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## INDIGENOUS TRADITION BASED-TOURISM DEVELOPMENT: FOREIGN TOURIST'S MEMORABLE TOURISM EXPERIENCE IN MENTAWAI, INDONESIA

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### Abstract

**Purpose:** This study examines the foreign tourist's MTE on the indigenous tradition with the objective to find out the foreign tourists' MTE and its effect on revisit intention and intention to recommend. It is conducted on 51 foreign tourists visiting Mentawai from April to June 2018.

**Methodology:** Convenient sampling is used for the sampling method. Primary data are collected from survey.

**Result:** The result shows that MTE is good (higher) which has a positive significant relationship with the revisit intention due to that the t value of this variable is greater than 1.96., and the path coefficient is 0.619. It indicates the higher MTE which will have an effect on the high opportunity to revisit intention. The effect of MTE on intention to recommend also has a positive significant relationship. The path coefficient also indicates a positive sign, meaning the higher MTE has effect on the higher intention to recommend. Thus, foreign tourists experiencing Mentawai cultural tourism has positive MTE effecting positively tourists' revisit intention and intention to recommend.

**Applications:** This research can be used for universities, teachers, and students.

**Novelty/Originality:** In this research, the model of the Indigenous Tradition Based-Tourism Development: Foreign Tourist's Memorable Tourism Experience in Mentawai, Indonesia is presented in a comprehensive and complete manner.

**Keywords:** Indigenous Tradition Based-Tourism Development, Foreign MTE, revisit intention, intention to recommend, cultural tourism.

### INTRODUCTION

Literature reviews on cultural tourism reveal that there have been abundant studies discussing cultural tourism published on scientific journals like study on cultural tourism and art museums (Stylianou-Lambert, 2011), cultural heritage (Bujdosó et al., 2015; Mitchell & Shannon, 2018), tourist's engagement (Chen & Rahman, 2018), cultural tourism in specific subject (Shishmanova, 2015), Local cultural vicissitudes (Jingyi & Chung-shing, 2018), cultural tourism potential (Daniela & Titilina, 2015), tourist perspectives (Lynch, Duinker, Sheehan, & Chute, 2011), cultural tourism product (Zakaria, Salleh, Sabrizaa, Rashid, & Abra, 2014), economic impact (Torre & Scarborough, 2017), ecology of tourism (Cole, 2017). On indigenous tourism of Siberut, Mentawai, there have been several tourism studies conducted by scholars like study on profiling surf tourists (Towner, 2016), surfing tourism management (Towner & Orams, 2016), perceptions of surfing tourism operators (Towner and Orams, 2016), surfing tourism de-construction (Ponting, et al., 2005), but the studies are on surfing-tourism in Mentawai – not on cultural tourism.

The tourisms have given job opportunities to indigenous people Mentawai, but little is known about foreign tourists who get involved in surfing tourism (Towner, 2016; Towner & Orams, 2016; Tagay & Ballesteros, 2016). Additionally, there is no study on memorial tourism experience (MTE) of foreign tourists on cultural tourism in Mentawai, who visit tourism destinations in Mentawai while knowing MTE is important to maintain and develop tourism? Economic contributions can also be derived from tourists' involvement in cultural tourism activities. Unfortunately, there is no yet study on cultural tourism in relation to tourists themselves. Since foreign tourists also enjoy in living in indigenous culture tourism activity, it necessarily needs to study tourists' tourism experience in relation to their revisit intention and intention to recommend. This study examines cultural tourism in perspective of foreign tourists' tourism experience on Mentawaian indigenous tradition in relation to intention to revisit and to recommend.

Tourists' tourism experience can show their intention to visit a tourism object again in the future; and tourists' intention is an important recommendation that can be made to develop and manage cultural tourism (Chen & Rahman, 2018). Tourists enjoying and feeling satisfied with a cultural tourism place have intention to recommendations to family, friends, relatives, and colleagues to visit a tourism place (Shoemaker & Lewis, 1999). Tourists' satisfaction with their memorial experience is important to attract them to revisit the place (Prayag & Ryan, 2012). Memorial experience is important due to that the satisfaction itself is not enough to attract tourists to revisit (Chen & Rahman, 2018). Tourists' experience is integral part of the cultural tourists (Mckercher, 2002). Those organizing cultural tourism destinations could be able to create good memorable experience for tourists (Chen & Rahman, 2018) in order that the tourists have intention to revisit and to recommend. This study is expected to find out tourists' memorable tourism experience and its relationship with revisit intention and intention to recommend.

