
**CULTURAL ELEMENTS AS PUSH AND PULL FACTORS OF CULTURAL
TOURISM**

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Abstract

Tourism is one of the key sectors that is able to drive the growth of various other sectors so as to generate a considerable revenue to the economic growth. Indonesia is wealthy of local culture as one of the attractions that colors the pattern of Indonesian tourism. Fostering the cultural development in the context of Indonesian tourism is expected to have a positive impact on the development of the tourism sector as a whole, and in particular on cultural tourism. This business has the potential to generate a considerable revenue because the development of cultural tourism is known to be flexible, without having to face any space and time restrictions. In order to accelerate the development of cultural tourism, we need to study tourism motivation as a basis for developing cultural tourism objects more optimally and to set a precedent for the development of cultural tourism in general, especially in Indonesia. This study particularly explores a person's motives for traveling, which is closely related to the psychological aspects of tourists. Therefore, this exploration covers tangible and intangible aspects and the basis for choosing a qualitative descriptive method.

The research on the motivation of cultural tourism revealed five push factors, namely 1) a way to improve cultural knowledge, 2) a way for refreshing, 3) a way to get experience, 4) a way to enjoy traditional culture, and 5) a way to strengthen relationship; and six general pull factors, namely 1) the beauty of tourism destination, 2) the comfortability of tourism environment, 3) accessibility, 4) transportation, 5) parking area, and 6) road quality. Furthermore, in the context of cultural tourism, it is necessary to study the cultural elements that play a major role in attracting tourist visits. This study revealed the four most attractive cultural elements for tourists, namely science, art, social systems and organizations, and economic systems and livelihoods.

Keywords: Cultural Elements, Pull factors, Push Factor, Tourism Motivation

1. Introduction

Today, tourism has become one of the potential sectors to generate a considerable amount of revenue. Increasing tourist travel around the world means boosting the functioning of the global economy, especially through escalating tourist spending (Antara, M. & Prameswari, Y. A., 2018). The development of tourism has also revived various lines of business as a way to absorb labor forces (Khan, H., et al, 1995; Lee, C., Kwon, K., 1995; CO Oh, 2005; Savas, B., Beskaya, A., Samiloglu, F., 2010; Zaei & Zaei, 2013; Scheyvens, R. & Biddulph, R., 2018). Tourism sector also flourishes in Indonesia, along with the tourism growth of other developing countries that is expected to generate a considerable revenue to increase economic prosperity (Petrevska, B., 2012). The tourism sector has now become the leading national sector of a country, and is even one of the mainstay sectors on a global scale (Sandeep, K & Vinod, K., 2014). Likewise

in Indonesia, tourism has become one of the prima donna sectors which is expected to improve the welfare of the community at large. Over the years, there has been a constantly increasing number of tourist visits in Indonesia as indicated in Figure 1 about the great potential of this sector.

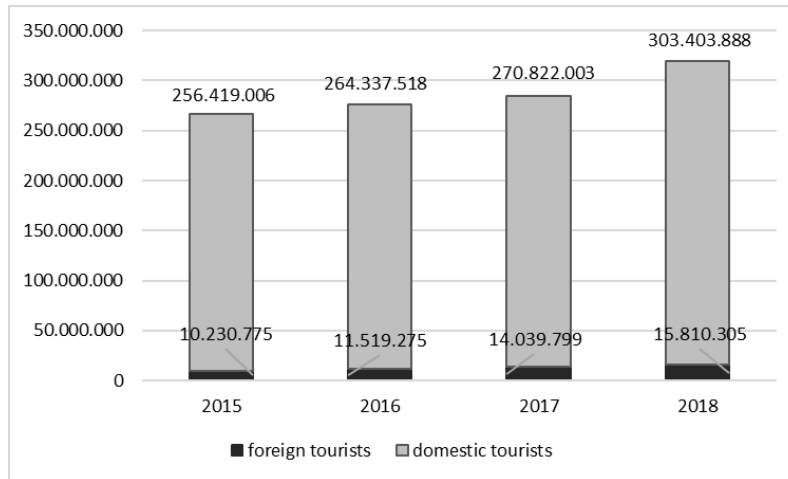


Figure 1. Graph on the growth in tourist visits in Indonesia in 2015 - 2018 (Indonesia's Central Statistics Agency, 2020)

It is conclusive that the opportunities for developing Indonesian tourism sector is wide open given the relatively insignificant number of foreign tourists who come to visit Indonesia compared to other countries.

The Travel & Tourism Competitiveness Report released by the WEF (World Economic Forum) in 2019 described that globally, Indonesia's tourism competitiveness index ranked 40 out of 140 countries (up from rank 42 in 2017), while in Southeast Asia, Indonesia's tourism competitiveness ranked fourth. The Ministry of Tourism and Creative Industry of Indonesia reported that in 2018, this sector was the second largest contributor to foreign exchange, namely with 5.25% of Gross Domestic Product (GDP). Figure 2 shows an increase in foreign exchange from the tourism sector, which represents an increase of 15.4% on an annual basis.

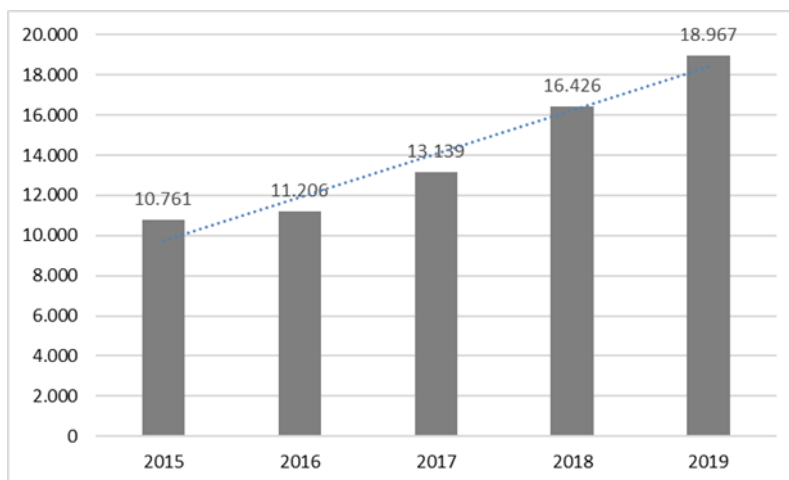


Figure 2. Graph on the increase in foreign exchange from the tourism sector in 2015 - 2019 (billion US \$) (Indonesia's Central Statistics Agency, 2020)

Apart from the increase in foreign exchange, the contribution of the tourism sector in improving the welfare of the Indonesian community is also seen from the high absorption of labor force, as revealed by the data from the Ministry of Tourism and Creative Industry, which reached 12.7 million people or about 10 percent of the total working population of Indonesia.

