Green Tourism and Revisit Intention: The Role of Place Attachment, Loyalty, and Sustainable Practices

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Abstract

The tourism industry is considered an imperative financial driver in a few nations. Therefore, travel industry specialists consider the elements that could give them a serious advantage, particularly in drawing in recurrent appearances to specific traveler objections. The tourist immersion in green environment has a positive impact on tourist revisit intention. Place attachment and place loyalty positively mediate the relationship between tourist immersion in green environment and visitor revisit intention. The moderator technological innovation and low carbon practices positively moderated the association of tourist immersion in green environment and tourist revisits intention. This study used a survey research design, with data collected from both international and local visitors. Data was collected using simple random sampling. The SmartPLS software was used to perform Confirmatory Factor Analysis (CFA) on the model's fit, convergent validity, and discriminant validity. This study contributed to the existing literature. It might further develop information regarding the comparability and contrasts in factors impacting return to expectations

Keywords*: Green Environment, Tourism, Revisit intention, Place attachment, Place loyalty, Technological innovation*

Introduction

The travel sector focuses on migrating to a new location with the intention of making money there, traveling from one location to another, spending time outside of one's former neighborhood, investing leisure time, and engaging in other activities. In the countries where tourism is the main industry, it plays a significant role in providing people with a living standard (Shin & Jeong, 2022). Travel industry advertisers face mounting pressure from limited budgets and escalating global competition, amplified by technological, market, and societal changes (Wei et al., 2022).

Our craving to encounter new societies, distant places, or adjoining displays has not reduced amid the lockdown. People look for associations with one another, different cultures, and nature. Turning toward virtual substance may be an impermanent break into a different universe, which feels off-kilter, energizing, and new, yet embracing online assets with webcams, cell phones, or stages transforms into the new typical (Li et al., 2022). The travel industry repeats the sensation of investigating the actual world in the virtual domain in the type of mental voyage. It could, in any case, be early days, yet we can perceive how innovation is beginning to take structure in the movement business (Wei et al., 2019).

Revisit intention (RI), a significant variable to quantify a vacationer's goal to return to or return to a location, isn't just a considerable part of traveler conduct but a fundamental mark of the practical improvement of the site. Understanding the determinants of sightseers' ability to return for legacy objections can give chiefs the

establishment for overseeing legacy objections. Studies have shown that the validity of the legacy of the travel industry is a fundamental component that impacts sightseers' RI (Yoon et al., 2021).

A few examinations have characterized a return to expectations regarding the travel industry's objections. It describes the return to expectations as the probability of guests returning to a vacation location later. Return to goals, and the singular's eagerness likewise connect as far as possible (Khan, Awais, Khan, & Khan, 2017; Ullah, Zeb, Shah, & Awais, 2020). It presents that a guest's readiness to return to a traveler objective in something like a year depicts their return to goals conduct. For instance, the expected result for a specialist co-op is to see a guest return soon after network creation through quality help. This situation makes a return to goal conduct (Yang & Zhang, 2022). A few markers are connected to return to expectations: consumer loyalty, client unwavering, administration quality, corporate picture, and close-to-home encounters. The creators further contended that help quality and profound encounters connect to consumer loyalty, impacting the corporate image and client dedication. In this manner, fulfillment affects the chance and assumptions for a guest's return to expectations (Lee et al., 2020). We expand the precursors of return to goals to put the connection in the conviction that a traveler's objective's social and co-native peculiarities are significant for a guest's return. The travel industry writing has long centered on unwinding factors that drive sightseers' meeting and returning to designs or keep them from returning to an objective. Tourist revisiting intentions can have various benefits in terms of environment, economy, and society.

Tourists who revisit a destination may be more likely to engage in sustainable tourism practices, such as reducing waste and supporting eco-friendly initiatives. Revisit intentions can also contribute to the preservation and conservation of natural resources and local ecosystems, as tourists may become more aware of the impact of their actions on the environment (Bhutto et al., 2021). Tourist revisits intentions can increase local businesses' revenue and create job opportunities for the local community. Repeat visitors may also be more likely to spend more money during their stay, contributing to the local economy. Tourist revisit intentions can help build a sense of community between visitors and locals, creating a positive and welcoming atmosphere (Seeler et al., 2021). Repeated visits can also lead to the development of long-term relationships and a deeper understanding of local culture and traditions.

The term "green environment" typically refers to an environment that is healthy, sustainable, and supports the well-being of humans and the natural world. It characterizes by a commitment to environmental sustainability, which involves reducing harmful impacts on the environment, conserving natural resources, and promoting eco-friendly practices (Bhutto et al., 2021). A green environment can achieve through various means, such as reducing carbon emissions and shifting towards renewable energy sources, promoting sustainable agriculture and land use practices, reducing waste and pollution, and increasing public awareness and engagement in environmental issues (Seeler et al., 2021). The concept of a green environment is often associated with achieving sustainable development, which seeks to balance economic growth with social and environmental well-being.

Regarding the previous and given the strategic hardships connected with estimating genuine (re)visitation, scientists have turned their advantage to past appearance, objective reliability, the expectation to return to an objective, and aim to suggest a goal, taking into account every one of these as its possible markers (Schiopu et al., 2022). However, an adequate number of studies have recently centered on this return to pointers, their interrelationships remain rather dubious, and the individual informative force of proposed models is very restricted. Considerably more, analysts have conceptualized these pointers as parts of travelers' general conduct expectations or objective steadfastness (Peng et al., 2023). The goal to return to and the expectation to prescribe an objective has all the earmarks of being the most widely recognized proportions of faithfulness toward an objective.

Ecotourism projects utilize sustainable energy from sun, wind, water, and biomass. Pay from ecotourism empowers them to use these assets, assisting with drawing in additional travelers and incrementing the wellspring of income. Neighborliness areas in ecotourism projects had additionally set up significant rules for running their tasks reasonably, incrementing their current circumstance kindness and incrementing the greatness and prevalence of their travel industry business (Wang et al., 2022). Hydroelectricity utilizes for lighting, warming the water, preparing food, cooling things, saving food, warming the space, and water flow in the home and other electrical

machines. Likewise, power is valuable for washing garments and dishes, utilizing dryers and air filters, getting ready toasts and food, watching TV, and utilizing cell phones and TVs. Utilization of these electrical things assists with saving energy and safeguarding the environment (Errichiello et al., 2019).

