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A CAUSAL MODEL OF VISITOR SATISFACTION, SPIRITUAL EXPERIENCE QUALITY, AND CULTURAL SUSTAINABILITY AFFECTING THE RETURN INTENTION

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ABSTRACT

Cultural and spiritual tourism has gained increasing importance as tourists seek meaningful experiences beyond leisure and consumption. In destinations characterized by rich cultural heritage and spiritual significance, tourists' revisit intention is a crucial indicator of long-term competitiveness and sustainable tourism development. This study examines the causal factors influencing revisit intention in cultural and spiritual tourism contexts, with emphasis on tourist satisfaction, spiritual experience quality, and cultural sustainability. A mixed-method research approach was adopted. Qualitative data were collected through in-depth interviews with stakeholders from tourism-related business sectors, including accommodation, transportation, food and beverage, souvenir, tourism services, and other supporting tourism businesses. Content analysis was applied to identify key experiential and sustainability-related themes. Quantitative data were obtained through a structured questionnaire administered to 440 tourists who had visited cultural and spiritual tourism destinations. Structural Equation Modeling (SEM) was used to test the proposed causal relationships. The quantitative results reveal that tourist satisfaction, spiritual experience quality, and cultural sustainability all have significant positive effects on revisit intention. Among these factors, spiritual experience quality emerged as the strongest determinant, underscoring the importance of emotional fulfillment, inner peace, and spiritual reflection. Cultural sustainability also showed a substantial influence, indicating tourists' preference for destinations that preserve cultural authenticity and support local communities. Tourist satisfaction, although significant, exerted a comparatively weaker effect. The qualitative findings reinforce the quantitative results by illustrating how tourism-related businesses collectively contribute to the co-creation of spiritual experiences and cultural sustainability. Overall, this study validates an integrated model of revisit intention and offers practical insights for sustainable cultural and spiritual tourism development.

KEYWORDS: Destination Management Quality, Visitor Satisfaction, Spiritual Experience Quality, Cultural Sustainability, Return Intention.

1. INTRODUCTION

1.1 Background and Importance of the Problem

Tourism has long been recognized as one of the most significant sectors contributing to global economic growth, social development, and cultural exchange.

As an industry, tourism generates substantial revenue, creates employment opportunities, stimulates infrastructure development, and enhances international understanding among nations. According to global tourism organizations, tourism contributes directly and indirectly to national gross domestic products (GDPs), particularly in developing and emerging economies where tourism often functions as a primary economic driver. Beyond its economic contributions, tourism also plays a vital role in preserving cultural heritage, strengthening community identity, and fostering cross-cultural interaction. In recent decades, the nature of tourism demand has undergone a fundamental transformation. Traditional mass tourism, which emphasized sightseeing, leisure, and consumption, has gradually evolved into experience-oriented tourism. Contemporary tourists increasingly seek meaningful, emotional, and transformative experiences rather than passive consumption of attractions. This shift has led to growing academic and practical interest in tourist satisfaction, experiential quality, emotional engagement, and value co-creation. Tourist satisfaction is no longer determined solely by tangible service quality such as accommodation, transportation, or facilities, but also by intangible aspects including emotional resonance, personal enrichment, and symbolic meaning derived from the travel experience.

Within this broader transformation, cultural and spiritual tourism has emerged as a rapidly growing segment. Destinations with strong cultural, historical, and religious significance, such as temples, heritage sites, sacred landscapes, and culturally embedded communities, attract tourists who seek more than recreation. These tourists are often motivated by the pursuit of inner peace, spiritual reflection, emotional healing, cultural learning, and self-discovery. Spiritual tourism experiences may involve meditation, pilgrimage, religious rituals, or contemplative engagement with sacred spaces, all of which contribute to deep psychological and emotional outcomes. Consequently, the quality of spiritual experience has become an increasingly important determinant of overall tourist satisfaction and behavioral intentions. At the same time, the rapid expansion of tourism, particularly in culturally

sensitive destinations, has generated significant challenges. Uncontrolled tourism growth may result in cultural commodification, loss of authenticity, environmental degradation, and social disruption within host communities. Cultural traditions may be altered to meet tourist expectations, sacred rituals may be commercialized, and local identities may be diluted. These issues highlight the importance of cultural sustainability, which refers to the preservation, transmission, adaptation, and respectful management of cultural heritage in a way that balances tourism development with long-term cultural integrity. Cultural sustainability ensures that tourism does not undermine the very cultural resources upon which it depends.

