Sustainable Marketing Approach to Enhance Tourist Revisit Intention: A Conceptual Study of Island Tourism

Ridho Rafqi Ilhamalimy[1*], Usep Suhud[2], Setyo Ferry Wibowo[3]

[1,2,3] Fakultas Ekonomi dan Bisnis, Universitas Negeri Jakarta, Jakarta, Indonesia.
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*Email: Ridho.rafqi@mhs.unj.ac.id[1]

Abstract

Tourism destinations today face growing pressure to balance economic development with sustainability, making it essential for marketing strategies to not only attract travelers but also encourage responsible behavior and return visits. This conceptual paper investigates what influences tourists' intentions to revisit Lombok Island, Indonesia, through the lens of sustainable marketing. The proposed model is based on three key destination attributes attractiveness, accessibility, and amenities and examines how these elements affect tourist happiness, satisfaction, and previous experiences, all of which shape the likelihood of a return visit. The framework posits that a fulfilling travel experience extends beyond the trip itself, contributing to sustainable tourism when visitors are inspired to come back and recommend the location, thereby cutting down on the cost of acquiring new tourists.

Tourist happiness encompasses the emotional impact derived from natural beauty, cultural richness, and genuine experiences, whereas satisfaction is based on a rational assessment of service quality and facilities. Previous experiences serve as a built-up memory that fosters lasting loyalty to the destination. In the context of sustainable marketing, the model emphasizes the importance for destination managers and policymakers to invest in eco-friendly infrastructure, community-driven services, and culturally respectful promotions to build long-term value. By aligning tourist well-being with sustainability goals, this study argues that the intention to revisit is both a behavioral result and a key measure of marketing success.

In conclusion, the framework stresses that sustainable marketing in island tourism involves more than just drawing visitors it requires aligning their satisfaction with efforts to protect cultural heritage and natural environments, ensuring that Lombok remains a strong and sustainable destination.

Keywords

Introduction

Tourism is a crucial sector driving economic growth, particularly in developing countries like Indonesia. However, tourism development that does not align with sustainability principles often has negative environmental and social impacts, creating a dilemma between economic growth and resource conservation. ((Bhuiyan et al., 2024) Lombok, as one of the leading destinations designated by the government through the Super Priority Tourism Destination program, serves as a clear example of how tourism can significantly contribute to the local economy while addressing sustainability challenges. Previous research has shown that tourism development in Mandalika, Lombok, has had significant direct and indirect economic impacts, but has also raised issues regarding the distribution of benefits, environmental pressures, and socio-cultural sustainability (Rachmat Widjaja et al.,2023). On the other hand, tourist destinations like Lombok face various strategic issues, ranging from environmental degradation due to overcapacity and waste problems, limited infrastructure and supporting facilities, to low rates of repeat visits. Repeat visits are crucial for reducing promotional costs, increasing tourist loyalty, and strengthening marketing through positive word-of-mouth (Singh & Singh, 2019). Thus, destination management does not only stop at attracting new tourists, but also ensures that their experiences are meaningful enough to encourage the intention to return.

Theoretically, most previous research has focused on the relationship between destination attributes such as attractiveness, accessibility, and amenities with tourist satisfaction or destination image. (Rahmawati et al., 2024). However, there are still limited studies that comprehensively integrate emotional dimensions such as tourist happiness and past experience to explain revisit intention. In fact, tourists' happiness and past experiences are often the determining factors that differentiate between a single-visit destination and one that truly fosters long-term loyalty. While numerous studies have emphasized the importance of destination attributes in shaping satisfaction and loyalty, several gaps remain that remain largely unexplored. First, the inclusion of affective factors such as tourist happiness in empirical models is still limited, even though emotional dimensions have a significant influence on long-term tourist behavior. (Peng et al., 2023) Second, past experience variables are often treated only as control variables, even though travel memories have an important role in forming destination attachment and revisit intentions. (Tung & Ritchie, 2011). Third, research in Indonesia generally focuses on physical factors (the 3As) without much attention to integration with sustainable marketing. This gap presents an opportunity to develop a new conceptual framework that emphasizes the role of the 3As in shaping happiness, satisfaction, and past experiences, which ultimately lead to revisit intentions among Lombok tourists.