## LITERATURE REVIEW

### Cultural Tourism

Cultural tourism is a form of tourism based on tourists' interest in experiencing a new culture in a tourism destination (Reisinger, 1994). Their interest in the destination involves interest in various elements of tradition and culture (Stylianou-Lambert, 2011). (Richards, 1996) concluded that the cultural tourists feel interested in cultural attractions which they do not have in their country. The tourists get experience from their visit to the destination (Chen & Rahman, 2018). Tourism experience is a subjective evaluation made by tourists on events in a tourism destination before, during, and after their visit (Tung & Ritchie, 2011). Their remembrance and recall of their tourism experience is a memorable tourism experience (Kim, Ritchie, & McCormick, 2010), which is constructed based on their individual assessment of subjective experiences (Kim et al., 2010). In cultural tourism, tourists tend to take part in activities regardless of destination (Mckercher, 2002). (Hughes, 2002) as quoted by (Stylianou-Lambert, 2011) states that tourists traveling to a destination is to experience its culture. The great motivation of tourists to visit the destination is to experience cultural products (Silberberg, 1995).

In Mentawai, cultural tourism is one of the tourism types which are developing. Another type which has been developing well is surfing-tourism. Culture tourism is tourism based on cultural elements derived from uniquely indigenous traditions; tourism is currently developing in Mentawai (Napitupulu, 2015; Avazzadeh, 2015). The cultural elements, for example, are like Uma, traditional art of producing chip, festival, arrow-poison processing, making of bark-belt, death-ritual, birth-ritual, ethnobotany tradition and other tangible and intangible cultural elements (Elfiondri, 2018). Mentawai has culturally important activities like building and developing house *Uma*, making boat, hunting animals as part of festival, fishing, and opening farm (Elfiondri, Amril, & Prayassita, 2018; Shayakhmetova & Chaklikova, 2018). The indigenous cultural elements motivate foreign tourists to experience them. (Napitupulu, 2015) found traditional art of producing chips as a cultural product which is potential for tourism. It is unique and indigenous like ethnobotany tradition.

Cultural tourism called ethnobotany tourism which is potentially motivating foreign tourists to visit Mentawai. Ethnobotany tourism activities according to (Ramadhan, Metusala, & Sinaga, 2017) for example are sago festivals, arrow-poison processing and making of bark-belt. Another element of indigenous culture that is currently motivating foreign tourists is *Uma*, a traditional house of Mentawai. The house becomes tourism commodity; resorts are built in *Uma*-design, and many foreign tourists take pictures with the house background (Kusbiantoro, Anthonius, & Santosa, 2016). Tourists' participation in the *Uma*-tourism activities becomes positive memorable tourism experience for the tourists. The positive memorable tourism experience motivates tourists to revisit and recommend other cultural tourists (Chen & Rahman, 2018). Tourists' motivation to visit Mentawai tourism is related to various aspects. Pristiwasa (2017) discussed tourists' motivation and perception in Mentawai related to aspects of government, tourists, amenity, accessibility, cultural attraction, and infrastructure. The result is that the aspects of availability are generally satisfying which is positive to attract tourists' intention.

### Behavioral Intention

Tourists' strong intention can be their behavioral intention. It becomes factors that drive people's willingness to perform a behavior (Ajzen, 1991). Behavior intention based on Theory of Plan Behavior (TPB) as predictor of behavior which has a great effect (Teo & Lee, 2010). The theory is an extension of the theory of reason action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). TPB has been widely used to support the relationship between norms, attitude, and behavioral control that is perceived with intention to behave in many disciplines, such as consumer behavior and technology usage behavior. In consumer behavior, this theory is applied to answer the research question why a consumer intention to buy a particular service or product. In hospitality management, TPB also uses to predict behavioral intention. For example, Zealand, (2007) investigated the influence of environment elements on visitors to visit heritage places on behavioral intention. In addition, Chen & Rahman (2018) survey the visitor's engagement, culture contact, memorable tourism experiences, and behavioral intention.

### Memorable tourism experiences

The memorable experience is a past memory which is a very valuable source that drives tourists to decide to revisit a place (Chandra & Valenzuela, 2013). The past memory is important due to that it is greatly powerful effecting tourists' intention to revisit a destination in the future (Hoch & Deighton, 1989). Intention, in turn, will also affect on intention to recommend. Tourists feeling satisfied with a tourism destination have intention to recommend their friends, family, and relatives to visit the destination (Shoemaker & Lewis, 1999). Tourists' background causes them to have different tourism experience (Knutson, Beck, Kim, & Cha, 2006). The tourism experience consists of dimensions like affect, expectations, consequentiality, and recollection (Tung & Ritchie, 2011), social dimension (Falk & Storksdiack, 2005), expectations (Tsaor, Lin, & Lin, 2006). The dimensions are memorable aspects of tourists' visits to a tourism destination. According to (Tsaor et al., 2006), expectations are memorable experience which potentially makes tourists feel motivated to take part in tourism activity. Therefore, tourist destinations should provide tourists with memorable experiences (Chen & Rahman, 2018), and pay attention to memorable tourism experience (Kim et al., 2010). It is an important task of organizations which manage a tourism destination to develop the destination creating tourists memorable experience (Tung & Ritchie, 2011). As conducted by Chen & Rahman (2018), Kim et al., (2010), the memorable tourism experience can be measured

