Tourist Visit Motivation as Cultural Tourism Activities Factor

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Abstract

Tourist perceptions of a tourist destination comprehensively form the whole image, which includes cognitive images and affective judgments based on individual feelings and emotions towards an object. The cognitive component includes the beliefs, impressions, ideas, and perceptions that people have of an object, while the affective component is related to individual feelings towards objects. This study revealed various pattern of cultural tourism activities namely Purposeful Cultural Tourism Pattern, Sightseeing Cultural Tourism Pattern, Incidental Cultural Tourism Pattern, and Serendipitous Cultural Tourism Pattern, which showed prioritized tourism activities carried out while visiting cultural tourism objects. The research on tourist perceptions of cultural tourism objects in addition to revealing tourists' assessment and satisfaction with various components of tourism also reveals the motivation of tourist visits that underlie the formation of typological pattern of cultural tourism activity, which in turn determines the extent of cultural experience gained by tourists. Tourist perceptions in this study were explored in depth trough a phenomenological approach and using inductive data analysis. The emphasis on social aspects in this research makes the descriptive qualitative method as the most appropriate method to analyze the social aspects. This method is used to examine natural conditions with the researcher as the key instrument using inductive data analysis.

Keywords: Motivation, Cultural Experiences, Tourism Perceptions, Patterns of Tourism Activity

1. Background and Goals

Tourism is a very complex sector that develops in response to the attractiveness of natural resources and all the uniqueness of humans (Cheia, G., 2010). The complexity of this sector needs to be seen from an economic and social perspective (Cheia, G., 2010). In its current development, tourism is proven to contribute and play an important role in economic growth (Savas, B., Beskaya, A., Samiloglu, F., 2010; Zaei, ME. & Zaei, ME., 2013; Scheyvens, R. & Biddulph, R., 2018). The complexity of the tourism sector can develop various other activities that as a whole make an economic contribution to people's lives (Khan, H., et al, 1995; Lee, C., Kwon, K., 1995; CO Oh, 2005; Savas, B., Beskaya, A., Samiloglu, F., 2010; Scheyvens, R. & Biddulph, R., 2018). Therefore, tourism has been recognized as the largest industry this century and has even become a mainstay sector both on a

national and global scale (Sandeep, K & Vinod, K., 2014). This is partly due to its large contribution to state income and labor absorption (ME. & Zaei, ME., 2013; Scheyvens, R. & Biddulph, R., 2018). Therefore, developing tourism potential is important for almost all countries, including Indonesia.

One important potential to develop into a tourist attraction is a cultural potential (Nafila, O., 2013), including ways of thinking, ways of life, and traditions of local communities (Marlina, E., 2015; Sandeep, K., & Vinod, K., 2014). Basically, tourism is an activity that people do to have fun and obtain amusement (Razak, A., & Rimadewi, S., 2013). However, in cultural tourism, besides having fun, tourists also look for information and cultural experiences, so that their satisfaction is measured against tangible and intangible aspects (Kandampully, J., 2000). In the process of exploring these cultural experiences, tourists will also compare them with their own culture (Du Cros, H., 2001; Goeldner, C., & Ritchie, J.R., 2003).

As in many other countries, the tourism sector has become one of the leading sectors in Indonesia. The development of this sector is expected to provide a major contribution to the country's economy in general. One of the Indonesian government's programs in tourism development is to determine 10 strategic national tourism areas. The complexity of the problems in tourism development requires the intervention of many parties. Among the main problems identified in the development of the tourism sector are: 1) spatial management and control, 2) connectivity and tourism access, 3) availability of tourist facilities, 4) human resources, and 5) tourism products. In terms of tourism products, the government emphasizes the need for a thick content of local cultural elements, which are characteristic of Indonesian tourism in general and have the potential to be processed as a leading tourist attraction. Furthermore, tourism development needs to be supported by large-scale promotional efforts, so that this sector can become a prima donna sector both on a national and international scale. The above objectives underlie the urgency of efforts to develop cultural tourism in Indonesia. Therefore, efforts are needed to increase the attractiveness of cultural tourism.

Within the framework of developing cultural tourism, it is necessary to explore the hopes and desires of tourists for cultural tourism objects. This is closely related to tourists' perceptions of a cultural tourism object, which means it is also closely related to the psychological aspects of tourists because it explores individual needs and satisfaction. This tourism motivation provides a manifested impetus in the behavior and attitudes of tourists towards a tourist object.

Tourist perceptions of a tourist destination comprehensively form the whole image (Gartner, C., 1986), which includes cognitive images and affective judgments based on individual feelings and emotions towards an object (Baloglu, S., 1997; Baloglu, S., & Mangaloglu, M., 2001; Dann, G.M.S., 1996; Walmsley, D.J., & Young, M., 1998). The cognitive component includes the beliefs, impressions, ideas, and perceptions that people have of an object, while the affective component is related to individual feelings towards objects. It is necessary to explore destination image to formulate the direction for tourism development, which in the longterm builds tourism loyalty.