By the by, different analysts demand that goal to return to ought to reject from objective reliability estimation. That accurate loyalty\ can be best reflected either by the expectation to suggest an objective responsibility or by the aim to offer alone (Wang, 2022). The place is necessary to the travel industry. The feeling of spot additionally alluded to as place connection, topophilia, and local area opinion has gotten significant consideration in the travel industry studies since it both adds to and impacts the travel industry. Place connection has gotten a lot of concern, who conceptualized place connection and delineated its multi-disciplinary establishments. Much writing on place connection praises its estimations and legitimacy (Trunfio et al., 2022). Although specific sites and conditions have adverse consequences, these spots (like home, working environment, church, neighborhood, city, nation, and mainland) have solid, beneficial outcomes that are answerable for personality definition, significant residence, and esteem advancement. Most examinations on connection to put have zeroed in on the scope of the area. For instance, connections to houses and places seem as social conditions. Additionally, different examinations have zeroed in on the actual component of spot connection rather than its social attributes (Lee et al., 2020). They viewed connection to the neighborhood as the most fragile alongside house and city while laying out that social connection is more prominent than actual connection.

Place connection additionally connects to travelers' reliability in the travel industry encounters the board guidelines, local area investment and arranging, and occupant commitment. Usually, this examination centers on vacationer factors and has not underlined the extent of spot connection in foreseeing travelers' return to expectations. However, the meaning of the return to goals is significant in the vacationer's writing (Yoon et al., 2021).

This study is significant for traveler experts to recognize substantial variables during the travel industry areas and augmentations. The travel industry board must also know the main factors driving a return to goals while considering place connection. Significantly, this study means quite a bit to guests to ponder what physical and administration natural offices they anticipate from the travel industry objections given their psychological delegate conduct of spots (Wei et al., 2019). In any case, the utilization of position connection as a middle person in the relationship between climate and return to aim is deficient. Place connection as a middle person between past visits and return to expectation. Place connection utilizes as a determinant of goal return. Objective picture joins return to expectation with place connection as a go-between. In addition, past proof has examined the return to aim in food habitats; the celebration focuses and wearing objective with fewer observational examinations (Yang & Zhang, 2022). These investigations have similarly concentrated on climate and spot connection at the total level, accordingly expanding the conflicting discoveries on place connection writings. It got critical consideration in the travel industry studies since it both adds to and impact vacationer.

Literature Review

Cognitive Appraisal Theory

The Cognitive Appraisal Theory (CAT) explains how humans respond to external stimuli by judging their personal relevance, resulting to emotional responses. Emotions result from a person's cognitive interpretation of an input, impacting their behavior. According to CAT, a person's emotional response is determined by their mental appraisal of a stimuli, which then influences their behavior, including consumer behavior, as they act on their emotional evaluations (Choi & Choi, 2019). Feelings affect social responses and are a person's versatile significance examination or assessment of their inclinations. In this way, individuals will likewise answer the upgrade when a climate invigorates individuals. This individual assessment of the environment includes the both internal and outside assessments. Internal assessment is the inward perceptual assessment of characters, convictions, and objectives, or at least, the perceptual assessment of oneself. Conversely, outer assessment alludes to the outside perceptual assessment of item execution and criticism from others, or at least the perceptual assessment of the climate (Jiang, 2020).

Impact of tourist revisits intention on tourist immersion in a green environment

In the connection between the travel industry, vivid discernment, and RI, the travel industry discernment might view as a natural boost, and RI might view as a human conduct reaction. The mental examination hypothesis of the feeling hypothesis makes sense in that conduct is shaped by the connection between people and the climate, which is significant for concentrating on customer conduct in the environment (Hofmann et al., 2020). Tourist revisit intention can positively impact tourist immersion in green environments. Repeat visitors are more likely to develop a sense of familiarity and attachment to a destination, leading to a deeper appreciation and engagement with the natural environment.

Tourist immersion in green environments often characterizes by a sense of connection and engagement with nature, as well as an understanding and appreciation of a destination's environmental and cultural context. Repeat visitors may be more likely to seek out and engage in eco-friendly activities, such as hiking, bird watching, or wildlife conservation efforts, which can enhance their natural environment experience (Thipsingh et al., 2022). Tourist revisit intention can also increase support for environmental conservation and sustainable tourism practices. Repeat visitors who have developed a sense of attachment to a destination may be more likely to advocate for preserving the natural environment and support local initiatives to promote environmental sustainability (Chen et al., 2023). It can create a more supportive and engaged community of tourists, locals, and businesses committed to protecting and preserving the natural environment. Overall, the impact of tourist revisits intention on tourist immersion in green environments can be positive, leading to a greater appreciation and engagement with nature and increased support for environmental conservation and sustainability (Charkhabi, 2019). Critical travel industry encounters, which are encounters that sightseers effectively recollect in the wake of visiting a vacationer location, are mental assessments of outer improvements (like the travel industry's realness). Applicable investigations have shown that the travel industry's genuineness relates to revisit intention.

H1= tourist immersive perception positively impacts tourist revisits intention

Impact of tourist immersion in a green environment on Place attachment

As the spot is integral to numerous religions and their celebrations, research zeroing in on the mental components of the site can effectively make sense of various result factors inside a celebration setting, given its new use inside the overall travel industry writing (Mohamed et al., 2022). However, a customary conceptualization of put connection centers around the connection between people and the indigenous habitat, arising research has considered a social part of setting a connection

Tourist immersion in green environments finds to impact place attachment positively. Environmental quality, perceived restrictiveness, and recreational opportunities have also find to influence place attachment in green environments (Bhutto et al., 2021). Overall, immersion in natural settings can contribute to a deeper connection with a place, positively affecting sustainable tourism development and conservation efforts.

H2= tourist immersion in green environment positively impacts place attachment

Tourist immersion in green environment impacts on place loyalty.'

Place loyalty alludes to a person's close-to-home association with a particular climate, the profound interest in a spot, or the level of assessment and recognizable proof with a specific environment. Place loyalty comprises spot reliance and spot character, which allude to a person's practical close-to-home connection to a spot separately. An individual or local area involves places as a medium to characterize oneself and feel a piece of the site sincerely. Currently, there is no agreement on the connection between place personality and spot reliance (Souza et al., 2020). A few investigations have proposed that the two are free, while different examinations have recommended that the two impact one another. As a mind-boggling feeling, Dad is a practical consequence of the human spot connection. In this way, place loyalty is imperative in objective administration (Charkhabi, 2019). Place loyalty mirrors the favorable condition of a person while moving toward a specific spot. As per the CAT hypothesis, people assess the importance and appropriateness of the climate to give individual significance and, in this way, create feelings. In the travel industry, vacationers might frame a connection to a location provided their fulfillment, explicit personal objectives, or representative significance (Trunfio et al., 2022).

Tourist immersion in green environments finds to impact place loyalty positively. The emotional connection that develops through immersion in a natural setting can lead to a stronger attachment to the place, translating into repeat visits and recommendations to others—factors such as perceived environmental quality and access to outdoor recreation opportunities in green environments (Thipsingh et al., 2022). Therefore, developing and promoting sustainable tourism practices in natural settings can contribute to increased place loyalty, which can have positive economic and environmental outcomes for the destination (Errichiello et al., 2019). Besides, sightseers can get a considerably more extravagant traveler experience through regular travel industry objects, which advance the personality of legacy destinations. Moreover, when vacationers partake in the travel industry exercises at legacy destinations to acquire EA, they become subject to the legacy site since they escape from their ongoing climate (Hofmann et al., 2020). Moreover, the honestly communicated self-state is helpful for travelers' drenching and self-acknowledgment, reinforcing vacationers' place personality. To be sure, studies have shown that legitimacy profoundly connects with place loyalty.

H3= tourist immersion in green environment perception positively impacts place loyalty.'

Impact of Place attachment on tourist revisits intention

Place connection portrays the connection between an individual and a setting bounded by the physical and kinds of settings set up. The relationship between place character and goal return investigate, and place personality intervenes between past visits and expectations to return. Scientists found that location personality or profound connection moderately less contrasted with Place reliance with a return to aim (Atzeni et al., 2022). The creators contended that this might be because of contrasts in psychographic and demographical factors. For instance, vacationers with high set-up characters will generally be all the more earth touchy and could perfect their insight structures and touristic encounters (Wang et al., 2022).

Nonetheless, fulfillment level in past visits might assume an essential part of a future return to goals. The specialist found that sightseers' reliability to different objections or places of interest will be interceded by the pretended spot connection, individual contribution, and objective picture. Research additionally expressed that place personality finds to be all the more firmly intervening between the fulfillment and reliability of vacationers in Mauritius than place reliance, suggesting that travelers put a higher significance on profound connection than utilitarian connection (He et al., 2022). In another view, intervened place connection between nature-based sporting advantages and future visit goals. As per the creators, regular and social variables impact travelers' return to destinations. Besides, vacationers have a closer-to-home reaction to expected sporting advantages than to fake benefits, making the place's character a significant middle person in later visits and returning to goals (Jiang, 2020). Place personality likewise views as the main proportion of setting connection in producing to have urban areas and public parks. Subsequently, it is essential to lay out whether place personality influences the return to expectations of sightseers in Island sporting focuses.

H4= Place attachment positive impact on tourist revisits intention

Impact of place loyalty impact tourist revisit intention

a vacationer's goal to return to a location, communicating a singular's inspiration to use assets for rehashing a movement to a similar place, doesn't agree with a genuine return; expectation shows inclination. However, it doesn't guarantee prompt activity. According to the inspiration hypothesis, people venture out to escape from their daily practice or look for new encounters. In this manner, neither the absence of expectation to return to an objective nor the absence of actual recurrent appearance can block the presence of objective reliability (Stylos & Bellou, 2019). Put in an unexpected way. Similarly, a return to aim doesn't relate to a genuine return to (the first is an indicator or a decent gauge of the last option). In this way, it isn't suitable to involve a return to goals as an intermediary for objective unwavering and the other way around. Indeed, this is likewise precisely upheld, who showed that in light of shifting degrees of objective faithfulness, sightseers might be sectioned into three gatherings, exhibiting various degrees of propensity to return to an objective (Choi & Choi, 2019). The current review takes on the attitudinal methodology of objective devotion that joins objective responsibility to suggest. Also, in the travel industry showcasing writing, objective faithfulness is conceptualized and displayed as a forerunner of goal return.

H5= place loyalty positively impacts tourist revisit intention

The mediating role of place attachment, the place loyalty between tourist immersion in a green environment and tourist revisit intention

Past investigations have discovered that the level of contribution and recurrence of interest in the travel industry exercises can utilize to anticipate the status of vacationers' connection to the objective. Inclusion has become a key component influencing the close-to-home association among travelers and the goal. A concentration on rail routes and the travel industry uncovers that the recurrence of the purpose of sporting space and the level of association impacts travelers' place connection (Souza et al., 2020). In a review of global sightseers in lodgings, the analyst found that vacationer inclusion influences the placement of the link, affecting traveler fulfillment and the eagerness to suggest and return. In such a manner, traveler contribution is essential for their satisfaction and aim to visit from here on out. In an investigation of celebration, the travel industry contrasted. Social researchers ceaselessly investigate the qualities that can impact traveler faithfulness, considering the practical ramifications of objective steadfastness. Traveler dependability studies can sum up inspiration factors, segment attributes, previous encounters, accurate picture, administration quality, saw quality, fulfillment, and oddity (Wang, 2022). The existing literature suggests that place attachment and loyalty can mediate the relationship between tourist immersion in green environments and tourist revisits intention. Tourist immersion in natural settings can develop emotional bonds and a sense of connection to the place, leading to increased place attachment (Seeler et al., 2021). This attachment, in turn, can influence tourists' loyalty to the site, leading to repeat visits and recommendations to others. Place attachment and place loyalty find to impact tourists' revisit intention in green environments positively. Therefore, developing sustainable tourism practices that enhance visitors' experiences and foster emotional connections to natural settings can lead to increased place attachment, place loyalty, and, ultimately, tourist revisit intention (Lee et al., 2020). The review structure is created by considering the apparent worth and experience as two factors that propel the internal state in objective value and connection, prompting real dedication in the ecotourism setting.

H6= Place attachment plays a mediating role in the relationship between tourist immersive perception and tourist revisit intention

H7= Place loyalty plays a mediating role in the relationship between tourist immersion in green environment perception, and tourist revisit intention

The moderating role of technological innovation, low carbon practices between tourist immersion in a green environment and tourist revisit intention

In light of the dramatic advancement of innovations, it is difficult to come by places where no innovation is accessible. As per the Seat Exploration Center, there has been a striking expansion in the quantity of Web and cell phone clients overall. While early innovation, considering the memorability of vacationer encounters at shrewd travel industry locations, this study inspects two possible outcomes: fulfillment and conduct (return to) expectation (Jiang, 2020). Fulfillment characterizes as a singular's upbeat assessment of an encounter. In the travel industry setting, satisfaction shows the vacationer's positive evaluation of their mental state coming about because of a moving experience. As per the balance hypothesis, people change their mentalities when they see logical inconsistency. People will generally keep up with their mentality as per their discernments (Souza et al., 2020).

The existing literature suggests that technological innovation and low-carbon practices can moderate the relationship between tourist immersion in green environments and tourist revisit intention. Tourists are increasingly interested in sustainable and eco-friendly practices, and the availability of low-carbon options can enhance their overall experience and satisfaction with the destination (Thipsingh et al., 2022). Additionally, integrating technology, such as digital apps, can enhance tourists' experiences in natural settings by providing information on environmental education or facilitating access to outdoor activities. The moderating role of these factors can increase the positive effects of tourist immersion in green environments on revisit intention. Therefore, developing and implementing technological innovations and low-carbon practices can enhance the overall tourist experience, contributing to increased revisit intention and positive economic and environmental outcomes for the destination (Atzeni et al., 2022).

Moreover, clients' previous experience seems to have severe areas of strength for a relationship with their fulfillment with the utilization of innovation and their conduct goals. The specialist contends that conduct expectations are the most effective way to foresee an individual's behavior and to mirror their eagerness to play out a way of behaving. In the investigation, people will generally participate in a specific form of acting when they have a positive expectation to play out the course of conducting (He et al., 2022). Hence, a tangible goal to play out a way of behaving is profoundly prescient of an execution of that specific way of behaving. As per the hypothesis of arranged conduct, social aims are a predecessor to actual conduct overall. Conduct expectation in this study alludes to sightseers' purpose or obligation to visit and suggests a central brilliant travel industry objective. Considerable experience has likewise been perceived as a driving variable for future navigation, showing that essential experience influences conduct expectation straightforwardly (Stylos & Bellou, 2019). Paramount experience shapes positive social expectations. The critical effect of significant experience on travelers' goals views as confidence. Besides, crucial involvement with a travel industry objective essentially affects informal.

Past examinations have found that fulfillment straightforwardly affects social goals. Sightseers will more often than not return to a travel industry objective or prescribe the aim of others when they are happy with the drive (Wei et al., 2019). Alternately, sightseers are less inclined to return to the purpose or spread positive informal exchange when disappointed with their movement experience. Fulfillment plays a middle person in the connection between knowledge and aims; adopters use the Web and innovative gadgets more, and others start to involve advances in their everyday and professional lives. Today, innovation is progressively becoming necessary instead of an auxiliary device, as shrewd innovations are predominant in all matters, from common frameworks to training administrations (Yang & Zhang, 2022). For example, the Web of Things and sensors give a lot of data and permit city authorities to follow primary occurrences and ongoing traffic and air contamination levels. The individual shrewd gadgets and applications assist citizens with straightforwardly speaking with public executives and taking care of issues (Stylos & Bellou, 2019). The travel industry's objections are not an exemption from brilliant innovation usage, as innovation has fundamentally impacted the travel industry in different ways. They are ever-improving a shining city, a spot where savvy innovations coordinate

H8= technological innovation moderates the relationship between tourist immersion in a green environment and tourist revisit intention

H9= Low carbon Practice moderates the relationship between tourist immersion in a green environment and tourist revisit intention
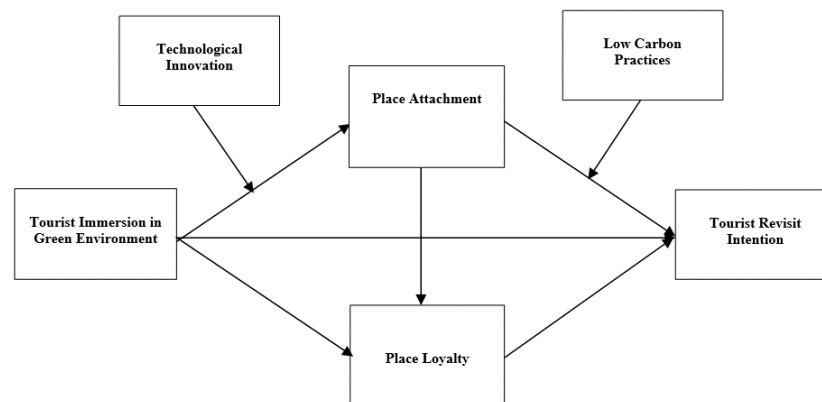

Figure 1: Research Framework

Research Methodology

All the visitors were randomly approached, the objectives of the study were explained and their willingness to participate in the study was asked for. Later, the questionnaire was shared only with the respondents who consented to fill it out. A total of 291 respondents shared the information about the research variables, whereas, 130 of them were international visitors and 161 were local visitors. The study's target audience included all tourists aged 18 and up who had participated in green tourism efforts.

The sample size was selected using Cohen's (1988) formula, which takes into account the effect magnitude and required level of precision. We sought to detect a moderate effect size (0.5) with a precision of 0.05 and a 95% confidence level. Based on these factors, the sample size was predicted to be 350. To choose participants from the target population, we employed a random sampling approach. Visitors were approached and asked to participate in the survey. The survey received 291 responses, accounting for nearly 83% of the planned sample size of 350.

For data collection, we designed a survey questionnaire which consisted of six variables; 1 IV (Tourist immersion in green environment), 1DV (tourist revisit intention), 2 Mediators (place attachment, place loyalty) and 2 moderators (technological innovation and low carbon practices). Notably, the instrument consisted of 29 items and all of these items were taken from the existing literature. Part of this, 5 items to measure Tourist immersion in green environment (Lunardo & Ponsignon, 2019), 4 items of place loyalty (Sánchez Cañizares et al., 2015), 4 items of place attachment (Vada et al., 2019), 4 items-scale of tourist revisit intention (Phillips et al., 2013), 4 items of low carbon practices (Berezan et al., 2013) and 8 items of technological innovation (Liñán & Chen, 2009) were adapted . Moreover, in order to get the more precise and objective response, we employed a 7-point Likert scale ranging from 1= Strongly Disagree to 7= Strongly Agree.

Data Analysis

There were six factors in the research framework namely, tourist immersion in green environment, tourist revisit intention, place attachment, place loyalty, technological innovation, low carbon practices and 29 items in total. But prior to the examination of hypotheses, we carried out CFA for assessing the fit indices and quality of the model. It helped us evaluating the convergent validity and discriminant validity of the variable used in this research. For this purpose, we used SmartPLS (Barbeau et al., 2019), a well reputed software, renowned for handling the data more effectively (Barbeau et al., 2019) and is very useful in when it comes to the estimation of the measurement model and structural model.

Model Fitness, Validity and Reliability

In order to meet the specific requirements of the software, it was essential to assign appropriate codes to each variable before proceeding with the analysis. Therefore, the full names of the variables were shortened and were replaced with the smaller codes i.e., TIGE, RIN, PAT, PAL, TIN, COP. Where, TIGE was used for "Tourist immersion in green environment", RIN for "tourist revisit intention", PAT was shorted for "place attachment", PAL for "place loyalty" and TIN for "technological innovation" and LCAP represented "low carbon practices".

Moving ahead, before testing the hypothesis, we assessed the measurement quality and model fitness of the research framework. As a part of that, to evaluate the internal consistency and validity of the manifest variables, we first calculated the convergent validity and discriminant validity of the measurement model (Thien, 2019). The results of the CFA were interpreted according to the criteria given by Hu and Bentler (1999). Furthermore, the decision about the model fitness was made on the basis of values of chi-square, SRMR, RMSEA, CIF and TLI (Muthén & Asparouhov, 2012). The following table 1 contains information about the fit indices of the model. As highlighted, all the model fit indices were greater than the maximum cutoff values and hence the model was deemed fit for testing the hypotheses (Hu & Bentler, 2009).
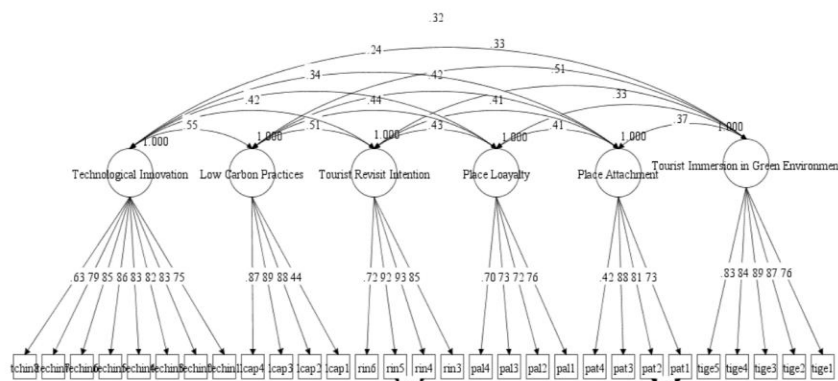

Figure 2: Measurement Model

Table 1: Model Fitness

Measurement Model	X^2	DF	X^2/DF	CFI	TLI	SRMR	RMSEA
1	656.362	360	1.832	0.948	0.941	0.049	0.053

Note: n=291, X^2 = Chi square value, DF =Degree of freedom

Since the research employed a survey questionnaire which was designed to collect data from the all the respondents at the same time, it was essential to ensure that the connection between the variables is not inflated (Podsakoff et al., 1990) and is not influenced by the respondents' personal evaluations (Jahanger et al., 2022; Murshed et al., 2021; Pekovic & Vogt, 2021). To detect this, we applied Harman's single-factor method to find out whether link between variables was biased or not. The test of CMB revealed that the one factor explained 35.15% of the variance, as indicated below (Table 2), which is less than the maximum recommended value (50%). As advised, that if the results indicate that one factor accounts for less than half (50%) of the variance, the association between the variables should be considered real (Podsakoff et al., 2012; Saris & Gallhofer, 2014). Therefore, we were certain that that there was no issue of spurious correlation between the variables.

Table 2: Common Method Bias

Factor	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	Variance	Cumulative	Total	Variance	Cumulative
1	10.194	35.151%	35.151%	10.194	35.151%	35.151%

Validity, Reliability and Descriptive Statistics

Moreover, it is believed that the measurement model banks upon the factor loadings for estimating reliability, convergent validity, and discriminant validity CR, and AVE (Ursachi et al., 2015). However, for establishing the discriminant validity, we used the criteria of Fornell and Larcker (1981), who recommended to compare the SQRT of AVE with the corresponding correlation values for that purpose. It was observed the values for the "squared root of AVE" were higher than their corresponding correlations, demonstrating that there is no risk of discriminant validity (Whittaker, 2011). Likewise, convergent validity was assessed using the standardized factor loadings, AVE, and item reliability (Farrell, 2010; Fornell & Larcker, 1981; Suárez-Albanchez et al., 2021). The research instrument, as depicted in Figure 2, contained 28 questions each with a standardized item loadings of greater than 0.6, values of AVE greater than 0.5 and values of CR remained greater than 0.7. This indicated that "scale's convergent validity" was not an issue at all (Hair, 2009; Memon & Rahman, 2014). In addition to this, the reliability of the scale was as also confirmed as the values of CR (composite reliability) of all the constructs were higher than 0.7, wherein, the maximum value of CR (0.934) was associated with TIN (technological innovation) and the minimum value of CR (0.811) represented PAT (place attachment). In addition to this, we also assessed the issue of multi collinearity, as the Table 3 also contains pertinent information about the strength of the relationships between variables. It was found out that strength of the correlation amongst the constructs was lesser than 0.90, whereas the values of correlations greater than 0.90 confirm the existence of the issue of multicollinearity (Midi et al., 2010).

Table 3: Descriptive Statistics, Correlation and Discriminant Validity

Construct	Mean	S. D	TIGE	PAT	PAL	RIN	TIN	LCAP
TIGE	4.954	1.036	**.839**					
PAT	4.964	.741	.366**	**.729**				
PAL	5.714	.741	.325**	.415**	**.728**			
RIN	5.273	1.206	.509**	.405**	.428**	**.858**		
TIN	6.405	.792	.319**	.244**	.345**	.423**	**.800**	
LCAP	5.877	.963	.334**	.424**	.439**	.512**	.550**	**.792**
CR			0.923	0.811	0.818	0.918	0.865	0.934
AVE			0.71	0.53	0.53	0.74	0.63	0.64

Note: n=291, S.D= Standard deviation, TIGE = Tourist immersion in green environment, PAT = Place attachment, PAL = Place loyalty, RIN = Tourist revisit intention, TIN = Technological innovation and LCAP = Low carbon practices, CR= Composite reliability, AVE= Average variance extracted.

As can be seen in Table 3, we computed mean values and standard deviation values of the of the variables, where the "TIN" scored the highest and its mean value was 6.405 whereas the TIGE scored the in terms of the mean and its value was 4.95. Additionally, the results demonstrated that the highest standard deviation (1.20) was linked to the dependent variable "RIN" and the lowest S.D (0.741) was computed for one of the mediating variable "PAL". The data was ready for hypothesis testing because its normality was proved by the prior analysis.

Hypothesis Testing

As the research framework had multiple direct associations, therefore it was essential to first examine the significance of the paths. There were six hypotheses that were designed to assess these direct links. Table 4 specifically provides information about the direct associations. We assumed in the H1 that TIGE is expected to positively cause the dependent variable RIN. The results exposed that TIGE positively and significantly changed RIN β= 0.510, SE= 0.042, T-value=10.896, P-value= 0.000. Therefore, our fist proposition was supported. Hypotheses-2 mainly focused on the direct relationship of TIGE-PAT. The analysis revealed that TIGE positively predicted PAT β=0.350, SE= 0.057, T-value= 6.109, P-value= 0.000. Therefore, H2 was also supported. We hypothesized in H3 that TIGE can be leveraged to significantly predict PAL. The results supported the assumptions that tourist immersion in green environment (TIGE) can lead to a feeling of place attachment i.e., β=0.326, SE= 0.061, T-value= 5.328, P-value= 0.000. Therefore, our assumptions about H3 were supported. Based upon Hypotheses-4, we examined the link between the two mediating variables PAT and PAL. The data analysis revealed that place attachment (PAT) can lead to the development of place loyalty (PAL). Thus, H4 was also supported. We further looked at the association between the mediating variables PAT, PAL and the dependent variable RIN. It was confirmed that both PAT and PAL lead to the development of revisit intention in the tourists, β=0.372, SE= 0.057, T-value= 6.469, P-value= 0.000 and β=0.430, SE= 0.056, T-value= 7.687, P-value= 0.000 respectively. It is evident that these relationships were positive and significant (see Table 4).

Table 4: Hypothesis Testing for Direct Effects

Hypotheses	B	SE	T-Value	P-Value	Outcomes
H1: TIGE--RIN	0.510	0.042	10.896	0.000	Supported
H2: TIGE--PAT	0.350	0.057	6.109	0.000	Supported
H3: TIGE--PAL	0.326	0.061	5.328	0.000	Supported
H4: PAT--PAL	0.395	0.069	5.715	0.000	Supported
H5:PAT--RIN	0.372	0.057	6.469	0.000	Supported
H6: PAL--RIN	0.430	0.056	7.687	0.000	Supported

Note: Note: β= STDYX, SE= Standard error TIGE = Tourist immersion in green environment, PAT = Place attachment, PAL = Place loyalty, RIN = Tourist revisit intention.

Besides the examination of these direct associations, we also investigated the paths involving mediators. For the assessment these mediate paths, we applied a bias-corrected bc-bootstrapping approach to generate bias-corrected 95% confidence intervals to look into the significance of specific indirect effects (SIE) of the mediator. However, to create precise and trustworthy confidence intervals, the significance should be tested with at least 1000-bootstrap replications (Cui et al., 2022). Moreover, for significant results, it is also advised that the ULCI and LLCI should not pass through zero (Shrout & Bolger, 2002). In the light of these recommendations, the results pertaining to the mediated paths are placed in the Table no. 5.

Table 5: Hypothesis Testing for Indirect Effects

Hypotheses	β (SIE)	SE	T-Value	95% CI	P-Value	Outcomes
H7: TIGE-PAT-RIN	0.091	0.028	3.231	0.045—0.138	0.001	Supported
H8: TIGE-PAL-RIN	0.095	0.027	3.527	0.047—0.143	0.000	Supported
H9: TIGE-PAT-PAL	0.128	0.037	3.414	0.066—0.189	0.001	Supported

Note: β= STDYX, SIE= Specific indirect effect, SE= Standard error, CI= Confidence interval, TIGE = Tourist immersion in green environment, PAT = Place attachment, PAL = Place loyalty, RIN = Tourist revisit intention.

H7 predicted the significance of mediated effect of PAT between TIGE and RIN. The findings confirmed the mediating role of PAT as the SIE of the path was positive and significant with β= 0.091 (P-value: 0.001) and a 95% ULCI-LLCI were [0.045--0.138]. Therefore, H7 was supported as the path "TIGE-RIN" was mediated. Furthermore, the results of the analysis also confirmed the mediating role of the second mediator PAL between TIGE and RIN. As the findings indicated a significant mediating role of the PAL, β (SIE)= 0.095 (P-value: 0.000) and 95% ULCI-LLCI were [0.047--0.143]. These results supported our notion of the mediating role of PAL between TIGE and RIN in H8. Likewise, the final mediation path involved the examination of PAT between TIGE and PAL. The (SIE) β= 0.144, (P-value: 0.000) and its 95% confidence intervals also depicted the significance of the mediation i.e., [0.090—0.199]. Therefore, as per our prediction, H9 was supported.

The model also had two moderating paths i) moderation of TIN on the TIGE-PAT relationship and ii) moderation of LCAP on the PAT-RIN relationship. For investigating the moderating role of "TIN" and "LCAP", all the pertinent variables were standardized in SMART PLS(Brown et al., 2013; Van Der Linden et al., 2017) and afterwards the interaction term was generated to look into contextual role of the concerned variables (TIN, LCAP). H10 hypothesized that the link between TIGE and PAT is expected to be positively and significantly moderated by TIN. To our surprise, negating the theory and expectations, the findings confirmed that TIN negatively influenced the path of TIGE-PAT and was highly insignificant i.e., β= -0.088, SE: 0.111, T-value: -0.797, P-value: 0.429. We further examined the moderating role of LCAP on the PAT-RIN path. The analysis proved that the moderation of LCAP was highly significant and positive as the interaction term (PAT*LCAP) significantly influenced the PAT-RIN association, β= 0.321, SE: 0.151, T-value =2.133, P-value: 0.000. This significant role of the moderating variable was also examined which also confirmed the 95% CI of the interaction term. The ULCI and LLCI of 95% CI did not include zero [0.073 --- 0.561]. Therefore, H11 was supported (see Table 6).

Table 6: Moderation Analysis

Hypotheses	B	SE	T-Value	P-Value	95% CI	Outcomes
H10: Moderating role of TIN between TIGE-PAT relationship	-0.088	0.111	-0.797	0.425	[-0.271---0.094]	Not Supported
H11: Moderating role of LCAP between PAT-RIN relationship	0.321	0.151	2.133	0.033	[0.073---0.561]	Supported

Note: β= STDYX, SE= Standard error, CI= Confidence interval TIGE = Tourist immersion in green environment, PAT = Place attachment, RIN = Tourist revisit intention, TIN = Technological innovation and LCAP = Low carbon practices

Finally, because the H11 was supported, we also conducted simp-slope analysis to examine the moderation effect at low, medium and high values of LCAP. It was confirmed that the moderation effect was stronger as the LCAP assumes higher values and weaker as the values of LCAP decrease (see Figure 3)
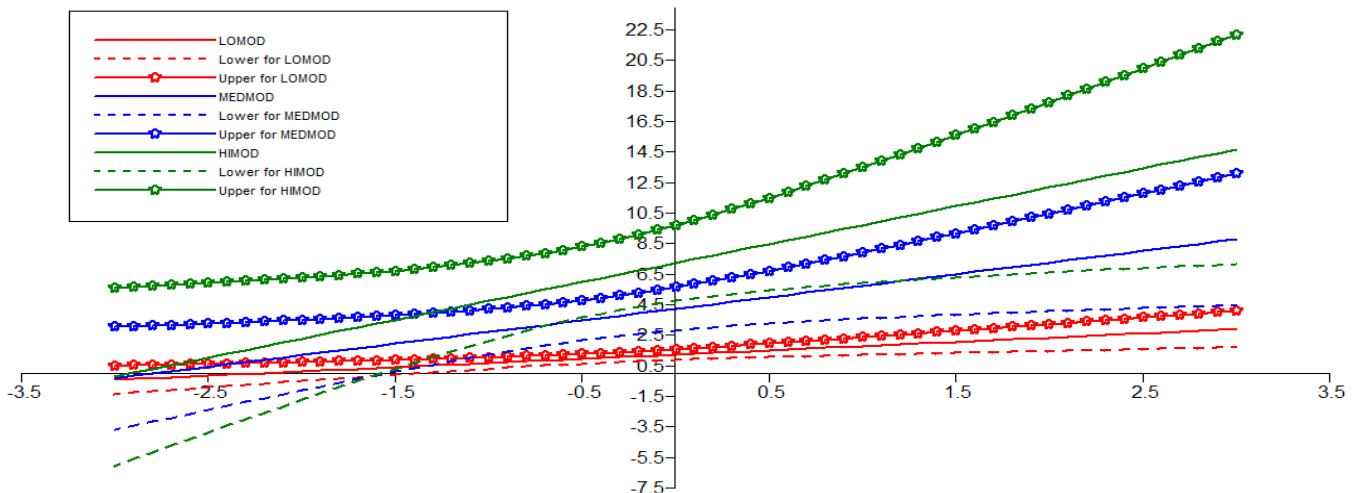

Figure 3: Interaction plot for moderation of LCAP between PAT-RIN

Discussion

The study provides important insights into the links between visitor immersion in green areas, revisit intention, place attachment, place loyalty, technological innovation, and low-carbon activities. The measuring model showed good fit indices, convergent validity, and discriminant validity, implying that the constructs were well-defined and empirically validated. The structural model demonstrated that visitor immersion in green areas has a beneficial influence on revisit intention, location attachment, and loyalty. Furthermore, we discovered that place attachment and loyalty have a beneficial influence on revisit intention. These findings imply that providing immersive experiences in green surroundings might build a sense of attachment and loyalty among tourists, ultimately increasing the likelihood of returning to the place. Place attachment and place loyalty were also validated as mediating factors between visitor immersion in green environments and intention to revisit. This shows that visitor immersion has an indirect impact on revisit intention by promoting site attachment and loyalty. However, technological innovation did not have a significant moderating influence on the association between visitor immersion in green areas and place attachment. This defies our expectations, as we predicted that technological innovation would improve the link between visitor immersion and place attachments. However, low carbon practices had a significant and favorable moderating influence on the connection between place attachment and revisit intention. This shows that the association between place attachment and intention to return is reinforced when tourists believe their actions are helping to sustainable practices. The simp-slope analysis found that the moderation effect of low carbon practices is stronger at higher levels of LCAP, implying that the relationship between place attachment and revisit intention is more prominent when tourists are actively involved in sustainable behaviors. The study's findings are beneficial to tourism stakeholders and destination managers. Destinations can develop a sense of connection and loyalty among tourists by providing immersive experiences in green areas and promoting sustainable practices, resulting in higher revisit intention. The study emphasizes the role of technological innovation and low carbon practices in understanding the relationship between tourist behavior and destination loyalty. Tourist immersion in green environments positively impacts place attachment, place loyalty, and tourist revisit intention. The mediating effects of place attachment and place loyalty suggest that developing emotional connections and a sense of Place identity can lead to more positive attitudes towards the destination, increasing tourist revisit intention. The moderating effects of technological innovation and low-carbon practices also influence the relationship between tourist immersions in green environments and revisit intention. Tourists are increasingly interested in sustainable and eco-friendly practices, and the availability of low-carbon options can enhance their overall experience and satisfaction with the destination. The implications of these findings for sustainable tourism development are significant. The development and promotion of sustainable tourism practices and eco-friendly options can enhance the overall tourist experience and contribute to positive economic and environmental outcomes for the destination. The integration of technology can also help to improve the tourist experience in natural settings, providing information and facilitating access to outdoor activities. However, it is essential to note that the relationship between tourist immersion in green environments and revisit intention may not be linear, and other factors may influence the relationship between these variables. Additionally, the role of other moderating factors, such as cultural differences or individual preferences, should also be considered when exploring the impact of tourist immersion in green environments on revisit intention.

This study suggests the development and implementation of sustainable tourism practices, the promotion of eco-friendly options, and the integration of technology. It can enhance the positive effects of tourist immersion in green environments on place attachment, place loyalty, and tourist revisit intention, contributing to more sustainable tourism development and positive economic and environmental outcomes for the destination.

Conclusion

The existing literature highlights the critical role of tourist immersion in green environments in shaping tourists' revisit intention through the mediating effects of place attachment and place loyalty. Immersion in natural settings can develop emotional bonds and a sense of connection to the place, which can ultimately contribute to increased place loyalty and revisit intention. However, the impact of tourist immersion in green environments on revisit intention can further enhance through the moderating effects of technological innovation and low-carbon practices. Technological innovation and low-carbon practices can provide tourists with more sustainable and eco-

friendly options, improving their overall experience and satisfaction with the destination. Integrating technology, such as digital apps and environmental education, can also help enhance tourists' experiences in natural settings. Therefore, developing and implementing technological innovations and low-carbon practices can contribute to increased revisit intention and positive economic and environmental outcomes for the destination. Overall, the results suggest that developing sustainable tourism practices and promoting eco-friendly options can enhance the positive effects of tourist immersion in green environments on place attachment, place loyalty, and, ultimately, tourist revisit intention. It has important implications for developing and managing sustainable tourism practices in natural settings.

The immediate impact of appearance recurrence on dependability and return to aim can practically be carried out through redid contact with past guests and by arranging great incentives for-cash travel bundles using designated email crusades individually. Offering heaps of administrations as bundles and, in any event, setting exceptional concurrences with carriers to offer different associations and ticket offers are rehearse that might expand the chance of returning to an objective. The Positive all-encompassing pictures impact their steadfastness and return to aim, targeting working on different parts of the traveler encounters chain, from the outbound excursion to the bring one back. Additionally, availability to Crete using additional continuous flights lasting through the year might increase reliance. It recommends that as individual's age, they get more engaged with the networks they have a place, and they will generally be more mindful of the meaning of their feeling of spot connection.

Implications

Theoretical implications

This study contributes widely to the writing on return to aims by distinguishing the significant ecological variables that trigger spot connection and return to expectations. The inventiveness of this study is the attention to various elements of spot connection. Past investigations have reported place personality and spot reliance. Ongoing examinations, in any case, have incorporated the social and full-feeling parts of spot connection. Significantly, we consider climate as an improvement to put connection as the living being to return to goals, which is the reaction. Foundation and climate view as the most significant for Place personality and spot emotional, reliable with the discoveries of while the environment thinks of as the most important for site reliance and area social holding. This outcome suggests that elements like an appealing framework and being effectively open impact a guest's cooperation with the climate and, subsequently, structure a spot marking that decides character and, eventually, recognizes emotions.

Concerning air climate as the primary variable for place reliance and social holding, it suggests that the help conveyance in the travel industry is a component of the assistance and actual ecological offices. Utilitarian and honest offices impact place reliance more than do conduct factors, and the ways of life of travelers or people shape the social holding among guests. Climate perceives the perplexing idea of individual frameworks through place reliance. Accordingly, entertainers in the travel industry should give expanded consideration to both foundation and air conditions. In growing vacationer places, conventional spot personality ought not to be the primary variable to consider; the spot full of feeling highlights of the such framework should be carried out and supported. Since there is expanded support in vacationer locations, our discoveries show that social holding is the primary variable for return to goals. Curiously, our findings show that high returns to destinations rely more upon the new factors of put full of feeling and social holding than on the variables of conventional spot character and spot reliance. In any case, we find that the social part of the climate is irrelevant to place connection. A few variables might uphold this accommodation; for instance, legacy culture in the travel industry is not necessarily place-bound in every case, and the mental portrayal of spots among guests renders legacy culture irrelevant to Place connection. Additionally, social climate may not impact place connection aside from the presentation of the directing job of spot fulfillment. Notwithstanding social environment being insignificant for place connection, the outcomes showed that place connection aspects are significant for return to expectations.

Practical implications

This study has practical ramifications for professionals and travel industry executives. For experts, it gives essential data to the structure and foundation of the travel industry focuses. It demonstrates that social holding

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and spot emotional are vital components for infrastructural climate and air climate separately in the augmentation of the travel industry objections to new urban communities and focuses. It helps the travel industry and the board to realize which variables to put significance on. Because of our discoveries, the degree of return to aims ought to be surveyed by first putting inclination on Place social holding, trailed by place character, place reliance, and in conclusion, a place full of feeling according to access to the travel industry assets.

Limitations and future research

This study restricts because it utilizes a field review, which doesn't consider exact command over unessential factors. The single examination strategy used in this exploration raises a few worries. For instance, the single exploration strategy can't give the advantages of the triangulation research technique. Likewise, this concentrate additionally experiences the utilization of the accommodation testing strategy, as the method is known to experience the ill effects of examining blunders. This way, the future examination could explore ecological impacts on place connection in a lab setting to give more command over the factors impacting this build. A controlled trial might share further knowledge about the particular natural elements that add to put connection. Each essential climate component could be tried and assessed regarding its commitment to put relationship. These outcomes would give a unique understanding of what people explicitly consider when structuring connections to virtual spaces.

Future exploration ought to zero in on various objective settings. It might further develop information regarding the comparability and contrasts in factors impacting return to expectations. The forthcoming investigation could likewise zero in on different directing factors. The directing job of spot fulfillment might affect the connection between social climate and spot connection.

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