agritourism, delivering tourism intelligence. *Bridg. Tour. Theory Pract.* **2019**, *11*, 77–89.
4. Roth, D.; Sedana, G. Reframing Tri Hita Karana: From 'Balinese culture' to politics. *Asia Pac. J. Anthropol.* **2015**, *16*, 157–175. [CrossRef]
5. Emery, M.; Flora, C. Spiraling-up: Mapping community transformation with community capitals framework. *Community Dev.* **2006**, *37*, 19–35. [CrossRef]
6. UNESCO. Cultural Landscape of Bali Province: The Subak System as a Manifestation of the Tri Hita Karana Philosophy. 2023. Available online: https://whc.unesco.org/en/list/1194/ (accessed on 31 August 2024).

7. Bali Regional Regulation No. 5 of 2020. Available online: https://ijcjs.com/menu-script/index.php/ijcjs/article/download/492/367?__cf_chl_tk=hR5OHBz5gFGzamQLcpUvm1vQVZpRTuYRibMQkRbiAow-1730361979-1.0.1.1-9qwaXnTItRQLXD2XGoGwrl1D6WmBEpubmzXIQ2kNpY8 (accessed on 31 August 2024).
8. Mohaidin, Z.; Wei, K.T.; Ali Murshid, M. Factors influencing the tourists' intention to select sustainable tourism destination: A case study of Penang, Malaysia. *Int. J. Tour. Cities* **2017**, *3*, 442–465. [CrossRef]
9. Shahijan, M.K.; Rezaei, S.; Amin, M. Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention. *Int. J. Qual. Reliab. Manag.* **2018**, *36*, 2304–2327. [CrossRef]
10. Sharma, P.; Nayak, J.K. Do tourists' emotional experiences influence images and intentions in yoga tourism? *Tour. Rev.* **2019**, *74*, 646–665. [CrossRef]
11. Kusumawati, A.; Utomo, H.S.; Suharyono, S.; Sunarti, S. Effects of sustainability on WOM intention and revisit intention, with environmental awareness as a moderator. *Manag. Environ. Qual.* **2020**, *31*, 273–288. [CrossRef]
12. Hashemi, S.; Marzuki, A.; Kiumarsi, S. Perceived conference quality, quality services and experiences in hospitality and tourism. *Bridg. Tour. Theory Pract.* **2018**, *9*, 165–180.
13. Canalejo, A.M.C.; del Rio, J.A.J. Quality, satisfaction and loyalty indices. *J. Place Manag. Dev.* **2018**, *11*, 428–446. [CrossRef]
14. Saragih, H.S.; Jonathan, P. Views of Indonesian consumers towards medical tourism experience in Malaysia. *J. Asia Bus. Stud.* **2019**, *13*, 507–524. [CrossRef]
15. Breiby, M.A.; Slåtten, T. The role of aesthetic experiential qualities for tourist satisfaction and loyalty. *Int. J. Cult. Tour. Hosp. Res.* **2018**, *12*, 1–14. [CrossRef]
16. Berbekova, A.; Uysal, M.; Assaf, A.G. Toward an assessment of quality of life indicators as measures of destination performance. *J. Travel Res.* **2022**, *61*, 1424–1436. [CrossRef]
17. Morrison, A.M. *Marketing and Managing Tourism Destinations*, 3rd ed.; Routledge: London, UK, 2023.
18. Wall, G.; Mathieson, A. *Tourism Changes, Impacts and Opportunities*; Pearson Prentice Hall: Hoboken, NJ, USA, 2006.
19. Fishbein, M.; Ajzen, I. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*; Addison-Wesley: Reading, MA, USA, 1975.
