

Entrepreneurial Strategies in Green and Sport Tourism to Enhance Revisit Intention in Mandalika MotoGP Circuit

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ABSTRACT

This study was conducted to develop a new model of revisit intention among tourists visiting a sport-tourism destination. The research was conducted in Mandalika, a tourist destination that successfully hosted the MotoGP event in Indonesia. **To achieve this goal, 200 tourists in Mandalika** participated by completing an instrument and interview. **The quantitative data processing** using structural equation modeling successfully created a new revisit intention model influenced by green tourism, sports tourism, tourism infrastructure, and tourist experience. **The contribution of all elements** to the high revisit intention among tourists was recorded at 45.6%. The new model also revealed that green tourism significantly impacts creating a tourist experience. The results also showed that green tourism has the most decisive influence on strengthening revisit intention among tourists. The **managerial policy implications** drawn from the research findings are as follows: to increase revisit intentions, tourism stakeholders should promote eco-friendly and sports tourism, as these elements contribute to sustainable practices and resonate with tourists seeking unique and environmentally conscious experiences.

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1. INTRODUCTION

Revisit intention has been a highly dynamic topic in various tourism studies for the past three decades [1, 2]. During that time, research examining revisit intention successfully identified the experience factor as a strong predictor [3, 4]. The experience perceived by tourists is a dominant element in determining whether tourists will revisit a tourist location [5, 6]. Assessments of the weather, new natural surroundings, residents, food, and the atmosphere at the location are experiences that will accumulate [7–9]. The concept of revisit intention continues to evolve and incorporate various aspects. Research in various tourist destinations has successfully expanded the scope of revisit intention, such as the emergence of destination image as one of the significant antecedents [10, 11]. Furthermore, some studies have also promoted tourist attractions as a variable that strongly influences tourist revisit intention [2, 12, 13]. Other research revealed that tourist attractions in one location would impact the experience and revisit intention [14, 15]. In further developments, revisit intention is continually refined by involving tourism facilities, which have been proven to significantly positively influence tourists to revisit the location [16, 17]. The emergence of tourism facilities as a complement to the revisit intention model has become a popular reference, encouraging other researchers to test the same in various tourist

destinations [18, 19]. The concept of revisit intention continues to evolve with the inclusion of the local community factor [17, 20]. Positive interactions and mutual respect create a comfortable atmosphere, ultimately encouraging revisit intention in the future [18, 21]. In addition, internet connectivity and the availability of Wi-Fi at tourist locations are highly needed by travellers [22, 23]. Furthermore, green tourism is also evolving and linked to tourists' intention to revisit. Green tourism is the concept of ecotourism or sustainable tourism [24, 25]. Green tourism can reduce negative environmental and cultural impacts while supporting socially and ecologically responsible business practices [26, 27]. Applications implemented at tourist locations include the use of electric transportation (e-vehicles), restaurants with organic food, the use of energy-efficient and water-saving equipment, the reduction of plastic bags, and environmentally friendly accommodations [28, 29]. The revisit intention model has become more dynamic with the introduction of the sport-tourism concept in the last decade [30, 31]. In sports tourism, tourists travel to participate in sports events, watch matches, or engage in specific sporting activities [32, 33]. The experience of watching major sports competitions or events such as the Olympics, world-class car and motorcycle races, or international sporting tournaments has become one of the most compelling attractions [34, 35]. The experiences gained from sports tourism events significantly impact tourists' decisions to return in the future [8, 36]. The model of the revisit intention concept, which has undergone significant development, still has incomplete gaps. Model one does not examine the effect of green tourism on the tourists' perceived experience [37]. Meanwhile, in Model Two, the influence of sports tourism has not been detailed in explaining revisit intention [18]. The same issue is encountered in Model Three, which evaluates the importance of infrastructure but does not specifically measure the impact of sport tourism on revisit intention [38]. Models Four and Five measure sport and green tourism separately, thus not yielding a comprehensive model [39, 40]. From the explanations above, this study will address these gaps by integrating tourism infrastructure, green tourism, sport tourism, and tourist experience as drivers of tourists' revisit intention. This study distinguishes itself from prior works by integrating the effects of green tourism, sports tourism, and tourism infrastructure into a unified model for revisit intention. Unlike [37, 41], which separately examined these factors, this paper bridges these domains, thus contributing a more holistic perspective to the revisit intention framework". To create a new model, this research was conducted in Mandalika, a tourist destination that has hosted the world-class motorcycle racing event, MotoGP. Unfortunately, tourists' revisit intention to Mandalika has never been scientifically evaluated. From the explanation above, this research will provide answers to several research questions as follows:

