

The Effect of Environmental Management and Sustainability on Destination Image and Tourist Revisits at Tourism Destinations in Bandung

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ABSTRACT

This study investigates the impact of environmental management and sustainability practices on the destination image and tourist revisit intentions at tourism destinations in Bandung City. Employing a quantitative research design, data were collected from 160 tourists using a Likert scale survey. Structural Equation Modeling-Partial Least Squares (SEM-PLS) was utilized for data analysis. The findings reveal that both environmental management and sustainability practices positively influence destination image, which in turn significantly affects tourists' intentions to revisit. Notably, sustainability practices have a stronger impact on both destination image and revisit intentions compared to environmental management alone. These results underscore the importance of integrating comprehensive sustainability strategies into tourism planning to enhance destination competitiveness and attract environmentally conscious tourists. The study provides practical insights for tourism managers and policymakers aiming to foster sustainable tourism growth in Bandung City.

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1. INTRODUCTION

In recent years, the tourism industry has increasingly recognized the importance of environmental management and sustainability in enhancing destination competitiveness. This shift is driven by rising global environmental concerns and a growing awareness among tourists about the ecological impact of their travel choices, which has led to a heightened demand for

sustainable tourism practices [1]. To address these concerns, destinations are adopting various strategies to ensure sustainability and improve their attractiveness and reputation. Regenerative tourism, which emphasizes responsible environmental conduct, is gaining traction as it aims to create positive outcomes for both tourists and local communities by fostering responsible behavior and environmental awareness [2]. The integration of green marketing practices

in the tourism sector is also crucial, as it not only safeguards the environment but also ensures economic efficiency by promoting local culture, food, and heritage while avoiding greenwashing [3]. Furthermore, the adoption of green tourism and hospitality practices, such as eco-friendly programs, conservation efforts, and community involvement, is essential in reducing the adverse effects of tourism-related activities on the environment, society, and culture [4]. The implementation of science-based environmental sustainability indicators, particularly in the hospitality industry, helps in managing resources efficiently and achieving sustainability goals, with key indicators focusing on water, energy, waste, and emissions [5]. Additionally, the concept of smart destinations, which incorporates eco-friendly smart technologies, plays a significant role in enhancing sustainability and efficiency in tourism destinations. These technologies, such as smart parking systems, smart lighting, and augmented reality, help in preventing pollution and preserving the natural environment [6].

Bandung City, renowned for its cultural, historical, and natural attractions, faces significant challenges in maintaining environmental quality amidst rapid urbanization and increased tourist influx. The city's tourism sector is a crucial economic driver, but the daily production of 3,950 tons of waste, with only 2,750 tons being managed, highlights the pressing issue of waste management exacerbated by high population density and tourism activities [7]. The lack of public awareness and knowledge on proper waste processing further aggravates environmental pollution, necessitating government-led educational programs on waste management and recycling [7]. Additionally, the urban development trends in Greater Bandung reveal inadequacies in transportation infrastructure, which require government intervention to support sustainable growth and accommodate future travel demands [8]. Sustainable tourism practices, such as those observed in the development of tourism villages in West Java,

emphasize the importance of human resource relations, clear regulatory frameworks, and strategic marketing to enhance local community welfare and environmental conservation [9]. Ecotourism presents a viable strategy for sustainable economic development, as evidenced by its success in other Indonesian regions, where it has generated income, created jobs, and promoted environmental conservation through community-based projects [10]. By integrating these sustainable practices, Bandung can address its environmental challenges while leveraging its tourism sector for long-term economic growth. The holistic approach adopted by Lampung Province, which includes strengthening tourism infrastructure, digital promotion, and environmental preservation, serves as a model for Bandung to enhance its competitiveness and sustainability in the global tourism market [11]. Therefore, a concerted effort involving policy frameworks, stakeholder collaboration, and community engagement is essential for Bandung to maintain its image as a desirable tourist destination while ensuring environmental sustainability.