20. Then, J.; Yulius, K.G. Motivation and interest in traveling of young traveler during revenge tourism. *Glob. Res. Tour. Dev. Adv.* **2022**, *4*, 110–121. [CrossRef]
21. Vogler, R. Revenge and catch-up travel or degrowth? Debating tourism post COVID-19. *Ann. Tour. Res.* **2022**, *93*, 103272. [CrossRef]
22. Ajzen, I. The theory of planned behavior. *Organ. Behav. Hum. Decis. Process.* **1991**, *50*, 179–211. [CrossRef]
23. Barney, J. Firm resources and sustained competitive advantage. *J. Manag.* **1991**, *17*, 99–120. [CrossRef]
24. Barney, J.B.; Clark, D.N. *Resource-Based Theory Creating and Sustaining Competitive Advantage*; Oxford University Press: Oxford, UK, 2007.
25. Rothaermel, F.T. *Strategic Management*; McGraw-Hill: New York, NY, USA, 2016.
26. Zahra, S.A. The resource-based view, resourcefulness, and resource management in startup firms: A proposed research agenda. *J. Manag.* **2021**, *47*, 1841–1860. [CrossRef]
27. Buhalis, D. Marketing the competitive destination of the future. *Tour. Manag.* **2000**, *21*, 97–116. [CrossRef]
28. Kozak, M.; Rimmington, M. Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *J. Travel Res.* **2000**, *38*, 260–269. [CrossRef]
29. Claver-Cortes, E.; Molina-Azorín, J.F.; Pereira-Moliner, J. The impact of strategic behaviors on hotel performance. *Int. J. Contemp. Hosp. Manag.* **2007**, *19*, 6–20. [CrossRef]
30. Pereira-Moliner, J.; Font, X.; Tarí, J.J.; Molina-Azorin, J.F.; Lopez-Gamero, M.D.; Pertusa-Ortega, E.M. The holy grail: Environmental management, competitive advantage and business performance in the Spanish hotel industry. *Int. J. Contemp. Hosp. Manag.* **2015**, *27*, 714–738. [CrossRef]
31. Séraphin, H.; Gowreesunkar, V.G.B. Conclusion: What marketing strategy for destinations with a negative image? *Worldw. Hosp. Tour. Themes* **2017**, *9*, 570–576. [CrossRef]
32. Ko, E.; Hwang, Y.K.; Kim, E.Y. Green marketing's functions in building corporate image in the retail setting. *J. Bus. Res.* **2013**, *66*, 1709–1715. [CrossRef]
33. Tapia, G.P.; Melé, P.M.; García, F.A. Corporate image and destination image: The moderating effect of the motivations on the destination image of Spain in South Korea. *Asia Pac. J. Tour. Res.* **2019**, *24*, 70–82. [CrossRef]
34. Biswas, J.; Shabbirhusain, R.V. Role of self-congruity in predicting travel intention. In *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead*; Subudhi, R.N., Mishra, S., Eds.; Emerald: Bingley, UK, 2019; pp. 261–267.