As part of the eastern world, Indonesia possesses the distinctive characteristics of cultural wealth, which attracts tourist visits to Indonesia (Rachman, AF. & Tekol, YC., 2020). The richness of Indonesian culture can be tangible (for example, artifacts, traditional buildings) and intangible, such as traditions, ways of life, or ways of thinking (Sandeep, K. & Vinod, K., 2014; Marlina, E., et al, 2015). Given the large coverage of Indonesian culture, Kandampully (2000) stated that his tourism satisfaction is measured by tangible and intangible aspects. Cultural tourism is not only fun, but also useful for enriching experience and knowledge. As the principle of economic transactions, tourists will get satisfaction if they gain experience or knowledge that exceeds their expectations (Gnanapala, WKAC., 2012).

In Indonesia, the tourism sector is one of the government's flagship programs, which is expected to generate considerable revenue to the growth of economy in general. To this end, the government has determined 10 strategic national tourism areas, the development of which will be one of the priority programs in the next 5 years. Some of the main problems in the development of the tourism sector include: 1) spatial regulation and control issues to address, 2) problems with connectivity and accessibility of tourist destinations, 3) facilities available at tourist sites, 4) problems in human resources, and 5) the poor quality of products sold at tourist destinations. In terms of tourism products, the government has emphasized that the products sold in priority destinations must contain strong local cultural elements. This direction is in accordance with the distinctive character of Indonesian culture having the great potentials of tourist attraction. The whole direction of this strategic development then needs to be supported by promotions that must be carried out on a large scale to ensure a sustainable effect on the regional economy.

This program highlights the urgency of the development of cultural tourism in Indonesia. The increase in the number of tourist visits presented in Figure 1 is one of evidences that cultural tourism has become an important element in the tourism industry (Yi-De, L., Chi-Fan, L., 2011).

In order to accelerate the development of cultural tourism, efforts are needed to increase the attractiveness of cultural tourism. The wide variety of tourism objects and cultural attractions as well as differences in cultural potential in various regions require the application of different strategies in tourism development. The geographical character of a certain location or city can greatly influence the development of cultural tourism, especially in areas with heritage as its main attraction. However, cities with less prominent physical culture needs further cultural exploration (Yi-De, L., Chi-Fan, L., 2011). Tourism exploration and planning can include four components, namely: tourism activities, use of cultural assets, tourists, and consumption of products/work (McKercher B., du Cros, 2002).

The increasing number of tourist visits in Indonesia indicates the constantly flourishing public interest in traveling on tours. This interest on tours is mainly driven by some certain motives. Therefore, the study of tourism motivation is fundamental in the study of tourists and tourism. The decision of which tourist destination to visits are influenced by internal characteristics of tourists (eg motivation, attitudes, and personality) and their considerations of the external environment (eg travel distance, cost, accessibility and authenticity of the destination) (Belk, 1975). In this case, Dann (1981) distinguished between socio-psychological motives, which

are said to be push factors, and attributes of tourism destination which are referred to as pull factors. Thus, exploration of tourism motivation is the same as a quest to find the push factors and pull factors of tourism.

There have been some studies to examine the push and pull factors of tourism. However, there has not been any study that specifically links these factors with cultural elements. Goeldner and Ritchie (2006) highlighted that the uniqueness, authenticity and exoticism of a place are external factors that attract tourists, while the desire for relaxation is an internal factor that encourages a person to take a tour. Furthermore, Crompton (1979) stated that tourism motives are classified into seven socio-psychological motives, namely relaxation, getting out of daily routine, strengthening relationships, facilitating social interaction, self-evaluation, prestige, and regression, as well as two cultural motives, namely education and novelty. In line with that, Pearce (2005) related his study to the hierarchy of needs theory developed by Maslow (1970) and articulated that the hierarchy of tourism push factor is for the needs of having relaxation, safety, relationship, self-esteem, and self-satisfaction.

In addition, given the close relationship between motivation and the psychological condition of tourists, this motivation can dynamically be changed by previous tourism experiences. In fact, in their research on tourist motivation in Bali, an area with a very strong cultural character, Antara, M. & Prameswari, Y. A. (2018) also did not specifically link between the push factors and pull factors of tourism with cultural elements. In their study, they stated that the predominant pull factors were the desire to acquire new skills, gain insight into Balinese culture, and keep up with the current traveling trend to Bali. However, no further exploration has been carried to address the cultural elements as the main attraction. The dominant factor to encourage travel is Balinese culture and the unspoiled environment. However, there has also not been any further study to address the cultural aspect, in particular on the dynamics of the cultural attractiveness to attract tourist visits.

Based on the required efforts to develop cultural tourism as a way to improve the welfare of the community at large, a more specific study to link between the push and pull factors of tourism with cultural elements is highly essential. This study is intended to find cultural elements that becomes the main tourist attraction in a tourism destination and its relation to tourism push factors. This study is expected to provide basic information to develop cultural tourism objects more optimally and set a precedent for the development of cultural tourism in general, especially in Indonesia.

2. Literature review and hypotheses development

Tourism activities are very complex activities as seen from an economic and social perspective (Cheia, G., 2010). The operation of this activity is based on natural and human resources as its attractions. The existence of humans in this attraction mostly leads to the need of approach the studies related to tourism using qualitative approach in order to be able to explore matters related to psychological and cultural aspects.