Therefore, to optimize the development of cultural tourism, it is necessary to explore the attitudes and perceptions of tourists towards tourism. Furthermore, it is essential to plan the integration of activities, assets, and cultural products appropriately to produce good tourism services.

This study explores the relationship between tourism motivation and tourist behavior in tourism objects, a series of information that the government needs to capture in an effort to define tourists' expectations and needs. This information is expected to contribute to the development of tourism business support (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).

2. Methods

Referring to the opinion of Cheia, G. (2010), the study of tourism is very thick with social aspects. This underlies the choice of a descriptive qualitative method to carry out this research. The key instrument in this study is the researcher with the hope of being able to capture natural conditions without bias. Furthermore, the analysis is carried out inductively to reveal real facts that are found (Thomas, DR., 2006; Azungah, T., 2018).

This research was conducted in the Special Region of Yogyakarta, which is the second tourist destination in Indonesia after Bali. Another consideration is the thick cultural characteristics of almost all tourism activities in the Yogyakarta Special Region. The research potentials are then grouped into six categories according to the opinion of Spillane, J. (1987). Among these types of tourism, cultural tourism was selected as the most appropriate case group for this study. Furthermore, the research is focused on six popular cultural tourism objects in Yogyakarta Special Region, namely: 1) Prambanan Temple, 2) Ramayana Theater, 3) Ratu Boko Temple, 4) Sambisari Temple, 5) Imogiri Tombs, and 6) Mataram Great Mosque.

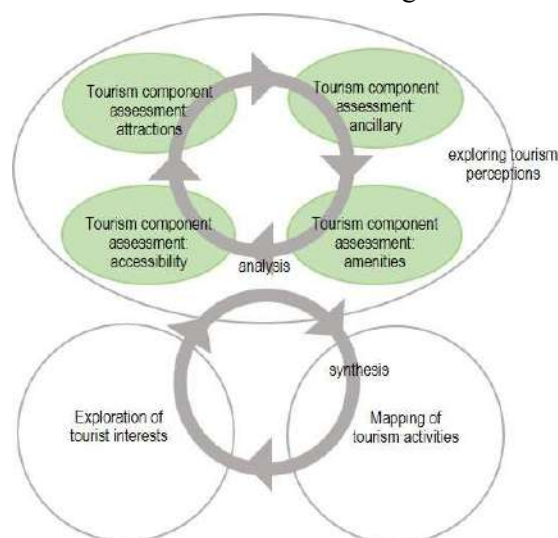To put it simply, the research activities are illustrated in Figure 1.

Figure 1. Pattern of Research Activities

The research was conducted by combining information extraction in spatiality - observation method, causality - analysis method, and integration - synthesis method (Cheia, G., 2010). Observations were deepened by extracting information through in-depth interviews with purposive sampling (Thomas, DR., 2006; Azungah, T., 2018). Interviews were conducted in a semi-structured manner so that there was flexibility in extracting information. Social phenomena in tourism activities are explored without prejudice and without bringing theory to reveal natural findings (Groenewald, T., 2004; Giorgi, A., 2012; Englander, M., 2016; Giorgi, A., Giorgi, B., & Morley, J., 2017).

Extracting information is directed to reveal tourists 'perceptions about tourism, which means it includes tourists' assessments of tourist objects and attitudes that are formed from these assessments. Extracting this information is based on reality and field information (Groenewald, T., 2004; Giorgi, A., 2012; Englander, M., 2016; Giorgi, A., Giorgi, B., & Morley, J., 2017). Tourist perceptions are explored through their assessment of tourism components which include (Cooper, 1993): 1) attractions, 2) accessibility, 3) amenities, and 4) additional tourism facilities (ancillary).

Meanwhile, the exploration of cultural tourism motivation was carried out referring to the findings of McKercher, B. & du Cros (2002) regarding the reasons for visiting tourist objects as follows:

a. Type 1: Enjoying attractions and learning culture.
b. Type 2: Enjoying cultural heritage, but being more oriented to seeking fun experiences rather than deeper understanding of the culture.
c. Type 3: Enjoying cultural heritages a little, only visiting attractions at a glance.
d. Type 4: The initial orientation is not cultural, but then visiting cultural attractions.
e. Type 5: The initial orientation is not cultural, but then visiting cultural attractions and gaining valuable experiences.

The results of extracting information through interviews are equipped with observations and mapping of tourist activities while in tourist objects. Furthermore, various results of extracting information and observations were synthesized to obtain an overview of the distribution trend of cultural tourism activities in each tourist attraction and their correlation with tourism motivation and satisfaction.

