Beyond First Impressions: How Memorable Nature-Based Tourism Experience Fuels Revisit Intentions

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Abstract:

Nature tourism is rapidly growing in Indonesia, with West Java's natural beauty offering significant potential for the sector. Creating memorable tourism experiences is crucial for enhancing tourist satisfaction and encouraging revisit intentions. Despite the increasing interest, research specifically addressing how memorable nature-based tourism experiences affect revisit intentions in West Java is limited. Existing studies often overlook the unique aspects of memorable experiences in natural tourism contexts.This study aims to fill this gap by investigating the impact of memorable nature-based tourism experiences on revisit intentions in West Java. Employing a quantitative approach, data were collected from 233 tourists who had visited ecotourism sites in West Java at least twice. The analysis utilized Structural Equation Modeling (SEM) via SmartPLS to assess both measurement and structural models. The findings reveal that memorable nature-based tourism experiences significantly influence revisit intentions. Key factors contributing to memorable experiences include novelty, experiencescape, co-creation, intensification through social media, and overall satisfaction. These factors collectively enhance the likelihood of tourists returning to nature tourism destinations. The study's implications suggest that tourism operators in West Java should focus on creating and enhancing unique and engaging attractions, investing in high-quality services, and utilizing feedback systems to refine tourism offerings. Effective marketing strategies should emphasize the distinctive and memorable aspects of West Java's natural attractions to attract and retain tourists. This research contributes to the literature on nature tourism and provides practical insights for improving tourism strategies in West Java..

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1. Introduction

Nature tourism is a rapidly growing sector and holds immense potential in Indonesia, particularly in the natural beauty and biodiversity treasure trove in West Java (Shrestha, 2020). This distinct aspect of our region, which we can all take pride in, has garnered significant attention, prompting various stakeholders to develop effective marketing strategies to increase tourist visits. A pivotal element in tourism marketing is creating a memorable tourism experience, such experiences enhance tourist satisfaction and encourage revisit intention (Torabi et al., 2022).

A memorable nature tourism experience can be defined as an experience imprinted on tourists' memories and can provide emotional and high overall satisfaction (Tiwari et al., 2022). Factors contributing to a memorable nature tourism experience include the destination's uniqueness, interaction with nature, and service quality (Nugraha et al., 2021).

Previous studies have shown that memorable experiences can increase tourist loyalty and Intention to return to the destination (Jiang et al., 2022).

Research on the influence of Memorable Nature-Based Tourism Experience on Revisit Intention in Indonesia is a relatively unexplored area. Most existing research focuses more on the general aspects of the tourism experience without paying particular attention to memorable experiences and their impact on Revisit Intention (Chen et al., 2020). Tourist satisfaction affects tourist loyalty, but there is a need to explicitly examine memorable experiences in the context of natural tourism (M. et al., 2020). The importance of tourist attractions and facilities in influencing revisit intention but needs more depth in discussing aspects of memorable experiences (Rasoolimanesh et al., 2021). These studies provide a foundation for our research. Still, there is a clear need for a more focused and comprehensive investigation into the role of memorable experiences in influencing revisit intention.

Previous research on tourism experiences has primarily focused on general tourism or artificial destinations, with limited attention to natural tourism settings. Many studies have examined tourist satisfaction and loyalty (Chen et al., 2020; Jiang et al., 2022), but few have explicitly investigated how specific elements of memorable experiences in natural environments impact revisit intention. For instance, while factors such as service quality and destination attractiveness have been studied (Rasoolimanesh et al., 2021), the emotional and unique experiences that nature-based tourism provides remain underexplored. This lack of focus on the memorable aspects of natural tourism destinations, especially in West Java, represents a significant research gap. Addressing this gap will contribute to a deeper understanding of how these memorable experiences can influence tourists' decisions to return, thus enriching both the theoretical framework and practical strategies for destination marketing.