The urgency of this research is further strengthened when linked to findings from international literature that revisit intention is not only crucial as an indicator of a tourist destination's economic success but also a key strategy for sustainable tourism development. The study "Understanding the Influencing Factors of Tourists' Revisit Intention" confirms that experiential marketing and perceived interest play a crucial role in building tourists' intention to return, and that tourists' well-being is a crucial factor (Lin, 2024). Another study, Tourist Satisfaction, Experience, and Revisit Intention for Wellness Tourism Destinations, highlights that tourist satisfaction and satisfying experiences have a significant impact on repeat visits, and emotional and memorable aspects are rarely integrated in previous models (Wu & Chen, 2014). In Indonesia, a study by (Sugiama et al., 2024) shows that attractions, accessibility, and facilities

significantly influence the satisfaction and return intention of young tourists at water park destinations. This confirms that the physical attributes of destinations are indeed relevant, but research needs to be expanded to include emotional aspects and deeper tourist experiences. In line with this, the bibliometric study conducted (Ratih & Noer, n.d.) emphasized that global research on tourism still focuses on satisfaction, loyalty, and initial factors of revisit intention, while variables such as past experience, tourist happiness, and sustainability dimensions still require more comprehensive conceptual development.

Therefore, this conceptual research offers novelty by developing a revisit intention model that integrates destination (3A) determinants, psychological factors (Tourist Happiness), and past experience. This framework emphasizes that the happiness of tourists is not just a product of satisfaction, but is an affective predictor that can strengthen the intention of re -visit and long - term loyalty. By adopting a sustainable marketing approach, this research not only contributes to tourism literature, but also provides a practical framework for the management of Lombok destinations to be able to increase long -term value through the creation of authentic, memorable, and in harmony with environmental sustainability and local culture.

Theoritical Background

Sustainable Marketing and Tourism: Principles, Relevance, and Application in Island Destinations

Sustainable marketing in the context of tourism is an approach where tourist destinations not only promote attractions and facilities but also consider environmental, cultural, social, and economic aspects so that tourism development can be sustainable in the long term without damaging local resources. The principles include environmental sustainability. (environmental sustainability), social justice, cultural preservation, and local community well-being. (d'Angella et al., 2025) identified that sustainable destination development strategies must go through the stages of awareness, agenda setting, action, and monitoring, which are relevant for island destinations as focal points of unique natural and cultural spaces. (Kusumaningrum et al., 2024) examined how tourists' perceived sustainability values influence perceived value in the context of destination marketing, and found that marketing approaches that include sustainability elements are more valued by tourists. (McLeod et al., 2022) Island destinations have unique characteristics such as limited ecosystems, heavy reliance on natural attractions, and often more difficult accessibility; therefore, the implementation of sustainable marketing is crucial to ensure that tourism growth and tourist satisfaction do not compromise authenticity, culture, and the environment.

Destination Attributes (3A: Attractiveness, Accessibility, Amenities): Their Role in Shaping the Tourist Experience

Destination attributes are important variables in the tourism literature as antecedents of satisfaction, return intentions, and tourist behavior. Attractiveness encompasses the natural, cultural, historical, and unique attractions of a destination. Accessibility encompasses ease of access to the destination (external transportation), internal access within the destination, and the

availability of transportation, roads, and communication facilities. Amenities encompass supporting facilities such as accommodations, restaurants, public services, tourist facilities, comfort, and safety(Cooper, 2008). Research by (Li et al., 2023) shows that destination attractiveness is divided into two dimensions related to service facilities and sightseeing experience and that these two dimensions have a positive influence on environmentally responsible behavior through place attachment. (Ćulić et al., 2021) In a study of emerging destinations in Serbia, researchers found that destination attractiveness factors, including amenities, infrastructure and accessibility, hospitality and services, and socio-safety and economic values, had a positive influence on satisfaction and revisit intentions. Another study, Evaluating Nature Based Tourism Destinations, oleh (Gu et al., 2022) emphasized that three elements frequently used in the definition of destination attributes natural attractions, man-made attractions, accessibility (outside and inside the destination), and amenities (provision of facilities) play an important role in shaping tourists' perceptions and their satisfaction.

