

REVISIT INTENTION FRAMEWORK: IS IT REAL THAT CULTURAL CONTACT AND DESTINATION ATTRACTIVENESS CAN HAVE DIRECT IMPACT?

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ABSTRACT: This study uses survey responses from 321 Indonesian tourists to examine the connection between cultural contact, destination attractiveness, visitor satisfaction, and the likelihood of a revisit intention to Himpang Lime Habang in the South Bangka regency of the Bangka Belitung province, Indonesia. Two significant findings from this investigation were obtained using Partial Least Squares-Structural Equation Modeling methods. The first finding is the correlation between satisfaction and the likelihood of future visits. Furthermore, a visitor's desire to return is unaffected by the attractiveness of a destination or the amount of cultural contact they have. Even though exposure to local culture and a destination's natural beauty can considerably enhance a visitor's experience, they have little bearing on whether or not someone will return.

Keywords: Cultural Contact; Destination Attractiveness; Visitors Satisfaction; Revisit Intention

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INTRODUCTION

Many developing countries now rely heavily on tourism (Telfer & Sharpley, 2015) as an economic driver owing to the creation of new jobs, higher wages, and overall improved quality of life (Hunt et al., 2015). Developing nations are attempting to enhance and expand their tourism offerings to attract visitors worldwide. As a result, tourism has become increasingly important for these nations, prompting a growing body of research on the topic (Dodds et al., 2018; Alam & Paramati, 2016; Pulido-Fernández et al., 2015). Travelers' feelings of satisfaction and their intentions to return to a destination are two of the most important indicators of their success (Allameh et al., 2015; Kusumah et al., 2022). Several of these features, particularly their precursors' relationships to the larger concept of destination image, mainly destination attractiveness, have been the focus of much earlier research (Reitsamer et al., 2016; Mikuli et al., 2016).

Cultural contact is one rising component affecting tourist satisfaction (Li & Liu, 2020), which seems especially important for Indonesian tourists. Tourism is not typically associated with cross-cultural experiences. Since a quantitative scale for studying tourist-host cultural contact, most studies in the field had to rely on qualitative methods (Nguyen Viet et al., 2020). Therefore, the possible knowledge gap concerns the effect and mechanism of cross-cultural encounters on tourists' desire to return. It is unclear how or under what conditions this characteristic affects the consequences of a tourist's trip. Establishing a favorable cultural interaction and improving the destination's image will directly impact tourists' inclination to repeat visits to a particular location (Lai et al., 2021). When tourists have a profoundly enriching encounter that fosters a connection with the indigenous culture, they are likelier to cultivate a sense of affinity and nostalgia towards the destination. Establishing an emotional connection resulting from cultural interaction engenders a significant impetus to revisit and reexperience those encounters.

Despite the importance of cultural contact in drawing in tourists from all over the world, it can be challenging to meet the expectations of visitors from different cultures due to differences in their communication style, rules of social behavior, values, and belief systems (Reisinger & Turner, 2002). The current study adds to the literature multiple ways to help fill these gaps. This study fills out the tourism literature's big picture by examining how different aspects of a destination's image (most notably its attractiveness) influence visitors' experiences and whether or not they'll return. We further enhance our understanding, give more insight, and add to the tourism literature thanks to the framework's ability to test for contingencies. Finally, our research offers empirical backing for our suggestions to the relevant tourism authorities.

THEORETICAL REVIEW

Cultural Contact

Culture, as defined by Luna and Forquer Gupta (2001), includes shared beliefs and norms about how the world works and how people should act; this is

reflected in shared values, a shared symbolic currency, shared rituals and practices and shared material and behavioral artifacts. Under this standard, cultural contact occurs when two or more people who do not belong to the same cultural group engage in face-to-face interaction (Chen & Rahman, 2018). The phenomenon is common among communities that have contact with strangers, such as when locals host visitors or tourists visit and spend time in the same cultural tourism area (Nguyen Viet et al., 2020). There is no such thing as an isolated culture; instead, all cultural forms are essential in interacting with one another (Vu et al., 2020).

