

The Nature-based Tourism Sustainability: Cultural Measures and Personality Trait

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ABSTRACT: This study aims to justify the relevance of tourism destination culture personality (TDCP) for measuring destination personality from a cultural measures and personality trait perspective. Employing the cultural measures and personality trait approach, the study examines how TDCP can strengthen tourist engagement and memorable experiences, leading to higher revisit intentions, particularly when the destination image aligns with tourists' self-concept. TDCP integrates destination personality and Hofstede's cultural dimensions to define a destination's unique cultural identity. The study performs quantitative research method and involved 259 respondents from a single nation to evaluate 15 scale items of TDCP. SEM-AMOS and IPMA statistical analyses are performed to confirmed TDCP's measurement item and the role. We found TDCP has significance in optimising the relationship between tourist engagement, memorable experiences, and revisit intention. Additionally, TDCP demonstrated a U-shaped curvilinear relationship with tourist engagement and revisit intention. Robustness and configuration tests validated the findings. This study contributes to tourism literature by detailing the impact of TDCP dimensions on tourist engagement, memorable experiences, and revisit intention in NBT.

Keywords: Tourism destination culture personality, tourist engagement, memorable-based tourism experience, revisit intention, Hofstede's dimension of cultural, destination personality, tourism sustainability.

I. INTRODUCTION

The COVID-19 pandemic has had a significant impact on the travel and tourism industry worldwide. Due to the various restrictions and lockdowns imposed by governments to control the spread of the virus, many people canceled their travel plans, resulting in a decline in demand for travel by more than 50%. As a result, airlines, hotels, and other tourism-related businesses have suffered significant losses [1]. According to data from the Central Statistics Agency (BPS), Indonesia recorded a decline in tourist arrivals of 88.32 percent in 2020 compared to the previous year (see Figure 1).

In Indonesia, tourism is a major contributor to the country's economy. The decline in tourist arrivals has had severe consequences, especially for Bali, a province whose economy heavily relies on tourism. During the first 100 days of the COVID-19 pandemic, Bali was hit the hardest, resulting in the province experiencing the highest poverty rate compared to other regions in Indonesia (see Figure 2).

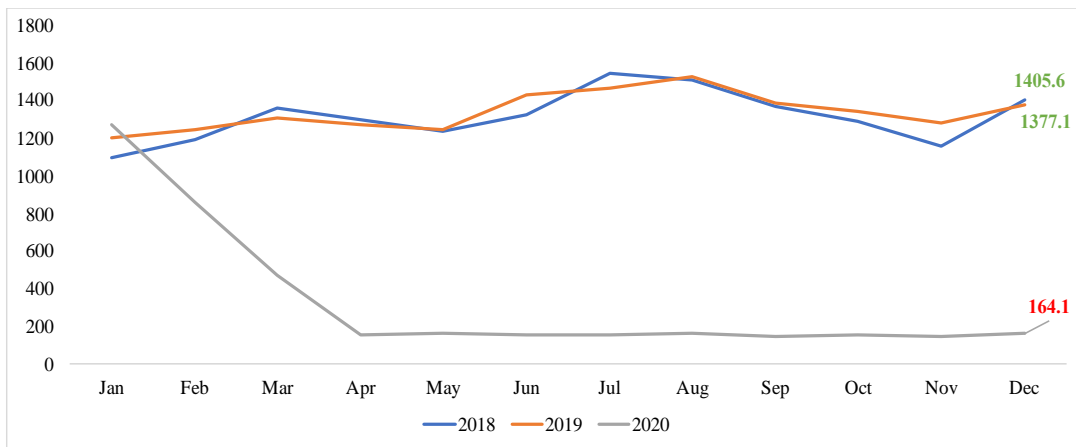


FIGURE 1. Number of tourist arrival in Indonesia in 2018 – 2020 (In Million)

To address the impact of the COVID-19, the government could implement various measures to support the tourism industry. Improving the number of domestic visitors is one way to compensate for the decline in international tourist arrivals during the pandemic [2].

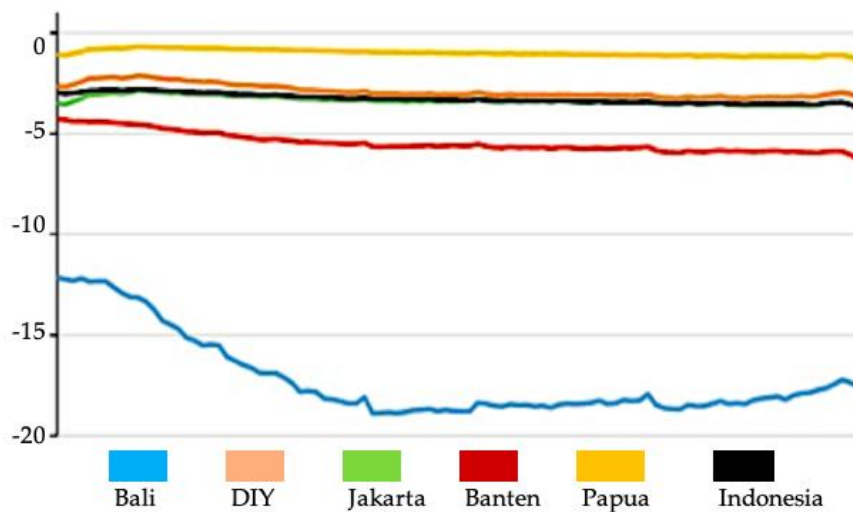


FIGURE 2. Impact of COVID-19 on Indonesia Tourism-Economy

Increasing tourism visitors can be approached through two alternative strategies. The first strategy is to attract new tourists by means of targeted marketing and promotional activities. The second strategy is to enhance the likelihood of repeat visits by focusing on improving the tourist experience [3]. The study focused on increasing the number of tourists by attracting previous tourists to revisit. This study is important because, even post-COVID-19, Indonesia's tourism sector has not optimally recovered, with visitor numbers still below pre-pandemic levels. Encouraging past visitors to return can be a cost-effective strategy, leveraging their familiarity and positive experiences with Indonesia to boost tourism more quickly [4-6]. This approach not only helps to stabilize the economy by increasing tourism revenue but also supports employment and revitalizes regions like Bali, which are heavily dependent on tourism (see Figure 3).

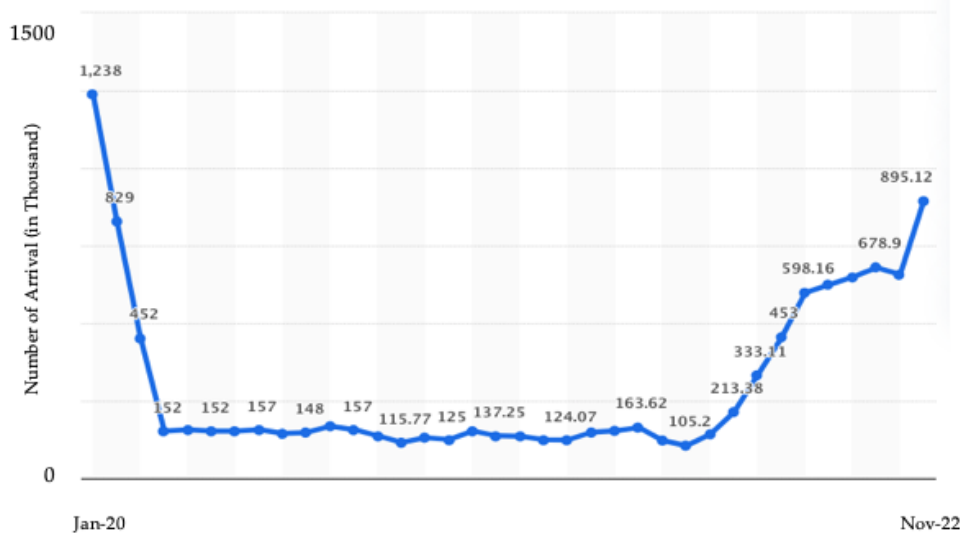


FIGURE 3. The recovery of Indonesia tourism by number of visitors

Repeat visitors were seen as more likely to spend more money, recommend the destination, and help build a positive relationship between tourists and the local community [7, 8]. In contrast, attracting new visitors was seen as potentially more expensive and requiring more marketing efforts [9]. Therefore, the study aimed to enhance the tourism experience and create incentives for previous visitors to return.