35. Wang, F.; Lu, L.; Xu, L.; Wu, B.; Wu, Y. Alike but different: Four ancient capitals in China and their destination images. *Int. J. Tour. Cities* **2020**, *6*, 415–429. [CrossRef]
36. Jani, D.; Han, H. Personality, social comparison, consumption emotions, satisfaction, and behavioral intentions. *Int. J. Contemp. Hosp. Manag.* **2013**, *25*, 970–993. [CrossRef]
37. Allameh, S.M.; Pool, J.K.; Jaberi, A.; Salehzadeh, R.; Asadi, H. Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pac. J. Mark. Logist.* **2015**, *27*, 191–207. [CrossRef]
38. Alegre, J.; Garau, J. Tourist satisfaction and dissatisfaction. *Ann. Tour. Res.* **2010**, *37*, 52–73. [CrossRef]

39. Akroush, M.N.; Jraisat, L.E.; Kurdieh, D.J.; AL-Faouri, R.N.; Qatu, L.T. Tourism service quality and destination loyalty. The mediating role of destination image from international tourists' perspectives. *Tour. Rev.* **2016**, *71*, 18–44. [CrossRef]
40. Wang, T.L.; Tran, P.T.K.; Tran, V.T. Destination perceived quality, tourist satisfaction and word-of-mouth. *Tour. Rev.* **2017**, *72*, 392–410. [CrossRef]
41. Wang, J.; Wang, S.; Wang, Y.; Li, J.; Zhao, D. Extending the theory of planned behavior to understand consumers' intentions to visit green hotels in the Chinese context. *Int. J. Contemp. Hosp. Manag.* **2018**, *30*, 2810–2825. [CrossRef]
42. Xu, Y.; Jeong, E. The effect of message framings and green practices on customers' attitudes and behavior intentions toward green restaurants. *Int. J. Contemp. Hosp. Manag.* **2019**, *31*, 2270–2296. [CrossRef]
43. Phau, I.; Shanka, T.; Dhayan, N. Destination image and choice intention of university student travelers To Mauritius. *Int. J. Contemp. Hosp. Manag.* **2010**, *22*, 758–764. [CrossRef]
44. Agapito, D.; Oom do Valle, P.; da Costa Mendes, J. The cognitive-affective-conative model of destination image: Confirmatory Analysis. *J. Travel Tour. Mark.* **2013**, *30*, 471–481. [CrossRef]
45. Michael, N.; James, R.; Michael, I. Australia's cognitive, affective and conative destination image: An Emirati tourist perspective. *J. Islam. Mark.* **2018**, *9*, 36–59. [CrossRef]
46. Kim, H.-B.; Lee, S. Impacts of city personality and image on revisit intention. *Int. J. Tour. Cities* **2015**, *1*, 50–69. [CrossRef]
47. Kim, S.; Lehto, X.; Kandampully, J. The role of familiarity in consumer destination image formation. *Tour. Rev.* **2019**, *74*, 885–901. [CrossRef]
48. Da Rosa, S.; dos Anjos, F.A.; Pereira, M.d.L.; Arnhold Junior, M. Image perception of surf tourism destination in Brazil. *Int. J. Tour. Cities* **2020**, *6*, 1111–1127. [CrossRef]
49. Alrawadieh, Z.; Dincer, M.Z.; Istanbullu Dincer, F.; Mammadova, P. Understanding destination image from the perspective of Western travel bloggers: The case of Istanbul. *Int. J. Cult. Tour. Hosp. Res.* **2019**, *12*, 198–212. [CrossRef]
50. Ragab, H.; Mahrous, A.A.; Ghoneim, A. Egypt's perceived destination image and its impact on tourist's future behavioral intentions. *Int. J. Tour. Cities* **2020**, *6*, 449–466. [CrossRef]
51. Ministry of Tourism of the Republic of Indonesia. Material for the National Tourism Working Meeting. In *Digitization of Destinations and Nomadic Tourism*; BNDCC Nusa Dua Bali: Kuta Selatan, Indonesia, 2018.
52. Zerva, K.; Huete, R.; Segovia-Pérez, M. Digital nomad tourism: The experience of living at the destination. In *Remodelling Businesses for Sustainable Development*; Negruşa, A.L., Coroş, M.M., Eds.; ICMTBHT 2022. Springer Proceedings in Business and Economics; Springer: Cham, Switzerland, 2023; pp. 15–26. Available online: https://doi-org.ezproxy.lib.purdue.edu/10.1007/978-3-031-19656-0_2 (accessed on 31 August 2024).
53. Makimoto, T. The age of the digital nomad: Impact of CMOS innovation. *IEEE Solid-State Circuits* **2013**, *5*, 40–47. [CrossRef]
54. UNWTO. Nomadic Tourism for Mongolia. Critical Issues in Silk Road Tourism. 2016. Available online: https://webunwto.s3.eu-west-1.amazonaws.com/imported_images/45889/3._gansukh_damba.pdf (accessed on 31 August 2024).
