

Tourist Experiences in Creative Cultural Attractions: A Demographic Perspective

Anwar Alawi¹, Adila Sosianika^{2*}, Lina Setiawati³

^{1,2,3}*Department of Business Administration, Politeknik Negeri Bandung, Indonesia*

*Correspondence: E-mail: adila.sosianika@polban.ac.id

ABSTRACT:

Creative tourism is one of the sectors that is predicted to grow significantly in the future. Saung Angklung Udjo (SAU) is a creative cultural attraction that presents various Sundanese cultural performances typical of West Java, Indonesia. This study aims to determine the differences in tourist experiences with cultural attractions from SAU based on demographic factors. The self-administered questionnaires were distributed directly to tourists who had watched Sundanese cultural performances at SAU. The data collected within a period of 31 days were 419 respondents. This number consists of domestic and international tourists. The data obtained in this study were processed using descriptive analysis, ANOVA, and T-test to examine the difference of perception between the tourists. The results reveal that there is a difference of perception among tourists based on tourist education on escape, peace of mind, involvement, and interactivity dimension. Moreover, there are differences in perceptions between tourists based on the origin of the region. The results of this study give input for creative tourism industry companies in making marketing strategies based on an understanding of the tourist experience with the creative cultural attractions.

Keywords:

creative tourism, perception, tourist experience, demographic perspective

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1. INTRODUCTION

The tourism sector is currently growing with the existence of a new idea about tourism activities, namely creative tourism. According to UNESCO, creative tourism is divided into two types. First, beach tourism is where people carry out new activities aimed at recreation and relaxation. Second, cultural tourism aims to increase knowledge about the culture contained in an area or country (Damayanti & Latifah, 2017). Saung Angklung Udjo (SAU) was designated by UNESCO as an Intangible Cultural Heritage of Humanity in 2010 (Rasoolimanesh et al., 2021). So, it is not surprising that this award can attract tourists who come to visit Saung Angklung Udjo.

SAU is one of the creative tourist attractions that serve Sundanese cultural tourism offerings typical of West Java. The cultural attractions displayed by SAU are *wayang golek*, traditional dances from the West Java region, and *Angklung* musical performances. Interestingly, the appearance of this cultural attraction directly involves visitors. Besides being a cultural attraction, SAU is also the center for bamboo crafts and workshops for the manufacture of *Angklung* musical instruments.

The experience of tourists after watching the show presented by Saung Angklung Udjo is thought to be one of the main factors that provide satisfaction and create loyalty to tourists who come. Tourist experience can be defined as a tourist's overall evaluation of events associated with activities beforehand, throughout, and afterward, the tour which influences their satisfaction and loyalty (Suhaeni et al., 2022; Wu et al., 2022). Additionally, past studies indicate that different characteristics of consumers affect different behaviors including in terms of satisfaction with the tourist experience (Sosianika et al., 2021). Given the importance of experience quality in increasing tourist satisfaction and loyalty, this study aims to determine the differences in tourist experiences with cultural attractions from SAU based on demographic factors.

2. LITERATURE REVIEW

2.1 Creative Tourism

The emergence of changes ranging from consumer preferences, regulatory factors, intense levels of competition, and other factors, gave birth to the creative tourism industry. This is the reason why tourism must evolve; one of which is in the form of creativity. Creative tourism is a tourism activity that offers visitors a creative experience (including arts, crafts, and workshops cuisine), with the opportunity to get in touch with local people on the spot for different purposes (Virginija, n.d.). Different from cultural tourism, creative tourism considers a new form of tourism since it offers tourists experiences with a direct involvement presented in tourism attractions. Thus, it is a great opportunity for cultural tourism to evolve into creative tourism (Hendrickson & Stanley Niaah, n.d.; Richards, 2020).

The types of experiences or active involvement that can be attributed to creative tourism include visiting workshops, having trips around galleries, and looking at creative product stores (Virginija, n.d.). As an example, in this study SAU from Bandung, West Java, Indonesia, it is considered as one of the creative cultural attractions which attract tourists through a direct experience in playing *Wayang Golek*, *Angklung* musical performance, and traditional dances. Additionally, SAU involves tourists directly in the workshops for bamboo crafts and the manufacture of *Angklung* musical instruments. Since creative tourism gives the tourist not only the final product but also the experience in the creative process, creative tourism then contemplates as the essential industry for the forthcoming tourism.