According to Stapit et al [10], memorable Tourism Experiences (MTE) can indeed be one of the most contributing factors in increasing tourist revisit intention. MTE refer to experiences that are unique, authentic, and emotionally engaging for the tourist. Tourism organizations can create MTE by designing unique and personalized tourism experiences. By offering MTE, tourism organizations can develop a personal bond with the place in future and increase the likelihood of repeat visits, leading to sustained growth in the tourism industry [10, 11]. Indeed, current studies have emphasized the critical role of understanding the factors that contribute to MTE in the success of tourism management. Previous research highlighted the importance of MTE in enhancing revisit intention [10, 13, 14]. These studies have also emphasized the need for tourism organizations to design and deliver MTE that are emotionally engaging for the tourist. Therefore, it is essential for future research to focus on identifying and analyzing the factors that contribute to the creation of MTE [14, 15].

The study uses the concept of Tourist Engagement (TE). While some factors contributing to MTE have been identified, the role of TE in creating MTE has been examined. Customer engagement has been identified as a crucial component of a tourism experience [15, 16], which involves fostering customers' participation as co-creators of products and services to enhance their service experience [16] and optimize the overall tourist experience [16]. Several empirical studies in the tourism industry have indicated that improved customer engagement has a positive impact on the overall visitor experience and can lead to a higher level of MTE [17, 18]. Previous studies have suggested a positive correlation between visitor engagement with cultural attractions and sites and enhanced MTE [17]. Seyfi, Hall, and Rasoolimanesh [19] also observed that engagement with tourist attractions leads to a positive formation of MTE. Moreover, researchers have suggested that tourist engagement can be a predictor of the intention to repurchase in the marketing literature [20]. Similar research in the tourism literature has shown that increased levels of tourist engagement with a destination can have a positive effect on the intention to revisit [17, 18].

Then, there is ineffective relationship between TE and MTE on revisit intention. The present study investigated the possible limitations in the effectiveness of tourist engagement and MTE in enhancing revisit intention as a result of alterations in tourist preferences and behaviour caused by the COVID-19 pandemic. The impact of COVID-19 on tourist engagement and MTES may be influenced by various factors related to preferences and culture. The tourist behavior may change and different than previous pandemic [19, 20]. For instance, in some cultures, face-to-face interactions with service providers are highly valued, and limited

opportunities for such interactions due to COVID-19 could lead to lower levels of engagement [21, 22]. Similarly, some tourists may prioritize personalized experiences, which could be negatively affected by health and safety protocols [20]. In addition, travel restrictions and border closures may impact the preference for specific types of tourism activities and destinations [22], leading to changes in engagement and memorable experiences. Both cultural and preference-related factors should be considered when analyzing the impact of COVID-19 on tourist engagement and memorable tourism experiences in enhancing revisit intention.

Building a distinctive tourism destination culture personality that reflects culture, attractions, and entertainment positively influences these factors [23, 24]. The theory of self-congruency suggests that a greater alignment between a destination's image and a tourist's self-concept improves tourist behaviour [24]. This study, conducted in Indonesia, a multicultural country with 1,300 ethnicities [25], underscores the need for culturally specific measurements of destination personality [26, 27]. This study uses a theoretical framework based on destination personality and Hofstede's culture dimensions to establish the alignment between the destination image and the tourist's self-concept to deal the changes in tourist behavior during the COVID-19. This alignment is fundamental to the effectiveness of tourist engagement and memorable tourism experiences [28, 29].

Contemporary tourism dynamics in the post-pandemic era have profoundly influenced the relevance and application of distinctive tourism destination culture personality theory. This theory explores how destinations are perceived by tourists in terms of personality traits, much like brands, and how these traits are influenced by the cultural characteristics and identities of the destination. Tourism destination culture personality theory posits that tourists perceive destinations as having unique "personalities" based on various cultural, historical, and social attributes. These personalities can influence tourists' destination choices, experiences, and overall satisfaction. Traits associated with a destination might include being adventurous, welcoming, peaceful, or luxurious. The theory helps destinations in branding and marketing by emphasizing their distinctive cultural identities [27].

The objective is to develop a tourism destination culture personality, which integrates the destination personality and Hofstede's dimension of culture to describe the unique cultural identity of a tourism destination [27]. The study modifies the concept of destination personality into tourism destination culture personality. The personality approach developed in different culture needs different measurement [24, 25]. Tourism destination culture personality is measured by Hofstede's dimensions of culture, including power distance dimension, individualism-collectivism dimension, uncertainty avoidance dimension, masculine-feminine dimensions, and long-term orientation. Developing a cultural personality for a tourism destination entails creating a destination image that aligns with tourists' self-concept [24], which leads to customers perceiving the destination as part of themselves [24], and this can effectively enhance the effect of tourist engagement and creating memorable tourism experiences in enhancing tourist revisit intention [25]. Furthermore, the current study aims to:

1. Examine the influence of tourist engagement on memorable tourism experience
2. Examine the influence of memorable tourism experience on revisit intention
3. Examine the influence of tourist engagement on revisit intention
4. Investigate the measurement of tourism destination culture-personality

Investigate the role played by tourism destination culture-personality to improve the effectiveness of tourist engagement and memorable tourism experiences in enhancing tourist revisit intention.

II. MATERIALS AND METHODS

1. HYPOTHESIS DEVELOPMENT AND RESEARCH DESIGN

1.1 Self-Congruency Theory

Self-congruency theory explains psychological processes and outcomes in which tourist compare individual perceptions of an object image based on their actual self-concepts such as values, ideals, social and/or principles [26]. This theory shows that an excellent fit between the object image and the tourist's self-concept positively

affects consumption behavior [26]. It is caused tourists perceive the object as part of themselves [27]. Self-congruency theory also plays an important role in value creation [28].

1.2 Destination Personality Theory

The theory of destination personality is an approach in tourism research that focuses on the image and identity of a destination. This theory suggests that a destination has a unique and distinct personality that is composed of various cultural, historical, and environmental factors. It is believed that this personality can influence tourist behavior and decision-making processes. The destination personality theory proposes that the personality of a destination can be defined and measured using various dimensions or factors. These dimensions can include The Big Five personality traits such as openness, conscientiousness, extraversion, agreeableness, and neuroticism. By understanding and measuring these dimensions, tourism stakeholders can better market and manage the destination to appeal to the target market. The theory of destination personality is often used in conjunction with other theories and approaches in tourism research, such as self-congruity theory and Hofstede's cultural dimensions theory. By combining these approaches, researchers can gain a more comprehensive understanding of how destination personality can influence tourist engagement, experience and intention.