Tourist Happiness: The Emotional Value of Natural Beauty, Culture, and Authentic Experiences

Tourist happiness is a positive emotional state experienced by tourists during and after a visit, which can arise from natural beauty, cultural uniqueness, authentic experiences, interactions with local communities, and non-material factors that provide meaning and engagement. This experience is more than just satisfaction; it involves memories, affection, attachment, and nostalgia (Pearce, 2005). As for (Peng et al., 2023) In the study Exploring the influence of tourists' happiness on revisit intention, it was found that tourists' happiness increases memorable tourism experiences and place attachment, which in turn stimulates the intention to return. In the study Memorability of a previous travel experience and revisit intention by (Hu & Xu, 2021) found that memorable and nostalgic past experiences help strengthen attachment to the destination, which increases the likelihood of revisit intention.

Tourist Satisfaction: A Rational Evaluation of Service and Facility Quality

Satisfaction in the tourism context is understood as a tourist's cognitive assessment of how well their experience met or exceeded their expectations, including service quality, facilities, comfort, safety, cleanliness, and value for money. Satisfaction is a key variable often used as a mediator between destination attributes and revisit intention (Kotler et al., 2017). Then (Ćulić et al., 2021) found that destination attractiveness factors (including accessibility, facilities, amenities) have a direct positive effect on tourist satisfaction in first-time destinations, and that satisfaction itself acts as a significant mediator between destination attributes and revisit intentions. Local research by (Juliana et al., 2023) found that holistic experience, experience quality, and vivid memory strengthen tourist satisfaction which then has a positive impact on revisit intention.

Past Experience: Cumulative Memory That Drives Long-Term Loyalty

Past experience encompasses the totality of memories, impressions, enjoyment, and emotional aspects of previous visits stored in a traveler's memory. This past experience is important because it can shape expectations, mental images, attachments, and destination loyalty(Brent Ritchie et al., 2011).then (Hu & Xu, 2021) found that the memorability of previous

experiences influences revisit intention through nostalgia and destination attachment. (Ratih & Noer, n.d.) In a bibliometric review, they stated that emotional and memorable experiences are one of the types of "tourist experiences" that most often influence satisfaction and return intentions; however, they also found that the scale of past experiences has not always been measured consistently.

Revisit Intention: As a Behavioral Outcome and a Measure of the Effectiveness of Sustainable Marketing Strategies

Revisit intention is a crucial outcome variable in tourism research, demonstrating loyalty, marketing cost-efficiency (since returning visitors tend to promote through word-of-mouth), and long-term benefits to the destination (Kozak & Kozak, 2016). In the context of sustainable marketing, revisit intention serves as a measure of whether a marketing strategy is successful not only in attracting new visitors but also in building lasting relationships with them (Kotler et al., 2017). Then (Lin, 2024) In the study Understanding the influencing factors of tourists' revisit intention, it was confirmed that marketing involving experiential marketing and perceived interest correlated strongly with revisit intention. (Ćulić et al., 2021) found that in novice destinations, satisfaction mediated the influence of destination attributes on revisit intention. The study (Juliana et al., 2023) shows that the quality of the holistic experience and the quality of the tourism experience directly and indirectly influence the intention to revisit.