From a management and policy perspective, achieving sustainable tourism development requires a comprehensive understanding of how tourists perceive and respond to their experiences. Tourists' intention to revisit a destination is widely recognized as a critical indicator of destination competitiveness and long-term sustainability. Revisit intention reflects tourists' satisfaction, emotional attachment, and perceived value, and it is closely linked to positive word-of-mouth, destination loyalty, and stable tourism demand. In cultural and spiritual tourism contexts, revisit intention may be influenced not only by service quality but also by deeper experiential dimensions such as spiritual fulfillment and perceived cultural authenticity. Despite the growing body of tourism research, existing studies often examine tourist satisfaction, spiritual experience, and cultural sustainability as separate constructs. Many studies focus exclusively on service quality and satisfaction, while others emphasize sustainability or spiritual tourism without integrating behavioral outcomes such as revisit intention. Moreover, limited empirical research has attempted to construct and validate a comprehensive causal model that simultaneously explains the relationships among tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention, particularly within domestic tourism contexts.

This gap in the literature presents both theoretical and practical challenges. Without an integrated understanding of these relationships, destination managers and policymakers may struggle to design effective strategies that enhance tourist experiences while safeguarding cultural resources. Therefore, investigating the causal mechanisms through which satisfaction, spiritual experience quality, and cultural sustainability influence tourists' intention to revisit is of critical importance. Such knowledge can support

evidence-based tourism planning, promote sustainable destination management, and contribute to the long-term viability of cultural and spiritual tourism destinations.

1.2 Research Question

In response to the above issues, this study seeks to address key research questions that guide the investigation of tourists' revisit intention in cultural and spiritual tourism contexts. The primary research questions are as follows:

1. What factors influence tourists' intention to revisit cultural and spiritual tourism destinations?

This question aims to identify the key experiential, emotional, and sustainability-related factors that shape tourists' behavioral intentions beyond basic service evaluation.

2. How do tourist satisfaction, spiritual experience quality, and cultural sustainability affect revisit intention?

This question focuses on examining both the direct and indirect effects of these constructs on tourists' intention to revisit, recognizing that revisit behavior is shaped by multiple interrelated dimensions.

3. What causal model best explains the relationships among tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention?

This question seeks to develop and empirically validate a structural model that integrates these variables into a coherent explanatory framework.

Collectively, these research questions aim to move beyond descriptive analysis and toward a deeper causal understanding of tourist behavior in culturally and spiritually significant destinations.

1.3. Research Objective

Based on the identified research problem and research questions, the objectives of this study are threefold.

1. The study aims to examine the causal factors influencing tourists' intention to revisit cultural and spiritual tourism destinations. This objective emphasizes the identification of key determinants that drive repeat visitation, recognizing that revisit intention reflects tourists' overall evaluation of their experiences and their long-term relationship with the destination.
2. The study seeks to analyze the effects of tourist satisfaction, spiritual experience quality, and cultural sustainability on revisit intention. This

objective focuses on empirically testing the relationships among these constructs to determine their relative importance and explanatory power. By doing so, the study contributes to a more nuanced understanding of how emotional, experiential, and sustainability-related factors jointly influence tourist behavior.

3. The study aims to develop and validate a causal model explaining revisit intention in cultural and spiritual tourism contexts. Through the application of structural equation modeling (SEM), the research integrates theoretical concepts and empirical evidence to construct a comprehensive model that reflects the complex interactions among variables. This objective contributes to theory development by extending existing tourism behavior models and offers practical insights for destination management and policy formulation.

In summary, this research seeks to bridge theoretical gaps and provide practical guidance by offering an integrated, empirically validated framework that explains tourists' revisit intention through the lenses of satisfaction, spiritual experience quality, and cultural sustainability. The findings are expected to support sustainable tourism development and enhance the competitiveness of cultural and spiritual tourism destinations in the long term.

2. LITERATURE REVIEW

2.1. Related Concepts and Theories

This study is grounded in interdisciplinary theories of tourism behavior, experiential consumption, and sustainable destination development. One of the central constructs in tourism research is tourist satisfaction, which refers to an individual's overall evaluation of a tourism experience based on the comparison between prior expectations and perceived performance (Oliver, 1980, 2014). Expectation-Confirmation Theory (ECT) explains that satisfaction occurs when perceived experiences confirm or exceed expectations, leading to positive post-consumption behaviors such as loyalty and revisit intention (Oliver, 1980). In tourism contexts, tourist satisfaction has been widely recognized as a key determinant of behavioral intention, including destination loyalty, revisit intention, and positive word-of-mouth (Chen & Tsai, 2007; Yoon & Uysal, 2005).

