

Exploring the Influence of Novelty Seeking and Perceived Safety on Tourist Loyalty through Well-being: A Case Study of Tangkahan

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Abstract

This study investigates the role of novelty seeking and perceived safety in influencing tourist loyalty through well-being at the Tangkahan tourist attraction. A total of 400 questionnaires were distributed, and 396 completed questionnaires were used for analysis. This study uses partial least squares-based structural equation modeling (PLS-SEM) to validate and estimate the proposed research model, using Smart-PLS software to analyze data and estimate the relationship between latent variables. The estimation results indicate that novelty seeking and perceived safety have a positive and significant effect on tourist well-being, which in turn affects tourist loyalty. This study also revealed differences in the levels of novelty seeking and perceived safety among tourists with different demographic characteristics. In addition, the analysis results indicated that tourists who seek new experiences are more likely to experience an increase in well-being, which in turn increases tourist loyalty to Tangkahan tourist attractions.

Keywords: Novelty Seeking, Perceived Safety, Well-being, Tourist Loyalty

Introduction

The tourism industry has been recognized as one of the main pillars in driving global economic growth due to its role in creating jobs, increasing state revenue, and strengthening the local economy (Putra et al., 2025). To maintain competitiveness and ensure long-term sustainability, tourist destinations are striving to implement various innovations to strengthen tourist loyalty (Sihombing et al., 2025). These efforts include developing creative attractions, optimizing digital promotion, and improving service quality to meet the expectations of modern tourists (Alimin et al., 2025). In addition, the application of sustainability principles in destination management is an important factor in balancing economic, social, and environmental aspects (Lubis et al., 2024). The tourism sector is not only a driver of the global economy but also plays a strategic role in building sustainable tourism through continuous improvements in experience, satisfaction, and tourist loyalty (Nasib & Salqaura, 2025).

Novelty seeking describes a person's drive to seek new, unique, and challenging experiences that provide different sensations while traveling (T. Chen et al., 2023). This motivation is an important element that influences tourists' choices and behavior in exploring previously unknown destinations (M. Zhang et al., 2025). Travelers with high levels of novelty seeking tend to be enthusiastic about trying new things, interacting with local communities, and enjoying unique activities that provide deep emotional experiences (Baltaci & Cakici, 2023). Travelers' involvement in these diverse tourism activities not only increases satisfaction but also fosters strong emotional connections with the destination (Pratminingsih et al., 2025). Tourists who feel they have gained a unique and meaningful experience will tend to want to return and recommend the destination to others, which ultimately strengthens tourist loyalty in the long term (Kumar P & Vilvanathan, 2024).

Additionally, perceived safety has been demonstrated to exert a substantial impact on tourists' decision-making processes (Samuelsson et al., 2023). Safety factors are typically more important than factors such as price, facilities, or how appealing the destination is (Johnson, 2021). Tourists often choose safe places to relax and avoid danger (Mawby & Ozascilar, 2024). This feeling of safety includes many different things, such as the political and social situation, the safety of the environment, and the readiness of health facilities and emergency response at the destination (Fraboni et al., 2023).



When tourists are sure that a place can keep them secure, they are more likely to trust it and want to go there (V. Q. Nguyen et al., 2023). On the other hand, negative feelings about safety can make people less likely to visit and harm tourists' allegiance to the place (Khuc et al., 2025).

Well-being, which means how happy, comfortable, and emotionally healthy a person feels when traveling, is a vital part of knowing how satisfied tourists are (Uslu & Tosun, 2024). A high level of well-being means that tourists are happy, safe, and delighted with their experiences, which could make them feel more connected to the place they are visiting (Karagöz & Ramkissoon, 2023). Several research studies indicate that enhanced well-being directly fosters visitor loyalty, leading to a higher likelihood of return visits and recommendations of the location to others (Yang et al., 2024). Tourists who are happy and have good experiences on their trips are more likely to stay in touch with the places they visit for a long time (Wu et al., 2023). So, making travel experiences that are good for both physical and mental health is a good way to get tourists to come back again and again in a way that is good for the environment (Fang et al., 2025).