Conceptual Model and Propositions Development

Relationship (3A: Attractiveness, Accessibility, Amenities) with Tourist Happiness

Destination attributes such as natural beauty, friendly locals, easy transportation access, and quality tourism facilities have been proven to increase tourist happiness. This happiness is not just a fleeting response, but an emotional experience that remains ingrained in tourists' memories. (Peng et al., 2023) Research shows that tourist happiness plays a crucial role in building place attachment, which ultimately increases the likelihood of returning. This is particularly relevant in Lombok, where the beauty of the beaches, the panoramic views of Mount Rinjani, and the interaction with Sasak culture have the potential to spark profound happiness in tourists. In addition, tourists' engagement with authentic attractions strengthens positive affect. (Rasoolimanesh et al., 2022) confirmed that visitor engagement and authentic experiences contribute significantly to tourist happiness, which in turn drives repeat intention. Another qualitative study by (Shashina et al., 2022) emphasized that coastal environments, particularly the sea and beaches, are correlated with positive emotions, psychological recovery, and emotional well-being in tourists. These findings confirm that natural attractions like Lombok's coastline are not merely visual objects, but rather a major source of tourist happiness.

The accessibility dimension has also been shown to be influential, (Dumitrașcu et al., 2023) found that good accessibility improves comfort, travel efficiency, and tourist satisfaction, which indirectly contributes to happiness. In the context of Lombok, connectivity between the airport, Mandalika, Senggigi, and Gili Trawangan can streamline tourist travel, resulting in a more enjoyable experience. Equally important, amenities such as cleanliness, hospitality, and the quality

of the servicescape also contribute to increased tourist happiness. The study (Putra et al., 2021) Found that tourist satisfaction and happiness are shaped by the quality of service and comfort. Furthermore, the well-being aspects of tourists include hedonic (pleasure) and eudaimonic (meaning) dimensions, both of which play a role in strengthening happiness. (Vada et al., 2019) affirms that meaningful and enjoyable experiences will strengthen destination attachment, while creating long-term happiness. In the context of sustainable marketing, (Lin, 2024) He added that experiential marketing and tourists' perceived interest can improve their emotional well-being. Therefore, a destination strategy like Lombok's must be able to package the 3As into authentic, interactive, and memorable experiences, resulting in happiness and ultimately tourist loyalty.

Based on this literature synthesis, the following key propositions can be formulated:

• **P1**: Attractiveness has a positive effect on tourist happiness.
• **P2**: Accessibility has a positive effect on tourist happiness.
• **P3**: Amenities have a positive effect on tourist happiness.

Relationship (3A: Attractiveness, Accessibility, Amenities) with Tourist Satisfaction

Destination attributes (3As: Attractiveness, Accessibility, and Amenities) are the primary factors shaping tourist satisfaction. Satisfaction in tourism is typically defined as tourists' rational evaluation of the extent to which their experience meets or exceeds pre-travel expectations. This includes the quality of natural and cultural attractions, ease of access, and the comfort and completeness of supporting facilities. In research, (Suhud et al., 2022) found that destination attributes (Attractiveness, Accessibility, Amenities) remain key to shaping satisfaction and return intentions. Study (Ćulić et al., 2021) found that attractiveness, accessibility, and amenities had a significant positive effect on tourist satisfaction at first-time destinations in Serbia. This study confirms that satisfaction is an important mediating variable linking destination attributes to revisit intentions. Similar findings were also reported by (Li et al., 2023) which emphasizes that facility services and sightseeing experiences contribute to the evaluation of tourist satisfaction while building environmentally friendly behavior through destination attachment.

In the context of island destinations, (Gu et al., 2022) emphasizes that natural attractions, internal and external accessibility, and amenities such as accommodations and restaurants are strong predictors of tourist satisfaction. This is relevant to Lombok, where tourists rate the comfort of accommodations in Senggigi, smooth transportation to the Gili Islands, and the availability of halal-certified facilities as important factors in their satisfaction. Local studies conducted by (Rahmawati et al., 2024) A systematic review also found that memorable tourism experience (MTE) is closely related to tourist satisfaction. Destination attributes that support memorable experiences, such as the beauty of Rinjani or Sasak cultural attractions, strengthen tourists' positive evaluations. This is reinforced by (Sugimana et al., 2024), which found that attractions, accessibility, and facilities have a significant contribution to young tourists' satisfaction at Indonesian water park destinations, which then drives return intentions. (Ilhamalimy et al., 2025) also found that Attractiveness, Accessibility, Amenities that are managed sustainably can increase tourist satisfaction. Thus, it is clear that the better the quality of attractions, accessibility, and amenities offered by a destination, the higher the level of tourist satisfaction. Within a sustainable marketing framework, satisfaction is viewed not only as the end result of a trip but also as a measure of the success of a destination's strategy in creating long-term value.