1.3 Hofstede Dimensional Theory

Hofstede's Cultural Dimensions theory was used to understand the existence of cultural differences [24]. Hofstede's Cultural Dimensions is identified and categorized cultural backgrounds into individualism vs collectivism, power distance, masculinity vs femininity, uncertainty avoidance and time orientation. Power distance considers the extent to which inequality and power can be tolerated. individualism vs. collectivism considers how people are integrated into groups and their obligations and dependence on groups. Uncertainty Avoidance considers the extent to which uncertainty and ambiguity can be tolerated. Dimensions of masculinity vs. femininity takes into account people's preferences for achievement, attitudes towards sexuality and behavioural equality. long term orientation vs. short-term orientation considers the extent to which society views its time orientation.

1.4 Tourist engagement and MTE

Tourist engagement (CE) is a popular concept in marketing studies that has been examined and conceptualized in various fields including psychology, sociology, and organizational behavior [21]. However, its interpretation has been subject to different perspectives [28, 29]. Brodie et al. [27] describe CE as a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions. CE has been viewed as unidimensional (focusing mainly on the behavioral aspect of customer engagement) or multidimensional (encompassing both psychological and behavioral dimensions) [24, 25, 27].

This study adopts the multidimensional conceptualization of visitor engagement proposed by So et al. [16] that includes identification, enthusiasm, attention, absorption, and interaction in hospitality services. Customer engagement is a vital component of a tourism experience [15, 16] that enhances customers' interaction as co-creators of products and services, further improving the customer service experience [16] and optimizing the overall tourist experience [16]. Empirical studies in tourism suggest that better visitor engagement positively affects the overall visitor experience and creates a higher level of memorable tourism experiences (MTE) [21, 22]. A positive correlation is suggested between engagement during visits to cultural attractions and sites and enhanced memorable experiences [21] found that visitor engagement with tourist attractions lead to positive formation of MTE.

The positive impact of visitor engagement on MTE aligns with the self-determination theory [28] that explains travelers' motivation and can be applied to cultural tourism [17]. According to this theory, Chen and Rahman [17] argue that different forms of motivation to participate in cultural tourism result in varying degrees of visitor engagement in cultural tourism.

H1. Tourist engagement positively influence memorable tourism experience.

1.5 MTE and Revisit Intention

According to Sthapit et al. [10], there is one crucial factor in enhancing tourists' revisit intention including the Memorable based Tourism Experience (MTE). MTE is highly suitable for implementation in Indonesia, which dominated by nature-based tourism (NBT). NBT refers to travel motivated by an interest in the natural destinations, where the visit combines education, recreation, and often adventure [17]. However, a nature-based tourism segment that relies solely on NBT experience as a reason to return is not sufficient [10].

Tourists must be offered MTE to sustain tourism and gain a sustainable competitive advantage [10]. Tourism organization should develop tourism programs that facilitate MTE [10]. Organizers should innovate and renew the efforts in creating MTE. According to Kim et al. [8], memorable tourism experiences consist of critical moments of what tourists do, how they feel, and what they think at a destination. In the context of tourism, from a dynamic perspective, memory plays a crucial role in understanding individual memories of the tourism experience with personal relevance [8]. Experience represents encounters with a higher order arrangement, such as an optimal or extraordinary event, indicated by a high level of emotional intensity [29, 30]. The term "experience" is a term used to describe people's feelings and encounters during everyday life [31].

H2. Memorable tourism experience positively influence tourist' revisit intention.

1.6 Tourist' engagement and Revisit Intention

The link between tourist engagement and tourist intention to revisit has been widely studied in tourism research. Several studies have found a positive relationship between tourist engagement and the likelihood of tourist' returning to the destination. Rasoolimanesh et al. [15] found that tourist' engagement positively affected the overall tourist experience and had a significant impact on tourist' intentions to revisit. Seyfi et al [19] found that tourist' engagement with tourist attractions lead to positively influence Memorable Tourism Experiences (MTE), which in turn increased the likelihood of revisiting.

Tourist engagement is an important factor that can significantly influence tourist behavior, including their intention to revisit a destination [29, 30]. Engaged tourists are more likely to have a positive experience, form an emotional connection with the destination, and have a greater sense of satisfaction with their overall travel experience. This positive experience and emotional connection are associated with higher revisit intentions [31]. When tourists are engaged in activities or experiences, they are more likely to be actively involved, which enhances their emotional connection with the destination [32]. This connection can create a sense of loyalty and attachment that encourages them to revisit the destination. Engaged tourists are also more likely to share their experiences with others, through word of mouth or social media, which can help to promote the destination to others and encourage them to visit as well. Moreover, engaged tourists are more likely to spend more time and money in a destination, which can have a positive impact on the local economy. They are also more likely to be repeat customers and to recommend the destination to others, which can contribute to long-term success and sustainability of the destination [32].

In summary, tourist engagement is an essential element in the formation of positive tourist experiences and plays a crucial role in shaping tourists' revisit intentions [29]. When tourists are engaged with a destination, they are more likely to form an emotional connection with the place, have higher levels of satisfaction, and are more likely to revisit, share their experiences with others, and contribute to the long-term success of the destination.

H3. Tourist' engagement positively influence tourist' revisit intention.

1.7 The Role Played by Tourism Destination Culture-Personality

This study used a theoretical framework based on destination personality and Hofstede's culture dimensions to deal the changes in tourist behavior during the COVID-19 pandemic affected the effectiveness of tourist engagement and memorable tourism experiences to enhance revisit intention. The objective is to establish destination personality, which refers to the alignment between the destination image and the tourist's self-concept. This alignment is fundamental to the effectiveness of tourist engagement and memorable tourism experiences [22, 24]. Building a tourism destination culture-personality means creating distinctive characteristics of a destination that can reflect its culture, attractions and entertainment [25].

The tourism destination culture-personality can be explained through the theory of self-congruency. The theory of self-congruency defines the psychological process and outcomes by which tourists compare their

individual perceptions of an object's image based on their own self-concept such as values, idealism, social and/or principles [27]. The theory indicates that greater fit between the object's image and the tourist's self-concept positively affects tourist behavior [27]. However, this study is performed in Indonesia, a multi-cultural country with 1,300 ethnicities [32]. It means, the personality approach developed in different culture needs different measurement [33, 34]. This study is developing the cultural background as personalities of tourism destinations. The objective is to justify the relevance of tourism destination culture personality for destination personality measurement, which is seen from a cultural perspective.

The concept of Hofstede's dimensions of culture is assumed to be proper for understanding destination personality from a cultural perspective. Hofstede's dimensions of culture is proper to explain differences in behaviours and values between countries. However, this study bring the notion to apply Hofstede's dimensions of culture in the single nation study considering the previous research which revealed that Hofstede's dimensions of culture can apply even in the individual level (homogenous group) and different ethnic group [32-34]. Hence, this study modifies destination personality into tourism destination culture personality which defined as a concept that integrates the destination personality and Hofstede's dimension of culture to describe the unique cultural identity of a tourism destination (See Figure 4).

In short, tourism destination culture-personality refers to the alignment between a destination's image and the tourist's self-concept, creating distinctive characteristics that reflect the destination's culture, attractions, and entertainment. This concept emphasizes how a destination's unique personality traits, such as cultural cultural value, resonate with the personal identities and preferences of tourists. When tourists feel that a destination's personality aligns with their own self-concept, they are more likely to develop a strong emotional connection to the place, leading to higher satisfaction, loyalty, and the likelihood of revisiting. This alignment helps destinations stand out in a competitive market by fostering a deeper, more meaningful relationship with visitors, ultimately enhancing the overall tourism experience.