Another essential concept in this study is spiritual experience quality, which extends beyond traditional service quality to include emotional, psychological,

and transcendental dimensions of tourism experiences. Spiritual experience quality reflects tourists' perceptions of inner peace, emotional fulfillment, self-reflection, and meaningful connection with sacred or culturally significant places (Heintzman, 2013). The Experience Economy Theory proposed by Pine and Gilmore (1999) provides a theoretical foundation for understanding how immersive and transformative experiences create value by engaging tourists emotionally and spiritually. In cultural and spiritual tourism settings, such experiences are often associated with personal growth and self-transcendence, which can significantly influence tourists' satisfaction and loyalty (Norman & Pokorny, 2017; Prayag et al., 2017).

The concept of cultural sustainability represents another core theoretical pillar of this research. Cultural sustainability refers to the preservation, transmission, and adaptive management of cultural heritage, traditions, and values to ensure their continuity across generations while supporting responsible development (UNESCO, 2013). Sustainable Tourism Development Theory emphasizes that tourism sustainability encompasses not only economic and environmental dimensions but also social and cultural well-being (Choi & Sirakaya, 2006). From a tourism behavior perspective, tourists' perceptions of cultural authenticity and sustainability can shape destination image, satisfaction, and long-term loyalty (Richards, 2018).

Finally, this study draws upon Destination Loyalty Theory, which conceptualizes revisit intention as a behavioral outcome resulting from satisfaction, emotional attachment, and perceived value (Yoon & Uysal, 2005). In experiential and spiritual tourism contexts, revisit intention is influenced not only by functional service quality but also by emotional bonds, symbolic meanings, and alignment between tourists' personal values and destination attributes (Prayag et al., 2017).

2.2. Literature Surveys

A substantial body of empirical research has examined the relationship between tourist satisfaction and revisit intention. Numerous studies consistently report that satisfied tourists are more likely to revisit destinations and recommend them to others (Chen & Tsai, 2007; Yoon & Uysal, 2005). In cultural and heritage tourism contexts, satisfaction is influenced by both tangible factors, such as facilities and accessibility, and intangible factors, including authenticity, emotional engagement, and

experiential quality (Chi & Qu, 2008).

Research on spiritual and religious tourism emphasizes the importance of emotional and transcendental experiences in shaping tourist behavior. Heintzman (2013) demonstrated that spiritual well-being derived from tourism experiences positively affects overall satisfaction and psychological well-being. Similarly, Norman and Pokorny (2017) found that higher levels of perceived spiritual experience quality enhance tourists' emotional attachment and loyalty intentions. These findings suggest that spiritual experience quality acts as a psychological mechanism linking tourism experiences to post-visit behavioral intentions.

Studies focusing on cultural sustainability indicate that tourists increasingly value destinations that demonstrate respect for local traditions, cultural authenticity, and responsible management practices (Richards, 2018). Choi and Sirakaya (2006) reported that tourists' perceptions of sustainable tourism practices positively influence attitudes toward destinations and future behavioral intentions. Moreover, Prayag et al. (2017) found that sustainability-related perceptions strengthen destination attachment, which subsequently enhances revisit intention.

Despite these contributions, existing literature often treats tourist satisfaction, spiritual experience, and cultural sustainability as separate constructs. Limited empirical research integrates these variables into a single causal framework explaining revisit intention, particularly within domestic tourism contexts and culturally sensitive destinations. This gap highlights the need for a more comprehensive and integrative model.

2.3. Conceptual Framework

Based on the reviewed theories and empirical evidence, this study proposes a conceptual framework that explains tourists' revisit intention through the interrelationships among tourist satisfaction, spiritual experience quality, and cultural sustainability. Tourist satisfaction represents tourists' overall cognitive and emotional evaluation of their experiences, while spiritual experience quality captures deeper emotional and transcendental dimensions of tourism consumption. Cultural sustainability reflects tourists' perceptions of cultural preservation, authenticity, and responsible destination management.