Psychological aspects in tourism studies include studies on tourism motivation, especially on the internal characteristics of tourists, which according to Belk (1975) can be in the form of motivation, attitudes, and personality. Individual internal motivation can be a factor that encourages people to travel. In line with this, Dann (1981) argues that motivation is closely related to psychological drives. Apart from internal factors, some other factors from the

environment also attract a person to visit tourist attractions, for example travel distance, travel costs, accessibility, and authenticity of destination (Belk, 1975; Dann, 1981).

A person's decision to take a tour is determined by the magnitude of the push factors and the pull factors. The push factors are generally social-psychological in nature, or are person specific motivation, while the pull factors are the specific attributes of the tourism destination.

The attributes of tourism destination can be uniqueness, authenticity, and exoticism (Goeldner and Ritchie, 2006). Meanwhile, a person's specific motivation can be in the form of a desire to get out of the routine, a way to relax, strengthen relationships, self-evaluate, expand social interactions, for prestige, and regression (Crompton, 1979). Culture is one of Indonesia's wealth having a great potential to develop Indonesian tourism. Community responses to cultural tourism include cognitive, affective, and behavioral responses (Marlina, E., et al, 2015). These responses are obvious from the pattern of tourist activity in tourist objects. As an attraction, culture can also be an attractive factor for a tour. This factor may affect the number and types of tourist activities sought, the level of concern for cultural attractions, and initial travel preparation (McKercher, B., et al, 2002). Therefore, exploration of the motivation for cultural tourism can be traced, among others, through the intensity and type of tourism activities and preparation for travel tours.

3. Research methodology

Site Research

The research was conducted in the Special Region of Yogyakarta, Indonesia, the second most popular tourist destination in Indonesia after Bali. This region has dozens of large and small tourist objects. At the beginning of the study, tourism objects in the Special Region of Yogyakarta were grouped into 6 categories, namely pleasure tourism, recreation tourism, cultural tourism, sports tourism, business tourism, and convention tourism (Spillane, J., 1987). Among the various tourism objects, the ten most popular cultural attractions were selected for observation, namely: Yogyakarta Palace, Vredeburg Fort, Ullen Sentalu Museum, Water Castle, Mataram Great Mosque, Imogiri Funeral, Ramayana Theater, Sambisari Tempel, Prambanan Tempel, and Ratu Boko Tempel.

Research Informants

The study population was tourists visiting Yogyakarta Palace, Vredeburg Fort, Ullen Sentalu Museum, Water Castle, Mataram Great Mosque, Imogiri Funeral, Ramayana Theater, Sambisari Tempel, Prambanan Tempel, and Ratu Boko Tempel. Information was gathered by means of in-depth and focused interviews over a period of 4 months. This study succeeded in digging information from 500 informants.

Types and Sources of Data

This study gathered qualitative and quantitative information. Qualitative information includes informant profile (tourists) and the exploration of tourist motives that is inseparable from tourists' perceptions of cultural tourism objects. Information on tourist profile includes identity, age, city and country of origin, repeat visits, and length of stay of tourists in cities where cultural tourism objects are located. Meanwhile, information on tourist motives and perceptions of tourists is directed with the following framework: 1) The purpose of visiting cultural tourism objects, 2) How to gather information about tourist objects, 3) How to plan

and travel tours, 4) Transportation facilities used, 5) Things that provide attractiveness and satisfaction on tourist visits, 6) Interesting cultural elements in tourist objects, and 7) Factors influencing the consideration of repeat visits.

This research is aimed at exploring cultural elements as attractive attributes for travel. Therefore, the exploration of information related to tourism destinations was emphasized on tourism orientation related to seven cultural elements (Kluckhohn, C., 1953), namely: 1) language system, 2) social and organizational systems, 3) economic and livelihood systems, 4) science, 5) arts, 6) living equipment and technology systems, and 7) belief systems and religion. The same criteria also applied for exploring information related to the ease of travel and tourist attraction.

Quantitative information serves as supporting information in this study to give an overview of Indonesian tourism at large and the profile of tourism in the Special Region of Yogyakarta in particular, including the number of tourists and the contribution of the tourism sector to the Indonesian revenue and that of the province of the Special Region of Yogyakarta. This information was obtained through secondary sources.

Research Methods and Instruments

In essence, the study of tourism motivation aims to explore a person's motives for traveling. This motive is closely related to the psychological aspects of tourists because it explores individual needs and satisfaction. Furthermore, tourism motivation encourages the attitude and behavior of tourists towards a tourism object. The government needs this information needs to define the expectation and needs of tourists, which will be beneficial in developing the support of tourism business (Šimková, E. & Holzner, J., 2014) in a targeted and controlled manner so as to minimize the potential for social conflict (Haley, AJ, Snaith, T., & Miller, G., 2005; Deery, M., Jago, L., & Fredline, L., 2011).

According to the notion proposed by Dann (1981), motives for traveling include internal and external motives. Internal motives come from socio-psychological drive, while external motives are destination attributes that attract tourists to travel. In this study, the exploration of external attributes is particularly directed at the seven elements of culture (Kluckhohn, C., 1953). The psychological aspect is closely related in this case so that the exploration of tourism motives will include tangible and intangible aspects. Therefore, this study requires a method that is able to deeply explore the character of tourists and reveal the inner thoughts underpinning the phenomena that is visually observed.

The aforementioned considerations underlie the selection of a qualitative descriptive method to examine the natural conditions of tourists, as shown in Figure 3. This method relied on inductive data analysis to capture the hands-on phenomena at the research site with the key instrument being the researchers [Thomas, DR., 2006; Azungah, T., 2018]. In this study, the qualitative method was aimed at exploring the perceptions and things that influence the perspective of tourists towards cultural tourism objects, and further lead to the tourist motives.