- Which variables can strengthen the desire and intention to revisit Mandalika?
- Which variables influence the tourists' intention to revisit most?
- What are the managerial implications for the managers of the Mandalika that are aligned with the revisit intention model?

2. LITERATURE REVIEW

2.1. Tourist Experience and Revisit Intention

Tourist experience refers to the overall encounter and perception of individuals who engage in travel activities. It encompasses various sensory, emotional, cognitive, and behavioral elements influencing how tourists perceive and remember their travel encounters. If their experience is negative, their intention to revisit will be very low [18]. With the ability to provide memorable experiences, a tourist destination will become a favorite for families and individuals. Conversely, the opposite situation is often encountered in tourist destinations that fail to provide enjoyable tourist experiences. The experience begins with planning the trip, during the journey, the situation upon arrival at the location, the comfort during the tour, interaction with the residents, the condition of tourist facilities, and the ease of the return process. Therefore, it is necessary to prove that:

H1: Tourist experience has a positive impact on tourists' revisit intention.

2.2. Green Tourism and Tourist Experience

Green tourism, also known as sustainable tourism, minimizes its negative environmental impact, preserves natural resources, and supports local communities [8]. Green tourism destinations often prioritize the preservation of natural environments and ecosystems. Green tourism also promotes engagement with local cultures, traditions, and communities respectfully and sustainably. Tourists can interact with indigenous peoples,

learn about their lifestyles, participate in cultural activities, and support local artisans and businesses. These authentic cultural experiences foster cross-cultural understanding, appreciation, and connections between tourists and host communities, enriching the overall tourist travel experience. Therefore, it is necessary to verify that:

H2: Green tourism has a positive impact on the tourist experience.

2.3. Sport Tourism and Tourist Experience

Sports tourism refers to travel activities that involve participation in or spectating sports events, competitions, or activities. Sports tourism has the potential to create positive tourist experiences in several ways. First, sports tourism offers tourists the opportunity to experience the thrill and excitement of live sports events [42]. Second, Sports tourism provides opportunities for cultural exchange and exploration as tourists engage with local sports traditions, rituals, and customs. Participating in sports-related activities, such as golfing in Scotland or skiing in the Swiss Alps, also enables tourists to explore the destination natural beauty and cultural heritage [43]. Tourists who attend sporting events may feel a sense of camaraderie and connection with fellow fans, sharing their excitement and passion for their favorite teams or athletes. This sense of belonging can enhance the tourist experience and create a shared understanding of identity with the destination or sporting community. Thus, it is necessary to verify that:

H3: Sports tourism has a positive impact on the tourist experience.

2.4. Tourism Infrastructure and Tourist Experience

Infrastructure plays a crucial role in shaping the tourist experience by providing essential facilities, services, and amenities that enhance travelers convenience, comfort, and safety. Tourism infrastructure has the potential to create good tourist experiences in several ways. First, Well-connected transportation networks make it easier for tourists to explore different attractions, visit remote destinations, and participate in various activities, enhancing the overall travel experience. Second, adequate accommodation infrastructure, such as hotels, resorts, guesthouses, and vacation rentals, offers tourists a range of choices to suit their preferences and budget. Access to these amenities enhances the convenience and satisfaction of tourists, allowing them to access essential services, obtain information, and enjoy leisure activities while exploring the destination. Thus, it is required to verify that:

H4: Tourism infrastructure has a positive impact on the tourist experience.