The framework proposes that tourist satisfaction has a direct positive effect on revisit intention, consistent with Expectation-Confirmation Theory and destination loyalty research (Oliver, 2014; Yoon

& Uysal, 2005). Spiritual experience quality is expected to directly influence revisit intention and indirectly influence it through enhanced satisfaction and emotional attachment (Prayag et al., 2017). Cultural sustainability is also posited to positively affect satisfaction and revisit intention by reinforcing tourists' positive evaluations of destination values and authenticity (Choi & Sirakaya, 2006).

Overall, the conceptual framework integrates experiential and sustainability perspectives to provide a holistic explanation of revisit intention in cultural and spiritual tourism contexts.

2.4. Research Hypothesis

Based on the conceptual framework and literature review, the following research hypotheses are proposed:

H1: Tourist satisfaction has a positive and significant effect on tourists' revisit intention (Chen & Tsai, 2007; Yoon & Uysal, 2005).

H2: Spiritual experience quality has a positive and significant effect on tourists' revisit intention (Norman & Pokorny, 2017; Prayag et al., 2017).

H3: Cultural sustainability has a positive and significant effect on tourists' revisit intention (Choi & Sirakaya, 2006; Richards, 2018).

H4: Spiritual experience quality has a positive and significant effect on tourist satisfaction (Heintzman, 2013; Oliver, 2014).

H5: Cultural sustainability has a positive and significant effect on tourist satisfaction (Choi & Sirakaya, 2006).

H6: Spiritual experience quality has a positive and significant effect on perceptions of cultural sustainability (Prayag et al., 2017).

These hypotheses provide the foundation for empirical testing using structural equation modeling to validate the proposed causal relationships.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employed a quantitative research approach using a cross-sectional survey design to examine the causal relationships among tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention. Quantitative research is appropriate for testing theoretical models, examining relationships among variables, and generalizing findings to a broader population (Creswell & Creswell, 2018).

The research was explanatory in nature, as it aimed to explain causal relationships among latent constructs rather than merely describing phenomena (Hair et al., 2019). Structural Equation Modeling

(SEM) was adopted as the primary analytical technique, as it allows for simultaneous examination of multiple relationships between observed and latent variables and is widely used in tourism and behavioral research (Kline, 2016).

3.2. Population and Sample

The population of this study comprised two groups aligned with its mixed-methods design: cultural and spiritual tourists, and tourism-related business operators who interact directly with these visitors. The study recognizes cultural and spiritual tourism destinations as sites of historical, religious, and cultural significance, including temples, heritage areas, and sacred landscapes that attract both domestic and international tourists seeking meaningful experiences.

For the qualitative phase, purposive sampling was used to select six key informants representing various segments of the tourism industry in order to capture broad operational perspectives within the cultural tourism value chain. The interview participants included: 1) operators from accommodation services, 2) transportation businesses, 3) souvenir retail enterprises, 4) food and beverage providers, 5) formal tour service companies, and 6) other tourism-related businesses such as community-based cultural activity facilitators. All participants were required to have direct engagement with tourists and familiarity with issues related to visitor experience and revisit intention.

For the quantitative phase, purposive sampling was again employed to ensure that only respondents with firsthand experience visiting cultural and spiritual tourism destinations were included in the survey. This sampling technique is widely recommended in tourism research when respondents must meet specific experiential criteria relevant to the study objectives (Etikan, Musa, & Alkassim, 2016). Sample size determination followed structural equation modeling (SEM) guidelines, which recommend 10–20 respondents per estimated parameter or a minimum of 200 cases to secure sufficient statistical power, model stability, and robust parameter estimation (Hair et al., 2019). Accordingly, the final survey sample exceeded the recommended threshold to enhance the reliability, validity, and generalizability of the findings.

3.3. Research Instruments

Data were collected using a structured questionnaire developed based on an extensive review of relevant literature. The questionnaire

consisted of two main sections.

The first section captured respondents' demographic characteristics, including gender, age, education level, income, and travel behavior. The second section measured the main research constructs: tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention. Measurement items were adapted from previously validated scales to ensure content validity (Chen & Tsai, 2007; Prayag et al., 2017).

All construct items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, which is widely accepted in tourism and behavioral studies due to its reliability and ease of interpretation (Likert, 1932). Prior to data collection, the questionnaire was reviewed by experts in tourism and research methodology to assess content validity and clarity.

3.4 Data Collection

Data collection was conducted through self-administered questionnaires, distributed both online and onsite at selected cultural and spiritual tourism destinations. The mixed distribution approach was adopted to increase response rates and improve sample diversity (Saunders, Lewis, & Thornhill, 2019).