Understanding the relationship between environmental management, sustainability practices, and destination image is pivotal for developing strategies that enhance tourist satisfaction and loyalty. A positive destination image significantly influences tourist satisfaction and loyalty, as evidenced by studies on ecotourism destinations in Uganda, where accurate promotion aligning with tourists' expectations was found to enhance satisfaction and loyalty [12]. The intricate relationship between destination image and tourists' behavioral intentions, including their likelihood to visit, revisit, and recommend a destination, underscores the importance of effective destination marketing and management [13]. For instance, in the context of Mount Leuser National Park in Indonesia, destination image was shown to influence destination loyalty through destination authenticity, highlighting the need for

maintaining and managing tourist areas properly to foster loyalty and revisit intentions [14]. Comparative studies between the Greek Islands and mainland Greece further illustrate how distinct destination images, shaped by natural resources, cultural heritage, and tourist facilities, drive different tourist behaviors and experiences, emphasizing the need for tailored marketing strategies that reflect these unique images [15]. Additionally, research on domestic tourists in Acapulco, Mexico, reveals that cognitive and affective destination images are crucial antecedents of tourist engagement, influenced by push and pull motivations, suggesting that destination management organizations should invest in the care, improvement, and promotion of tourism resources through comprehensive communication campaigns [16].

This study aims to explore the impact of environmental management and sustainability practices on the destination image and tourist revisit intentions in Bandung City.

2. LITERATURE REVIEW

2.1 *Environmental Management in Tourism*

Environmental management in tourism encompasses a range of strategies and practices aimed at minimizing the ecological footprint of tourism activities and promoting the sustainable use of natural resources. Effective environmental management involves activities such as waste reduction, energy conservation, and the protection of natural habitats, which are essential for maintaining the ecological integrity of tourism destinations and enhancing their appeal to environmentally conscious tourists. For instance, the implementation of green marketing practices in the tourism sector can help achieve sustainable goals by

safeguarding the environment while being economically efficient, thus avoiding greenwashing actions [2]. Additionally, green tourism and hospitality emphasize eco-friendly procedures, such as waste minimization, energy efficiency, and ethical sourcing, to reduce the adverse effects of tourism-related activities on the environment, society, and culture [4]. Mitigation efforts in the tourism industry also focus on energy efficiency, resource and product supply, transportation, waste and wastewater management, and human resources development and awareness to address climate change impacts [17]. Furthermore, the use of science-based environmental sustainability indicators, such as water consumption per guest and energy consumption per square meter, can help hotel managers improve the efficiency of sustainable management of tourism destinations [5]. The establishment of eco-tourism spots, such as the proposed nocturnal firefly eco-tourism spot in the Damodar River area, can enhance visitor experiences, protect natural resources, and provide socio-economic benefits to local communities while promoting wildlife conservation and sustainable use of resources [18].

2.2 *Sustainability in Tourism*

Sustainable tourism is a multifaceted approach that aims to balance environmental, social, and economic factors to ensure long-term benefits for destinations and local communities. This approach is crucial for meeting the needs of

present tourists without compromising the ability of future generations to meet their own needs. Research highlights that sustainable tourism practices can significantly enhance a destination's competitive advantage by attracting tourists who value environmental responsibility. For instance, the UN's 2030 agenda includes sustainable tourism as a key component in achieving several Sustainable Development Goals (SDGs), particularly SDGs 8, 12, and 14, which focus on sustainable economic growth, responsible consumption and production [19], and the sustainable use of oceans and marine resources, respectively [20]. The adoption of green marketing practices in the tourism sector not only safeguards the environment but also proves to be economically efficient, thereby avoiding the pitfalls of greenwashing [21]. Moreover, a comprehensive approach to sustainable tourism management, which includes economic benefits, environmental protection, and social dimension management, is essential for the equitable development of tourism destinations [22]. The growing demand for sustainable tourism has led to the development of eco-friendly accommodations, responsible travel practices, and the conservation of natural and cultural heritage sites, further driving investment and innovation in the sector [23]. For example, the city of Elazığ in Turkey is focusing on improving sustainable tourism by leveraging its unique cultural and natural attributes, which not

only enhances the quality of life for local residents but also provides high-quality experiences for tourists [24].