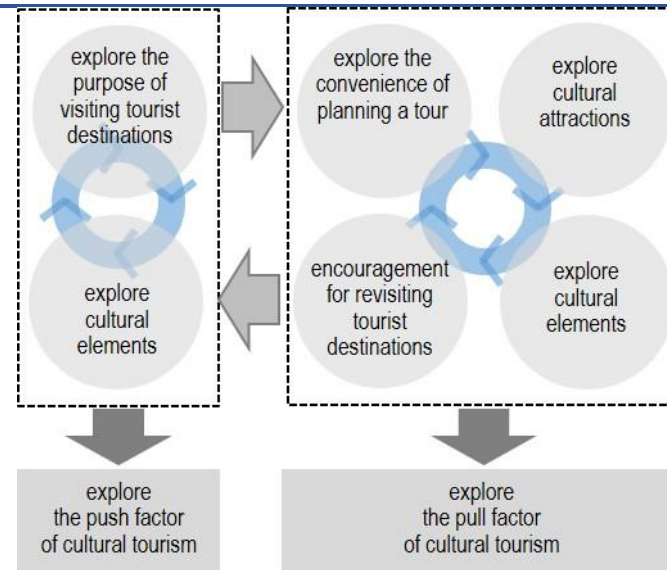


Figure 3. Research Framework

4. Results and discussions

Tourism is a ready to use type of business. It has a clear market and becomes the main source of foreign exchange and is able to absorb employment for opening business opportunities to the surrounding community (CO Oh, 2005; Khan, H., et al, 1995; Lee, C., & Kwon, K., 1995; Petrevska, B., 2012; Savas, B., Beskaya, A., & Samiloglu, F., 2010). Tourism as a sector of life has played an important role in economic development, especially in the last two decades. This is because tourism activities move millions of people to travel and get to know nature and culture of other parts of the world, which in turn drives an interconnected economic chain into a service industry. This economic chain makes an important contribution to the potential for increasing economic welfare, especially in local communities.

Cultural tourism is growing rapidly in Indonesia today (Rachman, AF., & Tekol, YC., 2020). The distribution is very flexible, regardless of time and space limitations. This type of tourism is able to encourage tourists to travel to areas outside the tourist route and at any time outside the tourist season (Yi-De, L. & Chi-Fan, L., 2011).

The interrelation between tourism activities and culture in the study to explore the motivation for cultural tourism, especially because this study is also related to the psychological aspects of tourists, underlies the exploration of patterns of tourism activities as a way to fulfil tourism motivation. The assumptions found from the exploration were confirmed by the interviews with selected research informants through purposive sampling (Thomas, DR., 2006; Azungah, T., 2018). The interviews were carried out in a semistructured and in-depth manner to allow flexibility in extracting information, while ensuring that everything went as planned in the research framework (Cheia , G., 2010).

This study found that travel motivation is influenced by psychological drives (Dann, 1981). The drive from the inner self of the tourists (internal drive) is referred to as a push factor for a person to take a tour. Meanwhile, the attraction of the surrounding environment (external attraction) is referred to as a pull factor, which lures someone to visit a tourism object. (Belk, 1975; Dann, 1981).

This study found five driving factors for cultural tourism, namely: 1) to improve cultural knowledge, 2) for refreshing, 3) to get experience, 4) to enjoy traditional culture, and 5) to strengthen relationship, each of which having different intensities at each tourist attraction as presented in Figure 4.

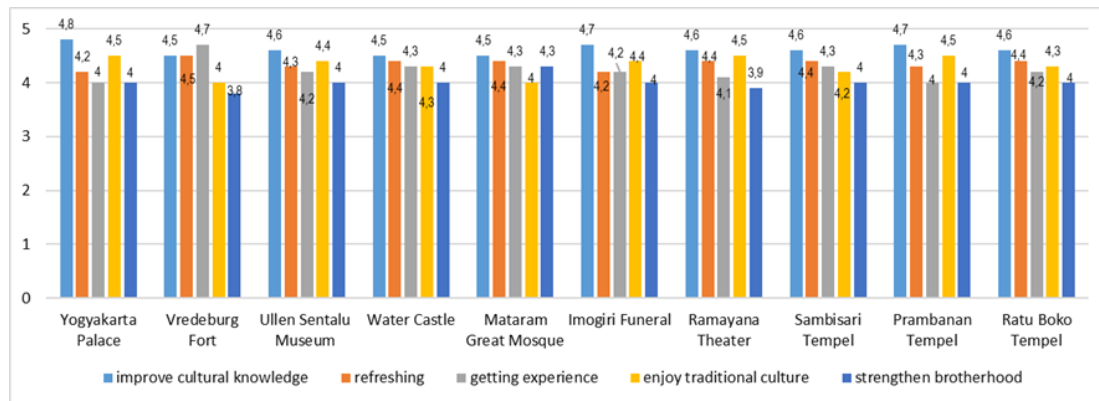


Figure 4. Push factor of cultural tourism in The Special Region of Yogyakarta

The exploration on the motivation for having cultural tourism through in-depth interviews revealed that the urge to increase knowledge served as the highest motivating factor for tourists to visit Yogyakarta Palace. The second highest motivation was to enjoy Javanese traditional culture. This motivation is due to the fact the the tourism object enables tourists to witness at firsthand the courtiers of the palace doing their activities inside the Yogyakarta Palace. This attraction highlights the pattern of traditional Javanese culture, both in terms of attitude, the way to dress, the way to talk, and the way to interact. Tour officers in the Yogyakarta Palace environment also adhere to the Javanese cultural behavior while serving tourists. In addition, in this tourist attraction, visitors are required to wear traditional cloth before entering several cultural sites.

In a similar vein with the visits to Yogyakarta Palace, the highest motivation for tourist to visit the Ullen Sentalu Museum, Imogiri Funeral, Ramayana Theater, and Prambanan Tempel was the need to increase knowledge. The second highest motivation was to enjoy Javanese traditional culture. This motivation was selected because these four objects are full of Javanese traditional culture. Ullen Sentalu Museum is a museum that stores Javanese art and culture objects. This museum attracts countless tourist visits because of tourist' eagerness to see the beauty and exoticism of Javanese cultural objects. Imogiri Funeral is the tomb of kings, which is managed by the Surakarta Sunanate and the Yogyakarta Sultanate. The grave complex area is divided into 2 parts. The west is used for burials for the kings of Surakarta Sunanate, while the east is the place for the tombs of the kings of the Yogyakarta Sultanate. Apart from the grave area, the Pajimatan mosque in the Imogiri tomb complex is divided into 2 parts, namely the northern side managed by the Surakarta Sunanate and the southern part managed by the Yogyakarta Sultanate. The object managers and the surrounding community strictly adhere to the application of Javanese cultural practices in their daily life, both in terms of the way to behave, talk, dress and interact. This cultural condition encourages tourists to enjoy the beauty of Javanese culture in this object.