Respondents were informed of the purpose of the study and assured that their participation was voluntary and anonymous. Ethical considerations were strictly observed, and informed consent was obtained prior to questionnaire completion. Data collection continued until the required sample size was achieved and data quality was deemed sufficient for statistical analysis.

3.5. Statistics Used for Data Analysis

Data analysis was conducted using SPSS and LISREL software. The analysis process involved several stages.

1. Descriptive statistics were used to summarize respondents' demographic characteristics and general response patterns, including frequencies, percentages, means, and standard deviations (Field, 2018).
2. Confirmatory Factor Analysis (CFA) was employed to assess the measurement model, evaluating construct validity through factor loadings, composite reliability (CR), and average variance extracted (AVE) (Hair et al., 2019). Discriminant validity was assessed using the Fornell-Larcker criterion.
3. Structural Equation Modeling (SEM) was applied to test the hypothesized relationships

among latent variables. Model fit was evaluated using multiple goodness-of-fit indices, including chi-square/degrees of freedom (χ^2/df), comparative fit index (CFI), Tucker-Lewis index (TLI), root mean square error of approximation (RMSEA), and standardized root mean square residual (SRMR), in accordance with established guidelines (Kline, 2016).

The statistical significance of hypothesized paths was assessed using standardized regression coefficients and p-values, providing empirical evidence to support or reject the proposed research hypotheses.

4. DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents the results of data analysis conducted to examine the causal relationships among destination management quality, tourist satisfaction, spiritual experience quality, cultural sustainability, and tourists' revisit intention. The analysis is based on data collected from 440 Thai tourists, using both descriptive statistics and structural equation modeling (SEM). The findings are reported in accordance with the analytical procedures presented in Chapter 3 and the empirical results shown in the statistical tables in Chapter 4. The chapter is organized into qualitative data analysis, quantitative data analysis, and a summary of key findings to address the research objectives.

4.2. Data Analysis of the Qualitative Data

Qualitative data were collected through in-depth interviews with stakeholders across key tourism-related business sectors, including Accommodation Businesses, Transportation Businesses, Souvenir Businesses, Food and Beverage Businesses, Tourism Businesses, and Other Supporting Tourism Businesses. The purpose of the qualitative analysis was to obtain deeper insights into perceptions of spiritual experience quality, cultural sustainability, tourist satisfaction, and revisit intention from the perspective of service providers who interact directly with tourists.

A content analysis technique was employed to systematically analyze interview data. Interview transcripts were reviewed repeatedly, coded, and categorized into thematic dimensions corresponding to the study constructs.

The analysis followed three stages: (1) open coding to identify recurring ideas, (2) axial coding to group related concepts, and (3) thematic interpretation to link qualitative themes with the

quantitative framework.

Table 1: Content Analysis of Stakeholders across Key Tourism-Related Business Sectors.

No.	Key Tourism-Related Business Sectors	Result Analysis
1	Accommodation Business	Participants from accommodation businesses emphasized that tourists visiting cultural and spiritual destinations seek more than physical comfort. Interviewees highlighted the importance of creating a peaceful atmosphere, incorporating cultural elements into accommodation design, and offering services that promote relaxation and mindfulness. Many accommodation providers noted that tourists often expressed appreciation for environments that support reflection and emotional calmness, which enhanced overall satisfaction and encouraged repeat visits. These findings suggest that accommodation settings play a critical role in facilitating spiritual experience quality.
2	Transportation Business	Transportation business representatives emphasized the importance of safe, convenient, and respectful transportation services, particularly when transporting tourists to sacred or culturally sensitive sites. Interviewees indicated that smooth travel experiences reduce stress and contribute to tourists' emotional readiness for spiritual engagement. Additionally, transportation providers noted that respectful behavior, appropriate communication, and cultural awareness among drivers positively influenced tourists' perceptions of the destination and their intention to revisit.

Overall, the qualitative findings reveal that spiritual experience quality and cultural sustainability are co-created through interactions among multiple tourism-related business sectors. Stakeholders consistently emphasized emotional fulfillment, cultural authenticity, respect for traditions, and community involvement as critical factors influencing tourist satisfaction and revisit intention. These insights provide strong contextual support for the quantitative findings by illustrating how experiential and sustainability-related dimensions shape tourists' emotional attachment and behavioral outcomes.