2.2. Tourist Experience

Identifying tourist experiences is important in the marketing of tourism destinations since tourism products offer not only tangible and intangible aspects but also experiences. In service marketing research pinpoints tourist experience as a significant factor in delivering an excellent quality of services performances (da Costa Mendes et al., 2010). Experience is something that is obtained after consuming service in the form of facilities, features, or activities that have been carried out and it will give an impression (McClinchey & Carmichael, 2010). Accordingly, evaluating the quality of the creative tourism experience need to contemplate to improve tourism product competitiveness (da Costa Mendes et al., 2010).

The tourist's perception of the quality experience is a multifaceted process; thus, the quality of tourist experiences is influenced by many factors. Even though previous studies state tourist experiences dimensions differently, these dimensions take account of both physical and mental elements (Wu et al., 2022). The dimensions of tourist experiences include involvement, entertainment, education, aesthetics, escape, meaningfulness, knowledge, and education, hedonism, local culture, refreshment (Oh et al., 2004; Tsai, 2016; Wu et al., 2022). Among these dimensions, five dimensions have been tested for their validity and reliability in testing the quality of creative tourism experience and are also used in this research, namely: escape, peace of mind, involvement, interactivity, and learning. The following are the definitions of these elements:

1. Escape: efforts made by someone to get a new activity, aiming to be free for a moment from his daily routine. The escape experience commonly makes tourists spend more time traveling to new activities (Wu et al., 2022). In addition, the escapist experience considers as one of the most common motives in leisure research (Oh et al., 2004)
2. Peace of mind: the feeling that arises in the form of a sense of comfort and peace of mind that is felt when doing an activity. Peace of mind refers to a refreshment experience that affects an individual memorability (Rasoolimanesh et al., 2021).
3. Involvement: the involvement of a person in doing an activity, aiming to get something new or an activity that has never been done before. Tourist involvement during a visit to cultural attractions can create a memorable experience and lead to visitor engagement (Rasoolimanesh et al., 2021).
4. Interactivity: the treatment received by someone from the service provider in the form of a good attitude or expertise in providing the services provided. Previous studies have confirmed the imperative role of interaction between tourists and service providers in determining tourists perceive service quality (Li et al., 2021).
5. Learning: new knowledge of something that has been done, either in the form of understanding or expertise. Tourists obtain new knowledge from the destination they visit. For instance, Sundanese cultural attraction from SAU, Bandung, West Java, Indonesia directly involves the tourists in Angklung performance and workshops for the manufacture of Angklung musical instruments.

2.3. Demographics and Tourist Experience

Scholars have constantly confirmed the relationship between demographic characteristics (age, gender, education, ethnicity, etc.) and tourists' behavior (Lu et al., 2022; Oh et al., 2004; Payal & Jangid, 2021). The existing works of literature scrutinize socio-demographic characteristics as predictors for tourists' behavior in tourism shopping activities (Oh et al., 2004). However, study in creative tourism is still limited. Therefore, this study aims to provide a new insight in terms of tourist experiences with cultural attractions based on demographic factors.

H1: There are differences in the quality of the tourist experience by gender

H2: There are differences in the quality of the tourist experience by age category

H3: There are differences in the quality of the tourist experience by education level

H4: There are differences in the quality of the tourist experience by region of origin

3. METHODS

This study used a quantitative approach by distributing self-administered questionnaires with a five-point Likert scale. In addition, this research is descriptive in examining the quality of performances at Saung Angklung Udjo (SAU). The data were collected from tourists who visit SAU for two months (April-May) and returned 419 respondents from domestic and international tourists. Domestic tourist or resident is a person's travel activities too, back from and while in the destination area outside the place of residence and work, which is still in the country of domicile (Indonesia). Meanwhile, international tourists or foreign tourists are people who travel between countries. There were 24 main questions in two Indonesian and English languages, so it is easy to understand by both domestic and foreign tourists. The tourist experience variables adopted from existing studies include escape, peace of mind, involvement, interactivity, and learning (Oh et al., 2004; Tsai, 2016; Wu et al., 2022).