3.   Results and Discussion

3.1 Discussion

Tourism is one of the potential sectors to drive a number of economic activities and generate considerable economic contributions to almost all countries (CO Oh, 2005; Khan, H, et al, 1995; Lee, C., & Kwon, K., 1995; Petrevska, B., 2012; Savas, B., Beskaya, A., & Samiloglu, F., 2010). One type of the fastest growing tourism today is cultural tourism (Nafila, O., 2013) with distribution unconstrained by space and time. The main reason is that this type of tourism has a pulling factor to

encourage tourist visit even in the area outside the tourist trail regardless of any season (Yi-De, L., & Chi-Fan, L., 2011). One factor that motivates tourist to make a visit is the influence from other tourist reviews, which indicates an expression of perception of a tourist attraction. Tourist perceptions are influenced by cultural settings (McKercher, B., & Du Cros., 2002) that influence tourist support for the development of cultural tourism (Perdue, R.R., 1990).

In the study of cultural tourism objects in Yogyakarta Special Region, the perception of tourism expresses tourist satisfaction and forms an image of the object (Marlina, E. & Natalia, D.A.R., 2019). Referring to the study conducted by Cooper, excavation of information about tourism perceptions includes tourist assessment of attractions, accessibility, amenities, and ancillary tourism facilities (Cooper, 1993). An assessment of tourist attractions in the case of cultural tourism in the Special Region of Yogyakarta reveals the perception of tourists in the aspects of security, comfort, and beauty of tourism objects. The average tourist rating on the 6 leading cultural attractions in the Yogyakarta Special Region was within a range of 1-5, indicating good results. The highest average score was given to the Ramayana Theater and the lowest average score was given to the Mataram Grand Mosque, as shown in Figure 2.
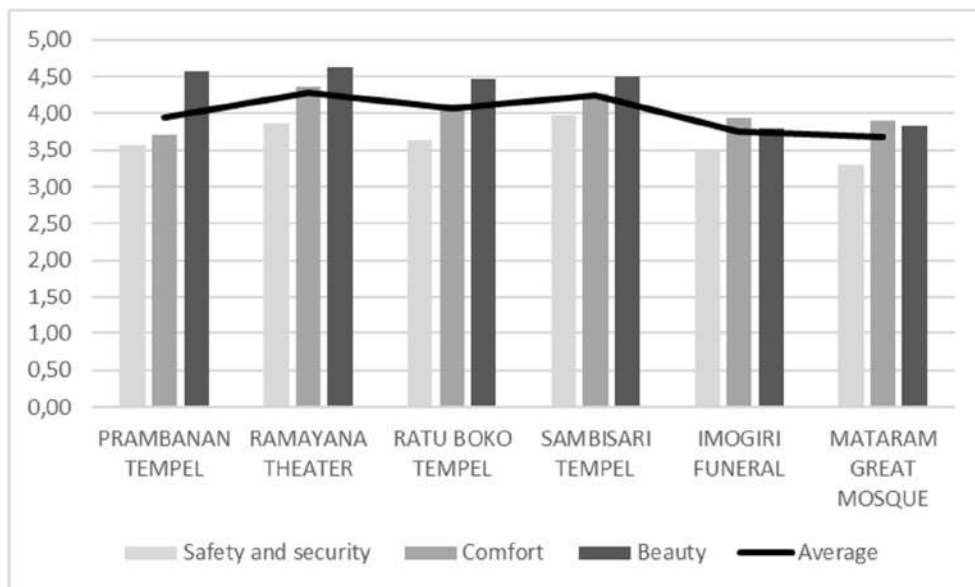

Figure 2. Tourist Ratings on Attraction of Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

Figure 2 shows the perception of tourists in the attraction component. This perception represents the image of cultural tourism objects according to tourists, especially related to aspects of security, comfort, and beauty of the object. This is certainly influenced by tourist emotions towards objects (Baloglu, S., 1997; Baloglu, S., & Mangaloglu, M., 2001; Dann, G.M.S., 1996; Walmsley, D.J., & Young, M., 1998). The average rating score on the attraction's component is 3.995 in the range of 1 -

5. This value represents the satisfaction of tourists with the attraction component of cultural tourism in the Special Region of Yogyakarta.