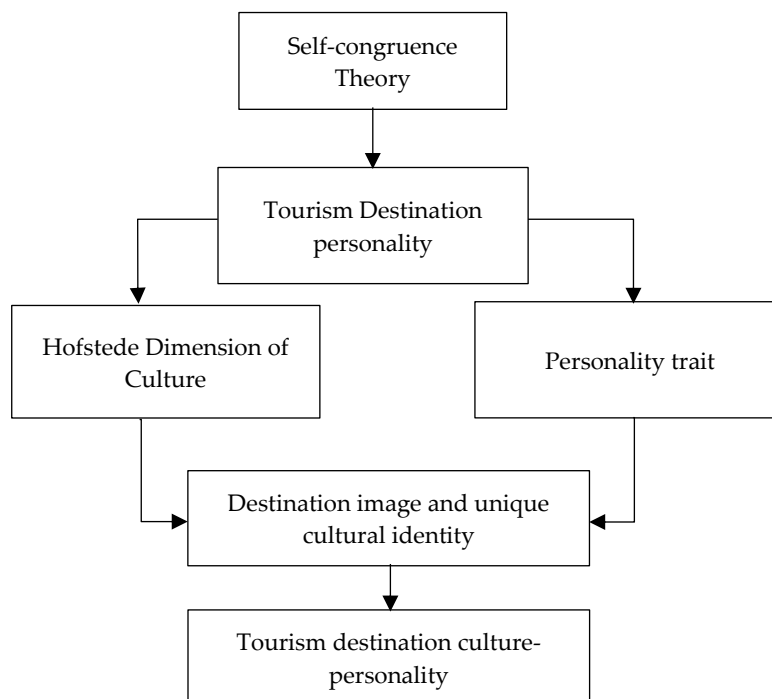


FIGURE 4. The process of establishing tourism destination culture-personality

In this study, the destination personality is measured by Hofstede dimension of culture including power distance dimension, Individualism-collectivism dimension, Uncertainty avoidance dimension, Masculine-feminine dimensions and Long-term orientation [34]. The tourism destination culture personality can have a positive role affected the effectiveness of tourist engagement and memorable tourism experiences to enhance

revisit intention [33]. Tourism businesses that have a better understanding of cultural diversity among tourists are more likely to effectively establish a connection with tourists. In line with the self-congruity theory, developing a cultural personality for a tourism destination entails creating a destination image that aligns with tourists' self-concept [27], which in turn, leads to customers perceiving the destination as part of themselves [27]. Consequently, efficiently improve the effect of tourist engagement and creating memorable tourism experiences in enhancing tourist revisit intention.

H4a. Tourism destination culture-personality played the moderating role on the relationship between MTE and revisit intention.

H4b. Tourism destination culture-personality played the moderating role on the relationship between tourist' engagement and revisit intention.

The proposed research model can be seen in Figure. 5

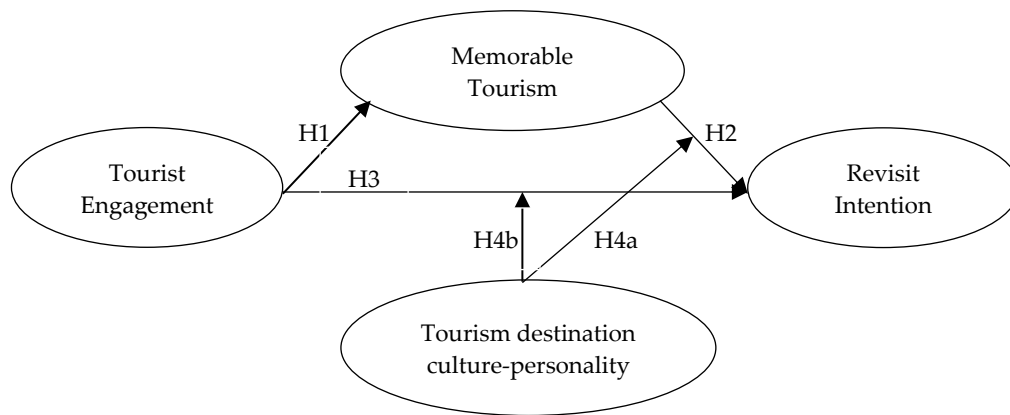


FIGURE 5. Proposed research model

2. SAMPLE SELECTION

The research sample consisted of tourists who revisited Pangandaran Beach (more than two visit), selected through a non-probability sampling method, specifically purposive sampling [35]. The criteria were participant who has experience and visit pangandaran beach more than three times. This approach was deemed appropriate as it allowed for the selection of participants most relevant to the research question of tourist revisit intention at Pangandaran Beach.

3. DATA COLLECTION

Data were survey-based method and collected using online questionnaire which developed based on the measurement item of each variable. This research use the measurement which developed by previous literature. However, this study develop the measurement item for Tourism Destination Culture-Personality and perform validity test. The sample size was determined using the 10-times rule method. This method suggests that the sample size should be at least 10 times the number of path and variable indicators being studied, resulting in a sample size of 300 participants. The variable definition and measurement can be seen as following Table 1.

Table 1. Variable definition and measurement

Variable	Definition	Measurement
Tourist Engagement [19]	Refers to the level of involvement between tourists and the destination or the tourism product [19].	1. Enthusiasm 2. Attention 3. Absorption 4. Interaction

Memorable Tourism Experience [10]	An experience that leaves a lasting impression on the tourist and is remembered for a long time after the trip has ended. It is an experience that is meaningful, unique, and has a significant impact on the emotions and perceptions of the tourist [10].	<ol style="list-style-type: none"> 5. Identification 1. Novelty 2. Experience-scape 3. Experience Co-creation 4. Experience intensification 5. Satisfaction
Tourism Destination Culture-Personality	The set of characteristics seen from cultural measures that are attributed to a tourism destination	<ol style="list-style-type: none"> 1. Power distance 2. Individualism and collectivism 3. Masculinity and Feminism 4. Uncertainty avoidance 5. Long term orientation
Revisit Intention [17]	The intention of a tourist to revisit a destination in the future [17].	<ol style="list-style-type: none"> 1. Short period revisit 2. Long period revisit 3. In option 4. First option 5. Frequently 6. Recommendation

4. DATA ANALYSIS

This research was conducted as an empirical study utilizing a quantitative method to investigate the tourist revisit intention in Pangandaran Beach tourism. Pangandaran Beach was selected as the study area was based on its significant economic impact on Pangandaran district, where regional income is heavily supported by the tourism sector [36]. Therefore, understanding the tourist revisit intention in this area is critical both to the tourism industry and the economic prosperity of the district.

The data were analyzed using structural equation modelling (SEM) with AMOS 26 software. SEM is a statistical technique that allows the researcher to examine complex relationships among multiple variables simultaneously [33]. One of the objectives of this study was to assess the measurement of tourism destination culture-personality, which is a new concept of destination personality seen from a cultural perspective. As a result, the study performed exploratory factor analysis (EFA) to assess the proposed measurement of tourism destination culture-personality. Afterward, this study added a bias test using Harman's single factor test to justify that there was no bias present in this study [34].

This study performed robustness test by splitting the tourism destination culture-personality into 5 dimensions and important-performance map (IPMA) analysis in SmartPLS 3.0 to provide a clear and robust representation of the relationship between the factors affecting tourist revisit intention. In addition, quadratic and curvilinear relationship models was performed to account for the reality that the relationship between variables may not necessarily be linear and may fluctuate over time. The quadratic effect may demonstrate the possibility of obtaining unique and valuable information [35]. This analysis can provide insights into the factors that have significant impact on tourist revisit intention and guide policymakers and industry stakeholders in developing effective strategies to improve the quality of tourism services.