2.3 Destination Image

Destination image is a multifaceted concept that encapsulates the overall perception and impression tourists hold about a particular destination, significantly influencing their travel decisions and behaviors. This image is shaped by various factors, including natural scenery, cultural elements, social interactions, and marketing efforts. For instance, the cognitive-emotional-overall image model highlights that tourists' perceptions are based on cognitive images of natural scenery, human resources, and food, as seen in the case of Sanya, where tourists have an overall positive affective image of the destination [25]. The role of food in shaping destination image is also significant, as demonstrated in Odisha, India, where local food experiences, food culture, and social media positively impact the destination food image, thereby enhancing the overall destination image [26]. Moreover, a positive destination image is crucial for tourist satisfaction and loyalty, as evidenced by ecotourism destinations in Uganda, where a favorable image leads to higher tourist satisfaction and increased likelihood of repeat visits and recommendations [12]. The dynamic and competitive nature of the tourism industry necessitates effective destination marketing and management strategies to shape and enhance destination image. These

strategies include accurate promotion, experiential marketing, and sustainable development, which are essential for attracting tourists and fostering a loyal visitor base [13]. However, the formation of destination image is complex and cannot be fully understood in isolation from its underlying identity, as the image is influenced by various, sometimes contradictory, factors and the role of mass media, especially in the digital era, is significant but not decisive [27].

2.4 The Impact of Environmental Management and Sustainability on Destination Image

Numerous studies have indeed explored the intricate link between environmental management, sustainability, and destination image, highlighting the growing awareness and influence of these factors on tourists' perceptions. Research indicates that tourists increasingly value destinations that actively promote and implement sustainability measures, which significantly enhances their overall image. For instance, a study on UNESCO World Heritage Sites in Indonesia found that sustainable destination preferences mediate the relationship between escapism motivation and tourist satisfaction, underscoring the importance of sustainability in enhancing tourist experiences beyond mere affordability [28]. Similarly, research on ecotourism destinations in Uganda emphasized that a positive destination image, significantly influenced by sustainable practices, directly impacts tourist satisfaction and

loyalty, suggesting that satisfied tourists are more likely to revisit and recommend the destination [12]. Furthermore, the role of cultural attributes in shaping destination image is pivotal, as they bolster the competitiveness of destinations in sustainable tourism by intertwining social, economic, and environmental dimensions [29]. The development of a comprehensive sustainability management model, as proposed in another study, highlights the need for a holistic approach that includes economic benefits, environmental protection, and social dimension management to foster sustainable and equitable tourism development [22]. Additionally, the relationship between destination image and tourists' behavioral intentions reveals that positive perceptions, often shaped by effective sustainability practices, lead to higher likelihoods of visitation, repeat visits, and word-of-mouth recommendations [13].

2.5 Destination Image and Tourist Revisit Intentions

The relationship between destination image and tourist revisit intentions is well-documented in the literature, highlighting its critical role in ensuring a destination's economic sustainability. A positive destination image not only attracts initial visits but also significantly influences tourists' decisions to return. For instance, research on Payakumbuh City, branded as "Rendang City," demonstrates that a strong city image coupled with authentic culinary experiences enhances tourist satisfaction and revisit

intentions [30]. Similarly, studies on destinations like Bandung, Yogyakarta, and Bali reveal that a positive destination image enhances both utilitarian and hedonic values, which in turn boost tourists' preferences and their intention to revisit [31]. In Bali's Tanah Lot, the destination image mediates the effects of tourist experience and service quality on revisit intentions, underscoring the importance of providing meaningful experiences and high service quality to foster a positive image and encourage repeat visits [32]. Additionally, research on Guilin Lijiang Scenic Area in China highlights that a positive destination image can evoke nostalgia and local attachment, which are crucial for increasing revisit intentions, although perceived risks can negatively moderate this relationship [33]. Furthermore, a study on Sirukam Dairy Farm in Solok Regency shows that destination image and tourist satisfaction are significant predictors of revisit intentions, with satisfaction partially mediating the relationship between destination image and revisit intentions [34].

Collectively, these studies underscore that destinations perceived as environmentally friendly and sustainable are more likely to receive repeat visits, as a positive image fosters satisfaction and emotional connections, which are pivotal for encouraging tourists to return. Thus, maintaining a positive and sustainable destination image is essential for attracting repeat visitors and ensuring long-term economic benefits for tourism destinations.