55. Mahadewi, N.M.E. Nomadic tourism, educational tourism, digitization and event tourism in the development of homestay accommodation services businesses in tourist destinations. *J. Tour.* **2018**, *17*, 1–13.
56. Mulyana, C.; Sudana, I.P.; Sagita, P.A.W. Digital nomads' perceptions and motivations for traveling in Tibubeneng Village, Canggu, North Kuta. *Travel Ind. J.* **2020**, *8*, 183–190.
57. Chevtaeva, E.; Denizci-Guillet, B. Digital nomads' lifestyles and coworkation. *J. Destin. Mark. Manag.* **2021**, *21*, 100633. [CrossRef]
58. Chen, X.; Cheng, Z.; Kim, G.-B. Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability* **2020**, *12*, 1904. [CrossRef]
59. Smith, S.L.J. The supply-side definition of tourism reply to Leiper. *Ann. Tour. Res.* **1991**, *18*, 312–315. [CrossRef]
60. Stevens, B.F. Price value perceptions of travelers. *J. Travel Res.* **1992**, *31*, 44–48. [CrossRef]
61. Murphy, P.; Pritchard, M.P.; Smith, B. The destination product and its impact on traveler perceptions. *Tour. Manag.* **2000**, *21*, 43–52. [CrossRef]
62. Limberger, P.F.; dos Anjos, F.A.; Meira, J.V.S.; dos Anjos, S.J.G. Satisfaction in hospitality on Tripadvisor.com: An analysis of the correlation between evaluation criteria and overall satisfaction. *Tour. Manag. Stud.* **2014**, *10*, 59–65.
63. dos Anjos, S.J.G.; Meira, J.V.d.S.; Pereira, M.d.L.; Limberger, P.F. Quality attributes of Jericoacoara, Brazil. *Int. J. Tour. Cities* **2017**, *3*, 196–204. [CrossRef]
64. Gunn, C.A. *Vacationscape: Designing Tourist Regions*; Taylor & Francis: New York, NY, USA, 1972.
65. Crompton, J.L. Motivations for pleasure vacation. *J. Travel Res.* **1979**, *6*, 408–424. [CrossRef]
66. Butler, R. The concept of a tourist area cycle of evolution: Implications for management of resources. *Can. Geogr.* **2008**, *24*, 5–12. [CrossRef]
67. Gartner, W.C. Image formation process. *J. Travel Tour. Mark.* **1993**, *2*, 191–216. [CrossRef]
68. Echtner, C.M.; Ritchie, J.R.B. The meaning and measurement of destination image. *J. Tour. Stud.* **2003**, *14*, 37–48.
69. Pike, S. Destination brand positions of a competitive set of near-home destinations. *Tour. Manag.* **2009**, *30*, 857–866. [CrossRef]
70. Konecnik, M.; Gartner, W.C. Customer-based brand equity for a destination. *Ann. Tour. Res.* **2007**, *34*, 400–421. [CrossRef]
71. Sukawati, T.G.A.I.; Sukaatmadja, I.P.G.; Yasa, N.N.K.; Widagda, I.G.N.J.A. The role of local wisdom culture moderating the effect of product differentiation, service differentiation, and image differentiation on tourist satisfaction (Case study of tourist satisfaction at Royal Kirana Spa & Wellness Ubud). *Int. Res. J. Manag. IT Soc. Sci.* **2021**, *8*, 377–392.

72. Yeap, J.A.L.; Ong, K.S.G.; Yapp, E.H.T.; Ooi, S.K. Hungry for more: Understanding young domestic travelers' return for Penang street food. *Br. Food J.* **2019**, *122*, 1935–1952. [CrossRef]
73. Nandasena, R.; Morrison, A.M.; Coca-Stefaniak, J.A. Transformational tourism—A systematic literature review and research agenda. *J. Tour. Futures* **2022**, *8*, 282–297. [CrossRef]
74. Hall, C.M.; Weiler, B. What's special about special interest tourism? In *Special Interest Tourism*; Weiler, B., Hall, C.M., Eds.; Belhaven Press: London, UK, 1992; pp. 1–14.