III. RESULTS

The findings section of the study presents a comprehensive analysis of the data that was gathered and processed. This section encompasses a diverse array of analytical techniques and tests, including descriptive output, exploratory factor analysis, bias test, structural equation analysis, hypothesis output, configuration test, and curvilinear analysis.

Table 2 provides a detailed overview of the descriptive statistics for the variables that were investigated in this study.

Table 2. Descriptive analysis output

		Gender		Total
		Male	Female	
Age	< 20 years old	5	8	13
	20 – 30 years old	27	26	53
	30 – 40 years old	80	77	157
	> 40 years old	40	37	77
Total		152	148	300
Job	Entrepreneur	24	27	51
	Private employee	54	53	107
	State-owned employee	26	13	39
	Civil servant	20	22	42
	Student	17	20	37
	Other	11	13	24
	Total		156	152
Visit	< 3 times	56	63	119
	3-5 times	51	54	105
	5-7 times	30	18	48
	> 7 times	15	13	28
Total		156	152	148

Data source: primary data processed, 2024

Table 2 presents that male respondents were more involved in this study compared to female respondents. The dominance of male respondents could have a positive impact on this research. In some cases, male respondents may provide different and more objective views and experiences compared to female respondents. This may enable the researcher to obtain more comprehensive results. Although this view cannot be empirically proven due to differences in context and situations, the stereotype of male objectivity compared to females has become a common discourse in many fields.

Age, occupation and frequency of visits were the variables with the highest number of respondents in this study, with the majority being respondents aged 30-40 years old and working as private employees with less than 3 visits. These findings may indicate that men aged 30-40 who work as employees usually have limited free time for vacation. Beaches are relatively close to big cities and do not require a long travel time, making them an easy and quick option for a holiday. This opinion can be supported by the analysis results, where local tourists were the most dominant in the Pangandaran tourism area (Figure 6). Figure 6 illustrates that tourists from Bandung dominate tourism in Pangandaran. This is consistent with Gössling, Scott, & Hall's [2] suggestion to increase domestic tourism to maintain economic circulation. Beaches are often the top choice for many people, including men aged 30-40 who work as employees. Beaches are also one of the most popular tourist destinations in Indonesia and the world [35].

This study introduces the concept of destination personality from a cultural perspective, aiming to assess the measurement of tourism destination culture-personality through Exploratory Factor Analysis (EFA). EFA testing involves three key components. First, the correlation among indicators and the adequacy of the sample are determined using the Bartlett Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure. A Bartlett Test of Sphericity result of less than 0.05 and a KMO value between 0.5 and 1 indicate that factor analysis is appropriate. Second, the number of factors formed by the measurement indicators is identified. Ideally, each measurement indicator should form a single factor for each construct. If indicators form multiple factors within a construct, it suggests imprecise measurement. Indicators are considered precise if the component equals 1 and the total variance explained is above 50%. Third, communalities and loading factor values are used to evaluate how well each measurement indicator explains its variable construct. The results of the EFA test for tourism destination culture-personality are presented to validate these measures (Table 3).

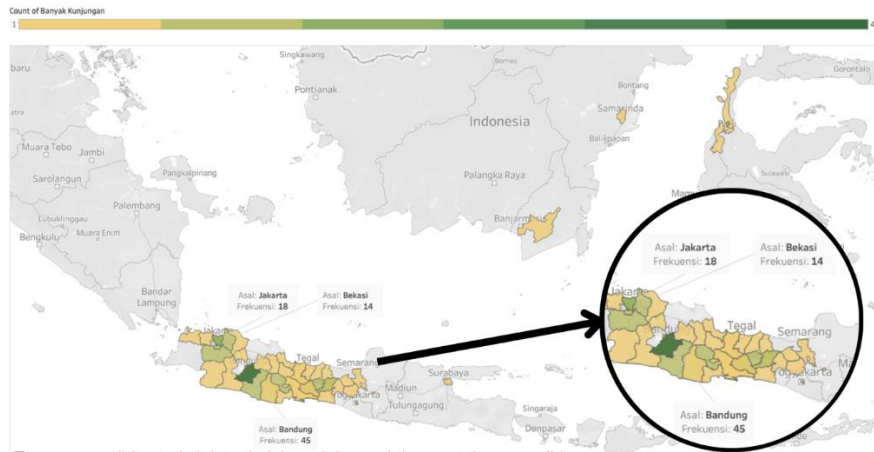


FIGURE 6. Tourist origin map

Table 3. Exploratory factor analysis

	Measurement item	Bartlett Test of Sphericity	KMO	Component	Total variance (percent)	Communalities	Factor Loading
Tourism Destination Culture Personality	TDCP1	0.835	0.000	1	70.865	0.740	0.860
	TDCP2					0.551	0.742
	TDCP3					0.616	0.785
	TDCP4					0.631	0.794
	TDCP5					0.588	0.767
	TDCP6					0.618	0.786
	TDCP7					0.723	0.850
	TDCP8					0.752	0.867
	TDCP9					0.743	0.862
	TDCP10					0.707	0.841

Data source: Primary data processed, 2024

Table 3 demonstrates that Hofstede's dimensions of culture are appropriate for understanding destination personality from a cultural perspective. Hofstede's cultural dimensions effectively explain the differences in behaviors and values between countries. This study also validates the application of Hofstede's cultural dimensions within a single nation, both at the individual level (within a homogeneous group) and among different ethnic groups, confirming its suitability for these contexts.

The approach used to assess model validity involves measuring the average variance extracted (AVE) for each construct. Validity indicates the extent to which an indicator accurately measures its intended concept. Variance extracted, which complements AVE, has a recommended cut-off value of ≥ 0.50 [34, 35]. Fornell & Larcker [32] explained that the AVE value should ideally be greater than 0.5; however, if the AVE value is less than 0.4, the construct can still be acceptable provided the composite reliability (CR) value is greater than 0.6. Reliability measures the consistency of constructs through their internal indicators. High reliability results suggest that each variable indicator consistently measures its intended concept [32]. An accepted level of reliability (CR) must be ≥ 0.60 , while a reliability score of ≤ 0.60 may be acceptable for exploratory research [37].

Table 4. Measurement Model Analysis

	Measurement item	Factor Loading	AVE	C.R	Outlier (Z-score)		Normality (c.r)	
					minimum	maximum	Skew	kurtosis
Tourism Destination Culture Personality	TDCP1	0.863	0.786	0.973	-3.293	0.739	-0.431	-.331
	TDCP2	0.882			-3.352	0.692	-1.619	-1.699
	TDCP3	0.782			-3.066	0.696	-1.967	-1.031
	TDCP4	0.816			-3.073	0.691	-1.771	-1.248
	TDCP5	0.835			-3.180	0.565	-1.898	-1.068
	TDCP6	0.831			-3.356	0.571	-2.545	1.768
	TDCP7	0.894			-3.127	0.569	-1.926	-0.001
	TDCP8	0.832			-3.246	0.556	-0.484	-1.411
	TDCP9	0.821			-3.857	0.632	-0.757	-0.773
	TDCP10	0.893			-3.926	0.683	-2.043	-0.856
Tourist' Engagement	TE1	0.915	0.712	0.936	-3.993	0.786	-1.845	2.227
	TE2	0.840			-3.094	0.910	-1.273	2.399
	TE3	0.885			-2.495	0.832	-1.002	1.755
	TE4	0.836			-3.792	1.021	-1.064	1.642
	TE5	0.867			-3.726	1.096	-1.747	1.832
Memorable Tourism Experience	MTE1	0.891	0.725	0.929	-3.449	1.265	-1.700	0.133
	MTE2	0.919			-3.534	1.137	-0.852	-0.672
	MTE3	0.894			-3.639	1.110	-1.854	-1.444
	MTE4	0.904			-3.028	1.256	-0.928	1.570
	MTE5	0.911			-3.283	1.032	-1.960	-2.398
Tourist Revisit Intention	TRI1	0.888	0.740	0.934	-3.293	0.739	-2.247	-2.247
	TRI2	0.851			-3.353	0.692	-2.216	-2.216
	TRI3	0.912			-3.067	0.696	-1.962	-1.962
	TRI4	0.875			-3.180	0.691	-1.374	-1.374
	TRI5	0.813			-3.074	0.565	-1.063	-1.063
	TRI6	0.708			-3.356	0.571	-2.026	-2.026