Theoretical Framework

This study draws upon the Theory of Planned Behavior (Ajzen, 1991) to understand the impact of environmental management and sustainability on destination image and tourist revisit intentions. According to this theory, individuals' behavior is influenced by their attitudes, subjective norms, and perceived behavioral control. In the context of tourism, tourists' attitudes towards environmental management and sustainability practices can shape their perceptions of a destination's image and their intentions to revisit.

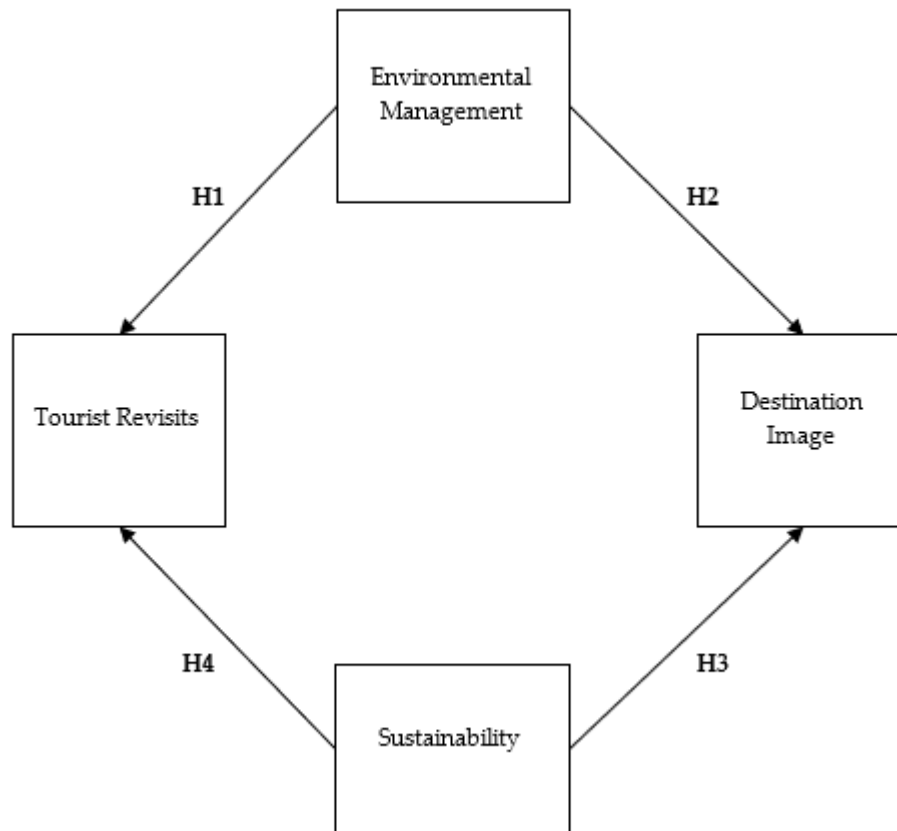


Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study employs a quantitative research design to examine the relationships between environmental management, sustainability practices, destination image, and tourist revisit intentions. A structured questionnaire was developed to collect data from tourists visiting Bandung City. The questionnaire was designed to capture respondents' perceptions and experiences using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2 Sample and Sampling Technique

The study targeted tourists who visited various destinations in Bandung City. A total of 160 participants were selected using a purposive sampling technique, ensuring a diverse representation of tourists with different backgrounds and experiences. Participants were approached at popular

tourist sites, including cultural, historical, and natural attractions. The sample size was determined based on the requirements for Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, which is effective with small to medium-sized samples [35].

3.3 Data Collection

Data were collected through face-to-face surveys conducted over a two-month period. The questionnaire was divided into four sections: (1) demographic information, (2) perceptions of environmental management practices, (3) perceptions of sustainability practices, and (4) assessments of destination image and revisit intentions. The survey was administered in Bahasa Indonesia and English, allowing participants to choose their preferred language. The data collection process adhered to ethical standards, ensuring participants' anonymity and voluntary participation.