Ramayana Theater and Prambanan Tempel are tourist objects located in an area adjacent to the complex of Prambanan Tempel, but providing different attractions. Prambanan Temple is the largest Hindu temple in Indonesia and according to history this temple was built around the middle of the 9th century by the king of the Sanjaya Dynasty, Raja Balitung Maha Sambu. In

the temple complex, there are reliefs that narrate the story of Ramayana and Krishnayana. Meanwhile, the Prambanan Theater offers a Ramayana ballet performance combining the cultural performance of dance and drama containing no dialogue based on the story of the Ramayana.

The highest motivation to have a tour visits to Water Castle, Sambisari Tempel, and the Ratu Boko Tempel to also to increase knowledge, while the second highest motivation is to get refreshment. These three tourism objects are full of cultural wealth. Tamansari, located in the south side of Yogyakarta Palace, is a palace garden that was built during the time of Sultan Hamengkubuwono I and now functions as a tourist spot. Tamansari covers an area of more than 10 hectares with 57 buildings consisting of some buildings, bathing pools, suspension bridges, water canals, artificial lakes, artificial islands, mosques, and underground passages. This garden is known as the Water Castle because of the pools and water element that surrounds it. In addition, this garden is also known as The Fragrant Garden because fragrant trees and flowers are planted in the gardens around the building. Tamansari is an exotic cultural tourism object and has a very comfortable atmosphere, so that many visitors are encouraged to visit it for fun. The same atmosphere is also offered by Sambisari Tempel and Ratu Boko Tempel. These two temples are located on the eastern side of the Yogyakarta Special Region province, in a slightly hilly and comfortable area, making endless tourists visit for fun.

This study also revealed six general pull factors, namely: 1) accessibility, 2) transportation, 3) road quality, 4) parking area, 5) tourism environment comfortability, and 6) the beauty of tourism destination as shown in Figure 5. Previous research, on the accessibility aspect, Belk (1975) found that accessibility and travel distance were the pull factors for travel. Meanwhile, in the study of the motivation for cultural tourism in the Special Region of Yogyakarta, the pull factors in the accessibility aspect were accessibility, transportation, and road quality. Other pull factors found in this study were tourism environment comfortability and the beauty of tourism destination. This is in line with the findings of Goeldner and Ritchie (2006) which highlighted that the uniqueness, authenticity and exoticism of places were the factors that attracted tourists to visit tourist destinations.

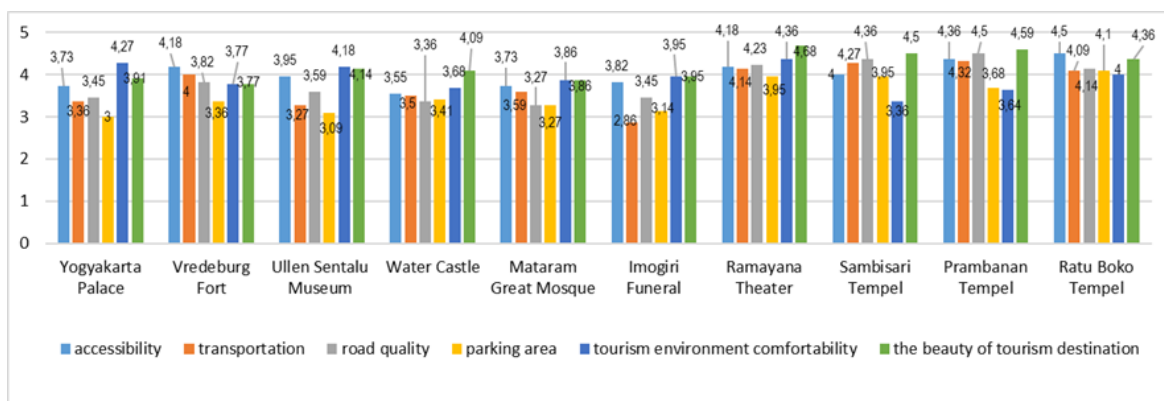


Figure 5. Pull factors of cultural tourism in the Special Region of Yogyakarta

The highest pull factor at Yogyakarta Palace and Ullen Sentalu Museum was tourism environment comfortability and the second pull factor was the beauty of tourism destination. Yogyakarta Palace, which is located in the center of Yogyakarta City, covers a large area and offers various facilities for tourists to support the comfort of their tourist visits. Meanwhile, Ullen Sentalu is a museum located in a mountainous area having cold air, making the climate

of the region very supportive of the convenient tourism activities. It is no wonder that comfort becomes the main attraction for these two tourism objects. Similarly, the tourist attraction of Vredenburg Fort is located in the center of Yogyakarta City, at the end of Malioboro Street, one of the main shopping areas in Yogyakarta City. Accessibility, transportation, and road quality are the main attractions of this object because it is located on the edge of the main city road through which various modes of transportation, both public and private, have very good road conditions.

The highest pull factor for Water Castle, Ramayana Theater, Sambisari Tempel, and Prambanan Tempel was the beauty of tourism objects. There is no need to doubt the exoticism of Water castle, Sambisari Tempel, and Prambanan Tempel. Not only are they exquisite, but these three objects are also fully adorned with traditional beauty which is reflected on the physical ornaments of the tourism objects. As a result, tourists not only enjoy the beauty of the object, but their imagination will also be carried away to the richness of past history. Meanwhile, the Ramayana Theater, which presents Ramayana ballet, clearly displays the beauty of extraordinary tourist attractions, especially for foreign tourists.

The highest pull factor for the Mataram Great Mosque and Imogiri Funeral was a mix between environment comfortability and the beauty of tourism destination. Both of these attractions offer a peaceful atmosphere because the Mataram Great Mosque is a place of worship that was highly respected during the heyday of the Mataram Kingdom in the past. Meanwhile, Imogiri Funeral is the tomb of the kings of Surakarta Sunanate and Yogyakarta Sultanate. The Imogiri Funeral area also has a mosque sacred to the surrounding community.