2.5. Green Tourism, Sport Tourism, and Tourism Infrastructure Toward Revisit Intention

The relationship between green tourism, sport tourism, and tourism infrastructure is often synergistic, with each element complementing and reinforcing the others to create a positive tourist experience [31]. Similarly, tourism infrastructure that supports sustainable practices, such as green transportation options or eco-certified accommodations, can enhance the appeal of sport tourism activities and encourage tourists to revisit the destination. Overall, integrating green tourism principles, sport tourism experiences, and well-developed tourism infrastructure can contribute to tourists positive perceptions of a destination and increase their likelihood of returning [7, 39]. From the explanation above, it is required to verify that:

H5: Green tourism positively impacts tourists intention to revisit.

H6: Sports tourism positively impacts tourists intention to revisit.

H7: Tourism infrastructure positively impacts tourists intention to revisit.

H8: Tourist experience mediates the effects of green tourism, sports tourism, and tourism infrastructure on tourists revisit intention.

3. METHODS

This research employs a quantitative method. The analysis technique used to develop a new revisit intention model in Mandalika is Variance-Based Structural Equation Modeling. The final model constructed will be tested through a series of Quality Criteria testing processes, namely R Square, f Square, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha [44]. This research was conducted in Mandalika, West Nusa Tenggara. The sample size for this study is 200 tourists, considering the requirement of the Maximum Likelihood Estimation technique, which requires samples ranging from 100 to 200. The assumption of data normality was tested using skewness and kurtosis, ensuring that values fell within acceptable ranges (-2 to +2). Additionally, sample adequacy was confirmed through the Kaiser-Meyer-Olkin (KMO) test, yielding a

value of 0.79, which meets the threshold for factor analysis validity. Out of 260 instruments distributed purposively, 200 fully completed instruments were collected with a return rate of 77%. The tourists who filled out the instruments comprised 168 domestic tourists (84%) and 32 foreign tourists (16%). Cultural differences play a pivotal role in shaping perceptions of green and sports tourism. Domestic tourists often prioritize affordability and proximity, valuing cultural heritage and local cuisines. In contrast, international tourists place greater emphasis on sustainability practices and the uniqueness of sports tourism events, reflecting their broader global exposure. These differences underline the need for destination-specific marketing strategies. The research instrument utilized a 5-choice Likert scale, and the results were used to conduct exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Figure 1 below illustrates the proposed revisit intention model formulated based on the previously conducted research framework.