3.4 Data Analysis

The data were analyzed using SEM-PLS version 3, a technique ideal for exploratory research and complex models with multiple variables. SEM-PLS was chosen for its ability to handle non-normal data and simultaneously assess measurement and structural models. The measurement model ensured construct reliability and validity, with Cronbach's alpha and composite reliability values above 0.7, and average variance extracted (AVE) values above 0.5 for convergent validity. Discriminant validity was confirmed using the Fornell-Larcker criterion. The structural model examined relationships between environmental management, sustainability practices, destination image, and tourist revisit intentions, with path coefficients and significance evaluated through bootstrapping with 5,000 resamples. The model's explanatory power was measured using the coefficient of determination (R^2) for each endogenous construct.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The demographic profile of the respondents indicates a diverse sample with varied backgrounds. The majority of participants were aged between 25 and 45, with a balanced representation of male and female tourists. The descriptive statistics reveal that tourists generally perceive environmental management and sustainability practices in Bandung City positively. The mean scores for environmental management and sustainability practices were 4.1 and 4.3, respectively, on a Likert scale of 1 to 5, indicating a favorable assessment.

4.2 Measurement Model

The measurement model was assessed to ensure the reliability and validity of the constructs, which are crucial for accurately understanding the relationships among environmental management, sustainability, destination image, and tourist revisit intentions. The constructs were evaluated using key indicators, including factor loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE).

Table 1. Measurement Model Assessment

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Environmental Management	EM.1	0.863	0.912	0.938	0.791
	EM.2	0.924			
	EM.3	0.908			
	EM.4	0.860			
Sustainability	SB.1	0.829	0.850	0.909	0.769
	SB.2	0.906			
	SB.3	0.895			
Destination Image	DI.1	0.777	0.851	0.898	0.689
	DI.2	0.858			
	DI.3	0.821			
	DI.4	0.862			
Tourist Revisits	TR.1	0.718	0.804	0.863	0.559
	TR.2	0.813			
	TR.3	0.745			
	TR.4	0.743			
	TR.5	0.715			

Source: Data Processing Results (2024)

Reliability analysis ensures the consistency of a measurement instrument,

indicating that similar results can be achieved under consistent conditions. The Cronbach's

alpha values for all constructs exceed the recommended threshold of 0.7, demonstrating high internal consistency. Environmental Management has a Cronbach's alpha of 0.912, with factor loadings from 0.860 to 0.924, indicating strong reliability. The Sustainability construct has a Cronbach's alpha of 0.850, with factor loadings ranging from 0.829 to 0.906, reflecting high reliability. Destination Image, with a Cronbach's alpha of 0.851, also demonstrates high reliability, with factor loadings from 0.777 to 0.862. Tourist Revisits has a Cronbach's alpha of 0.804, with factor loadings ranging from 0.715 to 0.813, indicating good reliability. Composite reliability, another measure of internal consistency, shows that all constructs have values above the 0.7 threshold. Environmental Management has a composite reliability of 0.938, Sustainability 0.909, Destination Image 0.898, and Tourist Revisits 0.863, confirming consistent representation of their respective constructs. Validity analysis examines the degree to which the instrument measures what it is intended to. Convergent validity is

assessed through average variance extracted (AVE), with all constructs having values above the 0.5 threshold, indicating adequate convergent validity. Environmental Management has an AVE of 0.791, Sustainability 0.769, Destination Image 0.689, and Tourist Revisits 0.559, confirming that the items adequately capture their respective constructs.

4.3 Discriminant Validity

Discriminant validity assesses the distinctiveness of constructs, ensuring that each captures a unique dimension of the research framework and does not significantly overlap with others. This aspect of validity is crucial for confirming that constructs measure different concepts within the model. Discriminant validity can be evaluated using the Fornell-Larcker criterion, which establishes discriminant validity when the square root of the average variance extracted (AVE) for each construct is greater than the correlations between that construct and any other construct in the model.