This research analyzes the data by using SPSS. The data analysis uses in this study are descriptive analysis. T-test is used to find out differences in perceptions between respondents who fall into two categories and ANOVA test is a method used to determine whether two or more populations in the study have different perceptions (Suhartanto, 2014). By using ANOVA analysis, the researcher can find out differences in perceptions among respondents who are included in the category of age, last education, and origin of certain regions. If the significance value is above 0.05, then there is no difference in perception among respondents based on the three categories above. However, if the significance value is less than 0.05 ($P < 5\%$), it indicates a difference in perception on the proposed dependent variable. Additionally, by using T-test analysis, researchers can find out differences in perceptions between respondents who fall into two categories, for example, the gender category, namely the difference in perception between men and women. The results of this analysis can be seen from the cut-off value of 0.05 (Liu & Wang, 2021).

4. RESULTS

Of 419 respondents, 44% are female while 56% are male. The respondents' age less than 25 years is 72%, 25-35 years is 10%, 36-45 years is 7%, and 11% over 45 years. The respondents showed various education levels, such as senior high school (39%), high school (27%), bachelor/diploma (28%), and postgraduate (6%). Moreover, based on the origin of the respondent's region, this study is dominated by tourists from Bandung residents and outside the city of Bandung, West Java (96%), while only 4% respondents come from abroad.

Table 1. The Respondents' demographic characteristics

Variable	Frequency	Percentage
Gender		
- Male	184	44%
- Female	235	56%
Age		
<25 years	303	72%
25-35 years	43	10%
36-45 years	29	7%
>45 years	44	11%
Education level		
- < High school	162	39%
- High school	115	27%
- Bachelor/diploma	116	28%
- Postgraduate	26	6%
Origin of region		
- Domestic	402	96 %
- International	17	4 %

4.1 Measurement model

In this section, the author tests the questionnaire that has been made, whether it has become the right measuring tool to produce an accurate answer consistency. To test the reliability and validity of the measurement, this study uses reliability and bivariate

correlation test. By having sufficient results in the measurement model, the examination could continue to the subsequent stage. From the questions established for this study, all questions were acceptable relating to the satisfied Cronbach's Alpha value (Table 2).

Table 2. Reliability of the constructs

Variable	General	Tourist	Resident
	Cronbach's Alpha	Cronbach's Alpha	Cronbach's Alpha
Escape	0.727	0.754	0.560
Peace Of Mind	0.839	0.822	0.849
Involvement	0.821	0.806	0.786
Interactivity	0.904	0.906	0.843
Learning	0.853	0.817	0.882

Subsequently, the validity test (Table 3) indicated that the variables of escape, peace of mind, involvement, interactivity, and learning have a Pearson correlation value above the cut-off value of 0.6 (Suhartanto, 2016), thus pointing to all the valid variables.

Table 3. Validity of the constructs

No	Variable	Item	Pearson Correlation	Sig. (2-tailed)
1	Escape	Escape Free from routine activities	.741	.000
		Forgetting daily activities	.800	.000
		Feeling different from everyday life	.781	.000
		The location is easy to reach	.690	.000

2	Peace Of Mind	Comfortable	.789	.000
		Relax	.827	.000
		Safe	.853	.000
		Privacy maintained	.771	.000
		Clean environment	.702	.000
3	Involvement	Involvement Engage in fun activities	.750	.000
		Get a unique experience	.768	.000
		Get an experience like never before	.834	.000
		Got a different experience	.817	.000
		You can choose the activities you want	.688	.000
4	Interactivity	Friendly	.757	.000
		Knowledgeable	.812	.000
		Works fine	.828	.000
		Treat with all my heart	.856	.000
		Treating like an important person	.837	.000
		Treat with respect	.859	.000
5	Learning	Increase knowledge about Sundanese culture	.847	.000
		Increase the expertise of Sundanese culture	.860	.000
		Understanding something new	.852	.000
		Gives a learning experience of Sundanese culture	.780	.000

4.2 Descriptive Result

Descriptive analysis was carried out to measure the quality of the tourist experience toward cultural attractions in Saung Angklung Udjo (SAU). The results showed in the following Table 4.

Table 4. Descriptive Result

Overall	Tourist	Resident
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Variable	Mean	std.Deviation	Mean	std.Deviation	Mean	std.Deviation
Escape	4.09	0.622	4.11	0.628	4.04	0.513
Peace Of Mind	4.29	0.551	4.32	0.500	4.23	0.587
Involvement	4.36	0.515	4.40	0.477	4.25	0.534
Interactivity	4.29	0.561	4.32	0.540	4.18	0.516
Learning	4.40	0.517	4.44	0.679	4.29	0.524
Grand Mean	4,29		4.32		4.20	

From Table 4, it can be interpreted that tourists from various regions (overall) who visit SAU have a good experience, particularly in terms of feeling free from their daily activities (escape); a calm and peaceful situation in his mind (peace of mind); be directly involved in the performance activities held at SAU and gain new and unique experiences (involvement); existing employees can interact well with tourists (interactivity) and gain knowledge about Sundanese culture as well as skills in playing Angklung musical instruments (learning).