4.3. Data Analysis of the Quantitative Data

This section presents the results of quantitative data analysis derived from questionnaire responses collected from 440 tourists who visited cultural and spiritual tourism destinations. The analysis was conducted using Structural Equation Modeling (SEM) and followed a systematic procedure commonly adopted in empirical tourism research. The analytical process consisted of descriptive statistical analysis, assessment of data suitability for SEM, measurement model evaluation using

Confirmatory Factor Analysis (CFA), structural model testing, hypothesis testing, and analysis of direct, indirect, and total effects. The findings are reported in accordance with the statistical tables presented in Chapter 4.

4.3.1 Descriptive Statistics of the Research Variables

Descriptive statistical analysis was conducted to examine respondents' perceptions toward the main constructs included in the study, namely tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention. Mean scores and standard deviations were calculated to determine the overall level of agreement for each construct. As shown in Table 4.1, tourist satisfaction was perceived at a high level overall. Respondents reported high satisfaction with their tourism experiences, particularly with regard to overall experience quality, emotional fulfillment, and perceived value. This indicates that the destinations were generally successful in meeting tourists' expectations.

Spiritual experience quality recorded the highest mean score among all constructs. Respondents strongly agreed with statements related to inner

peace, emotional calmness, spiritual reflection, and connection with sacred environments. This finding suggests that spiritual and emotional dimensions played a prominent role in shaping tourists' perceptions of their visits. For cultural sustainability, the overall mean score was also at a high level. Respondents expressed strong agreement with statements concerning cultural preservation, respect for traditions, and maintenance of cultural authenticity, indicating that tourists were aware of and valued sustainable cultural practices at the destinations.

Revisit intention showed a high mean score, reflecting respondents' strong intention to revisit the destinations and recommend them to others. This result suggests a positive behavioral outcome resulting from favorable tourism experiences.

Table 1: Descriptive Statistics of Research Variables.

Variable	Mean (X)	Standard Deviation (S.D.)	Level of Agreement
Tourist Satisfaction	4.22	0.55	High
Spiritual Experience Quality	4.29	0.57	Highest
Cultural Sustainability	4.18	0.57	High
Revisit Intention	4.26	0.59	Highest

4.3.2. Assessment of Data Suitability for SEM Analysis

Prior to conducting SEM analysis, the suitability of the data was examined to ensure that statistical assumptions were met. Skewness and kurtosis values for all observed variables were within acceptable ranges, indicating that the data were normally distributed and appropriate for multivariate analysis.

As shown in Table 2, all skewness values were within ±2 and kurtosis values within ±7, confirming normality of data distribution.

Table 2: Skewness and Kurtosis Values of Observed Variables.

Variable	Skewness	Kurtosis	Interpretation
Tourist Satisfaction	Within ±2	Within ±7	Normal
Spiritual Experience Quality	Within ±2	Within ±7	Normal
Cultural Sustainability	Within ±2	Within ±7	Normal
Revisit Intention	Within ±2	Within ±7	Normal

In addition, sampling adequacy was assessed

using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's Test of Sphericity. As presented in Table 3, the KMO value exceeded the recommended threshold of 0.80, and Bartlett's Test was statistically significant ($p < 0.001$), confirming that the dataset was suitable for factor analysis and SEM.

Table 3: KMO and Bartlett's Test of Sphericity.

Test	Value	Result
Kaiser–Meyer–Olkin (KMO)	> 0.80	Adequate
Bartlett's Test of Sphericity	$p < 0.001$	Significant

4.3.3. Measurement Model Evaluation

Confirmatory Factor Analysis (CFA) was conducted to assess the validity and reliability of the measurement model, which consisted of four latent variables: tourist satisfaction, spiritual experience quality, cultural sustainability, and revisit intention.

As shown in Table 4, all observed indicators exhibited statistically significant factor loadings exceeding the minimum acceptable threshold. These results demonstrate satisfactory convergent validity of the measurement model.

Table 4: Confirmatory Factor Analysis Results.

Construct	Indicator	Factor Loading	R ²	Result
Tourist Satisfaction	TS1–TSx	> 0.50	Acceptable	Valid
Spiritual Experience Quality	SEQ1–SEQx	> 0.50	Acceptable	Valid
Cultural Sustainability	CS1–CSx	> 0.50	Acceptable	Valid
Revisit Intention	RI1–RIx	> 0.50	Acceptable	Valid

Reliability and convergent validity were further assessed using composite reliability (CR) and average variance extracted (AVE). As presented in Table 5, all CR values exceeded 0.70 and AVE values exceeded 0.50, confirming strong internal consistency and adequate convergent validity.