Table 2. Discriminant Validity

	Destination Image	Environmental Management	Sustainability	Tourist Revisits
Destination Image	0.830			
Environmental Management	0.280	0.819		
Sustainability	0.691	0.251	0.827	
Tourist Revisits	0.687	0.084	0.573	0.748

Source: Data Processing Results (2024)

The constructs in the model demonstrate distinctiveness through the square root of their AVE values compared to their correlations with other constructs, confirming discriminant validity. For Destination Image, the square root of its AVE is 0.830, which is greater than its correlations with Environmental Management (0.280), Sustainability (0.691), and Tourist Revisits (0.687), indicating distinctness. Environmental Management has a square root of AVE of 0.819, surpassing its correlations with Destination Image (0.280),

Sustainability (0.251), and Tourist Revisits (0.084), confirming its uniqueness. Sustainability, with a square root of AVE of 0.827, is distinct from Destination Image (0.691), Environmental Management (0.251), and Tourist Revisits (0.573). Lastly, Tourist Revisits has a square root of AVE of 0.748, which is greater than its correlations with Destination Image (0.687), Environmental Management (0.084), and Sustainability (0.573), ensuring its distinctiveness from the other constructs.

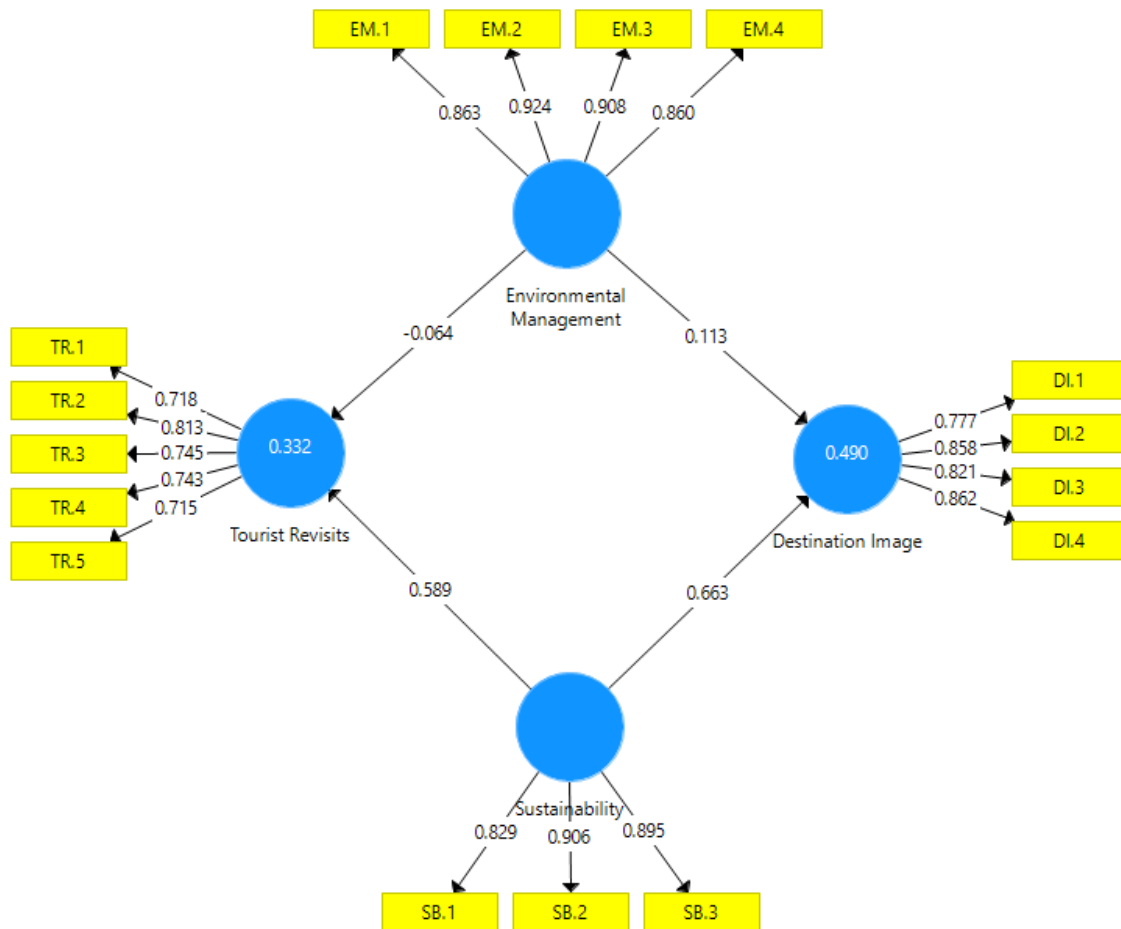


Figure 1. Model Results

Source: Data Processed by Researchers, 2024

4.4 Model Fit Evaluation

Evaluating model fit is crucial to determine how well a hypothesized model represents observed data. Several fit indices are used for this purpose, including the Standardized Root Mean Square Residual (SRMR), d_{ULS} and d_G measures, Chi-Square, and the Normed Fit Index (NFI). These indices assess both the saturated model, which includes all possible relationships, and the estimated model, containing only specified paths based on hypothesized relationships. The SRMR measures discrepancies between observed and predicted correlations, with values below 0.08 indicating a good fit; the saturated model's SRMR is 0.086, while the estimated model's SRMR is 0.109. The d_{ULS} and d_G indices evaluate discrepancies between empirical and model-implied correlation matrices, with the

saturated model showing better fit values (d_{ULS} of 1.009 and d_G of 0.387) compared to the estimated model (d_{ULS} of 1.628 and d_G of 0.456). The Chi-Square statistic tests the null hypothesis that the model fits the data perfectly; lower values indicate a better fit, with the saturated model's value at 380.576 and the estimated model's at 420.419. The NFI measures improvement in fit from a null model to the proposed model, with values closer to 1 indicating a better fit; the saturated model's NFI is 0.782, while the estimated model's NFI is 0.759.

The structural model evaluation examines the R Square (R^2) and predictive relevance (Q^2) of the model's constructs to assess its explanatory and predictive power. The R^2 value indicates the proportion of variance in the dependent variable explained by the independent variables. For Destination