Despite the rapid growth of the tourism sector, particularly nature-based tourism, there is still a gap in understanding how memorable experiences influence revisit intentions. According to data from the Indonesian Ministry of Tourism and Creative Economy, the tourism sector's contribution to the national GDP reached 4.8% in 2022, with West

Java being one of the key contributors (Ministry of Tourism, 2023). However, while West Java boasts popular destinations like Gunung Gede Pangrango National Park and Kawah Putih, research on the impact of Memorable Nature-Based Tourism Experiences (MNBTE) on tourist revisit intention remains limited. The lack of in-depth studies exploring how unique and emotional experiences in these destinations influence tourists' desire to return represents a crucial gap in the current tourism literature and practice. Filling this gap will help enhance destination management strategies and drive long-term sustainability for West Java's tourism industry.

Despite the plethora of popular natural tourism destinations in West Java, such as Gunung Gede Pangrango National Park, Kawah Putih, and Situ Patenggang, there needs to be more in-depth studies on how memorable experiences in these destinations influence revisit intentions. This research gap underscores the urgency and importance of our proposed study, which aims to fill this void and provide valuable insights into the future of West Java's tourism industry. Although many studies have examined the relationship between memorable tourism experiences and Revisit Intention in various countries, several research gaps still need to be filled: (1) Many studies emphasize artificial tourism destinations over natural tourism destinations. (2) Only some studies extend the specific role of memorable experience elements in the context of nature tourism in West Java.

Our study aims to bridge the empirical and research gap by examining the influence of the Memorable Nature-Based Tourism Experience on Revisit Intention in West Java. By comprehending the factors that shape memorable nature-based tourism experiences and their impact on revisit intention (Obradović et al., 2022), we aspire to substantially contribute to developing tourism marketing strategies in Indonesia. This research holds both practical and theoretical significance. In practical terms, the findings are expected to assist managers of natural tourist destinations in West Java in devising strategies to enhance the quality of tourist experiences, thereby stimulating repeat visits. Theoretically, this research will enrich the literature on nature tourism and memorable tourism experiences, paving the way for further exploration. This potential impact on the future of tourism in West Java should inspire optimism and hope.

Nature tourism is not just a sector of interest but one that can significantly contribute to regional and national income (Calero & Turner, 2020). West Java is a prime example with its variety of unique and attractive nature tourism destinations. This research aims to provide insights into enhancing memorable tourism experiences, which can drive repeat visitation intentions and support local economic growth and community empowerment. The urgency of this research stems from the increasing competition among tourism destinations, particularly in a post-pandemic era where tourists seek meaningful and memorable experiences. While West Java offers a diverse array of nature-based tourism destinations, the lack of focused research on how memorable experiences drive revisit intention presents a gap in both academic literature and practical applications. The novelty of this research lies in its concentrated exploration of Memorable Nature-Based Tourism Experiences (MNBTE) and their impact on revisit intentions, specifically within the context of

West Java's natural tourism destinations. Unlike previous studies, which often focus on general or artificial tourism attractions, this study delves into the emotional and experiential elements unique to nature-based tourism. It brings fresh insights by examining how factors like immersion in nature and emotional satisfaction contribute to tourists' desire to revisit. Moreover, while West Java is renowned for its natural beauty, there has been limited research on how memorable experiences in these destinations drive repeat visits.

2. Theoretical Background

Memorable Nature-Based Tourism Experience

According to Hosseini et al., (2024) a memorable tourism experience encompasses significant moments, emotions, and thoughts during a visit, leaving a lasting impression. Specifically, in nature-based tourism, these experiences are often defined by interactions with natural environments, participation in outdoor activities, and the emotional connections formed with the destination and its unique features (Obradović et al., 2023; Sthapit, Björk, & Coudounaris, 2023). Several factors are critical in shaping Memorable Nature-Based Tourism Experience (MNBTE) according to Sthapit et al. (2023) are novelty, experiencescape, co-creation, intensification, and satisfaction.