This research seeks to address this deficiency by investigating the impact of novelty seeking and perceived safety on visitor loyalty, mediated by well-being, in the ecotourism destination of Tangkahan, North Sumatra, Indonesia. Tangkahan offers unique natural attractions and engaging ecotourism activities, making it an ideal location to explore how psychological factors could enhance tourist loyalty. Moreover, the function of well-being as a mediator has been infrequently examined within ecotourism destinations, where tourist experiences are influenced by physical and emotional aspects associated with nature and the environment. This study seeks to improve knowledge regarding the impact of emotional and psychological experiences on tourist loyalty by integrating well-being, while also offering novel insights for destination administrators. This research will enhance academic literature and offer pragmatic recommendations for enhancing tourist experiences in Tangkahan and analogous ecotourism places, emphasizing the augmentation of long-term loyalty and happiness.

Theoretical Review

Tourist Loyalty

Tourist loyalty is a significant notion in the study of tourist behavior, frequently linked to the Theory of Planned Behavior (TPB), which indicates travelers' enduring intention to return to a location or endorse it to others (Nasib, Syaifuddin, et al., 2023). Loyalty is an outcome of favourable sentiment includes both how people feel and how they act. Emotional pleasure, pleasant experiences, and faith in the place are all key factors that shape tourists' future behavioral intentions (Fathoni et al., 2025). Tourists show loyalty by returning and doing good for the environment and the locals (Liu et al., 2025). Tourist loyalty makes places more competitive and long-lasting by bringing in more return visitors, word-of-mouth advertising, and long-term economic benefits (Meiji et al., 2023). Loyal travelers are like ambassadors for places; they share their good experiences on their own, which makes the place look better and cuts down on advertising expenditures (Nasib, Julitawaty, et al., 2023). Some popular ways to assess loyalty are the desire to go back, the desire to suggest a place, the emotional connection, and the readiness to support sustainability efforts (Tanady et al., 2025). Tourist destinations can achieve long-term stability, enhance visitor satisfaction, and sustain a balance among economic, social, and environmental stewardship by fostering tourist loyalty (Tirtayasa et al., 2025).

Well-Being

In the context of tourism, well-being refers to the beneficial emotional states, life satisfaction, and feeling of purpose that tourists experience while traveling (Câmara et al., 2024). The Travel for Well-being theory is the basis for this idea. It says that tourist activities can make a person's life better by helping them relax, learn, and have meaningful social interactions (Yi et al., 2024). Travelers who attain elevated levels of well-being typically demonstrate loyalty, characterized by a desire to revisit and endorse the place with others (Y. Chen et al., 2021). Prior studies validate that well-being serves as a mediation variable linking travel experiences to destination loyalty (Karagöz & Ramkissoon, 2023). Novelty seeking and perceived safety are significant contributors to enhanced well-being, as new experiences regarded as safe elicit favorable emotions, including excitement, tranquillity, and

contentment (Y. Chen et al., 2021). This state engenders a profound emotional connection to the destination. Therefore, well-being is not simply the product of a favorable travel experience, but it is also a vital link between meaningful travel experiences and visitors' long-term devotion to a place (Fang et al., 2025).

H1: Well-being has a significant effect on tourist loyalty.

Novelty Seeking

Novelty seeking is a significant psychological component that motivates travelers to pursue new and distinctive experiences that diverge from their daily routines (Syafrida et al., 2023). Novelty seeking embodies an inherent motivation to discover unvisited locales, engage in novel activities, and attain demanding and significant experiences (Mao et al., 2023). Travelers that are really interested in new things want to obtain emotional satisfaction, learn new things, and have real experiences while they are away from home (T. Chen et al., 2023). This drive not only improves well-being by providing great experiences and mental relaxation, but it also makes tourists more loyal to places by making them feel emotionally connected and wanting to go back (S. Kim et al., 2024). Several research studies indicate that novelty seeking significantly influences tourist well-being (Baltaci & Cakici, 2023). New and exciting experiences can make you happy, help you relax mentally, and keep your emotions in check, all of which are good for your mental health while traveling (Blomstervik & Olsen, 2022). A high level of well-being subsequently makes tourists feel more connected to the place they are visiting, which makes them more likely to return and tell others about it in a good way (Stylidis & Terzidou, 2024). Research (Tang et al., 2025) also shows that novelty seeking affects loyalty indirectly through well-being, especially in ecotourism areas that mix adventure with natural peace. This suggests that new experiences that are safe and meaningful are vital for boosting well-being and tourist loyalty (Osman, 2023).