Furthermore, in terms of cultural tourism objects, a more in-depth exploration of pull factors was carried out to reveal the attractiveness of each cultural element (Kluckhohn, C., 1953) in the ten most desirable cultural tourism objects in the Special Region of Yogyakarta as presented in Figure 6.

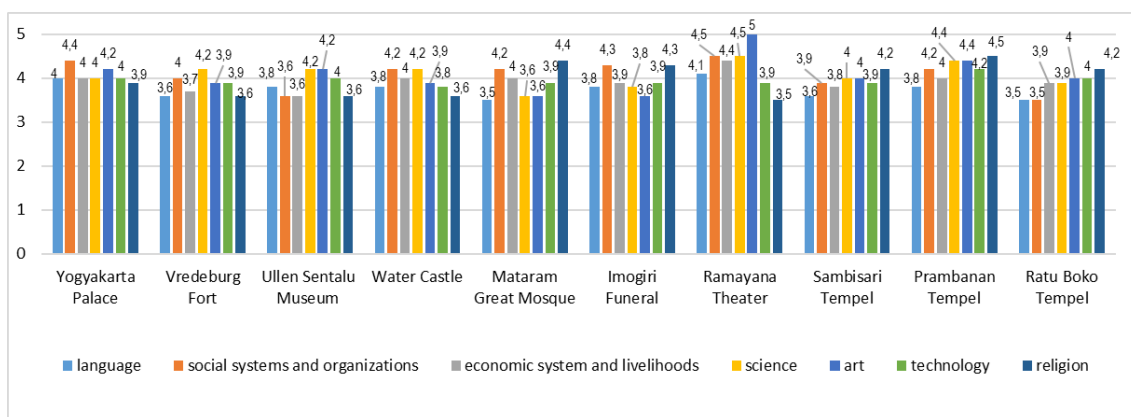


Figure 6. Cultural elements as a pull factor for cultural tourism in the Special Region of Yogyakarta

According to the opinion of Kluckhohn, C (1953), an in-depth exploration was carried out to study the seven elements of culture, namely language, social systems and organizations, economic systems and livelihoods, science, art, technology, and religion. The cultural elements

studied include the tangible and intangible forms (Sandeep, K. & Vinod, K., 2014; Marlina, E., et al, 2015). In-depth interviews were conducted with tourists to explore tangible and intangible aspects (Kandampully, 2000), aimed at raising the expectation and needs of tourists to enjoy cultural elements in ten cultural tourism destinations in Yogyakarta.

The high interest in art has attracted tourists to visit the Ramayana Theater. The main attraction of this destination is the Ramayana ballet, a dance art that recounts the love story between King Rama and Dewi Sinta, a figure in the legend of Hindu society. It is no wonder that the 'art' element is the highest attraction because this destination does offer an art performance for tourists to enjoy. The second interesting factor in this destination is social systems and organizations, because it shows an art community that contributes to presenting ballet shows, whose day to day interactions represents the interaction of Javanese people. The local community surrounding the tourism destination is highly supportive of the managers of this tourism destination since they preserve the Javanese tradition on a practical basis in their daily conversation, dressing, and interacting.

The identification of social systems and organizations as one of the cultural elements that attracts tourism travel shows the close relationship between culture and sociological aspects (Furmanczyk, J., 2010). This is given to the fact that culture includes the comprehension of the whole system of ideas, actions and human works that are implemented in social life (Richards, G., 2009).

The highest pull factor in the Mataram Great Mosque and Funeral Imogiri is religion and the second highest factor is social systems and organizations. The religion element is the main pull factor of these two destinations because the Mataram Great Mosque has functioned as a place of worship since the time of Hamengku Buwono I until now. This mosque is a great mosque in the Mataram Palace area which was located in Kota Gede at that time. Meanwhile, Imogiri Funeral is a tomb complex for the kings sacred to the Javanese people. This area is also equipped with a mosque which is still currently used as a place for performing Javanese cultural traditions, especially those related to the traditions of the Yogyakarta Palace.

Similarly, in the Sambisari Tempel, Prambanan Tempel, and Ratu Boko Tempel, the element of religion also served as the highest pull factor. However, the second highest pull factor in Sambisari Tempel and Prambanan Tempel was science and art, while in Ratu Boko Tempel the second highest pull factors was art and technology. These three destinations are artifacts of Hindu cultural heritage, which currently still functions as a place to carry out various Hindu religious ceremonies. Prambanan Tempel is the largest Hindu temple complex in Indonesia which was built in the 9th century AD. This temple is dedicated to Trimurti, the three main Hindu gods, namely Brahma as the creator god, Vishnu as the god of preservation, and Shiva as the god of destruction. Based on the Siwagrha inscription, the original name of this temple complex is Siwagrha (Sanskrit which means 'Shiva's House'), and indeed in the garbagriha (main room) of this temple resides a three-meter tall Shiva Mahadeva statue indicating that in this temple Lord Shiva is preferred. This temple is a UNESCO World Heritage Site, the largest Hindu temple in Indonesia, as well as one of the most beautiful temples in Southeast Asia. This temple building is built with a tall and slender architecture in accordance with the general Hindu architecture positioning the Shiva temple as the main temple with a height of up to 47 meters towering in the middle of a complex of smaller temples.

The exploration of the pull factor on the cultural elements above demonstrates that tourist's interest and impression of various cultural tourism objects, which are certainly influenced by the emotional aspect of tourists towards the objects (Baloglu, S., 1997; Baloglu, S. & Mangalolu, M., 2001; Dann, GMS., 1996; Walmsley, DJ. & Young, M., 1998). The high average tourist rating of the cultural elements above highlights the keen interest of tourists to Javanese culture on the whole. It also reveals the positive image of tourists about the object (Marlina, E. & Natalia, DAR., 2020).

Results

Based on in-depth interviews on ten cultural tourism objects in the Special Region of Yogyakarta, the push factor of cultural tourism travel consists of five factors based on the order from the highest to the lowest, namely: 1) to improve cultural knowledge, 2) for refreshing, 3) to get experience, 4) to enjoy traditional culture, and 5) to strengthen relationship as seen in Figure 7.