Novelty

Creating MNBTE relies heavily on providing novelty and unique adventures for tourists. Visitors are drawn to new activities, unfamiliar sights, and experiences that differ from their everyday routines (Kutlu & Ayyıldız, 2021; Tiwari et al., 2024). Pursuing new experiences is a crucial factor in the tourism industry, as Creating unforgettable nature-based tourism experiences relies heavily on providing novelty and unique adventures for tourists (Sneha & Nagarjuna, 2023). Visitors are drawn to new activities, unfamiliar sights, and experiences that differ from their everyday routines. Pursuing new experiences is a crucial factor in the tourism industry, as destinations aim to offer distinct and captivating experiences (Yuan & Hong, 2023). The distinctiveness of the natural environment and the activities it offers play a crucial role in shaping these unforgettable experiences. This uniqueness includes the diverse landscapes, flora, fauna, and natural phenomena that differentiate one destination from another.

Activities such as hiking, bird watching, snorkeling, or guided wildlife tours allow tourists to engage intimately with nature, creating opportunities for personal discovery and adventure often missing from their everyday lives (Skavronskaya et al., 2020). This uniqueness includes the diverse landscapes, flora, fauna, and natural phenomena that differentiate one destination. The unexpected often enhance the sense of novelty and uniqueness, adding an extra layer of excitement and discovery to the tourism experience(T. Chen et al., 2023). Creating unforgettable nature-based tourism

experiences relies heavily on providing novelty and unique adventures for tourists (Sthapit, Björk, & Piramanayagam, 2023). Visitors are drawn to new activities, unfamiliar sights, and experiences that differ from their everyday routines. The distinctiveness of the natural environment and the activities it offers play a crucial role in shaping these unforgettable experiences (Wu et al., 2022; Zhou et al., 2021).

Experiencescape

The concept of the experiencescape significantly influences the overall quality and memorability of MNBTE (Sthapit, Björk, & Coudounaris, 2023). This experiencescape includes elements such as the natural setting, which provides the backdrop for all activities and interactions, and the quality of facilities and services available to tourists. The natural setting, which includes unique landscapes, flora, fauna, and ecological features, creates an immersive environment that captivates and engages tourists (Branstrator et al., 2023). The beauty of a natural park, the atmosphere of a secluded beach, or the biodiversity of a rainforest all contribute to a compelling experiencescape that enhances the overall appeal and memorability of the destination (Bigne et al., 2020; Lončarić et al., 2021; Van Vien & VU, 2024).

High quality accommodations, well-maintained trails, informative visitor centers, and efficient transportation services are crucial in shaping the experiencescape (Z. Chen, 2022). Comfortable lodging with amenities that blend seamlessly with the natural environment ensures that tourists can relax and rejuvenate after their daily excursions. Well-maintained trails provide safe and accessible pathways for exploring natural attractions. Informative visitor centres offer valuable educational resources and promote environmental stewardship and cultural appreciation. Efficient transportation services facilitate easy access to various points of interest, minimizing logistical challenges. The experiencescape also encompasses tourists' social interactions with other visitors, locals, and service providers (K.-H. Chen et al., 2023; Kandampully et al., 2023). Positive interactions with friendly and knowledgeable guides can significantly enhance the tourism experience (Stylidis et al., 2022). Hospitable locals who share their cultural heritage and personal experiences contribute to a deeper understanding and appreciation of the destination (Gelbman, 2021). Fellow tourists with similar interests can create a sense of community and camaraderie (Reichenberger & Smith, 2020).

Co-Creation

Active participation and co-creation in nature-based tourism significantly enhance the memorable experience (Sthapit, Björk, & Coudounaris, 2023). When tourists plan and execute their visits, tailoring activities like hiking, wildlife tours, or conservation efforts to their interests, they forge a deeper connection with the destination. This personalized approach leads to a more meaningful and unforgettable experience as tourists develop a sense of ownership over their adventure. Tourists gain mutual respect and understanding by interacting with local communities and engaging in

cultural or conservation projects, enriching their overall experience (Mohammadi et al., 2021; Rachão et al., 2021). The emotional investment in unique and challenging activities heightens the memory of these experiences.