Data source: primary data processed, 2024

Table 4 indicates that there are no significant issues with the measurement model analysis. All measurement items have a loading factor value higher than 0.5 [32]. Although the average variance extracted (AVE) for entrepreneurs' resilience and performance is lower than 0.5, categorizing it as low AVE, this study assumes validity given that the composite reliability (CR) value exceeds 0.7 [38]. There were no outliers, as indicated by the maximum and minimum Z-scores being within ± 3 , and the data were normally distributed, with skewness and kurtosis CR values within ± 2.58 [39]. These results suggest that all the instruments and data are valid and reliable. Consequently, if the measurement analysis confirms that the indicators used to measure the latent variables in the structural equation model are valid and reliable, it is appropriate to proceed with the structural model analysis [34].

The structural model analysis tests the relationships between latent variables and assesses how well the model fits the data, typically using structural equation modeling. A construct is considered good if it meets the goodness-of-fit criteria, which measure how well the observed data match the proposed model [34]. As shown in Table 5, the theoretical model is a good representation of the observed data, indicating that the proposed model is a valid representation of the theoretical construct being studied, as it exceeds the cut-off values for the goodness-of-fit criteria.

Table 5. Structure model analysis

Criteria	Cut-off value	Value	Status
Probability	≥ 0.05 (Hair et al, 2014)	0.123	Good Fit
Chi-square	< 1730 (df x 5) (Hooper et al, 2008)	1464.499	Good Fit
RMSEA	≤ 0,09 (Hair et al, 2014)	0.072	Good Fit
CMIN/DF	≤ 5 (Hair et al, 2014)	4.233	Good Fit
IFI	≥ 0,80 (Garson, 2006)	0.876	Good Fit
CFI	≥ 0,80 (Garson, 2006)	0.875	Good Fit
PNFI	Distributes from 0-1	0.772	Good Fit
PCFI	Distributes from 0-1	0.801	Good Fit

Data source: primary data processed, 2024

Hence, there are no issues with the research measurement and proposed model structure. Therefore, the hypothesis results are feasible to use as the following Table 6:

Table 6. Result of Hypothesis Testing

	Hypothesis	Coef.	T Statistics	P Value
H1.	Tourist engagement positively influence memorable tourism experience	0.562	10.630	0.000
H2.	Memorable tourism experience positively influence tourist' revisit intention.	0.142	2.205	0.027
H3.	Tourist' engagement positively influence tourist' revisit intention	0.130	2.081	0.037
H4a	Tourism destination culture-personality played the moderating role on the relationship between MTE and revisit intention	0.401	6.128	0.000
H4b	Tourism destination culture-personality played the moderating role on the relationship between tourist' engagement and revisit intention	0.387	6.563	0.000

Table 6 shows that the first hypothesis is accepted. The positive impact of visitor engagement on MTE aligns with the self-determination theory [28] that explains travelers' motivation and can be applied to cultural tourism [30]. According to this theory, Chen and Rahman [17] argue that different forms of motivation to participate in cultural tourism result in varying degrees of visitor engagement in cultural tourism. Tourist engagement is a vital component of a tourism experience [18, 19] that enhances customers' interaction as co-creators of products and services, further improving the customer service experience [16] and optimizing the overall tourist experience [16]. Empirical studies in tourism suggest that better visitor engagement positively affects the overall visitor experience and creates a higher level of memorable tourism experiences (MTE) [14, 15]. A positive correlation is suggested between engagement during visits to cultural attractions and sites and enhanced memorable experiences [17]. Seyfi, Hall, and Rasoolimanesh [19] found that visitor engagement with tourist attractions lead to positive formation of MTE.

Tourist engagement is significantly influence memorable tourism experiences. Since tourists actively engage with the destination, tourist is more likely to form meaningful and lasting connections with the place [17]. This engagement can take various forms, such as participating in local activities, interacting with locals, or exploring the area in a more immersive and interactive way. Through such engagement, tourists may gain a deeper understanding and appreciation of the destination, leading to more positive and memorable experiences. Additionally, such engagement may also contribute to a sense of personal growth and transformation, as tourists may learn new skills, gain new perspectives, and develop a greater sense of cultural awareness and empathy. Overall, tourist engagement can be a key factor in creating memorable tourism experiences that go beyond mere sightseeing and offer a more meaningful and enriching travel experience [15].

H2 is Accepted, MTE is crucial factor in enhancing tourists' revisit intention. MTE is highly suitable for implementation in Indonesia, which dominated by nature-based tourism (NBT) [40]. NBT refers to travel motivated by an interest in the natural destinations [41]. Tourists must be offered MTE to sustain tourism and gain a sustainable competitive advantage [10]. Tourism organization should develop tourism programs that facilitate MTE [10]. Organizers should innovate and renew the efforts in creating MTE. According to [8], memorable tourism experiences consist of critical moments of what tourists do, how they feel, and what they think at a destination. In the context of tourism, from a dynamic perspective, memory plays a crucial role in understanding individual memories of the tourism experience with personal relevance [8].

A positive memorable experience not only increases the likelihood of tourists revisiting a destination but also enhances their intention to recommend it to others. Memorable experiences create an emotional connection between the tourist and the destination, resulting in a lasting impression that motivates them to return [15]. Tourists are likely to share their experiences with friends and family, which can result in a ripple effect of positive word-of-mouth marketing, further increasing the destination's appeal. Furthermore, memorable experiences lead to the formation of long-lasting memories, which can influence a tourist's future decision-making. When deciding where to go on their next trip, tourists are likely to choose a destination where they had a positive experience previously. In contrast, if their past experience was negative, tourists are less likely to revisit the same destination. Therefore, memorable tourism experiences significantly impact a tourist's revisit intention, making it a crucial factor for destinations to focus on when aiming to attract repeat visitors [10].

H3 is Accepted, Tourist' engagement positively influence revisit intention. When tourists feel engaged with a destination, they are more likely to have a memorable experience and develop positive attitudes towards the destination. This, in turn, can increase their desire to revisit the destination in the future. Tourist engagement is an important factor that can significantly influence tourist behavior, including their intention to revisit a destination [17, 18]. Engaged tourists are more likely to have a positive experience, form an emotional connection with the destination, and have a greater sense of satisfaction with their overall travel experience. This positive experience and emotional connection are associated with higher revisit intentions [21]. When tourists are engaged in activities or experiences, they are more likely to be actively involved, which enhances their emotional connection with the destination [27]. This connection can create a sense of loyalty and attachment that encourages them to revisit the destination. Engaged tourists are also more likely to share their experiences with others, through word of mouth or social media, which can help to promote the destination to others and encourage them to visit as well. Moreover, engaged tourists are more likely to spend more time and money in a destination, which can have a positive impact on the local economy. They are also more likely to be repeat customers and to recommend the destination to others, which can contribute to long-term success and sustainability of the destination [17]. Additionally, when tourists feel engaged, they are more likely to share their positive experiences with others, leading to increased word-of-mouth recommendations and further promoting the destination.