75. Yoo, C.-K.; Yoon, D.; Park, E. Tourist motivation: An integral approach to destination choices. *Tour. Rev.* **2018**, *73*, 169–185. [CrossRef]
76. Yadav, R.; Dokania, A.K.; Pathak, G.S. The influence of green marketing functions in building corporate image. *Int. J. Contemp. Hosp. Manag.* **2016**, *28*, 2178–2196. [CrossRef]
77. Stylidis, D.; Belhassen, Y.; Shani, A. Destination image, on-site experience and behavioral intentions: Path analytic validation of a marketing model on domestic tourists. *Curr. Issues Tour.* **2017**, *20*, 1653–1670. [CrossRef]
78. Mason, M.C.; Moretti, A. Antecedents and moderators of golf tourists' behavioral intentions: An empirical study in a Mediterranean destination. *EuroMed J. Bus.* **2015**, *10*, 338–359. [CrossRef]
79. Rajaratnam, S.D.; Nair, V.; Sharif, S.P.; Munikrishnan, U.T. Destination quality and tourists' behavioral intentions: Rural tourist destinations in Malaysia. *Worldw. Hosp. Tour. Themes* **2015**, *7*, 463–472.
80. Fam, K.-S.; Ting, H.; Tan, K.-L.; Hussain, K.; Cheah, J.-H. Does it matter where to run? Intention to participate in destination marathon. *Asia Pac. J. Mark. Logist.* **2020**, *32*, 1475–1494. [CrossRef]
81. Al-Kwifi, O.S. The impact of destination images on tourists' decision making: A technological exploratory study using fMRI. *J. Hosp. Tour. Technol.* **2015**, *6*, 174–194. [CrossRef]
82. Leong, A.M.W.; Yeh, S.-S.; Chang, L.-H. Nostalgic tourism in Macau: The bidirectional causal relationship between destination image and experiential value. *J. Hosp. Tour. Technol.* **2015**, *6*, 89–99.
83. Evren, S.; Evren, S.E.; Çakıcı, A.C. Moderating effect of optimum stimulation level on the relationship between satisfaction and revisit intention: The case of Turkish cultural tourists. *Int. J. Cult. Tour. Hosp. Res.* **2020**, *14*, 681–695. [CrossRef]
84. Sthapit, E.; Del Chiappa, G.; Coudounaris, D.N.; Björk, P. Tourism experiences, memorability and behavioral intentions: A study of tourists in Sardinia, Italy. *Tour. Rev.* **2020**, *75*, 533–558. [CrossRef]
85. Halpenny, E.; Kono, S.; Moghimehfar, F. Predicting World Heritage Site visitation intentions of North American park visitors. *J. Hosp. Tour. Technol.* **2018**, *9*, 417–437. [CrossRef]
86. Castillo-Villar, F.R. Destination image restoration through local gastronomy: The rise of Baja Med cuisine in Tijuana. *Int. J. Cult. Tour. Hosp. Res.* **2020**, *14*, 507–523. [CrossRef]
87. Guachalla, A. Cultural capital and destination image: Insights from The Opera House tourist. *Int. J. Tour. Cities* **2021**, *7*, 511–528. [CrossRef]
88. Perovic, Đ.; Moric, I.; Pekovic, S.; Stanovcic, T.; Roblek, V.; Bach, M.P. The antecedents of tourist repeat visit intention: Systemic approach. *Kybernetes* **2018**, *47*, 1857–1871. [CrossRef]
89. Iordanova, E.; Stylidis, D. The impact of visitors' experience intensity on in-situ destination image formation. *Tour. Rev.* **2019**, *74*, 841–860. [CrossRef]
90. Tzschentke, N.; Kirk, D.; Lynch, P.A. Reasons for going green in serviced accommodation establishments. *Int. J. Contemp. Hosp. Manag.* **2004**, *16*, 116–124. [CrossRef]
91. Sukawati, T. Establishing local wisdom values to develop sustainable competitiveness excellence. *J. Manag. Mark. Rev.* **2017**, *2*, 73–82. [CrossRef]