H2: Novelty seeking has a significant effect on tourist well-being.

H3: Novelty seeking has a significant effect on tourist loyalty

H4: Novelty seeking has a significant effect on tourist loyalty mediates through well-being

Perceived Safety

Tourists' mental and emotional well-being is affected by a place's perceived safety (Soliman et al., 2024). Numerous studies have reaffirmed the importance of safety in the tourism experience, indicating that tourists' perceptions of a destination's safety profoundly influence their overall pleasure and mental well-being. (Rahaman et al., 2025) assert that felt safety is positively associated with tourist satisfaction, as it alleviates fear and stress, hence enhancing the overall experience. When tourists feel protected, they are more likely to interact with the place they are visiting, which makes their whole experience better (Johnson, 2021). The feeling of safety lets tourists explore the area more freely, which makes them happier and healthier. Furthermore, how safe tourists feel has a big effect on how loyal they are, since it is one of the main reasons they want to come back (Bernarto, 2022). Studies indicate that tourists are more inclined to come back and tell others about a place if they feel comfortable there, which builds long-term loyalty. This connection is especially important in places where safety is a worry or where there are crises. (Vakira et al., 2023) found that feeling comfortable in a place makes people more likely to want to go back and interact with it again, because safe places make people feel more emotionally attached. This bond can lead to a cycle of recurrent visits, which strengthens both loyalty and favorable word-of-mouth (Luong, 2023). Therefore, making sure that people feel safe is very important for tourism businesses and destination managers who want to keep customers coming back and help the tourism industry grow in a sustainable way (Awais-E-Yazdan et al., 2025).

H5: Perceived safety has a significant effect on tourist well-being.

H6: Perceived safety has a significant effect on tourist loyalty.

H7: Perceived safety has a significant effect on tourist loyalty through well-being.

Methodology

This study utilized a quantitative methodology, namely a survey, to investigate the impact of novelty seeking and perceived safety on tourist loyalty through well-being among visitors to Tangkahan Ecotourism, North Sumatra. Data were gathered via a structured questionnaire employing incidental sampling, a non-probability sampling method that chooses respondents based on their availability and willingness to engage. We sent out 400 surveys to tourists who had been to Tangkahan at least once in the last two years, and we used 396 legitimate responses for data analysis. Hair et al. (2021) say that for a Structural Equation Modeling (SEM) study, there should be at least 10 respondents per indication. This is how we decided on the minimum sample size.

Table 1. Functional Definition of Variables

Variable	Functional Definition	Indicator
Novelty Seeking	Novelty seeking reflects tourists' intrinsic motivation to pursue new, unique, and challenging experiences that deviate from daily routines.	1. Desire for new experiences 2. Interest in adventure 3. Curiosity about culture 4. Enjoyment of difference 5. Exploration motivation
Perceived Safety	Perceived safety refers to tourists' perception of being free from risks, threats, or harm physically, socially, and environmentally while visiting a destination.	1. Freedom from crime 2. Environmental safety 3. Political stability 4. Health security 5. Safety information availability
Well-Being	Well-being represents tourists' subjective feeling of happiness, relaxation, and life satisfaction resulting from their travel experiences.	1. Happiness 2. Relaxation 3. Positive mood 4. Life satisfaction 5. Psychological balance
Tourist Loyalty	Tourist loyalty refers to tourists' behavioral and attitudinal commitment toward a destination, reflected in revisit intentions, positive recommendations, and emotional attachment.	1. Intention to revisit 2. Positive word-of-mouth 3. Emotional attachment 4. Willingness to recommend 5. Destination preference

SmartPLS software was employed to perform Partial Least Squares Structural Equation Modeling (PLS-SEM) on the data. This method was selected for its capacity to estimate intricate models comprising numerous latent characteristics and mediation effects. The analysis comprised two principal stages: (1) measurement model evaluation, which assessed validity and reliability through outer loadings, composite reliability, and Average Variance Extracted (AVE); and (2) structural model evaluation, which scrutinized path coefficients, R^2 values, and the significance of direct and indirect effects via bootstrapping. A Sobel test was also performed to confirm the mediating effect of well-being on the relationship between novelty seeking and tourist loyalty, as well as between perceived safety and tourist loyalty.