with a quantitative scale by developing a scale of 24 items one of which is local culture. Zealand (2007) conclude that heritage attraction physical environment plays an important role to determine the behavioral intention. Besides, Chen & Rahman(2018) also find that there is a significant relationship between memorable tourism experiences and behavioral intention both revisit intention and intention to recommend.

H1: memorable tourism experiences have a positive association with behavioral intentions.

## METHODOLOGY

This study investigates the consequences of memorable tourism experiences among international tourists in Mentawai Island. The research object is tourists visiting Siberut in the periods of March to July 2018. Convenient sampling is used for the sampling method. The primary data is gathered from survey. There are two variables in this study: dependent variable and independent variable. There are two dependent variables here: revisit intention and intention to recommend. In addition, the independent variable is memorable tourism experiences. Revisit intention (RI) is an intention to visit again the cultural attraction and it was originally from Theory of Plan Behavior (Ajzen, 1991). In this study, Revisit intention instrument was developed by Zealand(2007) and also adapted by Chen & Rahman(2018). There are three items for revisit intention and an example of item is "I will visit this destination again in the future". In addition, an intention to recommend (IR) is also from the concept of behavioral intention (Ajzen, 1991) and items were developed by Zealand(2007) and also used by (Chen & Rahman, 2018). Thus, intention to recommend has three items as well, such as "I will give recommendation to my friends to visit this destination". Further, memorable tourism experiences (MTE) was developed by Kim et al.(2010). There are twenty-four items for MTE and the example item is "I really enjoy this tourism experiences". Data is measured by seven-point Likert scales. SEM-PLS is used to analyze the data and Smart-PLS 3.0 is applied. The PLS uses measurement model and structural model (Hair et al., 2013; Matandare, 2018). Vinzi, Chin, Henseler, & Wang (2010) argue that the measurement model has four requirements to see whether model is fit. The outer loading is indicator to use first criteria (indicator validity) with cut-off value of 0.6. Further, Composite reliability and Cronbach alpha are used to see the second criteria (internal consistency) is met and the cut-off value is greater than 0.7 (Bagozzi & Yi, 1988). Average variance extracted (AVE) is used for third criteria (convergent validity) and cut-off value must be not less than 0.50 (Hair, Ringle, & Sarstedt, 2011; Melo et al. 2017). Thus, Fornell-Lacker criterion is applied to see the discriminant validity (Fornell & Larcker, 1981). However, there are two criteria's for structural model (Vinzi et al., 2010). R-square and Q-square is used to see the first and second criteria's: predictive power and predictive relevance. To see the effect of tourists' foreign memorable tourism experience MTE on their revisit intention and intention to recommend, it is used t value with cut-off value of 1.69 ( $\alpha=5\%$ ) to 1.96 ( $\alpha=1\%$ ).

## RESULTS AND DISCUSSION

This session discusses the result and discussion. The research object is tourists visiting Mentawai Island. The majority of tourist's age coming to Mentawai Island in the periods of March to July 2018 is 36 to 40 years old (33.34%) and followed by age of above 41 years old. Come to gender, this study was responded by 68.62% of male and the rest is represented by female (31.38%). Regarding visiting type, tourists come to Mentawai alone (43.14%) and the rest was vesting with children (3.92%), family (5.88%) and organized tour 47.06%). In addition, the tourist's nationality is mostly represented by Australian (21.58%). Finally, the occupations are traveler (3.71%), students (11.77%) and suffer (11.77%) coming to Mentawai Island. The details of tourists' demographic data are indicated in the following Table 1.