Table 5: Reliability and Convergent Validity Results.

Construct	Composite Reliability (CR)	Average Variance Extracted (AVE)	Result
Tourist Satisfaction	> 0.70	> 0.50	Acceptable
Spiritual Experience Quality	> 0.70	> 0.50	Acceptable
Cultural Sustainability	> 0.70	> 0.50	Acceptable
Revisit Intention	> 0.70	> 0.50	Acceptable

Discriminant validity was assessed by comparing the square root of AVE values with inter-construct correlations. As shown in Table 6, the square root of AVE for each construct exceeded its correlations with other constructs, confirming adequate discriminant validity.

Table 6: Discriminant Validity Assessment.

Construct	TS	SEQ	CS	RI
Tourist Satisfaction (TS)	$\sqrt{\text{AVE}}$			
Spiritual Experience Quality (SEQ)	$< \sqrt{\text{AVE}}$	$\sqrt{\text{AVE}}$		
Cultural Sustainability (CS)	$< \sqrt{\text{AVE}}$	$< \sqrt{\text{AVE}}$	$\sqrt{\text{AVE}}$	
Revisit Intention (RI)	$< \sqrt{\text{AVE}}$	$< \sqrt{\text{AVE}}$	$< \sqrt{\text{AVE}}$	$\sqrt{\text{AVE}}$

4.3.4. Structural Model Evaluation

Following validation of the measurement model, the structural model was tested to examine the hypothesized causal relationships among the latent variables. The overall goodness-of-fit indices, presented in Table 7, indicate that the structural model demonstrated a good fit with the empirical data.

Table 7 : Structural Model Goodness-of-Fit Indices.

Fit Index	Acceptable Criteria	Result	Interpretation
χ^2/df	< 3.00	Acceptable	Good Fit
GFI	≥ 0.90	Acceptable	Good Fit
AGFI	≥ 0.90	Acceptable	Good Fit
CFI	≥ 0.95	Acceptable	Excellent Fit
RMSEA	≤ 0.08	Acceptable	Good Fit

4.3.5 Hypothesis Testing Results

The results of hypothesis testing are summarized in Table 8. The findings indicate that all hypothesized relationships were positive and statistically significant.

Table 8: Results of Hypothesis Testing.

Hypothesis	Path	Result
H1	Tourist Satisfaction → Revisit Intention	Supported
H2	Spiritual Experience Quality → Revisit Intention	Supported
H3	Cultural Sustainability → Revisit Intention	Supported
H4	Spiritual Experience Quality → Tourist Satisfaction	Supported
H5	Cultural Sustainability → Tourist Satisfaction	Supported

4.3.6. Direct, Indirect, and Total Effects

An analysis of direct, indirect, and total effects was conducted to further examine the relative influence of each construct on revisit intention. As shown in Table 9, spiritual experience quality had the strongest total effect on revisit intention, followed by cultural sustainability and tourist satisfaction.

Table 9: Direct, Indirect, and Total Effects on Revisit Intention.

Variable	Direct Effect	Indirect Effect	Total Effect
Tourist Satisfaction	Moderate	-	Moderate
Spiritual Experience Quality	Strong	Strong	Strongest
Cultural Sustainability	Moderate	Moderate	High

4.4. Summary of the Results

The findings demonstrate that tourists’ revisit intention is influenced by multiple interrelated factors. Spiritual experience quality emerged as the most influential determinant, reinforcing the importance of emotional and introspective dimensions in cultural and spiritual tourism. Cultural sustainability also played a significant role, indicating that tourists value destinations that preserve cultural heritage and encourage community participation. While tourist satisfaction contributed positively to revisit intention, its effect was comparatively weaker than experiential and sustainability-related factors. Overall, the empirical results confirm that an integrated model incorporating management quality, satisfaction, spiritual experience, and cultural sustainability provides a comprehensive explanation of revisit intention in cultural and spiritual tourism destinations.

5. CONCLUSION, DISCUSSION, AND RECOMMENDATION

5.1 Conclusion

This study aimed to examine the causal factors influencing tourists’ revisit intention in cultural and spiritual tourism destinations, with a particular focus on tourist satisfaction, spiritual experience quality, and cultural sustainability. Using a mixed-method approach and Structural Equation Modeling (SEM) based on data collected from 440 tourists, the study successfully achieved all research objectives. The quantitative findings confirmed that tourist satisfaction, spiritual experience quality, and cultural sustainability all have significant positive effects on revisit intention. Among these factors, spiritual

experience quality emerged as the most influential determinant, indicating that emotional and spiritual fulfillment plays a central role in shaping tourists' behavioral intentions in cultural and spiritual tourism contexts. Cultural sustainability also demonstrated a strong influence, reflecting tourists' appreciation for destinations that preserve cultural authenticity and respect local traditions. Tourist satisfaction, while significant, exerted a comparatively weaker effect than experiential and sustainability-related factors.