Results and Discussions

Results

Measurement Model Evaluation

The measurement model was assessed based on factor loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Table 2 displays the results of convergent validity testing for all constructs in this study.

Table 2. Convergent Validity

Variable	Code	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Novelty Seeking	NS1	0.817	0.881	0.912	0.664
	NS2	0.829			
	NS3	0.853			
	NS4	0.786			
	NS5	0.808			
Perceived Safety	PS1	0.834	0.868	0.907	0.681
	PS2	0.822			
	PS3	0.859			
	PS4	0.813			
	PS5	0.774			
Well-Being	WB1	0.847	0.896	0.928	0.703
	WB2	0.871			
	WB3	0.836			
	WB4	0.844			
	WB5	0.819			
Tourist Loyalty	TL1	0.822	0.908	0.937	0.741
	TL2	0.853			
	TL3	0.832			
	TL4	0.869			
	TL5	0.881			

All outer loading values exceed 0.70, confirming that the indicators meet the requirements for convergent validity. Likewise, Composite Reliability (CR) values greater than 0.70 and Cronbach's alpha above 0.60 indicate strong internal consistency. The AVE values, which are all higher than 0.50, further confirm that the constructs explain a sufficient proportion of variance among their indicators. These results demonstrate that the measurement model has satisfied validity and reliability standards, ensuring the robustness of the constructs for further analysis.

Structural Model Evaluation

The structural model was evaluated using the bootstrapping technique with 5,000 resamples to determine the significance of each hypothesized relationship. Table 3 summarizes the results of hypothesis testing and path coefficient estimations.

Table 3. Hypothesis Test Results / Path Coefficient

Relationship	Original Sample (O)	t-Statistic (O/STDEV)	p-Values	Description
Perceived Safety → Well-Being	0.407	9.216	0.000	Significant
Perceived Safety → Tourist Loyalty	0.288	6.473	0.001	Significant
Novelty Seeking → Well-Being	0.392	8.087	0.002	Significant
Novelty Seeking → Tourist Loyalty	0.271	5.746	0.001	Significant
Perceived Safety → Well-Being → Tourist Loyalty	0.191	4.562	0.000	Significant
Novelty Seeking → Well-Being → Tourist Loyalty	0.168	3.984	0.000	Significant

The Influence of Perceived Safety on Well-being

The hypothesis testing results demonstrate that perceived safety exerts a direct and significant influence on well-being at the Tangkahan tourism attraction. The findings of this study corroborate prior research indicating that health and safety characteristics strongly influence tourist satisfaction in rural settings following COVID-19. This study draws attention to the importance of health and safety regulations in enhancing the tourist experience, which subsequently fosters the improvement of tourist well-being (Robina-Ramírez et al., 2023). Moreover, (Gavurova et al., 2023) undertook a study in Central Europe and discovered that perceptions of destination safety considerably affect the location's image. A favorable destination image subsequently enhances tourists' inclination to return (Prasitvipat & Nuangiamnong, 2024). While the primary emphasis of this study was on destination images, the results indicate that perceptions of safety may affect other dimensions of the tourist experience, including tourist well-being (Xie et al., 2020). Lastly, (Ilies et al., 2025) created a scale to gauge tourists' perceptions of safety based on safety systems theory. This study delineated five primary elements that affect safety perceptions: individuals, facilities and equipment, the natural environment, the social environment, and management. This study does not directly associate safety perceptions with well-being; nonetheless, a more profound comprehension of these characteristics can inform the development of measures aimed at enhancing tourist well-being through the improvement of their safety perceptions (Ruan & Deng, 2024).

The managerial implications of this study prove that to increase tourist loyalty at Tangkahan Tourist Attraction, managers must focus on three main aspects: perception of safety, search for new experiences, and tourist welfare. Ensuring safety through increased supervision and training of officers, as well as providing exciting experiences such as jungle trekking and conservation tourism, will strengthen emotional bonds with visitors. Additionally, managers need to offer wellness programs such as outdoor relaxation and loyalty systems for loyal tourists. Marketing that involves testimonials and the use of technology, such as mobile applications to provide real-time information, will enrich the tourist experience. With these steps, Tangkahan will become increasingly known as a safe, unique, and emotionally engaging ecotourism destination, thereby increasing tourist loyalty in a sustainable manner.