People's ways of utilizing natural and economic resources, such as their habits, behaviors, ceremonies, and customs, can be passed from one culture to another through contact with another (Gnoth & Zins, 2013). The term "cultural contact" refers to a new idea in the tourism industry that attempts to quantify the goals and expectations of those who travel to another country to learn about its culture (Lai et al., 2021). A propensity for groups to interact with outsiders and the desire to manage that interaction are also included (Moffett, 2013). Taylor (2001) argues that tourists' demand for an authentic experience is directly proportional to the degree to which they engage with the local culture throughout their trip. The "what" and the "how" of culture are both addressed in cultural contact, as they refer to how visitors to cultural tourism sites utilize the resources available to them and the actions they do while at these destinations (Lee et al., 2020). The "what" of culture refers to cultural artifacts and how people make use of their material and environmental surroundings, while the "how" of culture takes into account people's routines, rituals, and social mores (Santagata, 2002).

Tourists are intended to learn more about and develop a deeper appreciation for the local culture through their encounters with locals at these sites (Besculides et al., 2002). Nguyen Viet et al. (2020) conclude that distant travelers have a rosier impression of a place's cultural offerings. These visitors will be overjoyed to have the opportunity to try something new, and they will get even more pleasure out of their trip as a result. Also, past research has shown that cultural contact is a crucial factor in the overall enjoyment of a tourist's trip (Chen & Rahman, 2018; Nguyen Viet et al., 2020; Vu et al., 2020).

More exposure to other cultures may increase the likelihood of a visitor returning (Rehman et al., 2022). Visitors who take the time to appreciate the unique charms of a destination are more likely to get involved in the many exciting activities available at that location and have a memorable vacation (Chen & Rahman, 2018). Also, visitors can have a more genuine and unforgettable experience by learning about and participating in local culture and the daily lives of local people (Stone et al., 2018), which in turn increases the likelihood that they will return to the destination (Nguyen Viet et al., 2020), for hypothesis construction.

H1: Cultural contact has a positive impact on tourist satisfaction

H2: Cultural contact has a positive effect on revisit intention

Destination Attractiveness

There is a long history of writing about destination attractiveness (Pike et al., 2021). This concept encompasses the destination's unique attractions, supporting infrastructure and tourism services, and overall vibe (Lee et al., 2010). If a goal is appealing to tourists, it's because people have positive impressions of its facilities and services (Hu & Ritchie, 1993). A person's idea of a destination's attractiveness is like a mental representation based on their thoughts, feelings, and impressions of the destination's ability to provide for their particular vacation needs (Tomigová et al., 2016). This image in one's head is typically based on the destination's physical charms, which are used to entice tourists (Nguyen Viet et al., 2020). Because of this, the beauty of a site is one of the most critical variables in drawing tourists and keeping them there for a more extended time (Lee et al., 2010).

One of the most important aspects of any vacation spot is its geography (Thompson & Schofield, 2007). Literature on tourism highlights several factors that contribute to a destination's desirability, such as its flora and wildlife, lakes, natural reserves, abundance of countryside, seawater quality, sunny hours, rainfall, and temperature (Beerli & Martin, 2004). Humans have consistently preferred natural landscapes over manufactured ones in the research that examined the connections between landscape components and human perception (Carrus et al., 2015). In addition, prior research indicates that the attractiveness of a destination influences both the satisfaction (Biswas et al., 2021; Raimkulov et al., 2021; Bianchi, 2018) and return rates of its visitors (Mursid & Anoraga, 2022; Nguyen Viet et al., 2020; Kim et al., 2012), for hypothesis formulation.

H3: Destination attractiveness has a positive impact on tourist satisfaction

H4: Destination attractiveness has a positive impact on tourist revisit intention

Visitor Satisfaction and Revisit Intention

It's often accepted that providing excellent service to customers is crucial if a business expects to cultivate repeat orders from them, whether purchasing a physical product or planning a vacation (Kim et al., 2017). Wu et al. (2018) argue that the desire to return to a destination indicates how satisfied the visitor is. A higher likelihood of a return visit is predicted when vacationers report feeling positive emotions while on site. Several studies demonstrate that happy visitors are more likely to return (Pai et al., 2020; Torabi et al., 2022; Thipsingh et al., 2022).