Based on this literature synthesis, the following key propositions can be formulated:

• **P4**: Attractiveness has a positive effect on tourist satisfaction.
• **P5**: Accessibility has a positive effect on tourist satisfaction.
• **P6**: Amenities have a positive effect on tourist satisfaction.

Relationship (3A: Attractiveness, Accessibility, Amenities) with Past Experience

Destination attributes (3As) not only impact satisfaction during a visit but also shape long-term memories known as past experiences. These memories encompass positive impressions, social interactions, emotional atmosphere, and the quality of service experienced by tourists. The more positive the experience, the greater the likelihood that tourists will remember the destination fondly and want to revisit it. (Hu & Xu, 2021) emphasized that memorable travel experiences create nostalgia and emotional attachment, which then strengthen revisit intention. This is in line with the findings (Ratih & Noer, n.d.) in a bibliometric review, which found that tourist experience is a dominant factor in research on satisfaction and revisit intention, although the past experience variable is often not optimally utilized in tourism models.

Furthermore, (Tung & Ritchie, 2011) introduced the concept of memorable tourism experiences (MTEs) influenced by interactions with attractions, destination accessibility, and supporting amenities. They argued that the quality of these experiences would influence how tourists remembered their trips in the future. This is supported by (Lau et al., 2016), who found that natural attractions, social interactions with local communities, and high-quality facilities leave a lasting impression on tourists' memories. In the context of an island destination like Lombok, natural attractions (beaches, Mount Rinjani), local culture (traditional Sasak villages), and easy access to the Gili Islands are crucial factors in creating positive past experiences. Meanwhile, amenities like comfortable accommodations, halal restaurants, and friendly service reinforce pleasant memories. (Sugimana et al., 2024) also found that facilities and attractions that meet the expectations of young tourists at water recreation destinations contribute significantly to past experiences that encourage the desire to return. Thus, it can be concluded that the 3As play a role not only in immediate satisfaction but also in shaping cumulative past experiences. Positive memories from previous trips serve as assets that strengthen tourists' loyalty to a destination.

Based on this literature synthesis, the following key propositions can be formulated:

• **P7**: Attractiveness has a positive effect on past experience.
• **P8**: Accessibility has a positive effect on past experience.
• **P9**: Amenities have a positive effect on past experience.

The Relationship Between Tourist Happiness and Revisit Intention

Tourist happiness is a crucial emotional factor that can drive tourist loyalty to a destination. Happiness is not merely fleeting, but rather forms a long-term emotional experience that strengthens tourists' attachment to the destination, ultimately driving revisit intention. A combination of functional, emotional, technological, and cultural factors is needed to encourage repeat visits (Supriadi et al., 2025). (Peng et al., 2023) found that tourist happiness was positively related to revisit intentions through memorable tourism experiences (MTE) and place attachment. This suggests that happy tourists tend to retain positive memories that encourage them to return.

(Rasoolimanesh et al., 2022) also emphasized that memorable experiences that are meaningful and generate positive emotions are strong predictors of tourist loyalty.

Besides that,(Prayag et al., 2013) shows that tourists' happiness and emotional well-being (subjective well-being) are important factors that increase the likelihood of tourists recommending and returning to a destination. This study strengthens the argument that the affective dimension is more influential than just cognitive aspects such as satisfaction. In the context of wellness tourism, (Seow et al., 2024) found that tourist happiness triggered by the quality of the experience significantly influenced repeat intentions. Meanwhile, (Vada et al., 2019) explains that hedonic (pleasure) and eudaimonic (meaning) well-being play an important role in strengthening tourists' attachment to destinations. In the context of Lombok, tourist happiness can stem from various aspects: natural beauty like Kuta Beach and Mandalika and Mount Rinjani, Sasak cultural experiences, and warm interactions with the local community. When these experiences generate strong happiness, tourists are more likely to repeat their trip and recommend Lombok to others.