Tourist satisfaction is influenced by tangible and intangible aspects (Kandampully, J., 2000). In the accessibility component, tourist ratings are explored from the quality of access to the object, the access towards the object, and the availability of various modes of transportation to reach the object. Out of these 3 aspects, the highest average rating is given to Prambanan Temple and the lowest average rating is given to the Imogiri Tombs. A description of tourist perceptions on tourism accessibility can be seen in Figure 3.
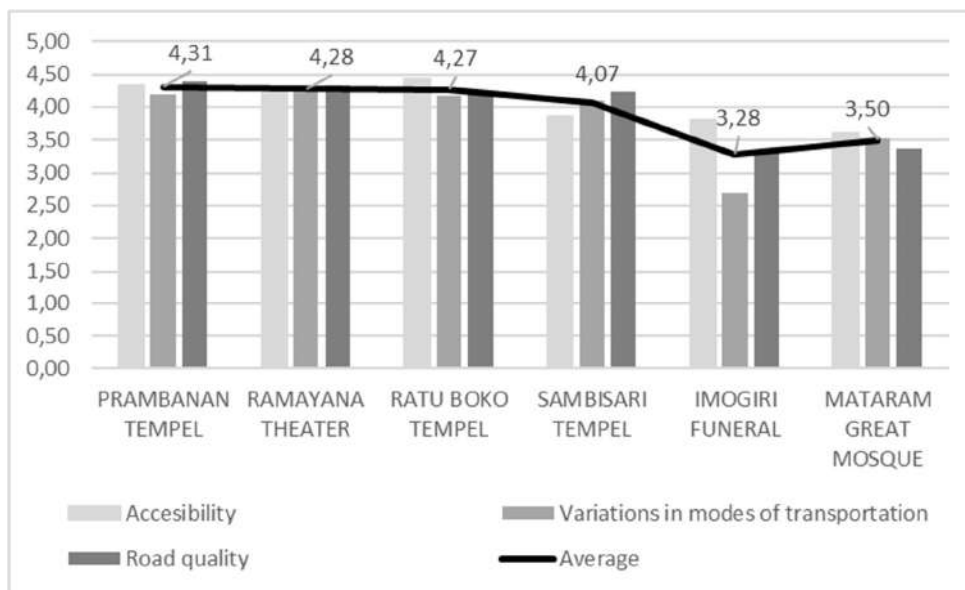

Figure 3. Tourist Ratings on Accessibility of Leading Cultural Tourism Objects in Yogyakarta
(Marlina, E. & Natalia, D.A.R., 2019)

In general, it shows that tourists have a positive image (average score of 3.952 in the range of scores 1-5) of the accessibility component of cultural tourism objects in the Yogyakarta Special Region, although the in-depth interviews reveal that the modes of transportation used to access cultural attractions in the Special Region of Yogyakarta are dominated by private vehicles. This satisfaction is understandable since most of the informants of this study (93%) are domestic tourists. The in-depth interview reveals that these domestic tourists are characterized by the followings: 1) flexibility in having a one-stopping for private transportation so that tourists can manage their trips at a certain stop with the shortest distance from cultural objects, 2) The flexibility of private transportation facilities makes it easy for tourists to change their destination suddenly, 3) The operational costs of private transportation are cheaper because they can be used as a group, and 4) The use of private transportation increases the economic image of tourists.

The perception of tourists about tourist amenities is explored from several things, namely: the ease of renting a hotel around a tourist attraction, the adequacy of eating and drinking facilities, the adequacy

of souvenir shops, and the adequacy of foreign exchange facilities. The average assessment score is within a range of 1-5, with the highest is given to Prambanan Temple and the lowest average rating is given to the Imogiri Tomb, as shown in Figure 4.
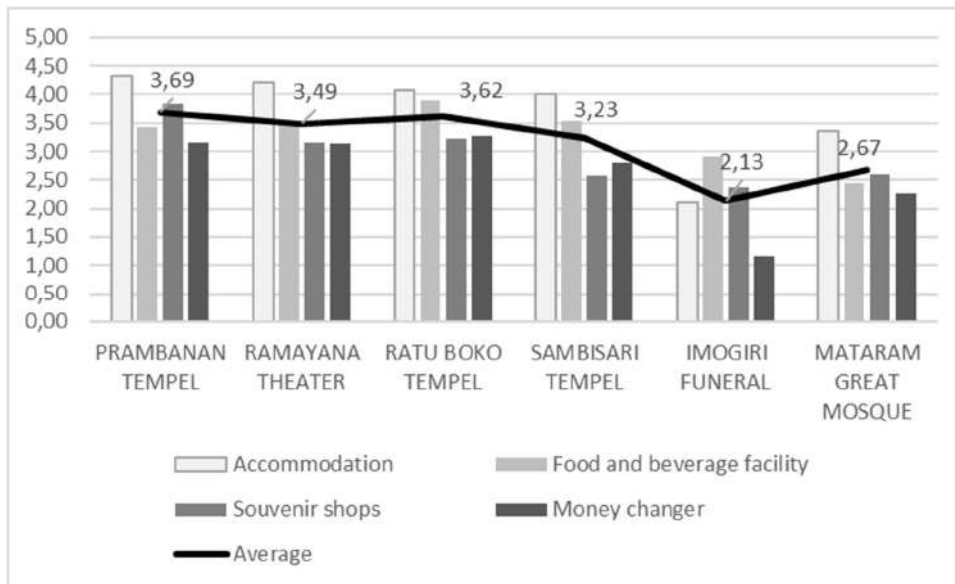

Figure 4. Tourist Ratings on the Amenity of Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

Further information related to this component reveals a close relationship between satisfaction and motivation to visit a tourism destination. This study discloses that culture is the main attraction factor to visit an object. Cultural understanding includes the way of thinking, way of life, and traditions of local communities (Marlina, E., 2015; Sandeep, K., & Vinod, K., 2014). Thus, the cultural background of tourists also greatly influences their perception on tourism objects, in this case including things that encourage tourism visits. In addition to its aesthetic appeal, tourists' curiosity is also motivated to compare the cultural aspect of a tourism object or tourism area with their own culture (Du Cros, H., 2001; Goeldner, C., & Ritchie, J.R., 2003). The experience and cultural information obtained in a tour visit are greatly influenced by the depth of the exploration they carried out. Tourists are satisfied when their vacation experience exceeds their expectations (Gnanapala, W.K.A.C., 2012).