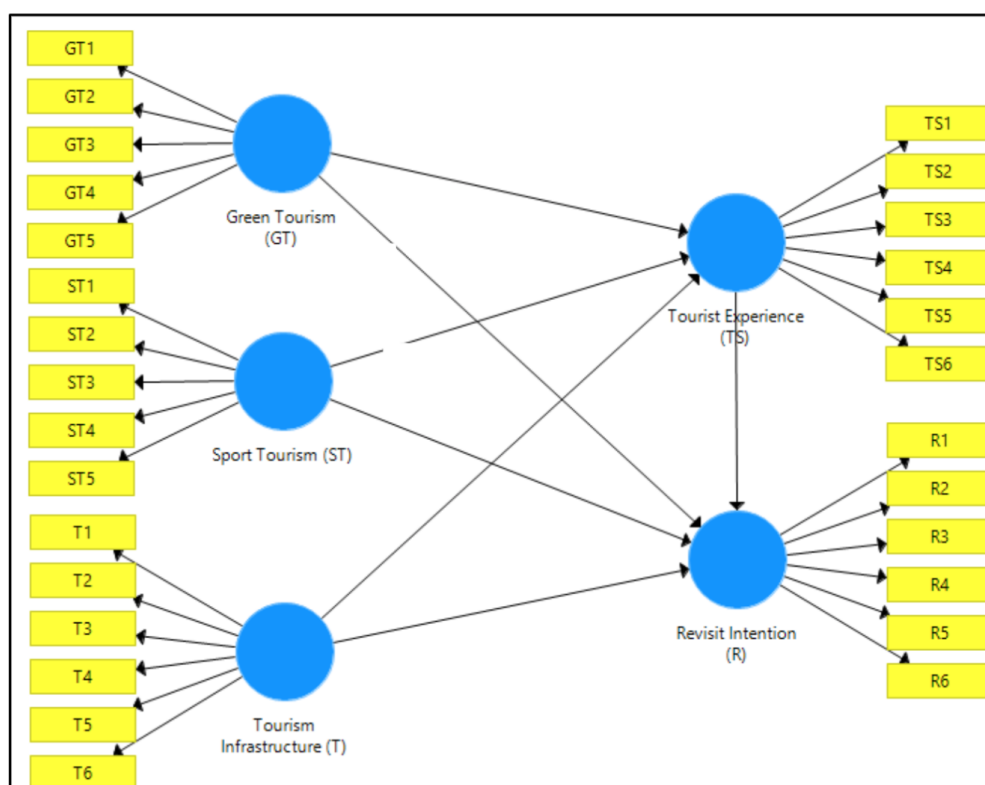


Figure 1. The Proposed Revisit Intention Model

This study conducts model evaluation in two stages: outer model and inner model evaluation. The outer model is assessed by examining the standardized loading factor values. Furthermore, Composite Reliability (CR) scores are examined, with the interpretation of CR being equivalent to Cronbach's Alpha. A threshold value > 0.7 is acceptable, while a value > 0.8 is highly satisfactory. Additionally, the Average Variance Extracted (AVE) is evaluated. The AVE value indicates the extent of variance or diversity of manifest variables that latent constructs can possess. A minimum AVE value of 0.5 indicates good convergent validity[45]. The structural or inner model is evaluated by examining the significance of relationships between constructs/variables. This can be observed from the path coefficient values, which depict the strength of relationships between constructs.

4. RESULT AND DISCUSSION

The research has identified some critical information from the tourists who participated in the survey in Mandalika. Demographic factors such as nationality and spending habits significantly influence tourist preferences. For example, international tourists, such as those from Australia, tend to stay longer and spend

more, prioritizing high-quality experiences. Domestic tourists, particularly from Jakarta and East Java, show a preference for shorter stays with moderate spending, indicating different expectations from the destination. These patterns highlight the importance of tailoring tourism offerings to diverse demographic groups. This information can be seen in the Table 1:

Table 1. Tourists in Briefs

Nationality and Region	Freq	%	Average Age	Average Length of stay (days)	Average Holiday Spending
Thailand	9	4.5	24	2	USD 650
Rest of Europe	8	4	36	5	USD 1298
Malaysia	7	3.5	23	3	USD 700
Australia	9	4.5	26	5	USD 1300
China	12	6	25	4	USD 1100
Indonesia					
Bandung	17	8.5	32	2	USD 185
Jakarta	30	15	28	3	USD 195
East Java	22	11	26	2	USD 245
Kalimantan	34	17	28	2	USD 195
Rest of Sumatra	28	14	27	3	USD 245
Lombok	24	12	28	2	USD 85
Total	200	100			

4.1. Outer Model Evaluation

The final results of the structural model testing for revisit intention are shown in Figure 2.