Based on this literature synthesis, the following key propositions can be formulated:
• **P10:** Tourist Happiness has a positive influence on Revisit Intention.

The Relationship between Tourist Satisfaction and Revisit Intention

Tourist satisfaction is one of the variables most consistently shown to influence revisit intention in the tourism literature. Satisfaction is a traveler's rational evaluation of the quality of a destination's attractions, accessibility, amenities, and services compared to their expectations. Satisfied travelers tend to have higher levels of loyalty, repeat visits, and provide positive recommendations. Research by (Almas et al., n.d.) found that revisit intention is formed from a combination of destination image, satisfaction, attachment, and memorable experiences. Classical studies (Oliver, 1997) explains that satisfaction is the main foundation of consumer loyalty in various contexts, including tourism. In contemporary tourism,(Ćulić et al., 2021) found that tourist satisfaction acts as a significant mediator between destination attractiveness factors and revisit intentions. Similarly, (Prayag et al., 2013) confirms that satisfaction not only influences repeat visit behavior, but also strengthens positive recommendations through word-of-mouth.

Local research in Indonesia also supports this relationship, (Sugiama et al., 2024) found that attractions, accessibility, and tourist facilities positively influence young tourists' satisfaction, which in turn increases revisit intention. These results suggest that when tourists are satisfied with their experience, they are more likely to return to the same destination. Besides that, (Seow et al., 2024) In the context of wellness tourism, it was found that tourist satisfaction has a direct and significant effect on revisit intentions. Similar research by (Wong & Lui, 2018) showed that international tourist satisfaction in Asian destinations acts as a major predictor of return intention, confirming the validity of this relationship across geographic contexts. For Lombok, this is particularly relevant. Tourists who are satisfied with the beauty of Mandalika Beach, the convenience of transportation to the Gili Islands, and the adequate accommodation and culinary facilities are more likely to return. Therefore, a sustainable marketing strategy needs to ensure that all destination attributes provide ongoing satisfaction, so that revisit intention can naturally develop

Based on this literature synthesis, the following key propositions can be formulated:
• **P11:** Tourist Satisfaction has a positive effect on Revisit Intention.

The Relationship Between Past Experience and Revisit Intention

Past experience is a traveler's cumulative memory of previous visits, encompassing emotional impressions, social interactions, service quality, and the overall condition of the destination. Positive experiences leave a strong memory that encourages travelers to return, while negative experiences can reduce revisit intentions. Therefore, past experience is an important factor mediating the relationship between destination attributes and future traveler behavior. (Larsen, 2007). (Hu & Xu, 2021) found that memorable travel experiences contribute significantly to revisit intentions through nostalgia and emotional attachment to the destination. (Tung & Ritchie, 2011) also confirms that dimensions of memorable experiences, such as natural attractions, cultural interactions, and quality amenities, strengthen tourists' memories, which leads to loyalty. More recent research by (Lau et al., 2016) developed a scale of memorable tourism experiences (MTEs) and showed that social aspects, cultural authenticity, and good facilities form long-term memories that encourage repeat visit behavior.

(Ratih & Noer, n.d.) Bibliometric studies confirm that tourist experience is a dominant theme in the literature on satisfaction and return intentions, although the past experience variable remains relatively underexplored in empirical models. (SUGIAMA et al., 2024) shows that positive experiences of attractions, accessibility, and facilities at water recreation destinations are closely related to young tourists' desire to return. In the context of Lombok, past experiences can be shaped by the beauty of Mandalika Beach, watching MotoGP, climbing Mount Rinjani, or interacting with Sasak culture. If these experiences are positive, tourists are more likely to retain memories that strengthen their intention to return. Conversely, poor experiences related to cleanliness, accessibility, or service can reduce the likelihood of a repeat visit.