The tourist perceptions were also analyzed through the ancillary component (additional tourist facilities), with an assessment of the quality of infrastructure, the quality of facilities, the quality of parking areas, the quality of worship facilities, the cleanliness of the environment and toilets, the friendliness of tourisme site officers and the tourists' satisfaction with the quality of tourism objects. In a cultural setting, the complexity of tourism activities needs to be seen and linked to social activities (Cheia, G., 2010), especially for domestic tourists. This is in accordance with the character of the Indonesian community that is highly sociable (Marlina, E., 2014). Thus, it is not uncommon for Indonesian tourists to manage tourism activities in a large group with several activities conducted

together that require facilities to accommodate them. Therefore, the availability and quality of these additional facilities is one of the considerations that affect tourist satisfaction. Figure 5 shows the average rating of tourists with a range score of 1-5, with the highest average rating given to the Prambanan Theater and the lowest average rating score for the Great Mosque of Mataram.
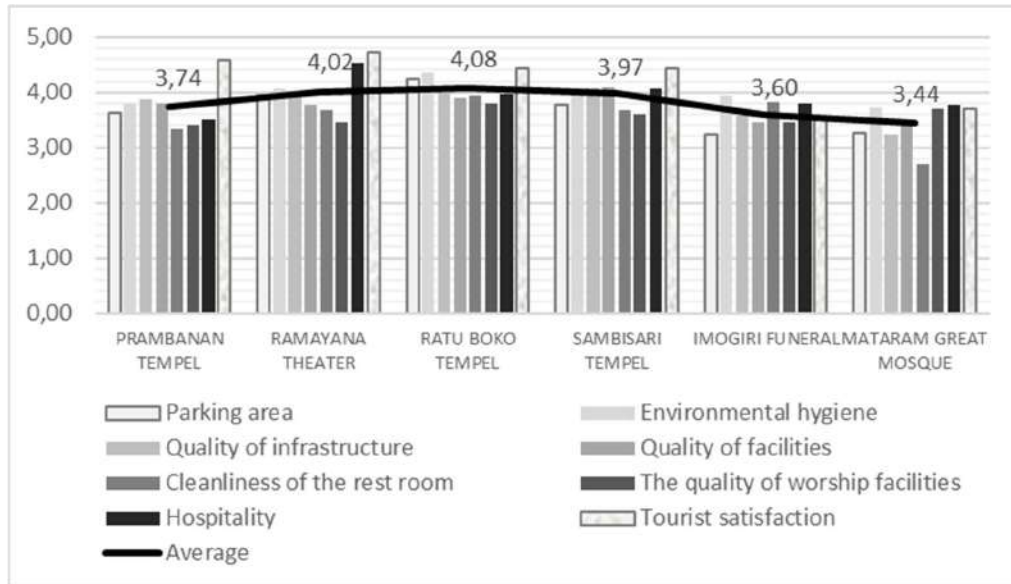

Figure 5. Tourist Satisfaction of the Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Naalia, D.A.R., 2019)

Tourist ratings illustrate their satisfaction of the tourist attractions. Besides being closely related to the cultural background of tourists, it is also influenced by the motivation of tourist visits. Tourists will be satisfied when their vacation experience exceeds their expectations, particularly when it is compared with the motivation of their visit (Gnanapala, W.K.A.C., 2012).

In relation to cultural tourism, the motivation of the visit is divided into 4 types as in the followings (Marlina, E. & Natalia, D.A.R., 2019). 1) Their main motivation was to enjoy and learn culture. 2) They had a balanced motivation, both to enjoy the culture and to seek for experience and pleasure. 3) Their primary motivation was for seeking for pleasure, instead of enjoying the culture, but the visit made them a little interested to look for cultural experiences. 4) Their primary motivation was only for having a visit at some series of cultural attractions, but during the visit, they got very interested to seek for cultural experiences at an in-depth. These tourist motivations to travel affect the variety and priority of activities they carried out in the tourism object.

Various tourist activities carried out on the leading tourism objects in Yogyakarta Special Region can be described as a map of tourist activities. These map includes the flow of parking activities, buying tickets, enjoying the main objects, enjoying companion objects, enjoying events, enjoying the environment, taking pictures/other documentation, resting, enjoy eating/drinking, worshiping, urinating, searching for cultural information, talking/ having family/group activities, talking with

managers, talking with other tourists, talking with traders, talking with the surrounding community, seeing souvenirs, and buying souvenirs. Observations of cultural tourist activities in the Special Region of Yogyakarta produce a variety of maps of tourist activities, which can be grouped and synthesized into the motivation for tourist visits in 4 types.