Table 1: Demographic Data

Demographic	Category	Percentage
Age	15 – 20 year	5.88
	21 – 25 year	5.88
	26 – 30 year	15.68
	31 – 36 year	11.76
	36 – 40 year	33.34
	41 – Above	27.46
Gender	Male	68.62
	Female	31.38
Visiting Group	Alone	43.14
	With Children	3.92
	With Family	5.88
	With organized Tour	47.06
Nationality	Australia	21.58





	Sweden	1.96
	Italia	9.80
	Brazil	7.84
	Spain	9.80
	USA	9.81
	France	7.84
	Denmark	7.84
	Germany	1.96
	Africa	7.84
	Ukraine	1.96
	Canada	1.96
	Swiss	1.96
	Kenya	1.96
<b>Occupation</b>	Contractor	3.90
	Nurse	1.96
	Carpenter	5.90
	Businessman	9.80
	Surveyor	3.90
	Traveler	13.71
	Civil servant	1.96
	Student	11.77
	Climber	5.89
	Humanist	3.90
	Sufferer	11.77
	Teacher/lecturer	5.90
	Fishing	1.96
	Surf guide	3.90
	Engineer	1.96
	Self-employer	7.84
	Builder	5.90

### Result of Measurement Model

Measurement model as indicated by Table 1 results in that the first-run shows that all items for all constructs have outer loading greater than 0.6, except for MTE. There are six invalidated items for MTE: mte2, mte17, mte18, mte19, mte20, and mte21. These items are excluded for next analysis. The final measurement model indicates that the indicator validity has value greater than 0.6, meaning that indicator validity is suited to the cut-off value. Further, the value of Cronbach alpha (CA) and composite reliability (CR) as internal consistency test is higher than the cut-value (0.7). Thus, AVE is applied to see the convergent validity of construct and its value is greater than 0.5.

**Table 2: Measurement Model**

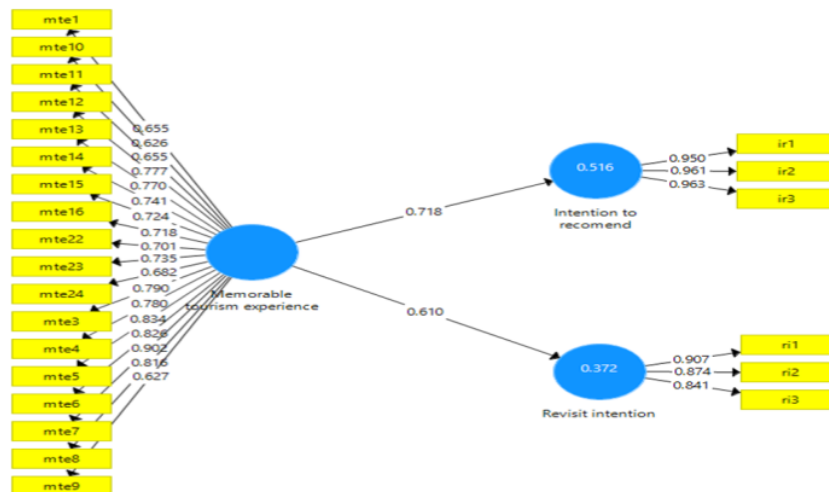
Construct	Item	Loadings	CA	CR	AVE
<b>Revisit Intention (RI)</b>	ri1	0.907	0.846	0.907	0.764
	ri2	0.874			
	ri3	0.841			
<b>Intention to recommend (IR)</b>	ir1	0.950	0.955	0.971	0.917
	ir2	0.961			
	ir3	0.963			

Memorable tourism experience (MTE)	mte1	0.655	0.952	0.957	0.556
	mte3	0.790			
	mte4	0.780			
	mte5	0.838			
	mte6	0.826			
	mte7	0.902			
	mte8	0.816			
	mte9	0.627			
	mte10	0.626			
	mte11	0.655			
	mte12	0.777			
	mte13	0.770			
	mte14	0.741			
	mte15	0.724			
	mte16	0.718			
	mte22	0.701			
	mte23	0.735			
	mte24	0.682			

Final validity is discriminant validity using the Fornell-Lacker criterion (Fornell & Larcker, 1981). Table 3 shows the Fornell-Lacker criterion. These criteria are built by square root of AVE for each construct. For example, AVE for intention to recommend is 0.917 and the square root of 0.917 is 0.958. Thus, 0.958 is greater than coefficient correlation of IR and MTE (0.718). It can be concluded that construct of IR has better discriminant validity. The square root of MTE's AVE also indicates greater value (0.746) compared to coefficient of correlation between MTE and Revisit intention (0.610). The following Figure 1 shows the measurement model.