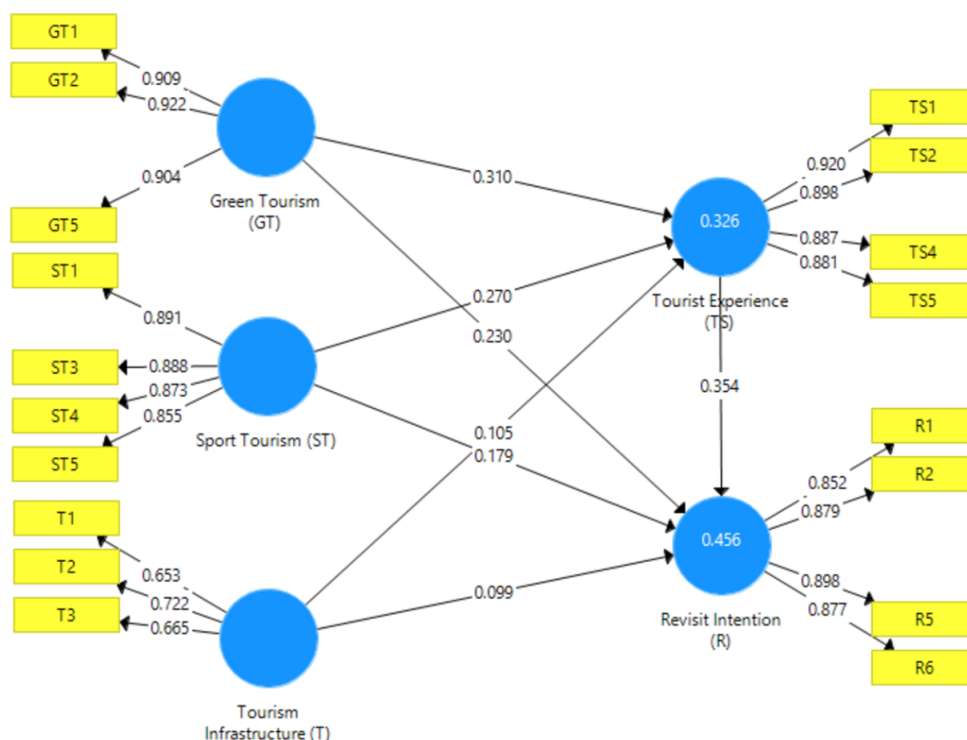


Figure 2. Outer Model

Figure 2 shows that the outer model is reliable, with indicators strongly correlating with their respective variables and being reflective. Furthermore, the measurement of the outer model is also conducted by

evaluating the average variance extracted (AVE) value, which is expected to be greater than 0.5. An AVE value approaching 1.0 for each variable indicates an excellent structural model and can serve as a basis for hypothesis testing. The complete results of the AVE values can be found in Table 2.

Table 2. Loading Factor

Latent Variable	Indicator	Loading Factor	Criteria (Loading Factor > 0.5)	Average Variance Extracted (AVE)	Criteria (AVE > 0.5)
Green Tourism (GT)	GT1	0.909	Supported	0.832	Supported
	GT2	0.922	Supported		
	GT5	0.904	Supported		
Revisit Intention (R)	R1	0.852	Supported	0.769	Supported
	R2	0.879	Supported		
	R5	0.898	Supported		
	R6	0.877	Supported		
Sport Tourism (ST)	ST1	0.891	Supported	0.769	Supported
	ST3	0.888	Supported		
	ST4	0.873	Supported		
	ST5	0.855	Supported		
Tourism Infrastructure (T)	T1	0.653	Supported	0.463	Unsupported
	T2	0.722	Supported		
	T3	0.665	Supported		
Tourist Experience (TS)	TS1	0.920	Supported	0.804	Supported
	TS2	0.898	Supported		
	TS4	0.887	Supported		
	TS5	0.881	Supported		

Next, composite reliability (CR) testing is also necessary to provide an overview of the structural model's reliability. In this test, the CR value is expected to be greater than 0.7 and close to 1.0. The complete composite reliability values for the structural model can be seen in Table 3.

Table 3. Composite Reliability

Latent Variable	Composite Reliability (CR)	Criteria (CR > 0.7)
GT	0.937	Reliable
R	0.930	Reliable
ST	0.930	Reliable
T	0.721	Reliable
TS	0.942	Reliable

The results of the Composite Reliability (CR) testing indicate that all the CR values for the latent variables exceed the accepted threshold of 0.7. This demonstrates that the structural model exhibits good reliability, with high CR values reflecting strong internal consistency in the measurement of these variables. Therefore, the model constructed shows a high level of reliability and is suitable for further testing in this study.

4.2. Inner Model Evaluation

The evaluation of the inner model begins with the R Square value, which ideally should be close to 1.0. As shown in Table 4, the structural model explains 45.6% ($R^2 = 0.456$) of the variance in revisit intention. Furthermore, the model accounts for 32.6% ($R^2 = 0.326$) of the variance in tourist experience.

Table 4. R Square

Latent Endogen	R Square	Correlation
Tourist Experience (TS)	0.326	Strong
Revisit Intention (R)	0.456	Moderate

Next, the F Square values in Table 5 indicate the level of correlation between the exogenous variables and the endogenous variable. Although the partial correlation is weak, the cumulative results are moderate to strong.

Table 5. F Square

Variable	Effect Size	Correlation
Tourist Experience (TS)		
Green Tourism (GT)	0.044	Weak
Sport Tourism (ST)	0.033	Weak
Tourism Infrastructure (T)	0.016	Weak
Revisit Intention (R)		
Green Tourism (GT)	0.028	Weak
Sport Tourism (ST)	0.017	Weak
Tourism Infrastructure (T)	0.017	Weak
Tourist Experience (TS)	0.155	Moderate

The F Square values indicate the level of correlation between the exogenous variables and the endogenous variables. While the individual correlations are weak, the cumulative results reflect moderate to strong relationships. This suggests that, while each factor has a limited effect size, their combined influence on the model's outcome is more substantial. The results highlight the importance of evaluating both individual and cumulative effects when interpreting structural model relationships.

4.3. Hypotheses Result

This study hypothesis testing results use the T-statistic. The value is shown in the structural model output in the Figure 3.

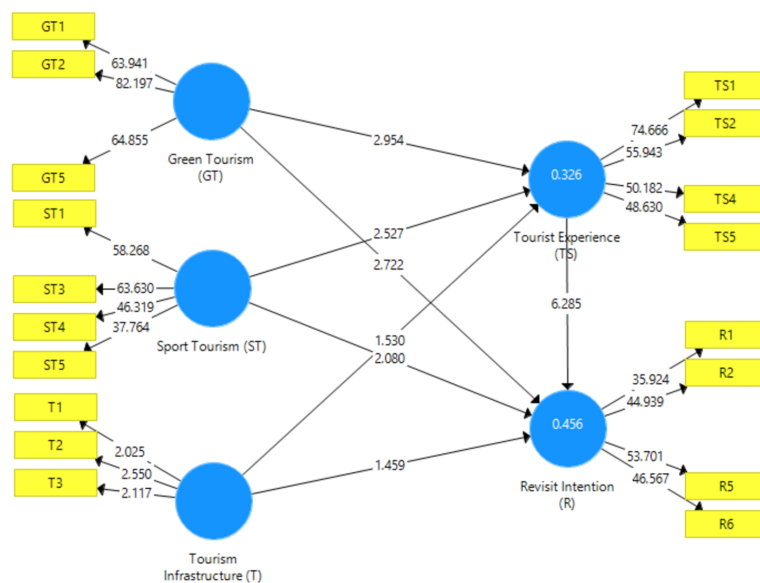


Figure 3. T-Statistic

Based on Table 6, The study reveals that Green Tourism (GT) and Sport Tourism (ST) significantly influence Tourist Experience (TS), while Tourism Infrastructure (T) has a limited impact. Green Tourism (GT) has a positive and significant effect on Tourist Experience, with a path coefficient of 0.310, a T-statistic of 2.954 (> 1.96), and a p-value of 0.003 (< 0.05). Similarly, Sport Tourism (ST) positively and significantly impacts Tourist Experience, with a path coefficient of 0.270, a T-statistic of 2.527 (> 1.96), and a p-value of 0.012 (< 0.05). These results confirm that both Green and Sport Tourism contribute meaningfully to enhancing the Tourist Experience. However, Tourism Infrastructure (T), despite having a positive path coefficient of 0.105,

does not significantly influence Tourist Experience, as indicated by a T-statistic of 1.530 (< 1.96) and a p-value of 0.127 (> 0.05). This suggests that while infrastructure plays a supporting role, its direct impact on Tourist Experience is less pronounced.

Table 6. Path Coefficient Value (Tourist Experience)

Path	Path Coefficient	T Statistics	P Values
GT $\rightarrow$ TS	0.310	2.954	0.003
ST $\rightarrow$ TS	0.270	2.527	0.012
T $\rightarrow$ TS	0.105	1.530	0.127

The analysis of path coefficients reveals significant findings regarding the relationships between Green Tourism (GT), Sport Tourism (ST), Tourism Infrastructure (T), Tourist Experience (TS), and Revisit Intention (R). The path coefficient for Green Tourism (GT) is positive at 0.230, indicating a direct relationship. The influence is significant, with a T-statistic of 2.722 exceeding the critical value of 1.96 and a p-value of 0.007 (< 0.05), confirming that Green Tourism positively and significantly affects Revisit Intention. These results support the hypothesis that Sport Tourism has a meaningful impact on Revisit Intention.

Table 7. Path Coefficient Value (Revisit Intention)

Path	Path Coefficient	T Statistics	P Values
GT $\rightarrow$ R	0.230	2.722	0.007
ST $\rightarrow$ R	0.179	2.080	0.038
T $\rightarrow$ R	0.099	1.459	0.145
TS $\rightarrow$ R	0.354	6.285	0.000

On the other hand, the Tourism Infrastructure (T) variable has a positive path coefficient of 0.099 but does not show a significant influence on Revisit Intention, with a T-statistic of 1.459 (below 1.96) and a p-value of 0.145 (> 0.05). Lastly, Tourist Experience (TS) shows the strongest relationship, with a positive path coefficient of 0.354. Its influence on Revisit Intention is highly significant, evidenced by a T-statistic of 6.285 and a p-value of 0.000 (< 0.05). These findings highlight the critical role of Tourist Experience in driving Revisit Intention compared to other variables.

Table 8. Path Coefficient Value (Revisit Intention)

Path	Path Coefficient	T Statistics	P Values
GT $\rightarrow$ TS $\rightarrow$ R	0.110	2.660	0.008
ST $\rightarrow$ TS $\rightarrow$ R	0.096	2.219	0.027
T $\rightarrow$ TS $\rightarrow$ R	0.037	1.471	0.142

Based on Table 8, the path coefficient value for the Green Tourism (GT) variable is positive, at 0.110, indicating that the direction of the relationship between Green Tourism (GT) and Revisit Intention (R) through Tourist Experience (TS) is positive or direct. This means that if Green Tourism (GT) increases through Tourist Experience (TS), Revisit Intention (R) will also increase, and vice versa. The influence of Green Tourism (GT) on Revisit Intention (R) through Tourist Experience (TS) is significant in a 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 2.660, which is greater than the t_{table} value, and the p-value is less than the alpha of 5% ($0.008 < 0.05$). Therefore, H1 is accepted, meaning that Green Tourism (GT) has a significant effect on Revisit Intention (R) through Tourist Experience (TS).

The analysis highlights the indirect effects of Sport Tourism (ST) and Tourism Infrastructure (T) on Revisit Intention (R) through Tourist Experience (TS). Sport Tourism (ST) demonstrates a positive and significant relationship with Revisit Intention (R) through Tourist Experience (TS), with a path coefficient of 0.096, a T-statistic of 2.219 (> 1.96), and a p-value of 0.027 (< 0.05). This confirms that Sport Tourism significantly enhances Revisit Intention when mediated by Tourist Experience. In contrast, Tourism Infrastructure (T) also shows a positive but insignificant relationship with Revisit Intention through Tourist Experience, with a path coefficient of 0.037, a T-statistic of 1.471 (< 1.96), and a p-value of 0.142 (> 0.05). These findings indicate that while infrastructure contributes to the overall experience, its indirect impact on Revisit Intention through Tourist Experience is minimal.

4.4. Discussion

This research provides valuable insights into the factors influencing revisit intention among tourists in the context of sports tourism destinations. Result interpretation indicates that green tourism and sports tourism significantly enhance tourist experiences, directly impacting revisit intention. On the other hand, tourism infrastructure showed limited direct influence, despite being a facilitator. Practical implications suggest prioritizing eco-friendly and experiential strategies, such as promoting sustainable holiday packages and enhancing service quality, to drive repeat visits. The findings highlight the significant positive impact of eco-friendly and sports tourism on tourist experiences and revisit intentions. This aligns with previous research emphasizing the importance of sustainable and experience-based tourism offerings in shaping positive visitor experiences and encouraging repeat visits. The study reveals that tourist experience is a crucial mediator significantly influencing revisit intention. These findings underscore the importance of delivering exceptional and memorable experiences to tourists, the findings align with the Destination Competitiveness Theory, which emphasizes the interplay of attractions, experiences, and infrastructure in shaping tourist behavior. Additionally, the Expectancy-Disconfirmation Theory supports the role of fulfilled expectations in driving revisit intentions, particularly through green and sports tourism experiences, as positive experiences foster a strong desire to revisit the destination. Destination managers and tourism stakeholders should prioritize enhancing the overall tourist experience by focusing on factors such as service quality and unique attractions and creating immersive and authentic experiences. Interestingly, while eco-friendly tourism and sports tourism show significant direct and indirect impacts on revisit intention, tourism infrastructure does not exhibit a significant impact. This suggests that although infrastructure is essential for facilitating tourism activities, it may not be a determining factor in influencing revisit intention. Tourists might prioritize the overall quality of their experiences and the destination's unique offerings over the infrastructure.

The findings of this research have practical implications for marketing strategies and destination management. To increase revisit intentions, tourism stakeholders should emphasize the promotion of eco-friendly and sports tourism, as these elements contribute to sustainable practices and resonate with tourists seeking unique and environmentally conscious experiences through Green Tourism. Destination branding and marketing efforts should highlight the location eco-friendly and sports tourism aspects, showcasing eco-friendly practices, outdoor activities, and opportunities for active participation. Investment in developing and enhancing tourist experiences should also be a top priority. While this research provides valuable insights, it is essential to acknowledge its limitations and potential avenues for future research. Factors such as tourists cultural and demographic characteristics and the specific nature of the sports tourism activities may influence these findings. Future research could explore these aspects in more depth to better understand revisit intention in the context of sports tourism destinations.

5. MANAGERIAL IMPLICATIONS

Destination managers should leverage the interplay between green tourism, sports tourism, and tourist experiences to design comprehensive strategies that enhance visitor satisfaction while promoting sustainability. These approaches ensure long-term economic and environmental benefits.

Promote unique, eco-friendly experiences that resonate with tourists who prioritize environmental awareness. By doing so, destinations can strengthen their appeal and contribute to sustainable economic growth.

6. CONCLUSION

Tourist experience has a significant influence on revisit intention. This experience includes the unique natural beauty of the location and the presence of the Mandalika International Circuit, which regularly hosts national and international racing events. However, tourists have also expressed concerns about the less-than-optimal internet and Wi-Fi facilities and the limited number of internationally standard accommodation facilities. To strengthen revisit intentions at this sport-tourism location, it is necessary to quickly build widespread internet and Wi-Fi facilities in public areas such as restaurants, hotels, the circuit, and playgrounds. Although this research successfully promotes a new model to strengthen revisit intention in the sport-tourism area, its implementation still has some limitations.

First, this research was conducted in only one location, so the new model developed still needs further development. Second, the number of foreign tourists present at the location was also small, so the information

obtained from foreign tourists could be more optimal. Third, other elements, such as aspects of destination image and culture, still need to be included in the model. This suggests that the model needs further development. Another limitation is the absence of qualitative insights, such as in-depth interviews or focus group discussions, which could provide richer contextual understanding. Future research should incorporate qualitative methods to explore subjective experiences and perceptions, offering a more comprehensive analysis of revisit intention drivers. Future sport-tourism studies in other regions need to address this research's limitations. Moreover, the proposed revisit intention model offers practical applications for policymakers, especially in sustainable tourism development. By aligning strategies with environmental goals, destinations like Mandalika can contribute to sustainable regional growth. This model can be adapted to other locations, facilitating the development of eco-friendly and experiential tourism hubs globally.

7. DECLARATIONS

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7.2. Author Contributions

Conceptualization: AH, AB, RS; Methodology: AH, AB, RS; Software: AH; Validation: AH and RS; Formal Analysis: AH and AB; Investigation: RS; Resources: AB; Data Curation: AH; Writing Original Draft Preparation: AB and RS; Writing Review and Editing: AH and RS; Visualization: RS; All authors, AH, AB, RS, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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