H4a and H4b were accepted, tourism destination culture-personality played the moderating role between MTE and tourist' engagement in enhancing revisit intention. Understanding the diversity or cultural background can directly lead to an understanding of tourist preferences [17]. Culture perspective has a significant influence in explaining tourist behavior and marketing strategies [40]. Tourism that is oriented towards the cultural backgrounds of tourists can create a positive perception among them. This is because tourists feel that the destination has fulfilled their self-concept based on their cultural background. Tourism that understands cultural differences among tourists will have an impact on the effectiveness of building relationships with tourists [41]. Therefore, neglecting culture in understanding tourist behavior can create a significant cultural barrier [30] and increase the difficulty in building memorable tourism experiences and destinations. Culture portrays the values and attributes of individuals and communities specifically, including their language, clothing, behavior, learning, beliefs, values, and norms [30]. If tourism destination organizers can recognize the cultural background of tourists and provide a destination that aligns with their cultural preferences, it can lead to a positive perception of the destination and increase the likelihood of repeat visits. This is because tourists feel that the destination caters to their cultural identity and can provide a meaningful experience that resonates with their values and beliefs.

Moreover, this study conducted a robustness test by splitting the tourism destination culture-personality into 5 dimensions. This study examines the moderating role of split tourism destination culture-personality on

the relationship between tourist' engagement and MTE on revisit intention. The results were significant, except for power distance (Table 7).

Table 7. Split regression analysis

	β	T statistics	p-Value
TE	0.462	8.570	0.000
MTE	0.185	6.147	0.000
IC	0.373	5.596	0.000
MF	0.182	4.909	0.000
UA	0.000	-0.010	0.992
LT	0.186	3.412	0.001
PD	0.162	3.651	0.000
TE _x IC	0.554	4.404	0.012
TE _x MF	0.314	2.762	0.003
TE _x UA	-0.027	-0.731	0.465
TE _x LT	0.208	2.275	0.044
TE _x PD	0.135	2.028	0.000
MTE _x IC	0.566	3.811	0.000
MTE _x MF	0.330	2.091	0.039
MTE _x UA	0.006	-0.024	0.812
MTE _x LT	0.273	2.080	0.000
MTE _x PD	0.261	1.999	0.000

Data source: primary data processed, 2024

Note: TE = Tourist' Engagement, MTE = Memorable tourism experience, IC = Individualism & collectivism, MF = Masculinity & Feminism, UA = Uncertainty Avoidance, LT = Long term orientation, PD = Power distance

IV. CONCLUSION

The study found that the dimensions of culture, which individualism & collectivism, masculinity & femininity, long-term orientation, and power distance, played a significant moderating role in the relationship between tourist engagement and memorable tourism experience (MTE) on revisit intention. This splitting dimension result can be used as a consideration for developing a strategy model to strengthen the relationship between tourist' engagement and memorable-based tourism experience in enhancing tourist revisit intention. According to this result, we perform IPMA test to provide a visual representation of each tourism destination culture-personality dimension (Figure 7).

This study found that creating a tourism destination culture-personality can strengthen the influence of tourist engagement and MTE on revisit intention. However, designing and realizing a tourist destination that is suitable for tourists' cultural background requires significant resources. Therefore, this study sorted the tourism destination culture-personality dimension based on the level of importance and performance. This was done so that tourism destination organizers can gradually build destinations that are appropriate for tourists' cultural backgrounds based on the level of importance.

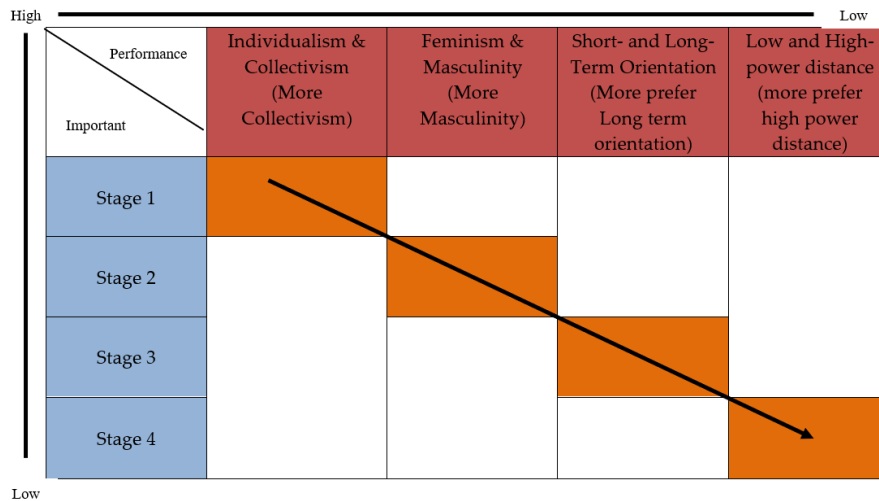


FIGURE 7. Importance-performance map analysis

Figure 7 illustrates the step-by-step process of building a tourism destination that is suitable for tourists' cultural backgrounds to achieve tourism sustainability. The first stage is for the tourism destination organizer to design a destination that is oriented towards individualism and collectivism. They can create spots, activities, and entertainment that are preferred by tourists with individualistic and collectivistic characteristics. The second stage in building a tourism destination that aligns with tourists' cultural backgrounds is to consider the masculine and feminine traits associated with various activities and entertainment options. Masculine traits, such as assertiveness, competitiveness, dominance, independence, and logic, should be taken into account when designing spots and activities for tourists who exhibit these traits. On the other hand, feminine traits, such as nurturing, cooperativeness, emotionality, empathy, and intuitiveness, should be considered when creating experiences for tourists who exhibit these characteristics. Some examples of activities and entertainment options that consider masculine traits include extreme sports such as rock climbing, bungee jumping, and skydiving; adventure activities such as hiking, camping, and trekking. Afterward, some examples of activities and entertainment options that may consider feminine traits including yoga classes that focus on mindfulness, relaxation, and emotional balance; art workshops that encourage participants to express themselves creatively and intuitively; volunteer activities that involve helping others and making a positive impact in the community.

In the third stage, each spot, activity, and entertainment should consider the characteristics of long-term orientation, which tend to focus on the future, value savings and investment, and prioritize future-oriented goals. On the other hand, individuals with short-term orientation tend to focus on their immediate needs and desires, take higher risks, and are less concerned with the future or long-term consequences. Some examples of nature-based tourism activities and entertainment options that consider the characteristics of long-term orientation are:

1. Ecotourism: Ecotourism is a sustainable form of tourism that involves visiting natural areas while minimizing the impact on the environment. This type of tourism encourages travelers to appreciate the natural beauty and diversity of a destination while promoting conservation efforts and environmental education.
2. Wildlife conservation: This involves activities such as bird watching, nature walks, and wildlife photography. These activities promote a long-term approach to conservation efforts, encouraging tourists to appreciate and protect the natural environment for future generations.
3. Sustainable agriculture tours: These tours allow visitors to learn about sustainable farming practices, including crop rotation, composting, and the use of organic farming methods. This helps promote a long-term approach to food production, highlighting the importance of sustainable agriculture practices for future food security.