**Table 3:** Fornell-Lacker Criterion

Construct	IR	MTE	RI
Intention to recommend (IR)	<b>0.958</b>		
Memorable tourism experience (MTE)	0.718	<b>0.746</b>	
Revisit intention (RI)	-	0.610	<b>0.874</b>



**Figure 1:** Measurement model

**Result of Structural model**

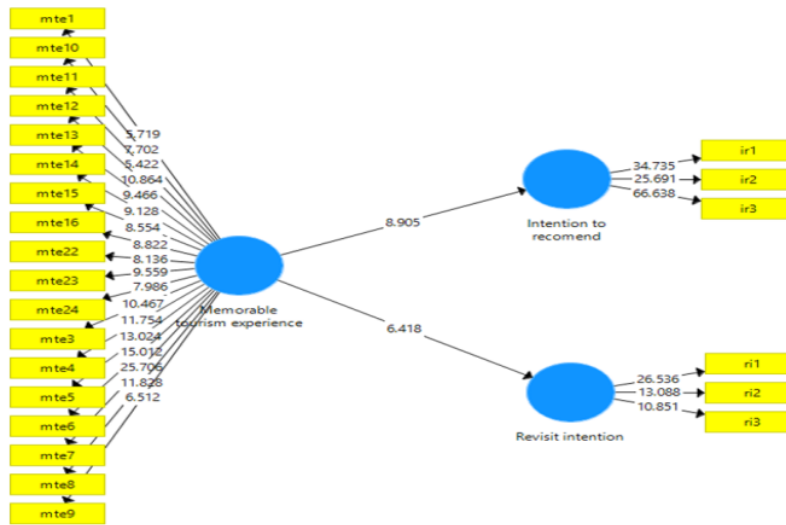
The result of the structural model is shown in Table 4. There are two criteria's in the structural model predictive power and predictive relevance. Predictive power which uses the R-square shows that 0.372 and 0.516 for revisit intention and intention to recommend respectively. Further, the value of Q-square for two constructs is greater than 0 (0.260 for revisit intention and 0.445 for intention to recommend), and it can conclude that the model is fit.

**Table 4:** Structural Model Analysis

Endogenous Construct	R-Squared	Q-Squared
Revisit intention	0.372	0.260
Intention to recommend	0.516	0.445
Relation	Path Coefficient	t value
mte -> ri	0.619	6.418***
mte -> ir	0.728	8.905***

Note: \*\*\* indicates significant at 1%

The effect of MTE on behavioral intention: revisit intention and intention to recommend, can be seen in Table 4. The result shows that MTE has a positive significant relationship with the revisit intention due to that the t value of this variable is greater than 1.96. The path coefficient is 0.619, and it indicates that the better the MTE is, the higher the opportunity to revisit intention is. The second objective of this study is to see the effect of MTE on intention to recommend. The result shows that MTE has a positive significant relationship with the intention to recommend. The coefficient also indicates a positive sign, and it means that the higher MTE is the higher intention to recommend. The structural model is shown in Figure 2.



**Figure 2:** Structural model

In brief, memorable tourism experience has a positive effect on revisit intention and intention to recommend. Memorable tourism experience (MTE) refers to tourism experiences that are remembered and recalled after the electrocuting. According to theory of MTE, past memory has a significant factor which affects the decision making of consumer. Therefore, indigenous culture of Mentawai becomes a memorable experience among tourists coming to Mentawai. The condition builds the behavioral intention because it will create motivation which becomes valuable and reliable information sources as well as being great influencing power. Finally, this past experience will create future behavioral intentions. These findings are in line with Chen & Rahman (2018) and Zealand(2007). Chen & Rahman(2018) conclude that there is a significant relationship between memorable tourism experiences and behavioral intention. Zealand (2007) also concluded that attitude toward cultural attribute has a significant relationship with behavioral intention.

**CONCLUSION AND RECOMMENDATION**

The examination on foreign tourists' memorable tourism experience (MTE) in relation to revisit intention and intention to



recommend shows the significant relationship, meaning that foreign tourists who visit Mentawai have a good tourism experience on indigenous culture of Mentawai. It indicates that cultural tourism destination provides the tourists positive experience. It implies that they enjoy the indigenous tangible and intangible cultural elements belonging to the indigenous communities like festivals, rituals, dances, Uma, and other indigenous traditions. Tourists' good memorable tourism experience which is their past memory on tour<sup>14</sup> leads positively to their future revisit intention and intention to recommend. Their tourism experience will affect their future intention to revisit Mentawai in the future and intention to recommend their family, relatives, and friends to come to Mentawai for cultural tourism. The conducted examination of tourists' MTE is generally based on culture provided as tourism attraction. The result of culture-based MTE is limited to finding out tourists' MTE on culture. Cultural tourism has other important supporting aspects like government service, travel agents, amenity, accessibility, security, and infrastructure. It is recommended to conduct a future study on fore<sup>25</sup> tourists' in relation to the aspects in order to get a complete understanding of foreign tourists' MTE which is useful for cultural tourism development in Mentawai.

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