The Influence of Novelty Seeking on Well-Being

Based on the results of this study, it is evident that novelty seeking has a significant direct effect on well-being at the Tangkahan tourist destination. These findings are consistent with those of (Pratminingsih et al., 2025), which highlight that novelty seeking plays a major role in influencing emotional satisfaction in nature tourism. Tourists who seek new experiences tend to feel deeper emotional satisfaction because interacting with nature provides fresh and unforgettable experiences (Tang et al., 2025). This aspect of novelty strengthens the emotional bond with the tourist destination, increasing the overall satisfaction of tourists (Q. C. Zhang et al., 2025). When tourists engage in unique and different experiences, they feel more connected to the destination, creating a stronger emotional bond (M. Zhang et al., 2025). The search for novelty allows tourists to explore unspoiled natural places, which adds to their positive impression of the destination (Blomstervik & Olsen, 2024). Natural tourist destinations that can offer new and authentic experiences will be better able to create deep emotional bonds with visitors, which positively influences tourists' perceptions of the quality of the destination and their intention to return (M. J. Kim et al., 2024). The search for novelty is a key element in increasing satisfaction and strengthening the emotional bond between tourists and natural tourist destinations (A. V. Tiwari et al., 2024).

Based on research findings showing that novelty seeking has a significant effect on the well-being of tourists in Tangkahan, destination managers must focus on providing new and different experiences that satisfy tourists' desire for adventure and exploration. Offering activities such as adventure tours, nature tours, and unique cultural activities can increase tourist satisfaction and happiness while strengthening tourist loyalty. Managers need to continue to innovate and adapt to tourism trends, creating challenging and exciting experiences. This strategy will enrich the tourist experience, build stronger emotional connections, and increase Tangkahan's competitiveness in an increasingly competitive tourism market.

The Influence of Perceived Safety on Tourist Loyalty

Based on the results of hypothesis testing, this study proves that perceived safety directly has a significant effect on tourist loyalty to the Tangkahan tourist destination. The results of this study are in line with the findings (Awais-E-Yazdan et al., 2025), which state that the perception of safety has a positive and significant relationship with tourists' behavioral intention to revisit Thailand. The sense of safety felt by tourists can motivate them to revisit tourist destinations (Al-Ansi et al., 2025). In addition, destination image acts as a moderating variable that strengthens the relationship between the perception of safety and tourist intention. According to (Rigelsky et al., 2025), the safety factor in the loyalty model for tourist destinations plays a very important role, especially during the COVID-19 pandemic. The safety aspect is the key to building tourist loyalty to a destination (Brás, 2025). When picking a place to visit, tourists put safety guarantees first, both for their health and safety (V. Tiwari et al., 2024). This shows that places that can make tourists feel safe can keep them coming back and get them to come back again (Nogare & Scuderi, 2024). To ensure that tourists feel comfortable, destination management needs to improve safety and health regulations. This can help build long-term partnerships with tourists. Also, (Luong, 2023) shows that how safe a location feels is closely linked to how people see it, how happy they are with it, how much they care about it, and how devoted they are to it. Perceptions of safety not only affect how tourists see a location, but they also help make tourists happier, make them feel more attached to the place, and, in the end, encourage them to stay loyal to the destination (Mawby & Ozascilar, 2024).

The managerial implications suggest that destination managers need to ensure that staff and tour guides receive special training to handle emergency situations and maintain tourist safety. This training is important so that tourists feel more protected during their visit, which in turn will increase tourist safety. With trained staff, tourist confidence in the destination will be stronger, contributing to increased tourist satisfaction. In addition, this training will also strengthen the destination's image as a safe and professional place to provide services, thereby supporting long-term tourist loyalty.

The Influence of Novelty Seeking on Tourist Loyalty

The analysis indicates that the correlation between novelty seeking and tourist loyalty at the Tangkahan tourist destination is substantial. These results are consistent with those of (Blomstervik & Olsen, 2022), which indicate that novelty seeking significantly influences tourist loyalty, particularly in ecotourism settings. Moreover, (Wantara et al., 2024) discovered that the pursuit of novel experiences can enhance tourists' emotional connection to the area. (Stylidis & Terzidou, 2024) says that tourists who want to have unique experiences are more likely to come back and stay loyal to the place. Then (S. Kim et al., 2024) said that fresh things that destinations provide, like adventure activities or cultural uniqueness, can make tourists more loyal. Furthermore, (Yuan & Hong, 2024) showed that pursuing new experiences is a crucial part of making a deeper experience, which makes people more likely to return and makes tourists more devoted to the area.