4. Forest conservation: Forest conservation tours focus on preserving and protecting natural forests by raising awareness about deforestation, promoting reforestation efforts, and showcasing the benefits of sustainable forestry practices.
5. Green energy tours: These tours showcase renewable energy technologies such as solar power, wind turbines, and hydroelectric power. This promotes a long-term approach to energy production, encouraging investment in sustainable energy technologies for future generations.

Some examples of nature-based tourism activities and entertainment options that consider individuals with short-term orientation:

1. Adventure sports such as bungee jumping, white water rafting, or zip-linin.
2. One-day guided hiking or trekking tours.
3. Sunset/sunrise viewing spots or short nature walks with a view.
4. Wildlife safaris or nature photography tours.
5. Beach activities such as surfing, snorkeling, or kayaking.
6. Nightlife entertainment options such as beach parties, music festivals, or night markets.

The last stage, each spot, activity, and entertainment should consider the characteristics Individuals with high-low power distance. Individuals with high power distance tend to accept and even expect significant power differences between people and groups, and high power distance person may show deference and respect towards those in higher positions of power. In contrast, individuals with low power distance tend to have a more egalitarian view of power, and may challenge or question those in authority. Low power distance person may also prefer flatter organizational structures and value equal opportunities for everyone.

Examples of nature-based tourism activities and entertainment options that consider individuals with high power distance could include guided tours led by authoritative figures, such as park rangers or experienced naturalists. These tours could emphasize the expertise and knowledge of the guides, and highlight their position of authority. Other activities could include opportunities for visitors to learn about and interact with local indigenous communities, who may have strong cultural traditions emphasizing respect for elders and those in positions of power. These activities could provide visitors with an immersive experience in a culture that values hierarchy and respect for authority. While examples of nature-based tourism activities and entertainment options that consider individuals with low power distance include:

1. Participating in group-based activities where everyone has an equal say in decision-making, such as guided hikes or kayaking tours where the group discusses the route to take.
2. Providing opportunities for guests to interact with locals from different backgrounds and social classes, to encourage a more diverse and inclusive experience.
3. Encouraging guests to learn about and respect the culture and traditions of the local community, rather than just imposing their own values and beliefs on the destination.
4. Providing educational opportunities to learn about environmental issues and sustainability, to encourage guests to think critically about their impact on the environment and how they can make a positive difference.

Tourism operators and policymakers can enhance visitor experiences by offering tailored guided tours that emphasize authoritative figures for those preferring high power distance, such as park rangers or local elders, while providing interactive group activities and diverse cultural immersion opportunities for those preferring low power distance. Operators should encourage inclusive interactions with locals from various backgrounds, promote environmental education, and adapt tour offerings to accommodate diverse cultural preferences. Policymakers can support these efforts through guidelines promoting cultural sensitivity, staff training in cultural awareness, and incentives for sustainable tourism practices that respect cultural diversity, thereby fostering more inclusive and enriching tourism experiences for all visitors.

The last analysis, the present study conducted an exploration, assuming that the effect of independent variables was not always linear. Consequently, an advanced examination was carried out by conducting quadratic curvilinear tests.

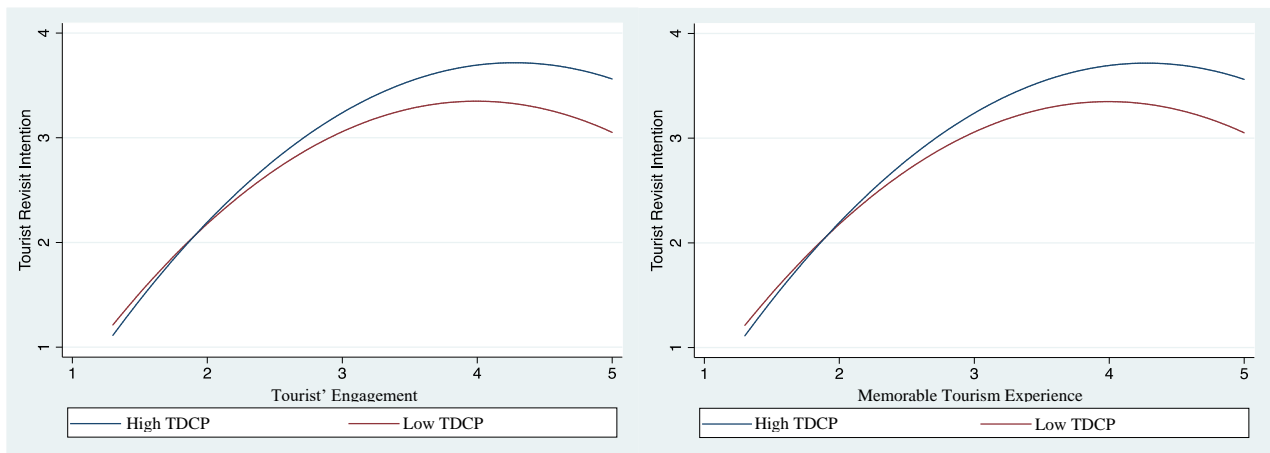


FIGURE 8. Curvilinear analysis

Figure 8 illustrates how the moderation role of tourism destination culture-personality can reach its saturation point, where the effect of creating a destination based on culture-personality that is too large can lead to ineffectiveness. The results demonstrate that the role of tourism destination culture-personality moderation is \cap -shape curvilinear which means not always linearly positive. This study highlights that organizers need to be prepared that this strategy may reach a decline in the future. This finding can be understood by life-cycle model. According to the life-cycle model, if a tourism business is experiencing a decline in its life cycle, there are several steps that can be taken to try to reverse the trend such as reevaluate the target market, it may be necessary to reassess the target market and adjust marketing strategies to better reach the intended audience [34].

This study underscores that tourist engagement positively influences memorable tourism experiences and enhances tourists' intentions to revisit. Importantly, tourism destination culture-personality dimensions, including individualism-collectivism, masculinity-femininity, long-term orientation, and power distance, significantly moderate these relationships. The IPMA test identifies individualism-collectivism as the most influential dimension, followed by masculinity-femininity, short- and long-term orientation, and low and high-power distance. The study highlights an \cap -shaped curvilinear moderation effect, suggesting optimal cultural-personality alignment for effective destination appeal, cautioning against extremes that may diminish effectiveness. These findings contribute valuable insights to both theoretical understanding and practical strategies for enhancing tourist engagement and fostering repeat visits through culturally attuned tourism experiences.

This study has several limitations that may result in biases in the research findings and limit the sharpness of the analysis. The limitations of this study include (1) the study's focus on the application of Hofstede's dimension of culture in a single nation and nature-based tourism, which may lead to a narrow observation area limited only to the Pangandaran tourism area. Therefore, the study's findings may not be applicable when applied to other tourist destinations. (2) The study did not consider external factors such as economic and political situations, which could result in different findings regarding the factors that influence revisit intention due to variations in external factors. This study suggests that future research should expand the research area to include more heterogeneous cultural objects and involve other types of tourism destinations in addition to nature-based tourism. The study also recommends considering macro factors to obtain a broader picture since political and economic policies may have different influences. Exploring the influence of emerging tourism trends, such as sustainable practices and digital transformations, would address evolving tourist preferences and industry advancements, further advancing the field's knowledge base.

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Author contribution

All authors made an equal contribution to the development and planning of the study.

Conflict of Interest

The authors have no potential conflicts of interest, or such divergences linked with this research study.

Data Availability Statement

Data are available from the authors upon request.

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