Tourists who visit a certain tourism destination with the primary motivation to enjoy and learn culture, tend to utilize their time optimally by observing and extracting information about the main cultural objects and the supporting cultural objects or the surrounding cultural events. This is influenced by their curiosity about the objects and cultural experiences they want to have so that such type of tourists gets the most experience and cultural information. Such type of tourist generally uses their extra time only for enjoying other supporting facilities. Referring to the typology of tourist by McKercher B & du Cros (2002), this pattern is characterized as the Purposeful Cultural Tourism Pattern as depicted in Figure 6.
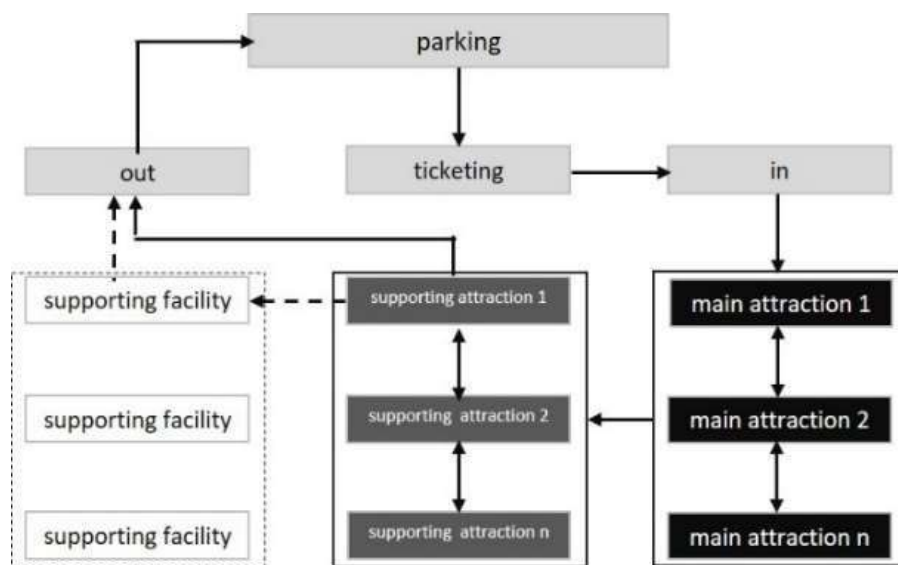

Figure 6. Purposeful Cultural Tourism Pattern

The analysis on motivation that underlies a tourist visit reveals a group of tourists with a balanced interest in having a cultural experience and information and having fun and entertainment at cultural attractions. Initially, these tourists tend to direct their activities to observe and extract information about the major cultural objects or supporting cultural objects, but their lack of motivation on having cultural experiences made their attention be easily diverted to the search for pleasure and other tourist experiences, or even influencing their endurance in extracting cultural information. Furthermore, such tourists tend to divert their activities to enjoy supporting facilities or other pleasures. This has an impact on the lack of information and cultural experience obtained. According to the typology of tourist by McKercher B & du Cros (2002), this pattern is classified as the Sightseeing Cultural Tourism Pattern (Figure 7).

The extent of the experience and cultural information obtained by the group of tourists with a Sightseeing Cultural Tourism pattern varies depending on the size of their attraction on cultural experience compared to their interest in other tourist pleasures. According to the typology of tourist by McKercher B & du Cros (2002), the tourists classified as Sightseeing Cultural Tourism have relatively larger cultural experiences than the Casual Cultural Tourism groups who gain less cultural experiences because they are defeated by their interest in other tourism pleasure. The lack of encouragement to learn and explore cultural information influences the preferred activities since they tend to enjoy supporting facilities or other tourist pleasures. Some tourists are still motivated to observe the main cultural objects or the companions, but the lack of motivation to learn about the cultural aspect of the object affects the length of their cultural learning session. Hence, they tend to turn their attention immediately to the aspect of pleasure and attractiveness of tourism object or to enjoy supporting facilities such as restaurants and parks, or even immediately end the visit or move to other cultural attractions. This study found relatively similar patterns of activities between the Sightseeing Cultural Tourism and Casual Cultural Tourism referred to as Cultural Tourism Tourism Patterns as shown in Figure 7.
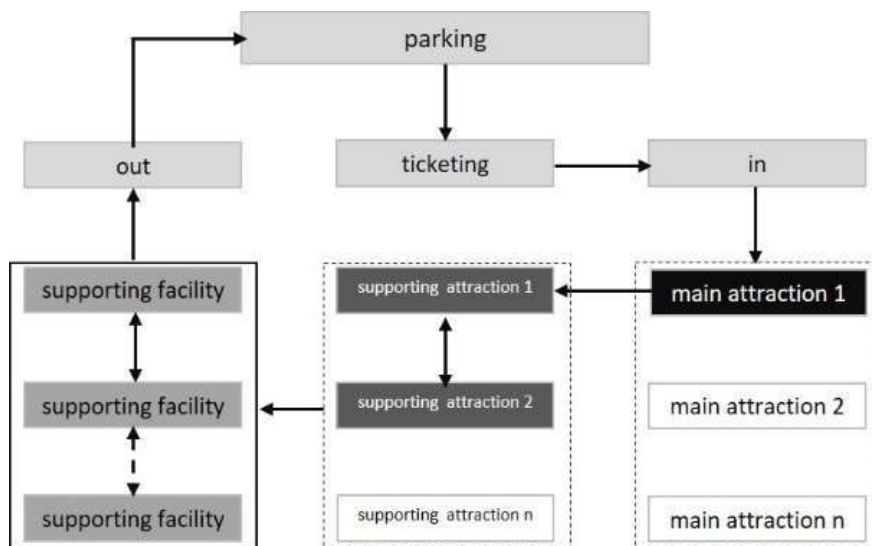
Figure 7. Sightseeing Cultural Tourism Pattern