4.3 ANOVA Test Result

First, the ANOVA test results on all tourist experience dimensions towards age (Table 5) describes almost all dimensions have a cut-off value of more than 0.05 (Malhotra, 2010). Thus, it can be interpreted that there is no difference in perception based on the age of the respondent to the experience obtained from the performance at SAU. Conversely, there is one dimension that has a sig. value below the cut-off value namely escapes with a value of .006, which means there is a difference in perception based on the age of the respondent to the experience obtained from the performance at SAU, especially in the escape dimension. In addition, the results of the analysis of tourists from outside Bandung and foreign countries, having a cut-off value of more than 0.05. It means there is no difference in perception regarding the age of tourists from outside Bandung and a foreign country on the experience gained from the performance at SAU. Moreover, Table 5 also shows the results of the ANOVA analysis of tourists from Bandung and its surroundings (Resident), having a total average value of all dimensions above the cut-off value of 0.05. It means no differences in perceptions related to the age of respondents from Bandung and surrounding areas to the experience gained from the performance at SAU.

Table 5. ANOVA Test Results Based on Age

Dimensi	Overall		Tourist		Resident	
	F	Sig.	F	Sig.	F	Sig.
Escape	4.229	.006	1.800	.128	2.535	.063
Peace Of Mind	2.103	.099	1.586	.178	.370	.775
Involvement	1.361	.254	.668	.615	1.229	.305
Interactivity	1.259	.288	.606	.659	1.170	.327
Learning	.540	.655	.646	.630	.075	.973

Second, the ANOVA test results on all tourist experience dimensions towards the level of education (Table 6) shows that the results of the ANOVA analysis on tourists overall are below the cut-off value of 0.05 which means there is a difference in perceptions related to the respondent's last education level on the experience gained from the performance at SAU. However, there is one dimension that has a cut-off value of more than 0.05, namely Learning, which means that there is no difference in perception regarding the respondent's last education level on the experience gained from the performance at SAU. Furthermore, the results of the analysis of tourists from outside Bandung (Tourist) are almost the same as the previous average value, and three dimensions have a significant value below the cut-off value of 0.05, namely Escape, Peace of Mind and Involvement. Thus, there are differences in perceptions related to the respondent's last education level on the experience gained from the performance at SAU. However, two dimensions have a cut-off value of more than 0.05, namely Interactivity and Learning. In addition, Table 6 also shows the ANOVA results of tourists from Bandung and its surroundings (Resident) by having a total value of dimensions above the cut-off value, which means there is no difference in perception regarding the respondent's last education level on the experience obtained from the performance at SAU. Differently, there is one dimension that has a significance value below the cut-off value, namely escape, which means there is a difference in perception regarding the respondent's last education level.

Table 6. ANOVA Test Results Based on Education Level

Dimensi	Overall		Tourist		Resident	
	F	Sig.	F	Sig.	F	Sig.
Escape	8.570	.000	7.115	.000	3.009	.035
Peace Of Mind	4.390	.005	4.204	.006	1.148	.244
Involvement	3.679	.012	2.737	.044	1.555	.207

Interactivity	3.445	.017	2.352	.072	1.253	.296
Learning	1.215	.304	.804	.492	1.379	.255

Lastly, the ANOVA test results on all tourist experience dimensions towards the area of origin of the respondents (Table 7) indicates that tourists who come from various regions (overall), both tourist and residents, of all dimensions in this category nearly have a sig. value below the cut-off value of 0.05, which means there are differences in perceptions regarding the respondent's area of origin to the experience gained from SAU's cultural attraction. However, there is one dimension that has a sig value above the cut-off value, namely escape .183, which means that there is no difference in perception regarding the respondent's area of origin regarding the experience obtained in this escape dimension.