Intention to revisit is a hot topic in the tourism literature (Hasan et al., 2017). The majority of studies (Matzler et al., 2019; Tjrve et al., 2018; Li et al., 2008) agree that repeat visitors are more valuable to a business than first-time visitors because they spend more time at the destination, spend more money there, are happier there, and tell their friends about it. As a form of "post-consumption behavior" (Adam, 2021) described as "the repetition of an activity or the return to a destination," the desire to return to a tourist site is an example of this phenomenon (Kim & Brown, 2012). It's also connected to how the traveler felt

about the destination they visited and if they consider going again (Soliman, 2021). Figure 1 presents the study's framework for investigation.

H5: Tourist satisfaction has positive impacts on tourist revisit intention

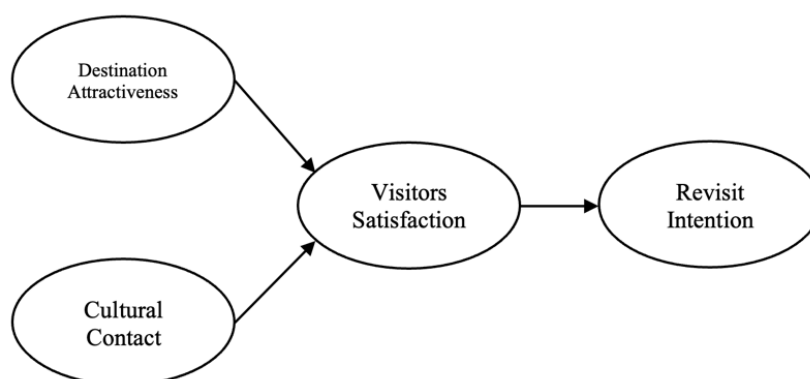


Figure 1. Conceptual Framework

METHODOLOGY

Area of Study

Indonesia, a developing country with multiple provinces and regencies, includes the South Bangka Regency, part of the Bangka Belitung Islands Province, Indonesia. Toboali, South Bangka's regency capital, is in the center of a brand-new tourist destination known as "Himpang 5 Habang" (see Bangka Pos, 2023). Himpang 5 Habang is a new tourist destination that seems to have been influenced by Yogyakarta, Indonesia's energetic culture. Having free photo ops where visitors can shoot photos and promote the place to their friends and followers on social media is a great way to attract visitors from near and far. The Department of Tourism, Youth, and Sports of the South Bangka Regency Government is always complex at work, planning exciting new events for the residents of Himpang 5 Habang. More and more people come to see the constantly evolving lineup of events (Crompton & McKay 1997). New events and attractions are continually added to the schedule to give tourists a memorable experience (Cetin & Bilgihan, 2016).

Data Collecting

Quantitative data was obtained through both in-person interviews and online surveys for ease of use in the sampling process. Three research assistants have been briefed on the proper procedure for delivering study questionnaires to participants. Located in South Bangka Regency, Bangka Belitung Province, Himpang Lime Habang was the site of both morning and afternoon sessions of interviews. The beautiful city environment makes this location the most popular tourist attraction in South Bangka Regency, Indonesia. Interviewers were instructed to limit interviewees to ten people from the same tour group to avoid bias due to the tourists' origin bias. On average, each interview took about 10 minutes. In addition, the survey is conducted online via Google Forms. The

survey is disseminated to a wide range of competent and willing groups through two of Indonesia's most widely used messaging apps (WhatsApp and Telegram). Throughout a single month (January–February 2023), 332 questionnaires were gathered and subjected to the usual author quality assurance checks. After weeding out incomplete or otherwise unusable surveys, 321 usable surveys were retained for study (See Table 1 for the demographic information).