92. Amir, N. Development of local wisdom-based tourism. *Adv. Soc. Sci. Educ. Humanit. Res.* **2018**, *282*, 175–179.
93. Yasa, N.; Giantari, I.G.A.K.; Setini, M.; Sarmawa, W.; Rahmayanti, P.; Dharmanegara, I. Service strategy based on Tri Kaya Parisudha, social media promotion, business values and business performance. *Manag. Sci. Lett.* **2020**, *10*, 2961–2972. [CrossRef]
94. Yasa, N.N.K.; Adnyani, I.G.A.D.; Rahmayanti, P.L.D.; Dharmanegara, I.B.A. Integration of partnership strategy models based on local values of "Tat Twam Asi" with competitive advantages and business performance: A conceptual model. *IAR J. Bus. Manag.* **2020**, *1*, 402–405.
95. Grybovych, O. Designing a qualitative multi-case research study to examine participatory community tourism planning practices. In *Field Guide to Case Study Research in Tourism, Hospitality and Leisure Advances in Culture, Tourism and Hospitality Research*; Hyde, K.F., Ryan, C., Woodside, A.G., Eds.; Emerald: Bingley, UK, 2012; Volume 6, pp. 501–520.
96. Peric, M.; Djurkin, J. Systems thinking and alternative business model for responsible tourist destination. *Kybernetes* **2014**, *43*, 480–496. [CrossRef]
97. Lekaota, L. The importance of rural communities' participation in the management of tourism management. *Worldw. Hosp. Tour. Themes* **2015**, *7*, 453–462. [CrossRef]
98. Tasci, A.D.A.; Croes, R.; Villanueva, J.B. Rise and fall of community-based tourism—Facilitators, inhibitors and outcomes. *Worldw. Hosp. Tour. Themes* **2014**, *6*, 261–276.
99. Gudlaugsson, T.; Magnússon, G. North Atlantic island destinations in tourists' minds. *Int. J. Cult. Tour. Hosp. Res.* **2012**, *6*, 114–123. [CrossRef]
100. Bhat, S.A.; Darzi, M.A. Antecedents of tourist loyalty to tourist destinations: A mediated-moderation study. *Int. J. Tour. Cities* **2018**, *4*, 261–278. [CrossRef]

101. Leung, X.Y.; Jiang, L. How do Destination Facebook pages work? An extended TPB model of fans' visit intention. *J. Hosp. Tour. Technol.* **2018**, *9*, 397–416. [CrossRef]
102. Drumwright, M.E. Socially responsible organizational buying: Environmental concern as a noneconomic buying criterion. *J. Mark.* **1994**, *58*, 1–19. [CrossRef]
103. Han, H.; Kim, Y. An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *Int. J. Hosp. Manag.* **2010**, *29*, 659–668. [CrossRef]
104. Han, H.; Hsu, L.T.J.; Sheu, C. Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tour. Manag.* **2010**, *31*, 325–334. [CrossRef]
105. Lee, J.S.; Hsu, L.T.; Han, H.; Kim, Y. Understanding how consumers view green hotels: How a hotel's green image can influence behavioral intentions. *J. Sustain. Tour.* **2010**, *18*, 901–914. [CrossRef]
106. Stylos, N.; Vassiliadis, C.A.; Bellou, V.; Andronikidis, A. Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tour. Manag.* **2016**, *53*, 40–60. [CrossRef]
107. Stylidis, D.; Cherifi, B. Characteristics of destination image: Visitors and non-visitors' images of London. *Tour. Rev.* **2018**, *73*, 55–67. [CrossRef]
108. Stepchenkova, S.; Kirilenko, A.P.; Shichkova, E. Influential factors for intention to visit an adversarial nation: Increasing robustness and validity of findings. *Int. J. Tour. Cities* **2019**, *5*, 491–510. [CrossRef]
109. Plog, S.C. Why destination areas rise and fall in popularity. Cornell Hotel Restaur. *Adm. Q.* **1974**, *14*, 55–58.