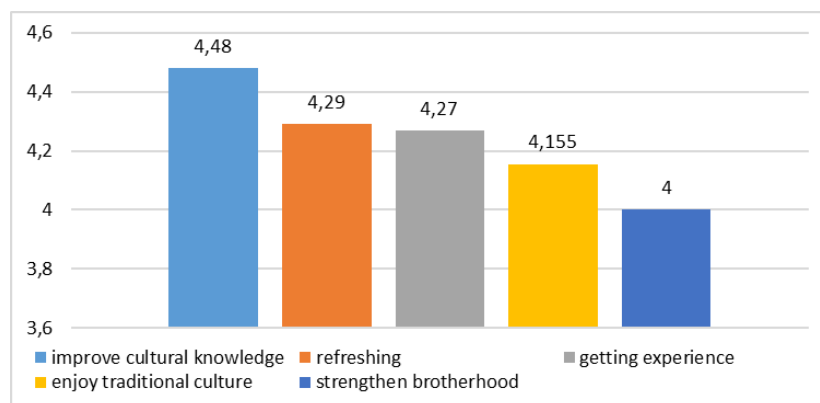


Figure 7. Recapitulation of cultural tourism push factors in The Special Region of Yogyakarta

In the context of cultural tourism, the results of this study indicate that the highest push factor is the desire of tourists to increase cultural knowledge. This is consistent with Crompton's (1979) statement that among the seven socio-psychological motives that generally encourage travel, there are two cultural motives, namely education and novelty. In this case, tourists' curiosity about knowledge and cultural novelty provides an impetus for tourists to visit and get to know cultural tourist destinations. Another motivation found in this study also confirms that of Crompton (1979) that travel is encouraged by the need for refreshing and strengthening relationships. Meanwhile, two other motives found in this study, namely enriching experiences and enjoying traditional culture, is not revealed by Crompton (1979). The two factors are expected to enrich the tourism push factor, which is specifically found in the study of cultural tourism motivation.

The exploration of pull factors from this study began with a reference to Belk's opinion (1975) articulating that some external factors can attract travel, including travel distance, cost, accessibility and authenticity of destinations. However, through semi-structured in-depth interviews, this study found that there are six factors that are generally attractive to travel, in order of the highest, namely: 1) the beauty of tourism destination, 2) tourism environment

comfortability, 3) accessibility, 4) transportation, 5) parking area, and 6) road quality as shown in Figure 8.

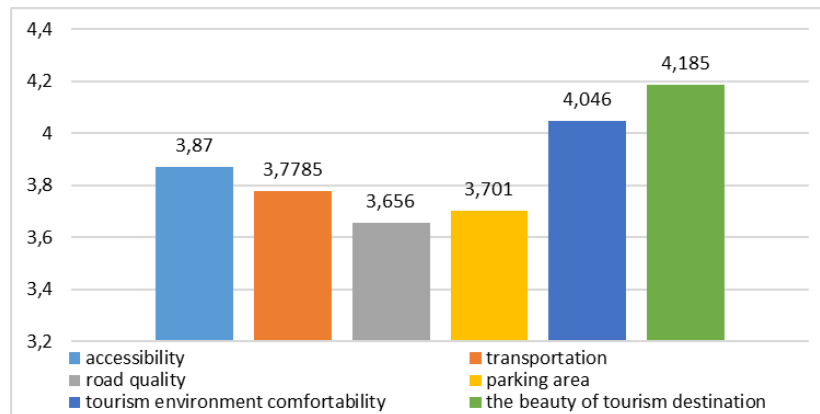


Figure 8. Recapitulation of cultural tourism pull factors in The Special Region of Yogyakarta

Unlike Belk (1975) who stated that accessibility is one of the dominant pull factors of tourism travel, this study found that the beauty of the destination is the highest pull factor, followed by the convenience of the location/tourist attraction. However, the results of this study are in line with the findings of Goeldner and Ritchie (2006) which stated that the exoticism of a place is an external factor that attracts tourists to travel.

Accessibility and transportation are the second highest pull factors. Based on in-depth interviews, it was found that the variety of transportation modes available to access cultural tourism objects in the Special Region of Yogyakarta was dominated by private vehicles. This fact is understandable considering that most of the informants in this study (93%) were domestic tourists. The characteristics of the use of transport by domestic tourists as revealed by the in-depth interviews include: 1) Flexibility of personal transportation stops so tourists can manage their trips to stop at the shortest distance to the cultural objects, 2) The flexibility of private transportation makes it easier for tourists who need to change their tourist destinations suddenly, 3) The operational costs of private transportation are cheaper because they can be used in groups, and 4) The use of private vehicles improves the economic prestige of tourists.

In the context of cultural tourism, the study of tourism motives is further examined more closely to reveal cultural elements as the pull factor. The exploration was carried out on seven elements of culture (Kluckhohn, C., 1953) and this research found these elements in the following order based on the most interesting tourist trips to the least: 1) science, 2) art, 3) social systems and organizations, 4) economic systems and livelihoods, 5) religion, 6) technology, and 7) language as shown in Figure 9.

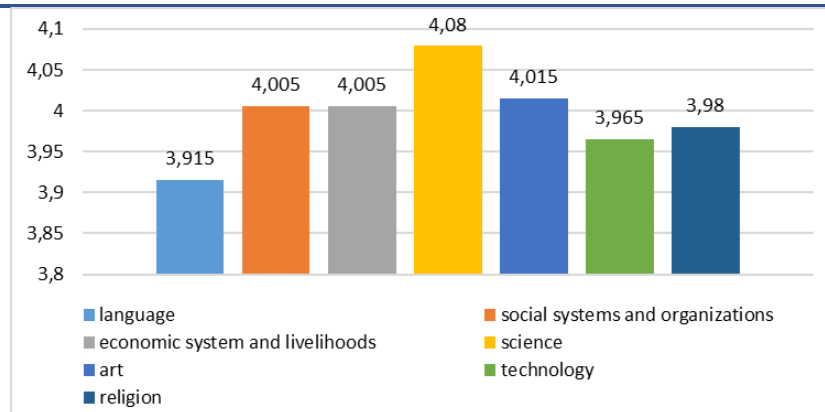


Figure 9. Recapitulation of cultural elements as a pull factor for cultural tourism in the Special Region of Yogyakarta

The study revealed that cultural knowledge is the highest pull factor in cultural tourism objects in the Special Region of Yogyakarta, indicating the magnitude of the attractiveness of Javanese culture as knowledge. This is in line with the opinion of Crompton (1979) which states that expanding knowledge and obtaining new information are cultural motives that encourage a person to take a tour. In this case, Javanese culture is a form of knowledge/information that tourists want to know and encourages them to travel.