Table 1. Respondents Profile

Measure	Items	n	%
Gender	Male	134	41.7
	Female	187	58.3
Age	< 20 years	33	10.3
	21 - 30 years	100	31.2
	31 - 40 years	112	34.9
	41 - 50 years	64	19.9
	> 50 years	12	3.7
Marital Status	Single	99	30.8
	Married	217	67.6
	Divorce	5	1.6
Last Education	High school or equal	95	29.6
	Diploma	43	13.4
	Undergraduate	164	51.1
	Postgraduate	19	5.9
The Most Popular Social Media for Tourist Promotion	Instagram	147	45.8
	Facebook	75	23.4
Media for Tourist Promotion	Whatsapp	73	22.7
	Tiktok	10	3.1
	Others	16	5

Measurement

After consulting with two experts in the field of tourism, the study's authors settled on a list of 20 variables with which to test their hypotheses. Finally, we ran pilot studies with out-of-town visitors to narrow down potential variables. We started with 20 possible choices and whittled it down to 18 through a series of elimination rounds. Four questions on destination attractiveness were derived from Kim and Perdue (2011); four items on cultural contact were adapted from Nguyen Viet et al. (2020); and four scales on visitor satisfaction and revisit intention were adopted from Kim et al. (2017). The survey used a Likert scale from "strongly disagree" to "strongly agree." Each endpoint showed a different level of agreement. This research used the PLS method (partial least squares). Partial Least Squares (PLS) were used with the SmartPLS 3 program to generate and evaluate the primary reliabilities and validity indices and the direct and indirect effects (Ringle et al., 2005).

RESULTS

Demographic Profile

Table 1 provides a descriptive overview of the data we gathered, showing that males accounted for 58.3% of the sample and females for 41.7%. Around

66.1% of the respondents fell into the adult (age 21-30) and adult (age 31-40) age groups, making up the highest distribution. Most respondents (67.6%) were married couples, while the remaining (30.8%) were single. Most respondents (51.1%) had at least a bachelor's degree, and many of them (44.8%) had looked to social media (mainly Instagram) to learn about destinations like Himpang Lime Habang, Indonesia, before visiting.

Validity and Reliability

Tables 3 and 4 show the internal consistency of the various research instruments for PLS-SEM employment. Cut-off values for the Alpha coefficient (α), Composite reliability (CR), and Average variance extracted (AVE) indices were 0.7, 0.7, and 0.5, respectively (Kusumah, 2023) and were used to determine the reliability of the scales (Hair et al., 2017). All CR and AVE estimations were more significant than their cut-offs, indicating sufficient scale dependability. The convergent validity of a scale was determined by looking at the factor loadings of individual scale items on the underlying variables. No item loadings exceeded the minimum required value of 0.7 (Hair et al., 2017). The discriminant validity of the research scales was also examined using the Fornell and Larcker criterion. Compared to all other constructions, the square roots of AVE values were more extensive than their respective correlation values. Together, the findings supported the concept of convergent and discriminant validity.

Table 2. The Inner Model Quality

Instrument	Loadings	CR	α	AVE
Destination Attractiveness (DA)				
Offer a unique view of the city.	0.910			
Excellent tourist environment.	0.894	0.929	0.898	0.768
Offer a variety of entertainment and activities.	0.894			
Feature unique ornaments and decorations.	0.803			
Cultural Contact (CC)				
I enjoy learning about different cultures and ways of living.	0.875			
The more I saw, heard, and felt about the customs and way of life, the more I wanted to immerse myself in them.	0.893	0.922	0.887	0.747
I want to participate in cultural events.	0.822			
Interaction with the culture is a crucial component of my visit experience.	0.866			
Visitors Satisfaction (VS)				
I had a great time.	0.896			
I'm pleased with my decision to go.	0.874	0.918	0.881	0.738
My favorite tourist site.	0.858			
Make an impression on me.	0.805			
Revisit Intention (RI)				
I plan to visit soon.	0.955			
Soon, I hope to visit	0.941	0.956	0.938	0.845
Perhaps I'll visit soon.	0.930			
It could be your new vacation destination.	0.846			

