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From Glamping Management to Regenerative Tourist Experience: Evidence from Bali

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Abstract: The rapid growth of glamping as a premium nature-based accommodation model has expanded tourism experience beyond conventional camping and luxury hospitality. However, previous studies have predominantly examined glamping in terms of service quality, comfort, motivation, and memorable experiences, while limited empirical evidence explains how glamping management can generate a regenerative tourist experience. Addressing this gap, this study investigates the pathway from Glamping Regenerative Management (GRM) to Regenerative Tourist Experience (TRE) through Regenerative Tourism Mechanisms (RTM) and Tourist Environmental Orientation (TEO). Drawing on regenerative tourism theory, living systems thinking, and environmental orientation theory, this study conceptualizes glamping as a socio-ecological platform that may activate human-nature reconnection, ecological learning, place-based engagement, and reflective environmental awareness. A quantitative explanatory design was employed using survey data from 250 tourists who experienced selected glamping destinations in Bali. Data were analyzed using partial least squares structural equation modelling with SmartPLS 4. The findings show that GRM has a significant positive effect on RTM, RTM strongly influences TEO, and TEO significantly enhances TRE. GRM also has a direct significant effect on TRE, but its direct effect on TEO is not significant. The indirect effect analysis confirms that RTM and TEO function as serial mediators in the relationship between GRM and TRE. These results indicate that regenerative tourist experience is not produced merely by management practices but through experiential mechanisms that activate tourists' environmental orientation. The study contributes to regenerative tourism literature by empirically validating a regenerative glamping pathway and provides practical implications for glamping operators and destination managers seeking to design nature-based accommodation that fosters ecological awareness, meaningful experience, and responsible tourist behavior.

Keywords: glamping; regenerative tourism; regenerative tourist experience; tourist environmental orientation; tourist management.

Introduction

Tourism development is increasingly challenged by ecological degradation, cultural commodification, resource pressure, and the growing demand for meaningful experiences. While sustainable tourism has contributed to reducing negative impacts, improving resource efficiency, and promoting responsible destination management, recent scholarship argues that sustainability is often insufficient when it is interpreted only as harm reduction or impact

minimization (Bellato et al., 2023; Cave & Dredge, 2020). This critique has encouraged the emergence of regenerative tourism, which shifts the focus from sustaining existing conditions toward restoring, renewing, and enhancing the vitality of socio-ecological systems.

Regenerative tourism views tourism not merely as an economic activity but as a relational process through which people, communities, ecosystems, and places can co-evolve. It is grounded in living systems thinking, which understands destinations as dynamic, interdependent, and adaptive systems rather than static products for tourist consumption (Mang & Reed, 2012; Reed, 2007). From this perspective, tourism should not only minimize harm but also contribute positively to ecological restoration, local community resilience, place-based learning, and visitor transformation.

This paradigm is particularly relevant to the development of glamping. Glamping, or glamorous camping, represents a hybrid accommodation model that combines outdoor nature-based experience with comfort, privacy, design, and hospitality services. Previous studies have shown that glamping tourists are attracted by novelty, comfort, escape, nature immersion, and memorable experience (Brochado & Pereira, 2017; Brooker & Joppe, 2014). However, these studies mostly position glamping as a hospitality product and consumer experience rather than as a regenerative tourism system. This distinction is important. A glamping site does not automatically become regenerative simply because it is located in a natural setting. Nature can be reduced to a visual background for luxury consumption if glamping management is limited to aesthetic landscape design and accommodation comfort. Conversely, glamping may become a regenerative platform when its management integrates ecological restoration, place-based interpretation, local community engagement, environmental education, and reflective tourist experience.

Bali provides a highly relevant empirical context for examining this issue. As an internationally recognised tourism destination, Bali combines rich cultural landscapes, ecological assets, hospitality innovation, and sustainability challenges. The growth of glamping in Bali reflects broader shifts in tourist preference toward nature-based accommodation, wellness, slow tourism, rural experience, and environmentally conscious travel (Iddawala & Lee, 2026). However, variation exists among glamping destinations. Some glamping sites integrate local labour, agricultural landscapes, cultural experience, ecological activities, and community-based interaction, while others remain more property-based and comfort-oriented. This diversity makes Bali a suitable living laboratory for analysing how glamping management may contribute to regenerative tourist experience.

Despite the growing attention to regenerative tourism, several gaps remain. First, regenerative tourism literature is still dominated by conceptual and normative discussions, while empirical testing of regenerative pathways remains limited. Second, glamping studies have focused mainly on service quality, satisfaction, motivation, and accommodation attributes, with limited attention to regenerative management and tourist transformation. Third, tourist experience research often emphasises satisfaction, perceived value, and behavioural intention, while deeper regenerative outcomes such as environmental awareness, human-nature connection, ecological reflection, and meaningful experience remain underexplored (Das & Mishra, 2026).

To address these gaps, this study proposes and tests an integrated model linking Glamping Regenerative Management (GRM), Regenerative Tourism Mechanisms (RTM), Tourist Environmental Orientation (TEO), and Regenerative Tourist Experience (TRE). GRM represents managerial practices that integrate regenerative principles into glamping operations. RTM refers to experiential mechanisms such as human-nature reconnection, ecological learning, place-based engagement, and reflective awareness. TEO refers to tourists' environmental orientation activated through the glamping experience. TRE refers to meaningful and environmentally reflective tourist experience. The objective of this study is to examine how Glamping Regenerative Management influences Regenerative Tourist Experience through Regenerative Tourism Mechanisms and Tourist Environmental Orientation (Pung et al., 2024). Specifically, this study addresses the following research questions: (1) How does GRM influence RTM? (2) How does RTM influence TEO? (3) How does TEO influence TRE? (4) Does GRM directly influence TEO and TRE? (5) Do RTM and TEO mediate the relationship between GRM and TRE?

The contribution of this paper is threefold. First, it advances regenerative tourism scholarship by empirically testing a regenerative pathway in the glamping context. Second, it contributes to glamping literature by repositioning glamping from a luxury nature-based accommodation product into a socio-ecological experience platform. Third, it provides practical guidance for glamping operators and destination managers seeking to design experiences that foster ecological learning, environmental awareness, and meaningful tourist transformation. Regenerative tourism has emerged as an advanced paradigm in tourism studies. While sustainable tourism focuses on balancing economic, social, and environmental dimensions, regenerative tourism emphasizes the active restoration and enhancement of living systems (Bellato et al., 2023; Cave & Dredge, 2020). In this view, tourism should contribute to ecological renewal, community well-being, cultural vitality, and visitor transformation.

The regenerative perspective is closely associated with living systems thinking. Reed argues that regeneration requires a shift from fragmented sustainability practices toward whole-system understanding. Mang and Reed further argue that regenerative development must be grounded in the uniqueness of place, including ecological patterns, cultural meanings, community relationships, and local potential. Therefore, regenerative tourism does not treat destinations as isolated products but as living systems shaped by relationships among tourists, communities, businesses, institutions, and ecosystems (Mang & Reed, 2012; Reed, 2007).

Living systems thinking is also consistent with socio-ecological resilience theory, which conceptualizes ecological and social systems as interconnected, adaptive, and dynamic (Folke et al., 2010; Holling, 2001). In tourism, this means that regenerative practices should strengthen the adaptive capacity of destinations rather than merely extract economic value from natural and cultural resources. In the context of glamping, regenerative tourism requires a more critical interpretation of accommodation management. Glamping is not regenerative merely because tourists stay close to nature. It becomes regenerative when management practices create meaningful relationships among tourists, local communities, landscapes, ecological systems, and place-based cultural meanings (Pop et al., 2024).

Glamping combines the experiential appeal of camping with the comfort and service quality of hospitality. It allows tourists to experience nature while maintaining privacy, convenience, and aesthetic value. Earlier studies have examined glamping in relation to comfort, service quality, tourist motivation, escape, novelty, and memorable experience (Brochado & Pereira, 2017; Brooker & Joppe, 2014). These studies are valuable but remain largely focused on glamping as a hospitality and consumer experience product. This study proposes a broader interpretation through the construct of Glamping Regenerative Management (GRM). GRM refers to the extent to which glamping management integrates regenerative principles into ecological, social, cultural, and experiential practices. It goes beyond environmental efficiency by emphasizing ecological stewardship, local community involvement, cultural interpretation, place-based design, environmental education, and regenerative vision.

GRM is conceptually grounded in regenerative tourism theory because it represents the managerial capacity of glamping operators to transform accommodation from a passive lodging facility into an active socio-ecological platform. A regenerative glamping site does not only provide accommodation in nature; it structures opportunities for tourists to encounter ecological processes, local livelihoods, cultural meanings, and responsible resource practices. In the tested SEM model, GRM was measured using five reflective indicators coded as X1.1-X1.5. These indicators represent tourists' perception of regenerative management practices at glamping destinations. Regenerative management is expected to activate experiential processes that connect tourists with nature, place, and ecological learning (Hanafiah, Amirah, et al., 2025).

H1: Glamping Regenerative Management has a positive effect on Regenerative Tourism Mechanisms.

Regenerative tourism outcomes are not generated automatically by management practices. Management must be translated into tourist-level meaning through experiential mechanisms. This study defines Regenerative Tourism Mechanisms (RTM) as socio-ecological and psychological processes through which tourists experience human-nature

reconnection, ecological learning, place-based engagement, local interaction, and reflective awareness. RTM is important because it explains how tourists perceive and internalize regenerative management practices. Ecological restoration may influence tourists more strongly when they understand its purpose. Local community involvement becomes meaningful when tourists interact with local people and recognize local knowledge. Place-based design becomes transformative when tourists feel connected to the cultural and ecological identity of the destination (Kang et al., 2024).

RTM also connects regenerative tourism to tourist learning. Environmental interpretation, agricultural observation, nature-based activity, cultural engagement, and reflective spaces can transform accommodation experience into ecological learning. This mechanism is consistent with environmental education and visitor learning literature, which suggests that direct encounters with nature and interpretation can strengthen environmental awareness (Ballantyne et al., 2011; Mayer & Frantz, 2004). In the tested model, RTM was measured using five reflective indicators coded as Z.1-Z.5. These indicators represent the mechanisms through which glamping experiences activate regenerative engagement. RTM is expected to strengthen tourists' environmental orientation because ecological learning, human-nature reconnection, and place-based engagement can increase environmental concern and responsibility.

H2: Regenerative Tourism Mechanisms have a positive effect on Tourist Environmental Orientation.

Environmental orientation refers to tourists' ecological concern, environmental responsibility, and tendency to value environmentally responsible practices. In environmental psychology, this construct is often associated with the New Ecological Paradigm and value-belief-norm theory (Dunlap et al., 2000; Stern et al., 1999). These theories suggest that individuals with stronger ecological beliefs are more likely to support environmental protection and responsible behavior. In this study, Tourist Environmental Orientation (TEO) is treated as an experience-related environmental orientation activated or strengthened by regenerative tourism mechanisms. This positioning is important because the tested SEM model uses TEO as an intervening construct, not as a moderator. TEO therefore represents tourists' environmental awareness and orientation after engaging with regenerative glamping mechanisms.

TEO was measured using three reflective indicators coded as M.1-M.3. These indicators capture tourists' environmental concern, ecological responsibility, and support for environmentally responsible tourism practices. Tourists with stronger environmental orientation are expected to experience glamping more meaningfully because they are more likely to interpret ecological design, local engagement, and environmental learning as valuable components of the experience (Sun & Huang, 2022).

H3: Tourist Environmental Orientation has a positive effect on Regenerative Tourist Experience.

H4: Glamping Regenerative Management has a positive effect on Tourist Environmental Orientation.

Tourist experience has long been central in tourism research. The experience economy perspective argues that value is created through meaningful and memorable experiences rather than through services alone (Pine II & Gilmore, 1998). In tourism, memorable tourism experience has been linked to hedonism, novelty, involvement, local culture, refreshment, meaningfulness, and knowledge (J.-H. Kim et al., 2012). Transformative tourism further argues that tourism can foster reflection, personal growth, well-being, and changes in worldview (Sheldon, 2020). TRE was measured using four reflective indicators coded as Y.1-Y.4. These indicators represent meaningful experience, connectedness to nature, environmental perspective, and environmentally friendly behavioral orientation. GRM may directly influence TRE because regenerative management practices can be perceived by tourists as part of the overall meaning and quality of the experience.

H5: Glamping Regenerative Management has a positive effect on Regenerative Tourist Experience.

The model assumes that the effect of GRM on TRE is not only direct but also indirect. Regenerative management provides the operational foundation, but tourist experience becomes regenerative when tourists engage with ecological learning, human-nature reconnection, place-based meaning, and environmental awareness. First, RTM is expected to mediate the effect of GRM on TEO. Regenerative management may activate mechanisms that strengthen tourists' environmental orientation. Second, TEO is expected to mediate the relationship between RTM and TRE. Regenerative mechanisms may enhance tourist experience through increased environmental orientation. Third, the study proposes a serial mediation pathway in which GRM activates RTM, RTM strengthens TEO, and TEO enhances TRE (Chen et al., 2023).

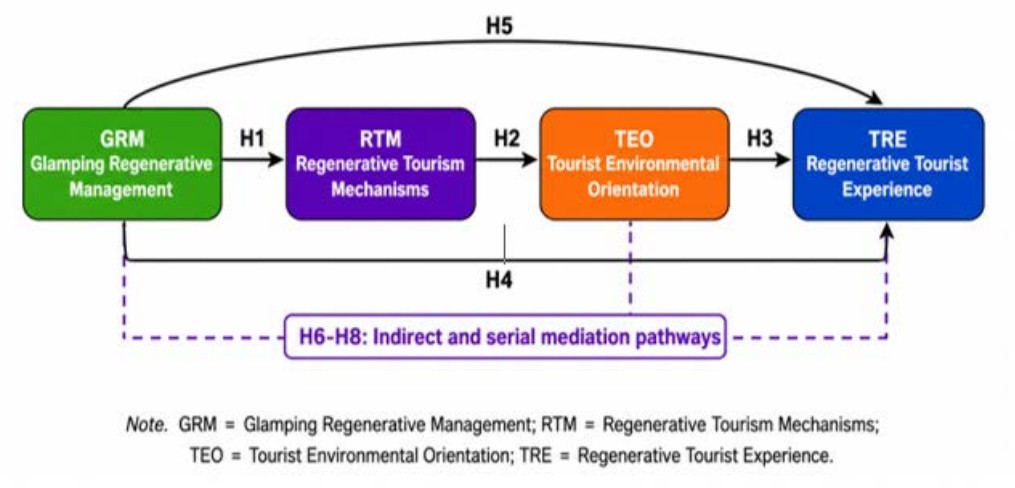
The final tested model can be expressed as GRM → RTM → TEO → TRE, with an additional direct path from GRM to TRE and a direct path from GRM to TEO.

H6: Regenerative Tourism Mechanisms mediate the relationship between Glamping Regenerative Management and Tourist Environmental Orientation.

H7: Tourist Environmental Orientation mediates the relationship between Regenerative Tourism Mechanisms and Regenerative Tourist Experience.

H8: Regenerative Tourism Mechanisms and Tourist Environmental Orientation serially mediate the relationship between Glamping Regenerative Management and Regenerative Tourist Experience.

Figure 1: . Hypothesized Serial Mediation Model



Code	Hypothesized Relationship	Expected Effect
H1	GRM → RTM	Positive
H2	RTM → TEO	Positive
H3	TEO → TRE	Positive
H4	GRM → TEO	Positive
H5	GRM → TRE	Positive
H6	GRM → RTM → TEO	Mediating effect
H7	RTM → TEO → TRE	Mediating effect
H8	GRM → RTM → TEO → TRE	Serial mediating effect

Table 1: Hypotheses of the Study

Note. GRM = Glamping Regenerative Management; RTM = Regenerative Tourism Mechanisms; TEO = Tourist Environmental Orientation; TRE = Regenerative Tourist Experience

Method

This study employed a quantitative explanatory research design. The design was appropriate because the study aimed to test theoretically derived relationships among latent constructs, namely Glamping Regenerative Management, Regenerative Tourism Mechanisms, Tourist Environmental Orientation, and Regenerative Tourist Experience (Creswell, 2019). The study used partial least squares structural equation modelling because the model involved multiple latent constructs, mediation effects, and prediction-oriented relationships. PLS-SEM is suitable for theory development and causal-predictive analysis, particularly when the research objective is to explain variance in endogenous constructs (Hair et al., 2019, 2022). The analysis was conducted using SmartPLS 4 with standardised results and 5,000 bootstrap subsamples. The main endogenous constructs were RTM, TEO, and TRE.

The study was conducted in selected glamping destinations in Bali, Indonesia. Bali was selected because it is an international tourism destination where nature-based accommodation, cultural landscapes, ecological assets, local communities, and sustainability challenges intersect. The research context included glamping destinations with different characteristics, such as rural glamping, eco-glamping, luxury glamping, wellness-oriented glamping, and community-connected glamping. These destinations demonstrate varying degrees of ecological management, local engagement, cultural experience, environmental learning, and tourist-nature interaction. This empirical context is therefore suitable for examining regenerative glamping as a socio-ecological experience platform (Sarstedt et al., 2022).

The population consisted of tourists who had stayed at or directly experienced glamping destinations in Bali. The unit of analysis was the individual tourist. Respondents were eligible if they were at least 18 years old, had experienced the glamping site, were able to evaluate the experience, and voluntarily agreed to participate. A total of 250 valid responses were used for analysis. This sample size is adequate for PLS-SEM because it exceeds common minimum requirements for models with several latent variables and structural paths. This study used purposive sampling because respondents needed direct experiential knowledge of the glamping site. The constructs measured in this study could not be meaningfully evaluated by individuals who had not experienced the glamping accommodation or its related activities (Dolnicar, 2013).

All constructs were measured using reflective indicators on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The measurement items were adapted from regenerative tourism, environmental orientation, tourist experience, and glamping literature, then contextualized to the regenerative glamping setting. Because the SmartPLS output used Indonesian-coded constructs, the coding was translated into English for international academic reporting. GRM corresponds to MRG in the SmartPLS output; RTM corresponds to MPR; TEO corresponds to OLW; and TRE corresponds to PRW (Magdolen et al., 2024).

Table 2: Construct Coding and Measurement

English Construct	English Code	SmartPLS Code	Indicator Code	No of Items	Conceptual Domain
Glamping Regenerative Management	GRM	MRG	X1.1-X1.5	5	Regenerative management practices, ecological care, place-based management, and responsible glamping operations.
Regenerative Tourism Mechanisms	RTM	MPR	Z.1-Z.5	5	Human-nature reconnection, ecological learning, place engagement, local interaction, and reflective awareness
Tourist Environmental Orientation	TEO	OWL	M.1-M.3	3	Environmental concern, ecological responsibility, and support for responsible tourism.

Regenerative Tourist Experience	TRE	PRW	Y.1-Y.4	4	Meaningful experience, connectedness to nature, environmental perspective, and environmentally friendly behavior.

Note. The English variable names are used throughout the paper to meet international conference writing standards.

Data analysis followed two stages: measurement model assessment and structural model assessment. The measurement model was assessed through outer loadings, Cronbach's alpha, composite reliability, average variance extracted, the Fornell-Larcker criterion, HTMT ratio, and collinearity statistics. Indicator loadings above 0.708 were considered acceptable. Cronbach's alpha and composite reliability values above 0.70 indicated internal consistency reliability. AVE values above 0.50 indicated convergent validity. HTMT values below 0.90 were considered acceptable for discriminant validity (Hair et al., 2022; Henseler et al., 2015). The structural model was evaluated using path coefficients, t-statistics, p-values, confidence intervals, R-square, f-square, and indirect effects. Bootstrapping with 5,000 subsamples was used to test the significance of direct and indirect effects. Model fit was assessed using SRMR as supplementary evidence.

Several methodological procedures were implemented to enhance the rigour, consistency, and credibility of the research findings. First, the measurement indicators for each construct were developed by drawing on established theoretical frameworks and findings from previous empirical studies. This approach helped ensure that the selected indicators reflected the conceptual dimensions of the variables under investigation. Second, the questionnaire was adapted to the specific context of regenerative glamping tourism. Adjustments were made to ensure that the statements were relevant to respondents' experiences and sufficiently clear for participants to interpret consistently. This contextual adaptation was intended to preserve the theoretical meaning of the constructs while improving the suitability of the measurement instrument for the research setting (Wiles et al., 2008).

Third, the measurement model was evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). Reliability and validity assessments were conducted to determine whether the indicators adequately represented their respective constructs and whether the measurement instrument demonstrated acceptable psychometric properties. These assessments provided a systematic basis for evaluating the quality of the data before interpreting the relationships among the constructs in the structural model. Potential common method bias was also considered through both procedural and statistical approaches. At the procedural level, respondents were assured that their participation was voluntary and that their responses would remain confidential. The questionnaire employed clear and straightforward wording to minimize ambiguity and reduce the possibility of systematic response errors. In addition, predictor and outcome constructs were separated within the questionnaire to help reduce respondents' tendency to provide consistent answers based on perceived relationships among the variables. These measures were intended to limit potential biases arising from the use of a single data collection instrument (Hair et al., 2019).

At the statistical level, collinearity diagnostics were examined to identify potential concerns associated with common method bias. The inner variance inflation factor (VIF) values were assessed against established methodological thresholds. Values below the specified thresholds indicated that problematic collinearity was not evident among the relevant predictor constructs. Nevertheless, these findings were interpreted cautiously, as acceptable inner VIF values alone cannot conclusively establish the absence of common method bias. Taken together, the procedural safeguards and statistical assessments provided complementary measures for strengthening the methodological quality and credibility of the study (Kock, 2015; Podsakoff et al., 2003).

Participation in this study was entirely voluntary, and all respondents were provided with clear information regarding the objectives, scope, and purpose of the research before

completing the questionnaire. Participants were informed that their involvement was intended to support academic inquiry into regenerative glamping management and tourist experiences in Bali, Indonesia. They were also assured that their responses would be treated confidentially and used exclusively for research purposes. Respondents were given sufficient information to understand the nature of their participation and were free to decide whether to participate without experiencing any pressure or adverse consequences. To protect participants' privacy, the questionnaire and subsequent data-processing procedures were designed to maintain the confidentiality of the information collected.

No personally identifiable information was disclosed in the research report, and the findings were presented in aggregate form to prevent individual responses from being associated with specific participants. All collected data were handled responsibly throughout the research process, including during data preparation, statistical analysis, interpretation, and reporting. The study followed ethical principles concerning voluntary participation, informed consent, confidentiality, and responsible data management. These procedures were intended to establish trust between the researchers and participants while ensuring that the collection of information remained respectful of individual rights and privacy.

By implementing these safeguards, the study sought to maintain the integrity of the research process and promote the credibility of the findings concerning glamping regenerative management, regenerative tourism mechanisms, tourist environmental orientation, and regenerative tourist experience. Participation was limited to individuals who met the established eligibility criteria and agreed to contribute their experiences and perceptions. The resulting dataset was analysed for academic purposes, and the presentation of the results focused on patterns, relationships, and findings at the group level rather than on individual participants. These measures helped ensure that the study was conducted in a manner consistent with the fundamental ethical expectations of survey-based tourism research.

Results and Discussion

Measurement Model Assessment

The assessment of the measurement model demonstrated that the indicators achieved satisfactory levels of reliability. All retained indicators exhibited outer loading values above the recommended minimum threshold of 0.708, with coefficients ranging from 0.751 to 0.877. These results suggest that each indicator shared an adequate level of association with its corresponding latent construct and contributed meaningfully to its measurement. The consistently acceptable loading values also indicate that the observed variables were suitable for representing the theoretical dimensions examined in this study (Wang & Jiao, 2024).

Furthermore, the findings provide evidence that the measurement instrument adequately captured the intended characteristics of the regenerative glamping constructs. Since all retained indicators met the established loading criteria, no indicator required removal solely on the basis of insufficient outer loading. Overall, the results support the indicator reliability of the measurement model and provide a sound basis for proceeding with subsequent assessments of internal consistency reliability, convergent validity, and discriminant validity before interpreting the structural relationships among the study variables.

Construct	Indicator	Outer Loading
TEO	M.1	0.825
TEO	M.2	0.863
TEO	M.3	0.801
GRM	X1.1	0.819
GRM	X1.2	0.786
GRM	X1.3	0.751
GRM	X1.4	0.799

GRM	X1.5	0.799
TRE	Y.1	0.819
TRE	Y.2	0.867
TRE	Y.3	0.871
TRE	Y.4	0.877
RTM	Z.1	0.841
RTM	Z.2	0.833
RTM	Z.3	0.854
RTM	Z.4	0.875
RTM	Z.5	0.874

Table 3: Outer Loadings

The results of the measurement model assessment demonstrated satisfactory levels of construct reliability and convergent validity. Cronbach's alpha coefficients ranged from 0.773 to 0.908, indicating that the indicators associated with each construct exhibited acceptable to high levels of internal consistency. Similarly, the composite reliability values ranged from 0.869 to 0.932, exceeding the commonly recommended minimum threshold of 0.70. These findings suggest that the measurement items consistently represented their respective latent constructs and provided reliable measurements for subsequent structural analysis. Convergent validity was also established through the average variance extracted (AVE), which ranged from 0.626 to 0.738. Since all AVE values exceeded the recommended threshold of 0.50, each construct accounted for more than half of the variance in its associated indicators. This indicates that the indicators shared sufficient common variance with their respective constructs. Taken together, the Cronbach's alpha, composite reliability, and AVE results provide empirical evidence that the measurement model satisfies the principal criteria for internal consistency reliability and convergent validity. Consequently, the constructs demonstrate adequate measurement quality to support further evaluation of the hypothesized relationships among Glamping Regenerative Management, Regenerative Tourism Mechanisms, Tourist Environmental Orientation, and Regenerative Tourist Experience.

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
RTM	0.908	0.909	0.932	0.732
GRM	0.851	0.862	0.893	0.626
TEO	0.773	0.776	0.869	0.688
TRE	0.881	0.884	0.918	0.738

Table 4: Construct Reliability and Convergent Validity

Discriminant validity was evaluated using the heterotrait-monotrait ratio (HTMT) to determine whether the latent constructs were empirically distinct from one another. The results showed that most HTMT values remained below the more conservative threshold of 0.85, suggesting that the constructs generally demonstrated adequate discriminant validity. However, the highest HTMT value was 0.886, observed between Regenerative Tourism Mechanisms (RTM) and Tourist Environmental Orientation (TEO). Although this value exceeds the stricter threshold of 0.85, it remains below the more liberal criterion of 0.90, which is also commonly applied in PLS-SEM research. Therefore, the findings provide preliminary support for the discriminant validity of the measurement model under the 0.90 criterion. Nevertheless, the relatively high HTMT value indicates that RTM and TEO are conceptually and empirically closely related. This proximity is understandable because regenerative tourism mechanisms,

such as ecological learning and nature-based engagement, may contribute directly to tourists' environmental awareness and orientation. Despite this conceptual connection, the two constructs should remain theoretically distinguishable. Accordingly, further interpretation should consider their conceptual definitions and, where available, the bootstrapped confidence interval for the HTMT value to strengthen the assessment of discriminant validity.

Relationship	HTMT
GRM ↔ RTM	0.411
TEO ↔ RTM	0.886
TEO ↔ GRM	0.360
TRE ↔ RTM	0.772
TRE ↔ GRM	0.448
TRE ↔ TEO	0.800

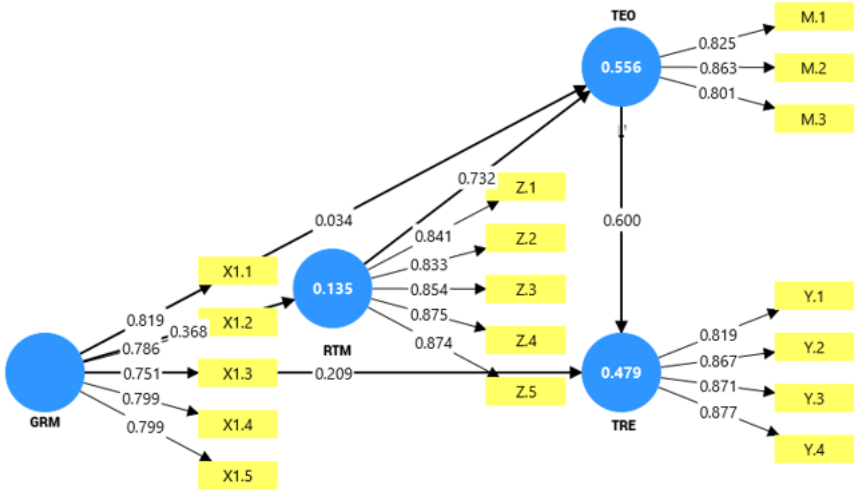
Table 5: HTMT Value

Structural Model Assessment

Figure 2 illustrates the estimated structural model obtained through Partial Least Squares Structural Equation Modeling (PLS-SEM). The diagram presents the standardized path coefficients representing the hypothesized relationships between the latent constructs, alongside the outer loading values indicating the strength of the relationships between each indicator and its corresponding construct. In addition, the coefficient of determination ((R^2) is displayed for the endogenous constructs to indicate the proportion of variance explained by their respective predictors. The structural relationships suggest that Glamping Regenerative Management plays an important role in shaping Regenerative Tourism Mechanisms (Zhou et al., 2023).

These mechanisms subsequently demonstrate a strong relationship with Tourist Environmental Orientation, which is further associated with Regenerative Tourist Experience. This sequential pattern provides an overview of how management practices may contribute to regenerative processes, influence tourists' environmental orientation, and ultimately relate to their overall regenerative experience. Nevertheless, the statistical significance and strength of each hypothesized relationship should be interpreted based on the estimated path coefficients, bootstrapping results, and corresponding (p)-values or confidence intervals (Kala & Chaubey, 2024). Therefore, Figure 2 offers a visual representation of the proposed structural relationships and the explanatory capacity of the model, supporting a more detailed evaluation of the study's hypotheses.

Figure 1: Estimated PLS-SEM model with standardised path coefficients, outer loadings, and R^2 values



The explanatory capacity of the structural model was evaluated using the coefficient of determination ((R^2)) to assess how effectively the predictor constructs accounted for variations in the endogenous variables. The results indicated that the model explained 13.5% of the variance in Regenerative Tourism Mechanisms (RTM), 55.6% in Tourist Environmental Orientation (TEO), and 47.9% in Regenerative Tourist Experience (TRE). These findings reveal differences in the model's explanatory power across the three endogenous constructs. The (R^2) value for RTM indicates relatively weak explanatory power, suggesting that Glamping Regenerative Management (GRM) accounts for only a limited proportion of the variation in regenerative tourism mechanisms. This result implies that additional factors beyond management practices may influence the development of regenerative processes in glamping settings. In contrast, the (R^2) values for TEO and TRE indicate moderate explanatory power, demonstrating that the model accounts for a meaningful proportion of the variance in tourists' environmental orientation and regenerative experiences. Overall, the findings suggest that the proposed model provides a more substantial explanation of tourists' environmental perspectives and experiences than of regenerative tourism mechanisms. Future research could incorporate additional organizational, contextual, and experiential variables to improve the explanatory capacity for RTM.

Endogenous Construct	R-Square	Adjusted R-Square	Interpretation
RTM	0.135	0.132	Weak
TEO	0.556	0.552	Moderate
TRE	0.479	0.475	Moderate

Table 6: R-Square Values

The effect size analysis revealed varying levels of contribution among the constructs within the structural model. Regenerative Tourism Mechanisms (RTM) demonstrated a large effect on Tourist Environmental Orientation (TEO), highlighting the substantial role of regenerative processes in shaping tourists' environmental perspectives. Similarly, TEO exhibited a large effect on Regenerative Tourist Experience (TRE), indicating that environmental orientation is an important contributor to tourists' regenerative experiences. In comparison, Glamping Regenerative Management (GRM) showed a medium effect on RTM, a small effect on TRE, and a negligible direct effect on TEO. These findings reinforce the importance of the indirect pathways connecting management practices, regenerative mechanisms, and tourist experiences.

Path	f-square	Interpretation
RTM → TEO	1.044	Large
GRM → RTM	0.156	Medium
GRM → TEO	0.002	Negligible
GRM → TRE	0.076	Small
TEO → TRE	0.627	Large

Table 7: Effect Size (f-square)

Hypothesis Testing: Direct Effects

Table 8 summarizes the results of the direct-effect analysis, providing evidence regarding the hypothesized relationships among the study constructs. The findings indicate that Glamping Regenerative Management (GRM) has a statistically significant effect on Regenerative Tourism Mechanisms (RTM), thereby supporting H1. Similarly, RTM significantly influences Tourist Environmental Orientation (TEO), providing support for H2. The analysis also reveals a

significant relationship between TEO and Regenerative Tourist Experience (TRE), confirming H3. In contrast, although GRM exhibits a positive direct relationship with TEO, the effect does not reach statistical significance (Schönherr & Pikkemaat, 2024).

Consequently, H4 is not supported by the empirical findings. Furthermore, GRM demonstrates a statistically significant direct effect on TRE, supporting H5. Taken together, these results suggest that regenerative management practices are directly associated with tourists' regenerative experiences and operate through meaningful relationships with regenerative tourism mechanisms (Radyahadi & Nurfara, 2024). However, the non-significant direct effect on environmental orientation indicates that the relationship between management practices and tourists' environmental perspectives may involve additional explanatory mechanisms.

Hypothesis	Path	beta	t-value	p-value	Decision
H1	GRM -> RTM	0.368	6.521	< .001	Supported
H2	RTM -> TEO	0.732	17.813	< .001	Supported
H3	TEO -> TRE	0.600	10.622	< .001	Supported
H4	GRM -> TEO	0.034	0.763	.445	Not supported
H5	GRM -> TRE	0.209	2.770	.006	Supported

Table 8: Direct Effect
Note. beta = standardized path coefficient.

Mediation Analysis

The mediation analysis revealed several significant indirect relationships among the constructs, highlighting the mechanisms through which regenerative management contributes to tourists' experiences. First, Regenerative Tourism Mechanisms (RTM) significantly mediated the relationship between Glamping Regenerative Management (GRM) and Tourist Environmental Orientation (TEO). This finding suggests that regenerative management practices may influence tourists' environmental perspectives through the activation of regenerative tourism processes. Second, TEO significantly mediated the relationship between RTM and Regenerative Tourist Experience (TRE), indicating that tourists' environmental orientation plays an important role in translating regenerative mechanisms into meaningful experiences (K. Kim et al., 2023). Furthermore, the serial mediation pathway from GRM through RTM and TEO to TRE was statistically significant. This result supports a sequential explanatory process in which regenerative management facilitates regenerative mechanisms, these mechanisms strengthen tourists' environmental orientation, and such orientation contributes to regenerative experiences. Overall, the findings emphasize the interconnected nature of management practices, tourism processes, environmental perspectives, and experiential outcomes within the regenerative glamping context.

Hypothesis	Indirect Path	beta	t-value	p-value	Decision
H6	GRM → RTM → TEO	0.269	6.007	< .001	Supported
H7	RTM → TEO → TRE	0.439	8.149	< .001	Supported
H8	GRM → TEO → TRE	0.020	0.753	.452	Not significant

Table 9: Specific Indirect Effect

Model Fit and Collinearity

The estimated SRMR value of 0.074 falls below the commonly accepted threshold of 0.08, suggesting that the model demonstrates an acceptable level of approximate fit within the PLS-SEM framework. Furthermore, the inner VIF values range from 1.000 to 1.156, indicating that multicollinearity among the predictor constructs is unlikely to pose a substantial concern. These diagnostic results provide a reasonable basis for interpreting the structural relationships,

although model fit and collinearity statistics should be considered alongside the measurement model assessments and hypothesis-testing results (Pung et al., 2024).

The findings offer empirical support for the proposition that regenerative tourist experience in glamping cannot be explained solely by accommodation comfort, luxury facilities, or the aesthetic appeal of natural surroundings. Rather, the results indicate that regenerative experiences are associated with management practices that activate socio-ecological mechanisms and strengthen tourists' environmental orientation. This interpretation highlights the importance of understanding regenerative glamping as a process through which management practices, experiential engagement, and environmental awareness interact to shape tourists' perceptions and experiences (Paddison & Hall, 2024).

First, the significant effect of Glamping Regenerative Management (GRM) on Regenerative Tourism Mechanisms (RTM) demonstrates the importance of management practices in facilitating regenerative processes. These practices may create opportunities for ecological learning, place-based engagement, and deeper connections between tourists and the natural environment. This finding is consistent with regenerative tourism perspectives that emphasize interconnected relationships, place-specific regeneration, and engagement with broader social-ecological systems rather than focusing exclusively on isolated sustainability initiatives (Bellato et al., 2023; Mang & Reed, 2012). From a practical perspective, glamping operators should therefore move beyond relying on attractive landscapes and comfortable accommodation. Instead, they should develop activities that encourage visitors to understand local ecosystems, appreciate cultural values, and reflect on their relationship with the places they visit.

Second, the significant effect of RTM on Tourist Environmental Orientation (TEO) suggests that regenerative tourism mechanisms play an important role in shaping tourists' environmental perspectives. This finding is theoretically relevant because environmental orientation may not be determined exclusively by tourists' pre-existing attitudes. It may also be reinforced through meaningful interactions with nature and participation in environmentally oriented activities (Hajarrahmah et al., 2024). Ecological interpretation, experiential learning, and place-based engagement can provide opportunities for tourists to recognize environmental challenges and consider their own responsibilities. This interpretation corresponds with environmental psychology research emphasizing the importance of ecological worldviews, personal values, and awareness of environmental consequences in shaping environmental attitudes and behavior (Dunlap et al., 2000; Stern et al., 1999). Accordingly, regenerative glamping can function as a setting in which environmental awareness is encouraged through direct experience rather than information provision alone.

Third, the significant effect of TEO on Regenerative Tourist Experience (TRE) highlights environmental orientation as an important factor associated with tourists' regenerative experiences. Visitors who demonstrate stronger environmental concern and a greater sense of ecological responsibility may be more inclined to interpret their experiences as meaningful, reflective, and personally significant. This finding extends the understanding of tourist experience beyond conventional hedonic dimensions, such as pleasure, relaxation, and satisfaction. Within a regenerative context, the experience may also involve cognitive engagement, ethical reflection, and an enhanced appreciation of human–nature relationships (Qi et al., 2024). Consequently, the regenerative quality of a tourism experience should be considered in relation not only to what tourists enjoy during their stay but also to how they understand and interpret their relationship with the surrounding environment.

Fourth, the positive but non-significant direct effect of GRM on TEO provides an important qualification to the overall findings. Although management practices may establish the conditions necessary for environmentally responsible tourism, their implementation does not automatically translate into stronger environmental orientation among visitors. Tourists may remain unaware of particular regenerative initiatives or may perceive them merely as operational features unless those initiatives are communicated and incorporated into their experiences. This result reinforces the importance of the mediating role of RTM (Husamoglu et al., 2025). Management practices may become more influential when accompanied by environmental interpretation, active participation, ecological

learning, and opportunities for place-based reflection. Therefore, glamping operators should ensure that regenerative initiatives are visible, understandable, and meaningfully integrated into visitor activities.

Fifth, the significant direct effect of GRM on TRE indicates that regenerative management also contributes to tourists' experiences independently of the mediating pathways examined in the model. Visitors may appreciate management practices that demonstrate environmental responsibility, respect local communities, and preserve the character of the destination. Such practices can shape perceptions of authenticity, quality, and meaningful engagement (Hanafiah, Patwary, et al., 2025). Nevertheless, the relative importance of the direct and indirect pathways should be evaluated using the corresponding path coefficients and mediation effect estimates rather than significance alone. The findings suggest that management practices can contribute directly to regenerative tourist experience while also operating through tourism mechanisms and environmental orientation.

The significant serial mediation pathway from GRM through RTM and TEO to TRE represents the central theoretical contribution of this study. It indicates that the relationship between regenerative management and tourist experience can be understood as a sequential process involving management practices, experiential mechanisms, and environmental orientation. In this process, management practices establish the foundation for regenerative engagement, tourism mechanisms provide opportunities for learning and interaction, and environmental orientation shapes how tourists interpret the resulting experience. The findings therefore highlight the interconnected nature of management, environmental awareness, and experiential outcomes within regenerative glamping (Li et al., 2024).

These results also have implications for destinations promoting glamping as a form of sustainable or nature-based tourism. The presence of natural scenery, premium facilities, or environmentally themed branding should not, by itself, be regarded as evidence of regenerative performance. Instead, greater attention should be given to whether tourism experiences encourage ecological understanding, meaningful engagement with local places, and reflection on environmental responsibility. For practitioners, this means integrating environmental education, community participation, place-based interpretation, and opportunities for meaningful interaction into the design of glamping experiences (Fenitra et al., 2022).

Overall, the findings suggest that regenerative glamping should be understood not merely as accommodation located in a natural setting but as a tourism experience shaped by the interaction between management practices, socio-ecological engagement, and tourists' environmental perspectives. By identifying the sequential relationships among GRM, RTM, TEO, and TRE, this study contributes to a more process-oriented understanding of regenerative tourism. However, the results should be interpreted within the boundaries of the study design and sample, and future research could investigate whether these relationships remain consistent across different destinations, tourist segments, and forms of nature-based accommodation.

Conclusion

This study examined the pathway from Glamping Regenerative Management to Regenerative Tourist Experience in Bali. Using survey data from 250 tourists and PLS-SEM analysis, the study found that GRM significantly influences RTM, RTM strongly influences TEO, and TEO significantly enhances TRE. GRM also has a direct positive effect on TRE, but its direct effect on TEO is not significant. The mediation analysis confirms that RTM and TEO function as important intervening constructs. Specifically, RTM mediates the relationship between GRM and TEO, TEO mediates the relationship between RTM and TRE, and RTM and TEO serially mediate the relationship between GRM and TRE. The study concludes that regenerative tourist experience is not produced merely by the existence of regenerative management practices. Instead, such practices must activate experiential mechanisms and environmental orientation. This finding strengthens the argument that glamping should be understood not simply as luxury nature-based accommodation but as a socio-ecological platform for regenerative tourism. This

study advances regenerative tourism theory by empirically demonstrating how regenerative management practices shape regenerative tourist experiences through measurable constructs, extending previous conceptual research and broadening tourist experience literature beyond satisfaction and memorability to include meaning, nature connectedness, environmental awareness, and responsible behavior. It also highlights that tourist environmental orientation can be activated through regenerative experiences rather than being solely a pre-existing attitude. Practically, the findings suggest that glamping operators should transform regenerative practices into visible and participatory visitor experiences, destination managers should assess glamping based on its ecological and community contributions, and policymakers should support regenerative glamping through standards and incentives that promote restoration, cultural integrity, community involvement, and environmental education. Despite these contributions, the study is limited by its cross-sectional design, focus on selected glamping destinations in Bali, treatment of environmental orientation as an intervening variable, and reliance on tourist perceptions, indicating the need for future longitudinal, comparative, and multi-stakeholder research to strengthen theoretical understanding and external validity.

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