Analysis on tourist motivation reveals a group of cultural tourists who initially did not have the motivation to learn/explore cultural information. This group of tourists can be classified in 2 types. The first type is tourists who view cultural attractions as objects to look for pleasure, so that their visits to cultural attractions are driven by the desire to have fun. These types of tourists tend to enjoy supporting facilities on tourism objects or to look for other fun attraction as their main activities. However, during their visit, they suddenly had an interest in gathering information or gaining cultural experience so that they directed their activity at observing the main cultural objects or accompanying cultural objects. As a result, these tourists finally get cultural experience or additional cultural information. Based on to the typology of tourist by McKercher B & du Cros (2002), this pattern is classified as the Incidental Cultural Tourism Pattern (Figure 8).
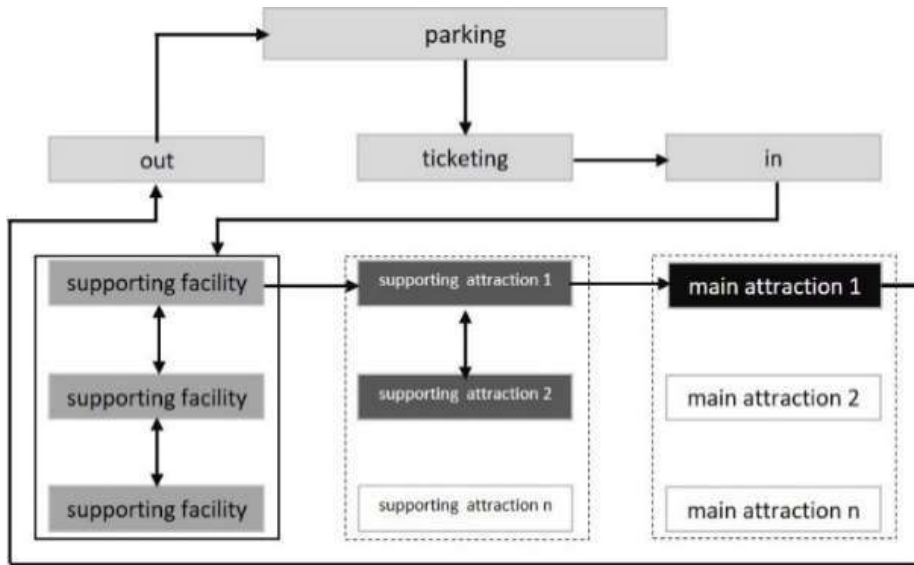
Figure 8. Incidental Cultural Tourism Pattern

The second type of cultural tourist group is those who initially have no motivation to learn/explore cultural information or those who were not interested in visiting cultural attractions. They visited the cultural attractions simply because these cultural destinations happened to be in line with the destination they wanted to visit. These cultural attractions were only part of a tourist attraction and as supporting facility for fun. Hence, tourists of this type tend to direct their activities to enjoy supporting facilities or look for fun. However, during the visit, they got interested to learn, explore information or gain cultural experience and they were encouraged to direct their activities to observe the main cultural objects more seriously. As a result, they gained cultural experience and cultural information in depth. Referring to the typology of tourist of McKercher B & du Cros (2002), this pattern is classified as the Serendipitous Cultural Tourism Pattern (Figure 9).
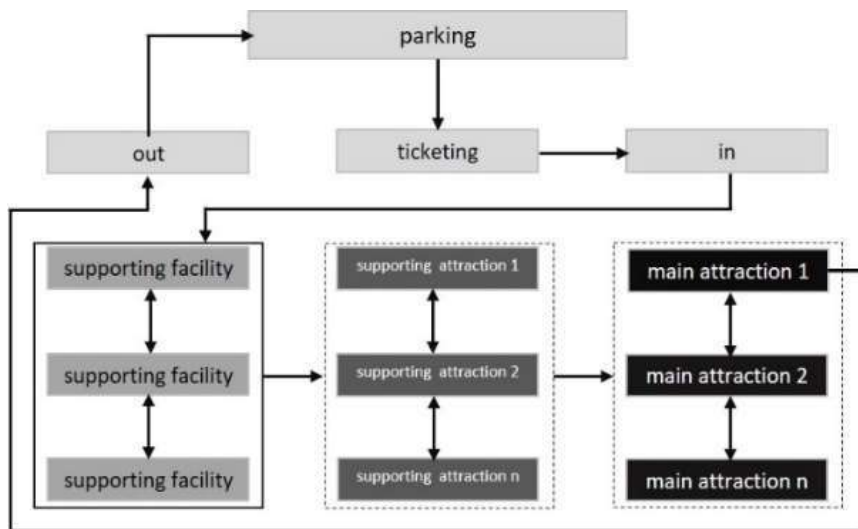