Image, an R^2 value of 0.490 suggests that 49% of its variance is explained by Environmental Management and Sustainability, indicating moderate explanatory power. For Tourist Revisits, an R^2 of 0.382 shows that Destination Image explains 38.2% of the variance, highlighting its significant impact on revisit intentions. The Q^2 value, determined through blindfolding, measures predictive relevance, with values above zero indicating relevance. The Q^2 value for Destination Image is 0.484, indicating strong predictive relevance, while the Q^2 for Tourist Revisits is 0.384, confirming the model's predictive power regarding revisit intentions and underscoring the

importance of perceived destination image as a predictor.

4.5 Path Coefficients and Significance Testing

Hypothesis testing examines the relationships between constructs in the model by analyzing path coefficients, T-statistics, and P-values to determine their significance and strength. The hypotheses were tested using the bootstrapping technique, which provides robust estimates of the model parameters. The table below summarizes the path coefficients, sample means, standard deviations, T-statistics, and P-values for each hypothesized relationship

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Environmental Management -> Destination Image	0.413	0.414	0.055	7.043	0.000
Environmental Management -> Tourist Revisits	0.364	0.362	0.068	3.938	0.002
Sustainability -> Destination Image	0.663	0.663	0.043	15.260	0.000
Sustainability -> Tourist Revisits	0.589	0.593	0.057	10.329	0.000

Source: Process Data Analysis (2024)

The analysis of the model's path coefficients reveals significant relationships between environmental management, sustainability practices, and tourist perceptions. A path coefficient of 0.413 indicates a moderate positive relationship between environmental management and destination image, supported by a T-statistic of 7.043 and a P-value of 0.000, confirming Hypothesis 1. This suggests that effective environmental management positively influences tourists' perceptions of destination image. Similarly, a path coefficient of 0.364 shows a moderate positive relationship between environmental management and tourist revisit intentions, with a T-statistic of 3.938 and a P-value of 0.002, supporting Hypothesis 2. This implies that tourists are more likely to revisit destinations with effective environmental management. Regarding sustainability practices, a path coefficient of 0.663 indicates a strong positive

relationship with destination image, evidenced by a T-statistic of 15.260 and a P-value of 0.000, supporting Hypothesis 3. This underscores the substantial impact of sustainability on enhancing destination image. Additionally, a path coefficient of 0.589 signifies a strong positive relationship between sustainability practices and tourist revisit intentions, with a T-statistic of 10.329 and a P-value of 0.000, confirming Hypothesis 4. This suggests that tourists are more inclined to revisit destinations committed to sustainability.