On the other hand, through in-depth interviews, this study found that information and knowledge about Javanese culture are factors that attract tourists to visit cultural destinations in the Special Region of Yogyakarta. Thus, the opinion of Crompton (1979) is in line with the findings of this study seen from the opposite side.

The second-order pull factor is 'art'. Javanese culture is recognized by the general public as having a very high artistic value, which attracts tourists to visit it. Culture in this context includes seven elements (Kluckhohn, C., 1953) and their forms can be tangible (for example buildings or artifacts) or intangible, such as ways of life, traditions, or ways of thinking (Sandeep, K. & Vinod, K., 2014; Marlina, E., et al, 2015). The scope of this cultural form requires exploration of tangible and intangible aspects in the study of tourism motivation (Kandampully, 2000).

This research also implies the existence of tourist satisfaction in tourist visits to the Special Region of Yogyakarta, which when referring to the opinion of Gnanapala, WKAC (2012) means that tourists get information/knowledge and various other attractions that exceed their expectations, as what occurs in economic transactions.

5. Conclusion

Tourism is one of the leading sectors and thus its development needs to be prioritized because this sector is known to drive various other activities so as to generate a considerable revenue to the economic growth. This fact is in line with statements from previous studies (Savas, B., Beskaya, A., Samiloglu, F., 2010; Zaei, ME. & Zaei, ME., 2013; Scheyvens, R. & Biddulph, R., 2018). Culture as the richness of Indonesia's locality has proven to be one of the attractions that shapes the pattern of Indonesian tourism. Optimizing cultural development, in the context of cultural tourism, is expected to have a positive impact on the development of the tourism sector as a whole, and in particular on cultural tourism. This business has the potential to

generate a considerable revenue to economic growth because the development of cultural tourism is flexible, regardless of space and time limitations. Cultural tourism is able to expand to various areas that are not even on the tourist route, and is dynamically able to always move in the entire cycle of time.

Research on the motivation for cultural tourism in the Special Region of Yogyakarta discovered the push factors and pull factors for cultural tourism, and further succeeded in uncovering cultural elements as a pull factor for tourist visits to cultural tourism destinations in the Special Region of Yogyakarta. The description of the push factors and the pull factors is presented in Figure 10.

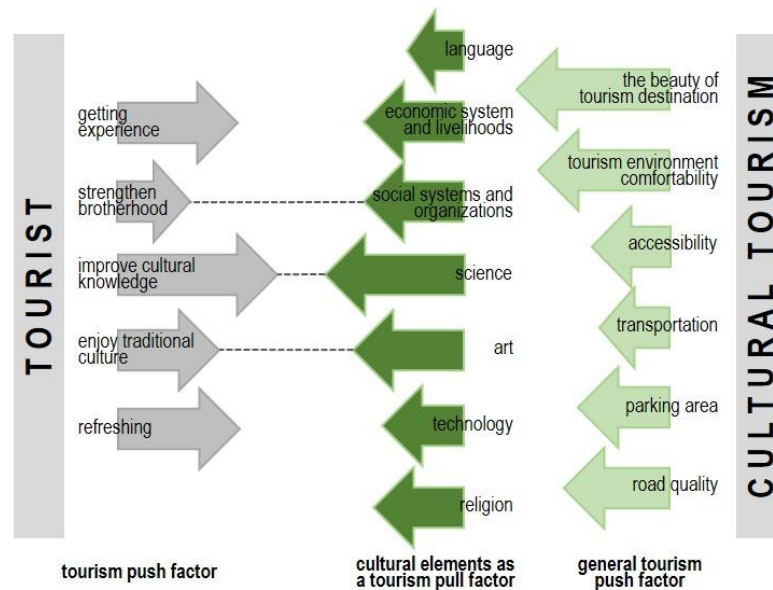


Figure 10. Push and pull factors of cultural tourism in The Special Region of Yogyakarta

This study disclosed several links between push factors and cultural elements as a pull factor. The highest motivation to seek for information and expand cultural knowledge corresponds to the highest pull factor of cultural elements, namely science. This means that the internal factors that encourage tourists to travel are successfully fulfilled by the high attractiveness of cultural information that attracts tourists to visit cultural tourism destinations. In addition to its aesthetic appeal, tourist curiosity is also driven by the eagerness to compare the culture in the tourist object or area with their own culture (Du Cros, H., 2001; Goeldner, C. & Ritchie, J.R., 2003).

The desire to enjoy traditional culture that encourages traveling corresponds with or is fulfilled by the attractiveness of cultural arts as one of the cultural elements. The desire to strengthen relations/brotherhood in travel corresponds with the elements of the social system that provide attractiveness to travel. These links indicate the fulfillment of tourist expectations. This finding is in line with the results of in-depth interviews that capture the satisfaction of tourists visiting cultural tourism destinations in the Special region of Yogyakarta.

Limitation and study forward

The desire to strengthen relationships and brotherhood ties is understandable given that most of the informants in this study (93%) were domestic tourists. This type of tourist is known to have a communal character and is highly sociable (Marlina, E., et al, 2014). This fact is also in line with the opinion of Cheia, G (2010) which states that the social aspect is closely related to the complexity of tourism activities.

This study found that science, art, social systems and organizations, and economic systems and livelihoods are the four elements of culture that are most attractive to tourists. In an effort to accelerate the development of cultural tourism, it is necessary to carry out further research aimed at finding various differentiations of attractions developed from the seven elements of culture in general, and in particular on the four cultural elements that have the highest attractiveness.

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