Figure 9. Serendipitous Cultural Tourism Pattern.

3.2 Conclusion

Customer satisfaction is driven by several factors namely product quality, service quality, convenience, price, and emotional factors (Irawan, H., 2004). Tourism is an activity to look for fun and enjoy a variety of entertainment (Razak, A., & Rimadewi, S., 2013). In this case, the product of tourism is a tourist attraction. Meanwhile, in the context of the cultural tourism, the quality of the product can be assessed based on the attraction of the cultural tourism. In this study, tourists gave a mean score of 4.00 on product quality. Quality of service is determined based on additional amenities and facilities. In this study, tourists gave a score of 3.14 on amenities and a score of 3.81 on the quality of facilities and infrastructure. Ease of access is equal to accessibility. In this study, tourists gave a score of 3.95 for accessibility. Price satisfaction is shown by the average score of 3.82 as shown by Figure 10 that illustrates each score for each object.
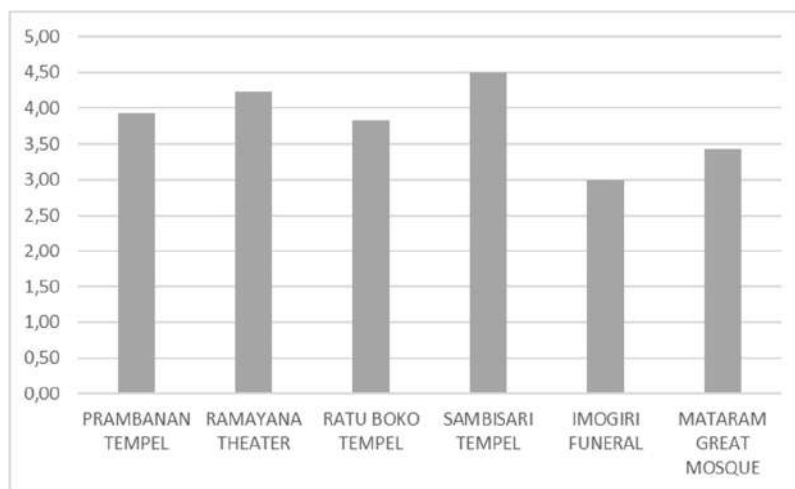

Figure 20. Price Satisfaction on Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

The average score of tourist satisfaction can be said to be good with the highest score being the Sambisari Temple and the lowest score is the Great Mosque of Mataram (score range 1-5).

With a score range of 1-5, in general tourist ratings of cultural attractions show a high level of satisfaction. This response shows a positive tourism image which further has the opportunity to shape tourism loyalty. This can be understood as a relative attitude related to repurchase (Dick, A. S., & Basu, K., 1994). In the context of tourism, it is a repeat visit or recommending a tourist attraction to others (Griffin, J., 2005).

Emotional factors in measuring customer satisfaction can be understood as a comparison between the acquisition of cultural experiences or pleasure with the motivation of tourist visits. Associated with the acquisition of this cultural experience, this study found a link between the pattern of tourism activities and the acquisition of cultural experience based on the research by McKercher B & du Cros (2002) as presented in Table 1 as follows.

Table 1. The pattern of tourism activities and the acquisition of cultural experience

Motivation of Cultural Tourism Visits	Pattern of Tourist Activities	Typology of tourists based on the acquisition of cultural experiences (McKercher B, du Cros, 2002)
The main motivation for tourist visits is to enjoy and learn the culture	Purposeful Cultural Tourism Pattern	Purposeful Cultural Tourism
The main motivation is to have a balanced tourist visits, both for enjoying the culture and for looking for experiences and pleasures.	Sightseeing Cultural Tourism Pattern	Sightseeing Cultural Tourism
		Casual Cultural Tourism
The main motivation of the tour was initially to seek pleasure, not to enjoy culture, but in during the visit later they got a little interested in seeking for cultural experiences.	Incidental Cultural Tourism Pattern	Incidental Cultural Tourism
Initially, the main motivation for the tour was not to enjoy the culture, but to visit cultural attractions in a series of trips. However, during their visit, they got very interested in looking for cultural experiences in depth.	Serendipitous Cultural Tourism Pattern	Serendipitous Cultural Tourism

3.3 Acknowledgments and Legal Responsibility

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