Based on the fact that novelty seeking has a big impact on tourist loyalty in Tangkahan, destination managers should focus on making new experiences that are distinctive and demanding, including adventure tours, nature tours, and real local culture experiences. This can make travelers feel more connected to the place they are visiting, which will make them more likely to come back and tell others about Tangkahan. Managers should also use social media and other digital tools to show off what makes the place special. Managers can make sure that Tangkahan stays current, appealing, and competitive in the tourism business by always coming up with new ideas and adjusting to changes in the industry.

The Effect of Perceived Safety on Tourist Loyalty through Well-Being

The results of hypothesis testing demonstrated that perceived safety significantly influences tourist loyalty through well-being at the Tangkahan tourist destination. This study aligns with the findings of (N. Van Nguyen & Truong, 2024), indicating that perceived safety positively correlates with tourists' propensity to revisit a destination. This investigation also backs the findings of (Prasitvipat & Nuangjamnong, 2024), which show that tourists' feelings of safety make them happier and more loyal. Perceived safety is a big part of making tourists feel more connected to each other,

which makes them more likely to come back and tell others about the place. (Ruan & Deng, 2024) says that feeling safe is a vital part of having a pleasant travel experience, which in turn makes tourists more loyal. A high level of safety makes tourists happier, which directly affects their plans to come back, according to (Verma, 2024). Lastly, (Hoang & Thi, 2024) says that safe places might make tourists more loyal, especially when it comes to wanting to go back and giving favorable reviews. Managers of Tangkahan tourism destinations need to make sure that tourists feel comfortable while they are there by giving them safety features, including good surveillance, clear safety information, and training for staff. Making people feel safer would help tourists and make them more devoted to the destination. When tourists feel protected, they are more likely to come again, which leads to more repeat visits and word-of-mouth advertising. Such an environment is very important for making a good experience, improving the destination's reputation, and bringing in more tourists, which is good for the long-term health and prosperity of the tourism industry.

The Effect of Perceived Safety on Tourist Loyalty through Well-Being

The hypothesis testing results demonstrated that perceived safety significantly influences tourist loyalty through well-being at the Tangkahan tourist destination. This study corroborates the findings of (V. Tiwari et al., 2024), indicating that the pursuit of novel experiences might enhance visitor satisfaction, hence reinforcing tourist loyalty. According to (Brás, 2025), looking for new and real experiences strengthens the emotional connection to the place, which makes people more loyal. These findings corroborate the research conducted by (Verma, 2024), which indicated that tourists seeking novel experiences at a site are more likely to exhibit loyalty and return for further visits. Furthermore, (Ilies et al., 2025) reveals that tourists who want to have unique experiences tend to be happier, which makes the relationship between tourists and the place stronger and makes tourists more loyal.

Tourism management in Tangkahan should focus on giving tourists new and exciting experiences that will satisfy their desire for something new. Adventure activities, nature tourism, and real cultural encounters will make tourists feel better and make them feel more connected to the place they are visiting. Managers can also use social media and other digital channels to spread the word out about these new experiences. These amenities will bring in new tourists and keep the ones who are already there coming back. In this manner, the managers of Tangkahan can ensure that tourists are happy and want to come back and tell their friends about the place.

Conclusions

The results of this study found that novelty seeking and perceived safety significantly influence tourist loyalty through well-being at the Tangkahan tourist destination. Both novelty seeking and perceived safety positively affect well-being, which in turn enhances tourist loyalty. Additionally, the study revealed differences in novelty seeking and perceived safety among tourists with different demographic characteristics. The findings emphasize the importance of providing new and unique experiences and ensuring a high level of safety to improve tourist well-being and loyalty. This research contributes new insights into the role of novelty seeking and perceived safety in tourism management and offers practical recommendations for destination managers to focus on enhancing these factors to build stronger emotional connections and increase tourist retention. However, the study's limitations include its reliance on self-reported data, which may introduce bias. Future research could expand the sample size and incorporate qualitative methods such as interviews to gain deeper insights into tourists' experiences and preferences.

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