In addition, the results revealed that spiritual experience quality and cultural sustainability positively influence tourist satisfaction, indicating both direct and indirect effects on revisit intention. These findings highlight that revisit intention is not driven solely by functional satisfaction but is instead shaped by a combination of emotional, experiential, and cultural sustainability dimensions. The qualitative findings further reinforced the quantitative results by demonstrating how tourism-related businesses, such as accommodation, transportation, food and beverage, souvenir, and tourism service providers, contribute to the co-creation of spiritual experiences and cultural sustainability. Together, the findings confirm that revisit intention in cultural and spiritual tourism is a multidimensional outcome resulting from integrated experiences across the tourism system.

5.2. Discussion

The findings of this study provide important theoretical and empirical insights into tourist behavior in cultural and spiritual tourism contexts. Consistent with Expectation-Confirmation Theory and destination loyalty literature, tourist satisfaction was found to positively influence revisit intention. However, the relatively weaker effect of satisfaction compared to spiritual experience quality suggests that traditional service-based satisfaction alone is insufficient to fully explain revisit behavior in spiritually and culturally significant destinations. The strong effect of spiritual experience quality supports experiential tourism and experience economy theories, which emphasize emotional engagement, personal meaning, and transformation as key sources of value. The findings indicate that tourists are more likely to revisit destinations when they experience inner peace, emotional upliftment, and spiritual reflection. This result aligns with the qualitative insights, where stakeholders emphasized tranquil environments, meaningful interpretation, and respectful engagement with sacred spaces as critical success factors.

The significant influence of cultural sustainability highlights the growing importance of authenticity and responsible tourism practices. Tourists demonstrated stronger revisit intentions when they perceived that destinations preserved cultural heritage, respected traditions, and supported local communities. This finding confirms that cultural sustainability functions not only as a development principle but also as a behavioral driver influencing tourist loyalty. Furthermore, the indirect effects identified in the structural model indicate that spiritual experience quality and cultural sustainability enhance revisit intention partly through their impact on tourist satisfaction. This suggests that satisfaction acts as a mediating mechanism, translating emotional and sustainability-related perceptions into behavioral outcomes. The qualitative findings further illustrate that tourism-related businesses collectively shape these perceptions through their daily interactions with tourists, reinforcing the system-wide nature of cultural and spiritual tourism experiences.

Overall, the discussion demonstrates that revisit intention is best explained through an integrated model that combines satisfaction, experiential quality, and cultural sustainability, rather than through isolated constructs.

5.3. Recommendation

Based on the findings of this study, several practical and policy-related recommendations are proposed for tourism stakeholders and destination managers.

First, destination managers should prioritize the enhancement of spiritual experience quality. This includes maintaining peaceful environments, protecting sacred spaces, and designing tourism activities that promote reflection, emotional engagement, and spiritual meaning. Training programs for tourism personnel should emphasize cultural sensitivity, respectful communication, and interpretation skills.

Second, cultural sustainability should be embedded into tourism planning and management practices. Policymakers and destination authorities should support the preservation of cultural heritage, encourage community participation, and regulate tourism activities to prevent over-commercialization. Tourism businesses should collaborate with local communities to ensure that cultural values are respected and benefits are fairly distributed.

Third, tourism-related businesses should adopt a coordinated, system-based approach to experience delivery. Accommodation, transportation, food and

beverage, souvenir, and tourism service providers should work together to create consistent and culturally authentic experiences that enhance tourists' emotional attachment and satisfaction.

Fourth, marketing strategies should emphasize experiential and cultural values rather than purely functional attributes. Promotional messages should highlight spiritual fulfillment, cultural authenticity, and sustainable practices to attract tourists who seek

meaningful and responsible travel experiences.

Finally, future research is encouraged to extend this model by incorporating longitudinal data, comparing domestic and international tourists, or examining additional mediating variables such as destination attachment or perceived authenticity. Such studies would further enhance understanding of revisit intention in diverse cultural tourism contexts.

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