Co-creation makes the journey more impactful and enduring, fosters a greater appreciation for the natural world, and promotes more responsible tourism practices (Assiouras & Bayer, 2024). By participating actively and creating their experiences, tourists achieve a more fulfilling and sustainable connection with their destinations. Active participation and co-creation in nature-based tourism significantly enhance the tourist memorable tourism experience (Meng & Cui, 2020; Sthapit, Björk, & Coudounaris, 2023). When tourists plan and execute their visits, tailoring activities like hiking, wildlife tours, or conservation efforts to their interests, they forge a deeper connection with the destination. This personalized approach leads to a more meaningful and unforgettable experience as tourists develop a sense of ownership over their adventure. Tourists gain mutual respect and understanding by interacting with local communities and engaging in cultural or conservation projects, enriching their overall experience (Yang et al., 2022).

Intensification

Social media platforms have become essential for enhancing and preserving travel experiences through online sharing of photos (Arica et al., 2022; Oliveira et al., 2020). The advancement of information and communications technology make travellers can enhance and enrich their experiences, resulting in more dynamic and engaging tourism activities (Pencarelli, 2020). These platforms enable tourists to digitize and share their emotions and moments from their travels on a larger scale than ever. Social media has led to increased real-time sharing and recording of travel experiences, thereby enhancing the overall tourism experience (Li et al., 2022). Tourists can now document and share their experiences in various ways over time, enriching the depth of their travel encounters. Photograph plays a significant role in this process. Tourists often use photos to enrich their experiences, capturing and sharing moments that showcase the uniqueness of their journey (Lee et al., 2023). Photographs act as travel records and influence how experiences are perceived and remembered (Schwartz & Ryan, 2021; Trinanda et al., 2022). According to McMullen, (2020), photographs serve as ceremonial tools that strengthen connections with people and cultures, and taking and sharing these pictures can occur at any stage of the travel experience/

Smartphones and social media apps, which enable users to capture, edit, and share photos, are essential in this process (Slavec et al., 2021). Natural landscapes often offer ideal settings for these photos, enhancing the overall visitor experience by providing picturesque backdrops (Bright, 2021; Väisänen et al., 2021). Platforms like Facebook, Twitter, and LinkedIn also facilitate photography and provide a space for tourists to express and share their experiences about their personal lives and broader social contexts (Lee et al., 2024). Posting travel photos online is about preserving memories and involves a social dimension, connecting with others and engaging with

online communities. Recent research suggests that this process of intensification through social media can extend the lasting impact of tourism experiences, making them more memorable and significant over time (Sthapit, Björk, & Coudounaris, 2023).

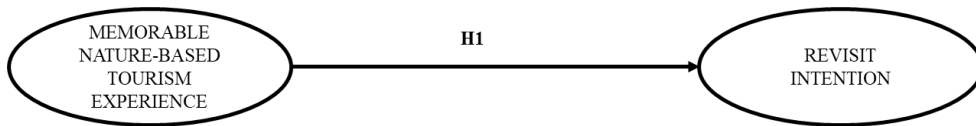H4: Intensification has a significant effect on Memorable Nature-Based Tourism Experience

Satisfaction

The satisfaction derived from fulfilling nature-based tourism experiences plays a pivotal role in making these adventures memorable, as outlined by Sthapit, Björk, & Coudounaris (2023). When satisfaction meet or exceed expectations, they enhance the overall memorable experience and encourage tourists to act as ambassadors, sharing their positive impressions and experiences with others (Rasoolimanesh et al., 2022; Tabaeeian et al., 2023). Satisfaction fosters loyalty and a strong emotional connection to the destination, manifesting in repeat visits and promoting the destination's unique attributes (Amissah et al., 2022).

Memorable Nature-Based Tourism Experience and Revisit Intention

Memorable Tourism Experiences (MTE) are crucial for the competitiveness and sustainability of a destination as they significantly impact tourists' future destination choices (Kutlu & Ayyıldız, 2021). Destinations that offer MTEs are more likely to attract tourists with a solid intention to revisit, which is a highly desirable market segment. Previous studies have examined the effect of MTEs on revisit intention in various contexts. For example, Zhang et al. (2018) show that MTEs significantly directly affect revisit intention. In nature-based tourism, MTEs can significantly enhance tourists' experiences and influence their revisit intentions. When tourists engage with nature, their experiences can be profoundly memorable due to the unique and often transformative encounters with the natural environment (Da Mota & Pickering, 2020). Elements such as scenic beauty, wildlife encounters, adventure activities, cultural interactions, educational components, and opportunities for personal reflection all contribute to creating memorable nature-based tourism experiences (Räikkönen et al., 2023). The visual appeal of natural landscapes, thrilling wildlife encounters, and high-adrenaline adventure activities like hiking or kayaking can leave lasting impressions on tourists (Lončarić et al., 2021). Experiencing local cultures and traditions, participating in educational tours, and finding tranquillity for personal reflection can deepen the emotional connection to the destination (Humberstone, 2023).

Conceptual Framework

Picture 1. Conceptual Framework

Research Hypothesis

A hypothesis is a temporary answer to the problem to be researched and needs to be proven correct. Based on the framework above, the author formulates a hypothesis as follows:

H1: Memorable Nature-Based Tourism Experience has a positive and significant effect on Revisit Intention

3. Methodology

The research model in Figure 1 investigates the relationship between Memorable Nature-Based Tourism Experience and Revisit Intention. This study uses survey research, with a structured questionnaire as the primary data collection tool, focusing on two core constructs: Memorable Nature-Based Tourism Experience and Revisit Intention. The methodological approach is quantitative, suited for statistically analyzing and testing predetermined hypotheses. Researchers distributed questionnaires to tourists visiting ecotourism sites in West Java. Inclusion criteria required participants to have visited these sites at least twice. The study used non-probability sampling, specifically purposive sampling, allowing researchers to select participants based on specific criteria. A minimum sample size of 220 tourists was determined, based on the guideline that the sample size should be at least ten times the number of indicators, which are 22 in this study (Hair et al., 2021).
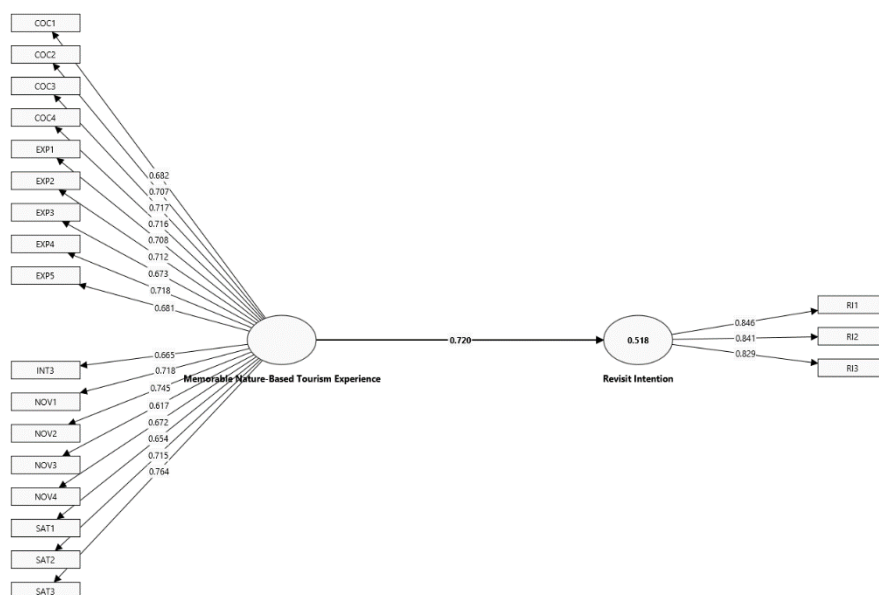
The analysis drew on responses from 233 participants, employing the Structural Equation Model (SEM) technique via SmartPLS version 3.0. PLS-SEM is noted for handling both reflective and formative constructs effectively (Hair et al., 2021). The analysis process involves two main components: the assessment of the outer model (measurement model) and the evaluation of the inner model (structural model). The first step evaluates the relationships between observed indicators and their underlying latent variables, while the second step examines the relationships between latent variables. Hypothesis testing is conducted through a comprehensive analysis using SmartPLS, which helps validate the established theory and determine the presence or absence of relationships between latent variables.

Convergent validity is assessed through the evaluation of loading factors and Average

Variance Extracted (AVE) values. Loading factors represent the correlation between an indicator's score and its associated construct, with values above 0.7 indicating strong validity in confirmatory research, while values between 0.6 and 0.7 are acceptable for exploratory analysis (Hair et al., 2021). AVE values greater than 0.5 are recommended, as they indicate that 50% or more of the variance in an indicator is explained by the construct it represents (Hair et al., 2021). Additionally, the study reveals that Cronbach's Alpha values for all constructs exceed the threshold of 0.6, ensuring adequate internal consistency, while the Composite Reliability (CR) values for all variables surpass 0.70, further affirming the reliability of the measurements (Hair et al., 2021). Cronbach's Alpha serves as a measure of internal consistency, reflecting how closely related the items are within a given construct.

4. Empirical Findings/ Result

Outer Model

Picture 2. Outer Model

The outer model in this study is crucial for understanding the relationships between each block of indicators and their respective latent variables. Its evaluation is essential to ensure the model's validity and reliability. The analysis focuses on reflective indicators, assessing the external model's quality through measures of convergent and discriminant validity, as well as composite reliability for indicator groups. Convergent validity is evaluated by examining loading factors and Average Variance Extracted (AVE) values. A loading factor measures the correlation between an indicator's score and its underlying construct, with values above 0.7 indicating good validity in confirmatory research and values between 0.6 and 0.7 acceptable for exploratory

analysis (Hair et al., 2021). An AVE value above 0.5 is recommended, signifying that 50% or more of an indicator's variance is attributable to the construct it represents (Hair et al., 2021).

Discriminant validity is assessed by comparing the square root of the AVE for each construct with the correlations between constructs in the model. Sufficient discriminant validity is demonstrated when the AVE roots for each construct exceed the inter-construct correlations. The model's reliability is evaluated through composite reliability, with values above 0.7 considered acceptable for confirmatory research and those between 0.6 and 0.7 suitable for exploratory analysis. According to the findings presented in Table 1, processed using SmartPLS software, the model successfully meets the criteria for the outer model based on data from 233 participants.

Table 1. Outer Loading

	Memorable Based Experience	Nature-Tourism	Revisit Intention
COC1	0.682		
COC2	0.707		
COC3	0.717		
COC4	0.716		
EXP1	0.708		
EXP2	0.712		
EXP3	0.673		
EXP4	0.718		
EXP5	0.681		
INT3	0.665		
NOV1	0.718		
NOV2	0.745		
NOV3	0.617		
NOV4	0.672		
RI1			0.846
RI2			0.841
RI3			0.829
SAT1	0.654		
SAT2	0.715		
SAT3	0.764		

Based on the data analysis, the indicators INT1 and INT2 have outer loadings below 0.6, so these indicators were excluded from the measurement

Table 2. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Memorable Nature-Based Tourism Experience	0.934	0.936	0.942	0.488
Revisit Intention	0.789	0.790	0.877	0.704

The analysis shows that the Cronbach's Alpha values exceed 0.6, and the Composite Reliability for all variables is above 0.70 (Hair et al., 2021). Cronbach's Alpha measures internal consistency, indicating how closely related a set of items are within a construct. A value greater than 0.6 is generally deemed acceptable, suggesting that the indicators have a reasonable level of reliability. Composite Reliability, on the other hand, evaluates the overall reliability of a construct by assessing internal consistency. Values above 0.70 are considered strong, indicating that the construct is well-reliably measured by its indicators. Therefore, the results confirm that the indicators meet the necessary reliability criteria.

Inner Model

Table 3. R Square

	R-square	R-square adjusted
Revisit Intention	**0.518**	**0.516**

The assessment of R-squared values for endogenous latent variables helps determine how much of their variability is explained by the exogenous constructs in the model. This evaluation provides insight into the strength of the relationships between these constructs. Following this, the model is further evaluated through path coefficient estimation tests using bootstrapping. In this process, a variable is considered to have a significant effect on other variables if its t-statistic exceeds the critical value of 1.96 at a 5% significance level. A t-statistic above 1.96 indicates a statistically significant impact, meaning the variable has a meaningful influence on the variables it affects. This approach aids in understanding the significance and direction of relationships within the model. For example, an R-squared value of 0.518 for Revisit Intention indicates that 51.8% of the variation in Revisit Intention is explained by the Memorable Nature-Based Tourism Experience variables, highlighting the extent to which these variables account for changes in Revisit Intention.

Table 4. HypothesisTest

	Variabel	P Value (<0,05)	T Statistic (> 1,96)	Result	Hypothesis
H1	Memorable Nature-Based Tourism Experience -> Revisit Intention	0,000	20,230	Significant	Supported

The results from hypothesis testing using the bootstrap technique have clarified the significance of the relationships within the model. The findings reveal that Memorable Nature-Based Tourism Experience has a significant impact on Revisit Intention as evidenced by a very low P-value and a strong T-statistic exceeding 1.96.

5. Discussion

Effect of Memorable Nature-Based Tourism Experience to Revisit Intention
In West Java, a memorable nature-based tourism experience significantly influences revisit intention by creating lasting and impactful impressions. Previous research supports the role of memorable experiences in influencing revisit intention. Studies have shown that experiences that leave a lasting impression significantly increase the likelihood of tourists returning to the destination. The combination of emotional fulfillment, personal challenge, and the beauty of the natural environment plays a key role in encouraging visitors to revisit and deepen their connection with the destination (Lončarić et al., 2021; Obradović et al., 2023). Experiences typically involve engaging with stunning natural landscapes and participating in unique outdoor activities that are distinct from ordinary travel. When visitors immerse themselves in nature—whether by hiking through picturesque forests, observing local wildlife, or simply enjoying serene natural settings—they often form a strong emotional connection. This emotional bond is crucial for driving the intention to revisit. The relaxation and sense of well-being provided by nature, combined with the awe and inspiration from breathtaking scenery, contribute to a highly positive and memorable experience. Visitors who find these experiences transformative or rejuvenating are likely to want to return to relive those feelings.

This study is limited to the context of nature-based tourism experiences in West Java, which may not fully capture the diversity of other regions or types of tourism. The focus on West Java's natural landscapes may result in findings that are not generalizable to urban, cultural, or other forms of tourism. Additionally, this research primarily examines emotional and experiential factors influencing revisit intention, leaving other potential influences, such as cultural or social factors, unexplored. Future research should aim to expand the scope by exploring memorable tourism experiences in different geographic regions and tourism types to provide a more comprehensive understanding. Additionally, subsequent studies could investigate the role of cultural heritage, local community engagement, or social interactions as potential drivers of revisit intention, alongside nature-based experiences. Incorporating longitudinal designs to assess long-term revisit patterns would also

enrich the understanding of how memorable experiences influence behavior over time.

6. Conclusions

Theoretical implications of the research highlight a deeper understanding of how Memorable Nature-Based Tourism Experiences influence Revisit Intention, enriching existing frameworks on consumer behavior and tourism studies. The findings validate theories that emphasize the importance of memorable experiences in fostering loyalty and repeat visits, supporting the Experience Economy Theory, which argues that emotionally engaging and memorable experiences drive consumer behavior more than mere product attributes. This underscores the need for theoretical models that focus on experiential factors rather than traditional product-based approaches.

Empirically, the results have specific implications for West Java's tourism sector. For tourism operators in West Java, the findings suggest a strategic focus on enhancing and creating memorable nature-based experiences to increase revisit intentions. This could involve developing unique attractions that showcase the region's rich natural beauty, investing in high-quality and culturally immersive services, and offering activities that provide deep and engaging experiences for visitors. To effectively manage and measure these experiences, operators in West Java should implement feedback systems that capture visitor impressions and identify key elements that contribute to memorable experiences. This information can guide improvements and tailor offerings to better meet visitor expectations. Marketing strategies should emphasize West Java's distinctive natural features and memorable experiences, showcasing them in promotional materials to attract potential tourists.

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