Table 7. ANOVA Test Results Based on Origin of Region

Dimensi	Overall	
	F	Sig.
Escape	1.703	.183
Peace Of Mind	3.506	.031
Involvement	5.219	.006
Interactivity	6.568	.002
Learning	4.557	.011

4.4 T-test Result

The t-test analysis was conducted to determine whether there are differences in perceptions between men and women on the Escape, Peace of Mind, Involvement, Interactivity, and Learning variables. Firstly, Table 8 confirms that for tourists overall the Involvement dimension has the highest significance value compared to other dimensions, which is 0.335. In contrast, the other dimensions, such as Peace of Mind and Learning, have a cut-off value of more than 0.05. Therefore, it can be concluded that there is no difference

in perception between men and women in those three dimensions to the experience obtained from the performances at SAU.

Table 8. T-Test Results Based on Gender

Dimensi	Overall		Tourist		Residence	
	T	Sig (2-tailed)	T	Sig (2-tailed)	T	Sig (2-tailed)
Escape	2.879	0.004	2.086	0.038	1.824	0.072
Peace Of Mind	1.039	0.300	0,554	0.580	0.372	0.711
Involvement	0.965	0.335	0.083	0.934	0.948	0.346
Interactivity	2.068	0.039	0.847	0.398	2.331	0.022
Learning	1.529	0.127	0.679	0.498	0.619	0.385

In addition, two dimensions have a cut-off value below 0.05, namely the Escape and Interactivity dimensions, which means there are differences in perceptions between men and women regarding the dimension to the experience gained from performances in the SAU attraction. While the results of the analysis of tourists who come from outside Bandung (tourists) show the largest sig. value is in the Involvement dimension with a value of 0.934 which is above the cut-off value of 0.05, it can be concluded that there is no difference in perception between men and women in the dimension of the experience gained from the performance of SAU. Conversely, there is one dimension that has a value below the cut-off value, namely escape (0.038).

Finally, Table 8 indicates that the results of the analysis of tourists from Bandung and its surroundings (Residence) show that the largest sig. value is on the Peace of Mind dimension with a value of 0.711 which is far above the cut-off value of 0.05, which means there is no difference in perception between men and women on those dimensions of the experience obtained from the performance at SAU. However, there is one dimension that has a cut-off value below 0.05, namely Interactivity, which means there is a difference in interactivity perception regarding the respondent's gender.

5. DISCUSSION

Based on the results of the descriptive analysis towards tourist perceptions concerning the experience obtained from performances presented by Saung Angklung Udjo (SAU) generally is virtuous. This is presumably because the services provided, and the

performances presented are by what tourists expect Mendes (2010). An example of a sense of comfort and privacy being maintained is when the *Angklung* performance starts, the entrance to the venue is closed. Moreover, the physical environment around the show is maintained, neat and clean. Furthermore, tourists give a good response to their involvement during watching the show. With this involvement, tourists will consider it important to the product that is being consumed (Rasoolimanesh et al., 2021). The evidence that the involvement of tourists during the performance at Saung Udjo is that tourists can perform activities of playing Angklung together and dancing with all the players in the show.

Similarly, the response of tourists in the Interactivity dimension was good which means they felt that the services provided by SAU employees were commendable. Consequently, when consumers feel the appropriateness of the perceived service with expectation, they will feel satisfied (Wirtz & Lovelock, 2021). Furthermore, the Learning dimension has the largest perception value compared to the other dimensions based on tourists overall. It can be interpreted that tourists get new experience and knowledge about Sundanese culture, as well as improve tourists' skills in playing Angklung as a musical instrument shortly.

The performance at SAU includes several performances, including *wayang golek*, seven regional dances from seven different provinces, strains of bamboo clumps (ARUMBA), and *Angklung* performance. Thus, tourists of different ages have the same perception of the experience because presumably, all tourists with different age categories get the same experience about the show at SAU. Moreover, tourists who visit SAU based on their latest education do not all come to unwind or change their daily activities. One of them is tourists who visit with a lower education level (senior high school) usually visit SAU is to learn *Angklung* musical instruments, while other tourists who have higher education levels visit SAU for relaxing from their routine activities. So there are differences in perception on this dimension based on educational level.

Distinct results appear in the Peace of Mind and Involvement dimension, which indicates the differences in perceptions of the experiences they get from the cultural attraction at SAU. As a case in point, young tourists are more enthusiastic about participating in every activity compared to elder tourists. Furthermore, a different tourist's experience also appears in the dimension of Interactivity based on the country of origin. This is probably because foreign tourists commonly get extraordinary services, such as they get a special seat in the front row, while domestic tourists are not allowed to fill the seat (at the afternoon show). It seems that international and domestic tourists acquire a difference in the services provided. