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MANAGING COMPETITIVE ADVANTAGE AND OPERATIONAL RISK TO FOSTER TOURIST SATISFACTION AND WELL-BEING AT GOA PINDUL

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ABSTRACT

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Goa Pindul is a nature-based tourism destination that needs to maintain competitiveness while ensuring visitor safety and experience quality. This study aims to describe tourists' perceptions of competitive advantage, operational risk management, tourist satisfaction, and well-being at Goa Pindul. A descriptive quantitative approach was employed involving 95 respondents. Data were collected using a five-point Likert-scale questionnaire and analyzed using descriptive statistics. The findings indicate that Goa Pindul's competitive advantage was perceived as high (mean = 4.19), particularly in relation to destination attractiveness, facilities, services, safety, and overall tourism experience. Tourist satisfaction was also high (mean = 4.17), reflecting positive evaluations of the experience received during the visit. Operational risk management was positively perceived through emergency facilities, risk communication, preparedness, safety, and activity management. Tourist well-being showed a positive tendency, particularly in freedom to enjoy the experience and the development of positive self-attitudes. These findings indicate the importance of integrating destination competitiveness, operational risk management, and quality tourism experiences to support visitor satisfaction and well-being.

Keywords: Competitive Advantage; Goa Pindul; Operational Risk Management; Satisfaction; Tourist Well-being.

INTRODUCTION

Competition among tourism destinations is strongly influenced by the availability of attractive attractions, management quality, experience differentiation, activity safety, and service consistency (Syafitra, 2025; Asyifa, *et al.*, 2025). Resource uniqueness, experience quality, destination management, and the ability to create value are interrelated components that shape a destination's position amid competition from the perspective of destination competitiveness (Geetha, 2025). Destination competitiveness is a multidimensional construct that is closely associated with the sustainability of destination management. Most previous studies have examined destination competitiveness primarily from the perspective of destination factors and the supply side. Therefore, the tourist perspective as the recipient of experiential value remains important to consider (Bender, *et al.*, 2025; do Rosário, *et al.*, 2025).

Tourism destinations that provide activities involving direct interactions among tourists, the environment, facilities, destination managers, and local communities face complex challenges. Each tourism activity may generate operational disruptions that affect tourist safety, comfort, and experience quality (Abdillah, 2026; Iwanti & Mahadewi, 2025; Tombeg, *et al.*, 2025). Destination advantages need to be accompanied by the ability to identify and control operational risks. Risk management in tourism involves addressing incidents that have occurred and encompasses systematic efforts to identify risks, establish preparedness, provide information, ensure activity safety, and prepare response mechanisms when disruptions occur. Operational risk management within the Indonesian tourism context is an important aspect that can strengthen destination resilience and is closely related to tourist experiences.

Destination competitiveness and operational risk are closely related because tourists evaluate destinations based on the attractions offered, their experiences when using facilities and receiving services, interactions with destination managers, access to information, and their perceived level of safety during tourism activities (Sugiarto, *et al.*, 2024; Darmayasa, *et al.*, 2025). Destination advantages can generate strong value and attractive experiences when the operational aspects supporting them are adequately managed. Experience quality has implications for tourist satisfaction, as satisfaction can be formed through tourists' evaluations of the experiences obtained during their visits and the extent to which these experiences correspond to their expectations and actual conditions.

Travel experiences in the tourism industry involve evaluations of products or services and may provide psychological benefits such as relaxation, relief from daily routines, mastery of new experiences, and a sense of control over activities during travel (Wang, *et al.*, 2025; Brennan & Kessler, 2025). Travel experiences can function as restorative experiences associated with life satisfaction. Tourist satisfaction is part of the process of evaluating travel experiences and may extend to broader benefits for tourists. The concept of *well-being* provides a perspective in which the value of travel lies not only in the enjoyment obtained during a visit but also in positive changes experienced by individuals emotionally, psychologically, cognitively, and socially.

Research on *quality of life* and *well-being* in tourism demonstrates growing academic attention to how travel contributes to tourists' living conditions and well-being (Damiasih, *et al.*, 2026; Sihite, *et al.*, 2025). Studies on *tourist well-being*indicate that attention to tourist well-being has implications for the development, management, and marketing of sustainable and competitive destinations. This shift in the perspective of tourism experiences has consequences for how destinations are managed. Destination success is increasingly assessed not only by its ability to attract tourists or provide distinctive attractions, but also by its ability to create conditions in which tourists can obtain safe, comfortable, satisfying, and positively meaningful experiences.

The concept of *well-being* has increasingly been considered a source of value in the development of tourism products and destination strategies. Consequently, the management of competitive advantage and operational risk needs to be considered within a broader framework of tourism experiences, namely experiences that generate immediate satisfaction while supporting tourists' positive conditions (Sugiarto & Handyanto, 2023; Halim, 2025). Goa Pindul is one of the nature-based tourism destinations in the Special Region of Yogyakarta that provides tourism experiences based on the natural environment and recreational activities. These characteristics make destination management quality, activity safety, facilities, services, and tourism experiences important components in shaping tourists' evaluations of the destination.

Research on destination competitiveness tends to place competitiveness factors as the primary focus, while other studies examine tourist satisfaction, operational risk management, and *tourist well-being* as relatively separate issues (Muharto, 2026; Pramono, *et al.*, 2025). Studies of destination competitiveness generally emphasize competitiveness factors, indicators, and

supply-side perspectives, whereas research on operational risk management primarily addresses risk identification, safety, preparedness, and their implications for tourist satisfaction or loyalty. Meanwhile, studies on *tourist well-being* have largely examined the psychological, emotional, and social benefits, as well as the quality of life, that tourists obtain from travel experiences.

This research gap indicates that studies on destination competitiveness require a perspective that examines not only the destination's ability to provide attractions, resources, facilities, and services, but also how tourists experience and interpret the value of their experiences during tourism activities. There is a need to understand how the management of destination competitiveness and operational risks is associated with the formation of tourist experiences, satisfaction, and positive conditions. This study positions Goa Pindul as an empirical setting for examining destination competitiveness, operational risk, tourist experience, tourist satisfaction, and *tourist well-being* within an integrated framework. The uniqueness of this study lies in viewing destination competitiveness as the destination's ability to generate advantages through its attractions and resources, as well as its ability to manage activities and risks in ways that produce safe, comfortable, satisfying, and positively meaningful experiences for tourists. This integrated perspective provides an opportunity to understand destination competitiveness through tourists' actual experiences in a nature-based tourism destination characterized by direct activities and intensive interactions between tourists and the destination environment.

This study contributes to the destination competitiveness literature by incorporating the tourist perspective and connecting it with operational risk management, tourist experience, satisfaction, and *tourist well-being*. This approach provides an understanding that destination competitiveness is closely associated not only with the ability to attract tourists but also with the destination's ability to create quality experiences that support tourists' positive conditions. The practical contribution of this study is to provide insights for the management of Goa Pindul and tourism stakeholders in developing destination management strategies that consider attractions, activity safety, service quality, risk control, tourist experiences, and the benefits perceived by tourists.

LITERATURE REVIEW

Destination Competitive Advantage

Destination competitive advantage refers to the ability of a destination to create and sustain superior value for tourists compared with competing destinations (Nadalipour, *et al.*, 2019; Cronjé & du Plessis, 2020). Destination advantages are derived from natural and cultural resources, as well as the destination's ability to manage resources, provide facilities, deliver services, create meaningful experiences, and maintain characteristics that are difficult for competing destinations to imitate (Clark, *et al.*, 2026; Nag & Mishra, 2025; Apriyanti, 2024). Destination competitiveness is a multidimensional concept encompassing core resources, attractions, supporting factors, destination policies and planning, and the ability of destination managers to maintain competitive advantages. Competitive advantage in tourism destinations is closely related to the ability to create valuable experiences for tourists.

Unique attractions need to be supported by accessibility, facilities, service quality, information, well-planned management, safety, and environmental and cultural sustainability to establish a competitive advantage. The assessment of competitive advantage should consider the tourist perspective as the party directly experiencing and evaluating destination quality. In this study, competitive advantage is understood through several aspects that reflect Goa Pindul's ability to provide value and differentiation for tourists. These aspects include attraction

uniqueness, natural and cultural experiences, accessibility, facilities, management order and planning, sustainability, service professionalism, information availability, destination image, safety, distinctive experiences, experiential value, and the ability to sustain competitive advantage in the long term. Competitive advantage is therefore not merely an inherent characteristic of a tourism attraction but also the result of the destination's ability to manage various resources and transform them into valuable experiences for tourists.

Tourism Operational Risk Management

Operational risk management is an integral part of destination management concerning the ability to identify, prevent, control, and address various risks that may disrupt tourism activities (Wardani, *et al.*, 2026; Kiswantoro, *et al.*, 2025). Operational risks may arise from tourist activities, facility conditions, the destination environment, human resources, service systems, and information limitations. Operational risks in tourism have direct consequences for tourist safety and comfort because tourism activities involve simultaneous interactions among people, facilities, the environment, and services.

Operational risk management in nature-based tourism destinations is particularly relevant because tourism activities are closely associated with environmental conditions and the direct use of facilities (Noviastuti, *et al.*, 2025; Kutzner, 2019). Destination managers need to ensure that tourists receive adequate information, safety facilities are available, personnel are prepared to respond to potential incidents, and emergency response procedures are implemented effectively. Operational risk management can be evaluated through several aspects that represent the destination's operational capacity to create safe tourism conditions and maintain the continuity of tourist experiences.

Operational risk management plays an important role in shaping tourists' perceptions of destination management quality. Preventive risk management through the provision of safety information, activity monitoring, facility maintenance, and prepared personnel can reduce potential disruptions during tourism activities. Perceptions of safety and the destination manager's ability to respond to risks are part of the tourism experience and may influence tourists' trust, comfort, and evaluation of the destination. Operational risk management therefore functions not only as a mechanism for controlling potential disruptions but also as an effort to create tourism experiences that are safe, comfortable, and consistent.

Tourist Satisfaction

Tourist satisfaction refers to the evaluation expressed after tourists obtain an experience from a destination and compare it with their previously formed expectations (Maesaroh, 2019). Satisfaction occurs when the experience received meets or exceeds expectations, whereas dissatisfaction may arise when there is a discrepancy between expectations and actual experiences, resulting in a less positive evaluation. Tourist evaluation concerns not only individual products or services but also the overall tourism experience during their stay at a destination. Tourist satisfaction is formed through interactions among various destination elements, including attraction quality, facilities, services, safety, comfort, and experiences obtained during tourism activities. Satisfaction is therefore used to understand the extent to which destination management is able to meet tourists' needs and expectations.

Satisfaction is closely related to the emotional and psychological dimensions of tourism experiences. Pleasant, safe, comfortable, and expectation-congruent experiences can generate positive evaluations of a destination (Gunawan, *et al.*, 2026; Rani, 2025). Service disruptions, uncomfortable conditions, and unmanaged perceptions of risk may reduce experience quality and affect tourist satisfaction. Tourist satisfaction is therefore an important component of destination management quality, reflecting tourists' evaluations of attractions, facilities, services, safety, comfort, and the extent to which their experiences correspond to their expectations.

Tourist Well-being

Tourist well-being is a concept that extends the understanding of travel benefits beyond pleasure and satisfaction with tourism products (Ayu, *et al.*, 2025; Sihombing & Antonio, 2024). *Tourist well-being* refers to positive conditions experienced by individuals as a consequence of travel experiences, encompassing emotional, psychological, social, and personal dimensions. Tourism provides individuals with opportunities to temporarily disengage from daily routines, gain new experiences, interact with others, enjoy different environments, and develop positive feelings toward themselves. Previous studies on tourist well-being indicate that travel can serve as a source of positive experiences that contribute to tourists' quality of life and psychological conditions.

Tourism experiences can provide opportunities for individuals to recover from daily routines, obtain relaxation, develop themselves, strengthen social relationships, and derive meaning from their experiences (Hamijaya, *et al.*, 2026; Putri, *et al.*, 2025; Ermawati, *et al.*, 2025). *Tourist well-being* is therefore relevant to destination management because it provides a perspective on the benefits of tourism experiences from the tourists' standpoint. Destinations that provide safe, comfortable, attractive environments and support positive interactions can create conditions that enable tourists to obtain psychological and social benefits from their journeys. Destination management should therefore not only focus on increasing attractiveness and satisfaction but also on creating experiences that contribute positively to tourists' well-being.

METHOD

This study employed a descriptive quantitative approach to examine tourists' perceptions of destination competitive advantage, operational risk management, tourist satisfaction, and *tourist well-being* at Goa Pindul. The unit of analysis consisted of tourists who had visited Goa Pindul, with a total of 95 respondents. Data were collected using a questionnaire developed based on the research constructs and measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The research instrument comprised four main constructs, destination competitive advantage, operational risk management, tourist satisfaction, and tourist well-being. Destination competitive advantage was measured using 17 indicators, operational risk management using 10 indicators, and tourist satisfaction using 6 indicators.

Table 1. Operationalization of Research Variables

Variable	Measurement Focus	Number of Indicators
Competitive Advantage (CA)	Attraction uniqueness, natural and cultural experiences, accessibility, facilities, management, sustainability, service professionalism, information, destination image, safety, distinctive experiences, experiential value, and the ability to sustain destination competitive advantage	17
Operational Risk Management (ORM)	Safety, preparedness, risk communication and information, emergency facilities, security, and tourism activity management	10
Tourist Satisfaction (TS)	Tourists' evaluation of the tourism experience and the extent to which the experience received corresponds to their expectations	6
Tourist Well-being (TW)	Freedom to enjoy tourism experiences, comfort, social interaction, positive meaning of travel, personal development, and positive self-attitudes	According to the instrument

Source: Research Data Analysis (2026)

The competitive advantage construct in the research instrument represents the destination's ability to create differentiation and value for tourists, while operational risk management reflects tourists' perceptions of safety and risk management during tourism activities. Tourist satisfaction represents tourists' evaluations of the experiences obtained during their visits, while *tourist well-being* describes the positive conditions experienced by tourists through their travel experiences, including comfort, social interaction, travel meaning, personal development, and positive self-attitudes.

The collected data were analyzed using descriptive statistics, including frequencies, percentages, and mean scores. The analysis was conducted at both the indicator and construct levels to identify patterns in tourists' perceptions of each aspect under investigation. The response scores were then interpreted based on categories established using the five-point Likert scale. Descriptive analysis was used to describe the empirical conditions of destination management from the tourists' perspective and to identify aspects that received relatively strong evaluations as well as aspects requiring further attention in the management of Goa Pindul.

RESULTS AND DISCUSSION

This study analyzed the perceptions of 95 tourists regarding competitive advantage, operational risk management, tourist satisfaction, and tourist well-being at Goa Pindul. The descriptive analysis indicates that competitive advantage and tourist satisfaction were rated in the high category, while operational risk management and tourist well-being received positive evaluations.

Table 2. Summary of Research Findings

Aspect Examined	Research Findings
Competitive advantage	Mean score of 4.19, categorized as high
Operational risk management	Positively evaluated in terms of emergency facilities, risk communication, preparedness, safety, and tourism activity management
Tourist satisfaction	Mean score of 4.17, categorized as high
Tourist well-being	Positive tendency, particularly in freedom to enjoy tourism experiences and the development of positive self-attitudes

The table shows that all four aspects examined received generally positive evaluations. These findings indicate that tourism experiences at Goa Pindul are evaluated based on the attractiveness of the destination, the destination manager's ability to maintain activity safety, the fulfillment of tourists' expectations, and the value derived from the tourism experience. This pattern suggests that tourists' evaluations of Goa Pindul are shaped by the presence of natural attractions and the interaction among attraction quality, activity management, safety, service, and experiences received during the visit. The findings further indicate that natural resources become a source of competitive advantage when they can be organized and transformed into value that is perceived by tourists. The high evaluation of competitive advantage can therefore be understood as a result of the destination's ability to transform Goa Pindul's natural potential into valuable tourism experiences.

Competitive Advantage of Goa Pindul

The findings show that the competitive advantage of Goa Pindul obtained a mean score of 4.19 and was categorized as high. This indicates that tourists had a favorable perception of Goa Pindul's ability to establish advantages as a tourism destination. In this study,

competitive advantage encompasses the destination's ability to provide value and differentiation through attraction uniqueness, natural and cultural experiences, accessibility, facilities, management, sustainability, services, information, destination image, safety, and the ability to maintain its competitive advantage. The mean score of 4.19 indicates that Goa Pindul's competitive advantage was perceived not only through the presence of natural attractions but also through the overall experience received by tourists. This finding supports the destination competitiveness perspective, which views competitiveness as the destination's ability to manage resources and supporting factors and transform them into value perceived by tourists. The high perception of competitive advantage at Goa Pindul indicates that destination management has been able to create experiences perceived as valuable by tourists.

The high perception of competitive advantage can be explained by Goa Pindul's characteristics as an activity-based nature tourism destination. Tourists perceive Goa Pindul not only as a natural attraction but also experience the destination through activities, facilities, services, interactions with destination managers, and safety conditions during their visits. These interactions indicate that destination value is formed through actual experiences rather than solely through the physical attributes of the destination. This condition demonstrates that resources do not automatically generate competitiveness. Resources need to be supported by management capabilities to generate value perceived by tourists. Goa Pindul possesses natural resources in the form of its cave system and karst environment, which serve as the basis of its attractions. However, the high perception of competitiveness emerges when these resources are supported by services, facilities, accessibility, information, safety, and activity management. This finding extends the understanding of destination competitiveness by demonstrating the importance of the tourist perspective in assessing whether destination resources have actually generated experiential value. The competitive advantage of Goa Pindul therefore lies not only in the uniqueness of its natural resources but also in the managers' ability to orchestrate these resources into valuable tourism experiences.

Operational Risk Management at Goa Pindul

The findings show that operational risk management received positive evaluations, particularly in terms of emergency facilities, risk communication, preparedness, safety, and tourism activity management**.** These findings indicate that risk management has become part of the tourism experience perceived by visitors. Emergency facilities provide support for safety, risk communication helps tourists understand potential risks they may encounter, while preparedness demonstrates the readiness to respond to conditions requiring intervention. Safety and tourism activity management complement these aspects by ensuring that tourism activities can take place under controlled conditions.

Table 3. Assessment of Operational Risk Management

Operational Risk Management Aspect	Tourist Perception
Emergency facilities	Positive
Communication	Positive
Preparedness	Positive
Safety	Positive
Tourism activity management	Positive

These findings are consistent with the concept of operational risk management, which includes risk identification, prevention, control, preparedness, information provision, and emergency response as components of risk management. Positive tourist evaluations do not necessarily indicate that risks at Goa Pindul have been eliminated. Risks in activity-based nature tourism destinations remain inherent to the characteristics of tourism activities and the destination environment. The significance of this finding lies in the managers' ability to control risks so that potential hazards do not substantially disrupt tourists' experiences.

Risk management at Goa Pindul requires particular attention because tourists engage in activities involving direct interaction with the natural environment. This condition makes safety not merely a technical responsibility of destination managers but also a component of tourism experience quality. Operational risk management therefore serves a dual function: reducing the likelihood of operational disruptions while simultaneously creating psychological conditions that support positive tourism experiences. This finding provides a broader understanding of the concept of risk management in tourism. Risk should not only be understood as the possibility of loss or accidents but also as a factor that can influence tourists' perceptions of destination quality. The ability to control risks becomes part of value creation because tourists can enjoy activities more comfortably when they perceive that the environment and tourism activities are managed safely.

Tourist Satisfaction at Goa Pindul

Tourist satisfaction obtained a mean score of 4.17 and was categorized as high. This result indicates that tourists were generally satisfied with the tourism experiences they obtained during their visits to Goa Pindul. In this study, satisfaction represents tourists' evaluations of their experiences during the visit and the extent to which those experiences corresponded to their expectations. The data show that 85.08% of the respondents selected agree or strongly agree, further indicating that the tourism experience was generally evaluated positively.

Table 4. Tourist Satisfaction Results

Indicator	Value
Mean satisfaction score	4,17
Category	Hight
Agree and strongly agree responses	85,08%

The high level of satisfaction indicates that the tourism experience provided by Goa Pindul was able to meet tourists' expectations. This condition can be understood as the result of interactions among various destination components rather than a single attribute. Natural attractions provide a primary reason for tourists to visit, while facilities, services, safety, information, and activity management determine how these attractions are experienced during the visit. Satisfaction can therefore be formed through tourists' evaluation of the overall sequence of experiences, from their expectations before visiting to what they actually experience at the destination.

The findings on tourist satisfaction also demonstrate a conceptual connection with the two preceding findings. Competitive advantage provides a value foundation through destination attractions and quality, while risk management creates conditions that enable tourists to enjoy this value safely and comfortably. When these two aspects are present in the tourism experience, tourists have a stronger basis for evaluating their visits positively. Satisfaction in this study therefore represents not merely a response to attractions but a comprehensive evaluation of the quality of experiences produced by the destination management system. The finding demonstrates that satisfaction results from tourists' evaluations after interacting with various destination elements. Competitive advantage becomes meaningful to tourists when it can be translated into actual experiences that correspond to or meet their expectations.

Tourist Well-being

The findings indicate that tourist well-being showed a positive tendency, particularly in terms of freedom to enjoy tourism experiences and the development of positive self-attitudes. Travel experiences at Goa Pindul can be experienced as positive conditions related to tourists' personal well-being. Freedom to enjoy the experience indicates that tourists have opportunities to experience the journey personally, while positive self-attitudes suggest that these experiences have broader psychological dimensions. *Tourist well-being* encompasses freedom to enjoy tourism experiences, comfort, social interaction, positive travel meaning, personal development, and positive self-attitudes. The positive findings regarding freedom to

enjoy the experience and positive self-attitudes indicate that experiences at Goa Pindul have a personal dimension associated with tourists' psychological conditions.

Table 5. Tourist Well-being Results

Well-being Aspect	Result
Freedom to enjoy tourism experiences	Positive
Development of positive self-attitudes	Positive

The positive tendency can be understood because tourism activities provide tourists with opportunities to temporarily disengage from their daily routines and experience a different environment. Goa Pindul offers recreational experiences that involve physical activities, the natural environment, and interactions throughout the journey. These conditions create opportunities for tourists to allocate time for themselves, enjoy activities, and obtain experiences that differ from their everyday lives. Freedom to enjoy tourism experiences is important because *well-being* is closely associated not only with the quality of facilities received but also with how tourists experience autonomy and personal involvement during their travel experiences.

Travel can generate value that extends beyond satisfaction with tourism products because travel experiences can provide psychological, emotional, social, and personal benefits. The findings at Goa Pindul indicate that these benefits emerge particularly through the opportunity to enjoy experiences freely and develop positive evaluations of oneself. *Tourist well-being* is therefore a personally experienced consequence of travel rather than merely an evaluation of destination quality. When considered together with the findings on competitive advantage, operational risk management, and tourist satisfaction, the results indicate a set of experiences that are conceptually interconnected. Destination attractions and management provide the conditions for obtaining tourism experiences, risk management creates a sense of safety during activities, satisfaction reflects a positive evaluation of those experiences, while *tourist well-being* represents the potentially broader personal benefits derived from the travel experience.

Management Implications for Goa Pindul

The four findings indicate a management pattern that can be understood as an integrated sequence of tourist value. Competitive advantage provides destination attractiveness and differentiation; risk management ensures that activities take place under safe and controlled conditions; these two aspects establish the context for tourism experiences that are evaluated through tourist satisfaction; while *tourist well-being* represents a broader dimension of benefits perceived by tourists from their experiences. This pattern is not intended to demonstrate statistical cause-and-effect relationships but rather to illustrate the conceptual interconnectedness among the aspects based on tourists' evaluation patterns.



Figure 1. Management Direction of Goa Pindul

The figure illustrates that destination management constitutes a system that integrates attraction development and value creation with activity safety. Destination competitiveness without adequate risk management may reduce the quality of the tourism experience, while a well-developed safety system without an engaging experience is also insufficient to create destination value. The management of Goa Pindul therefore needs to integrate attraction development, safety, service quality, and experience quality as an interconnected destination management system. These four directions indicate that managing destination competitiveness cannot be achieved merely by increasing the number of attractions or intensifying destination promotion. Sustainable competitive advantage requires destination managers to ensure that tourists can enjoy attractions under safe conditions, receive adequate services and information, and take home experiences that are personally meaningful and valuable. Within the context of Goa Pindul, this perspective positions tourists as consumers of attractions and recipients of value who experience, evaluate, and interpret the entire travel process. This finding constitutes a contribution of the present study because it broadens the understanding of destination competitiveness from an orientation toward destination attributes to an orientation toward tourists' experiences and perceived benefits.

CONCLUSIONS

The findings indicate that Goa Pindul's competitive advantage was categorized as high, with a mean score of 4.19, while tourist satisfaction obtained a mean score of 4.17. Operational risk management was positively evaluated in terms of emergency facilities, risk communication, preparedness, safety, and tourism activity management. Tourist well-being also showed a positive tendency, particularly in terms of freedom to enjoy tourism experiences and the development of positive self-attitudes. The management of Goa Pindul needs to maintain attraction and service quality while strengthening risk information and communication systems as well as safety facilities. The development of tourism experiences oriented toward tourist comfort and well-being is also necessary to maintain tourist satisfaction and support the sustainability of destination competitiveness.

LIMITATIONS AND IMPLICATIONS

This study has several limitations. It employed a descriptive quantitative approach involving 95 respondents and focused on the perceptions of tourists who had visited Goa Pindul; therefore, the findings cannot be generalized to all nature-based tourism destinations or used to establish causal relationships among the variables. The findings should instead be interpreted as a description of tourists' perceptions of competitive advantage, operational risk management, satisfaction, and well-being within the context of Goa Pindul. Accordingly, future research may involve larger and more diverse samples and employ inferential analyses to examine the relationships among the variables in greater depth. Practically, the findings may serve as a basis for Goa Pindul managers to maintain attraction and service quality while strengthening risk management, safety, and tourist experience.

DECLARATIONS

Competing Interests

The authors declare that they have no competing interests, whether financial, personal, professional, or otherwise, that could have influenced the research, authorship, or publication of this manuscript.

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