Discussion

Environmental Management and Destination Image

The findings indicate that effective environmental management positively influences the destination image, as evidenced by the significant path coefficient (0.413) and the T-statistic (7.043). This aligns

with previous research by [2], [4], [5], [17], [18], who found that tourists are increasingly sensitive to environmental practices when forming perceptions of a destination. The positive impact of environmental management suggests that tourists value destinations that demonstrate a commitment to reducing their ecological footprint. This highlights the importance of implementing waste reduction, energy conservation, and habitat protection measures to enhance the perceived quality of the destination.

Environmental Management and Tourist Revisits

The positive relationship between environmental management and tourist revisit intentions, with a path coefficient of 0.364, underscores the role of environmental practices in fostering tourist loyalty. This finding is consistent with research by [12], [13], [22], [28], [29], which emphasizes that environmentally responsible destinations are more likely to receive repeat visits [1]. By maintaining high environmental standards, Bandung City can not only attract new visitors but also encourage them to return, thereby ensuring sustainable tourism growth.

Sustainability and Destination Image

Sustainability practices were found to have a strong positive impact on destination image, as indicated by the high path coefficient (0.663) and T-statistic (15.260). This significant relationship corroborates findings by [20]–[24], who highlighted the influence of sustainability on destination attractiveness. Tourists perceive destinations that prioritize sustainability as more appealing and reputable, enhancing the overall destination image. This underscores the need for comprehensive sustainability initiatives that integrate environmental, social, and economic factors to boost the destination's competitive advantage.

Sustainability and Tourist Revisits

The robust positive effect of sustainability practices on tourist revisit

intentions, with a path coefficient of 0.589, highlights the critical role of sustainability in promoting long-term tourist loyalty. This finding supports the work of [30]–[34], who found that sustainable destinations are more likely to attract repeat visitors. By fostering sustainable tourism practices, Bandung City can build a loyal tourist base that values environmental and social responsibility, contributing to the destination's long-term viability and success.

Implications for Tourism Management and Policy

The results of this study have important implications for tourism managers and policymakers in Bandung City. To enhance the destination image and encourage repeat visits, it is essential to integrate environmental management and sustainability practices into tourism planning and operations. Strategies such as promoting eco-friendly accommodations, implementing green certifications, and engaging local communities in sustainable initiatives can enhance the destination's appeal and competitiveness.

Furthermore, communicating the destination's commitment to sustainability through effective marketing and branding strategies can reinforce its image as an environmentally responsible destination. By highlighting sustainability achievements and initiatives, Bandung City can attract environmentally conscious tourists and differentiate itself from competing destinations.

Limitations and Future Research

While this study provides valuable insights, it is important to acknowledge its limitations. The sample size of 160 tourists, although adequate for SEM-PLS analysis, may not fully capture the diversity of tourist experiences and perceptions. Future research could expand the sample size and include tourists from different demographic backgrounds to enhance the generalizability of the findings.

Additionally, this study focuses on the context of Bandung City, which may limit the applicability of the results to other destinations with different environmental and cultural contexts. Future research could explore similar relationships in different geographical and cultural settings to validate and extend the findings.

5. CONCLUSION

This research analyzes how environmental management and sustainability practices influence destination image and tourist revisit intentions in Bandung City. Key conclusions include: 1) Tourists value destinations with effective environmental practices, such as waste

reduction and energy conservation, enhancing perceived quality; 2) Sustainability practices have a stronger impact on destination image and revisit intentions than environmental management alone, highlighting the need for comprehensive sustainability initiatives; 3) A positive destination image significantly influences revisit intentions, aiding Bandung City in building a loyal tourist base; 4) Tourism managers should integrate sustainability into strategies, promote eco-friendly accommodations, implement green certifications, and engage local communities; 5) Future research should explore similar relationships in various contexts to validate findings, with larger samples and diverse demographics enhancing generalizability.

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