Table 3. Fornell-Lacker Criterion Result

Constructs	Cultural Contact	Destination Attractiveness	Revisit Intention	Visitors Satisfaction
Cultural Contact	0.864			
Destination Attractiveness	0.707	0.876		
Revisit Intention	0.700	0.673	0.919	
Visitors Satisfaction	0.796	0.785	0.841	0.859

Hypothesis Testing

Three direct effect coefficients were statistically significant, and two were not in a bootstrapping resampling study (1000 samples) (see Table 4 and Figure 2). Visitor satisfaction was found to be positively related to cultural contact (H1: = 0.482, t-stat = 8.364, p < 0.001), destination attractiveness (H3: = 0.444, t-stat = 6.684, p < 0.001), as well as revisit intention (H5: = 0.765, t-stat = 11.364, p < 0.001). In addition, we observed that neither cultural contact nor the destination's attractiveness had any bearing on the likelihood that a visitor would return there (H2 and H4, respectively; p > 0.05). Hence, hypotheses 1, 3, and 5 were accepted, but hypotheses 2 and 4 were not.

Table 4. Path Coefficient Result

Paths	β	Std. Dev.	t-statistics	p-values
CC → RI	0.080	0.061	1.307	0.192
CC → VS	0.482	0.058	8.364	< 0.001
DA → RI	0.015	0.063	0.242	0.809
DA → VS	0.444	0.066	6.684	< 0.001
VS → RI	0.765	0.067	11.364	< 0.001

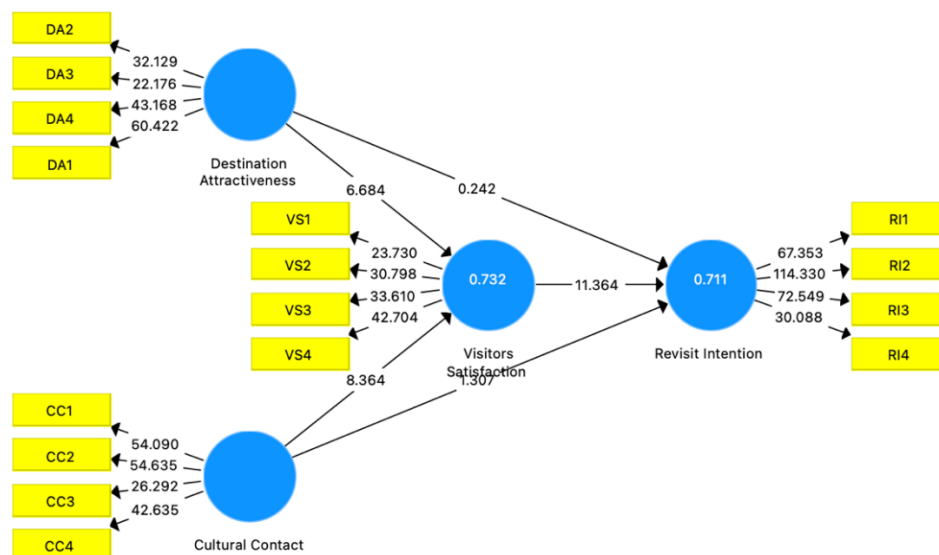


Figure 2. Bootstrapping Result

DISCUSSION

This study gave a comprehensive perspective of the tourism industry by suggesting and testing the antecedents of revisit intention in some contexts. This

finding was accomplished by confirming hypotheses about how visitors felt about their experiences with the destination's image (attractiveness), the local culture, their overall satisfaction, and whether or not they planned to return. The correlation patterns merely reflect the conventional wisdom that cultural contact and destination attractiveness have less of an impact on travelers' propensity to replace than their level of pleasure with their first visit. Studies corroborate the findings that visitor satisfaction significantly affects whether or not they will revisit (Pai et al., 2020; Torabi et al., 2022; Thipsingh et al., 2022). It is widely believed that an individual's desire to revisit a destination is heavily influenced by their cultural immersion and attractiveness (Nguyen Viet et al., 2020). While they may affect how a visitor feels overall, they have no bearing on whether or not they will return.