110. Belk, R.W. Situational variables and consumer behavior. *J. Consum. Res.* **1975**, *2*, 157–164. [CrossRef]
111. Goeldner, C.R.; Ritchie, J.R.B. *Tourism Principles, Practices, and Philosophies*; Wiley: Hoboken, NJ, USA, 2006.
112. Kim, A.K.; Brown, G. Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. *Anatolia Int. J. Tour. Hosp. Res.* **2012**, *23*, 328–347. [CrossRef]
113. Moon, H.; Han, H. Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tour. Manag. Perspect.* **2018**, *28*, 71–82. [CrossRef]
114. Alexander, M.; Hamilton, K. Recapturing place identification through community heritage marketing. *Eur. J. Mark.* **2016**, *50*, 1118–1136. [CrossRef]
115. Huang, Y.-C.; Liu, C.-H.S. Moderating and mediating roles of environmental concern and ecotourism experience for revisit intention. *Int. J. Contemp. Hosp. Manag.* **2017**, *29*, 1854–1872. [CrossRef]
116. Skinner, H. The impact of cultural values and economic constraints on tourism businesses' ethical practices. *Int. J. Tour. Cities* **2018**, *5*, 169–187. [CrossRef]
117. Madiun, I.N. *Nusa Dua Modern Tourism Area Development Model*; Udayana University Press: Denpasar, Indonesia, 2010.
118. Chin, C.-H.; Lo, M.-C.; Songan, P.; Nair, V. Rural tourism destination competitiveness: A study on Annah Rais Longhouse Homestay, Sarawak. *Procedia Soc. Behav. Sci.* **2014**, *144*, 35–44. [CrossRef]
119. Peters, J.H.; Wardana, W. *Tri Hita Karana the Spirit of Bali*; Gramedia: Jakarta, Indonesia, 2013.
120. Templeton, G.F.; Lewis, B.R.; Snyder, C.A. Development of a measure for the organizational learning construct. *J. Manag. Inf. Syst.* **2002**, *19*, 175–218. [CrossRef]
121. MacKenzie, S.B.; Podsakoff, P.M. Common method bias in marketing: Causes, mechanisms, and procedural remedies. *J. Retail.* **2012**, *88*, 542–555. [CrossRef]
122. Hair, J.F.; Risher, J.J.; Sarstedt, M.; Ringle, C.M. When to use and how to report the results of PLS-SEM. *Eur. Bus. Rev.* **2019**, *31*, 2–24. [CrossRef]
123. Kock, N.; Lynn, G. Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *J. Assoc. Inf. Syst.* **2012**, *13*, 546–580. [CrossRef]
124. Windia, W.; Dewi, R.K. *Business Analysis Based on Tri Hita Karana*; Udayana University Press: Denpasar, Indonesia, 2011.
125. Iverson, T.J. Cultural conflict: Tourists versus tourists in Bali, Indonesia. *Int. J. Cult. Tour. Hosp. Res.* **2010**, *4*, 299–310. [CrossRef]
126. Benge, L.; Neef, A. Tourism in Bali at the interface of resource conflicts, water crisis and security threats. In *The Tourism–Disaster–Conflict Nexus (Community, Environment and Disaster Risk Management, 2018, 19)*; Neef, A., Grayman, J.H., Eds.; Emerald Publishing Limited: Leeds, UK, 2018; pp. 33–52.