Based on this literature synthesis, the following key propositions can be formulated:
• **P12:** Past Experience has a positive influence on Revisit Intention.
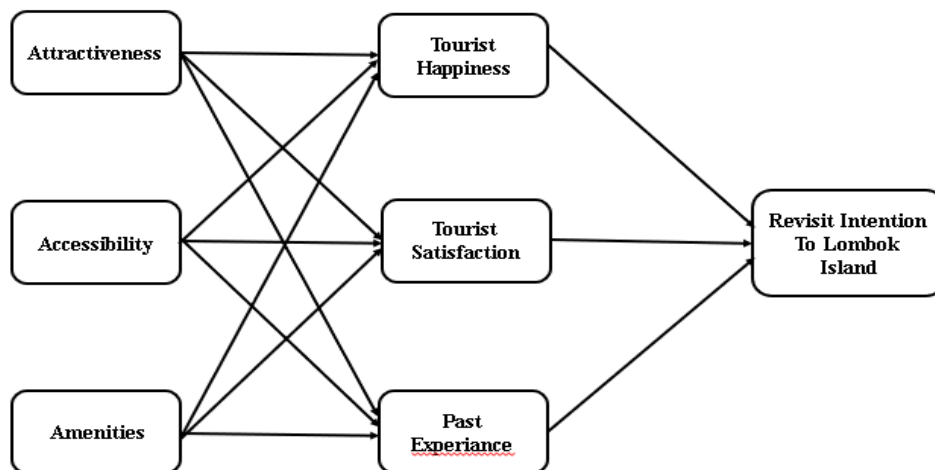
Figure 1. Conceptual framework

Conclusion

This conceptual article emphasizes that sustainable tourism development cannot simply focus on increasing the number of visits, but must integrate sustainability aspects across economic, social, cultural, and environmental dimensions. The proposed model positions destination attributes (3As: attractiveness, accessibility, amenities) as the primary foundation for shaping tourist happiness, satisfaction, and past experiences, which in turn drive revisit intention as a form of tourist loyalty. The resulting theoretical contribution is the enrichment of the literature by combining cognitive (satisfaction), affective (happiness), and long-term memory (past experiences) variables, which have rarely been comprehensively integrated in empirical studies. Thus, tourist loyalty is seen not only as the result of rational evaluation, but also as a reflection of positive emotions and memorable memories inherent in tourists.

In the context of Lombok tourism as a Super Priority Tourism Destination, this model holds high relevance. Lombok's natural beauty, unique Sasak culture, and continuously developing infrastructure and amenities are key strengths that can build tourist happiness and satisfaction. However, challenges such as limited accessibility, cleanliness issues, and environmental management still need to be improved to create a more positive tourist experience and encourage repeat visits. These conceptual findings confirm that revisit intention can be used as an indicator of the success of sustainable marketing strategies. Tourists who are happy, satisfied, and have memorable experiences will be more loyal, return to visit, and recommend Lombok to others, thereby reducing reliance on expensive and extensive promotions.

Despite its significant contribution, this research has several limitations. First, the model presented is still conceptual and therefore has not been empirically tested. This means that the relationships between the proposed variables remain hypotheses that need to be validated through field research. Second, the research's focus on the Lombok context limits its generalizability to other destinations with different characteristics. Third, other potential variables, such as destination image, perceived value, or cultural authenticity, have not been included in the model, thus limiting the scope of the analysis. Therefore, future research agendas are suggested to: (1) conduct empirical tests involving domestic and international tourists using quantitative approaches such as structural equation modeling (SEM); (2) test the role of mediating and moderating variables such as destination image or perceived value to broaden understanding of factors influencing revisit intention; (3) use a longitudinal research design to explore how past experience shapes long-term loyalty; (4) conduct comparative studies across destinations, for example between Lombok and Bali, to see the differentiation and competitive advantages of each destination; and (5) integrate sustainability dimensions explicitly in measurements to better align with the direction of national and global sustainable tourism development.

Thus, this conceptual article not only offers a new framework for understanding tourists' revisit intentions but also provides relevant research and practice directions. Academically, this model extends sustainable marketing theory by emphasizing the role of happiness, satisfaction, and past experiences. Practically, these findings provide strategic guidance for destination managers, local communities, and policymakers in developing Lombok as a globally competitive sustainable destination.

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