It's crucial to remember that the value of cross-cultural encounters and the appeal of potential vacation spots are relative and change based on the individual. A destination that appeals to one visitor might not do so for another. Similarly, a visitor's experiences with cross-cultural encounters may differ depending on their cultural knowledge, sensitivity, and perspectives. Hence, it is difficult to identify how these characteristics directly affect return intentions, as they cannot be generalized independently. The potential for cultural exchange and the allure of a destination are not sufficient conditions for a satisfying trip. Yet, bad experiences are also possible and may not always detract from the entire experience. Some visitors have poor impressions of their destination because the locals did not receive them well or because they experienced culture shock. The likelihood of a favorable experience cannot be assumed from prior exposure to the local culture or interest in the destination.

The likelihood that a traveler will revisit a particular location depends on more than just the quality of the local culture and the area's aesthetic appeal (Stumpf et al., 2020). Some of these elements include the accessibility of appropriate lodgings, the affordability of trips, the feeling of personal safety, and the extent to which the experience satisfies their expectations. Although the destination and its culture may have left an impression on the visitor, hefty expenses or safety worries may prevent them from returning. Hence, it is not possible for cultural exchange and the allure of a destination to be the only elements in determining whether or not travellers will return. Visitors could have a good time yet feel nothing special when they return home. An individual's emotional connection to a destination, which can be influenced by past experiences, memories, and relationships, is a significant determinant of whether or not they want to revisit that destination (Sohn et al., 2016).

Destination managers in South Bangka Regency should prioritize promoting cultural immersion and authentic experiences for tourists in Himpang Lime Habang. This effort can be accomplished through various measures, including cultural festivals, workshops, local tours, and engagement with the local community. Destinations can enhance their image and leave a lasting impact on tourists by providing opportunities for meaningful cultural interactions. These experiences can create memorable moments and contribute to developing a favorable destination image. Managers should prioritize the

development of destination branding strategies that highlight the place's cultural richness and distinctive experiences. Incorporating cultural heritage, traditions, and local customs into marketing campaigns can establish a unique and attractive brand identity that distinguishes the destination from its competitors.

Gaining insight into tourists' experiences is crucial for ensuring optimal satisfaction levels. Regularly monitoring visitor feedback and conducting post-visit surveys can yield valuable insights regarding cultural contact's influence on satisfaction levels. By addressing concerns and enhancing cultural offerings, destinations can improve their reputation, attract repeat visitors, and generate positive reviews and word-of-mouth recommendations. Cultivating cultural contact will substantially impact tourists' inclination to revisit a goal. Destination managers should prioritize creating memorable experiences that effectively attract visitors for repeat visits. Implementing loyalty programs, providing personalized travel recommendations based on previous cultural preferences, and offering special events and discounts for returning visitors can encourage repeat visitation.

Engagement with the local community is crucial for the success of cultural tourism. Engaging in partnerships with local stakeholders, artisans, artists, and cultural organizations can contribute to the preservation and responsible management of cultural offerings, ensuring their authenticity. While cultural encounters and a destination's attractiveness can add significantly to a visitor's satisfaction, neither can influence a person's desire to revisit. These considerations are crucial but must be weighed with others, such as impressions, worries about safety, and overall happiness with the trip.

FURTHER RESEARCH

Despite its many valuable contributions, this study includes many voids that call for additional investigation. For starters, the study is limited in its breadth because it is focused on tourism in developing nations and, more specifically, in the province of Bangka Belitung in Indonesia. Validation of these findings and expanding the suggested framework's applicability will benefit significantly from possible future research. A second potential limitation is that, as an Indonesian-language cross-sectional study, the results may not be applicable beyond Indonesia. More research and analysis are needed to comprehend tourists' complex behavior. Therefore, future studies should take long-term data and cross-cultural comparisons into account. Finally, we can better understand how visitors' activities are influenced by destination attachment (see Kusumah, 2023) and visitor experience, which may be necessary for implementing the proposed methodology. The results may not apply to the tourism industry because the study was conducted at a recently constructed tourist attraction. As tourists' opinions of a destination vary, it could be helpful to reproduce this study in different destination types to learn more about the nuances of behavior changes over time and achieve sufficient levels of depth and complexity (new or old).

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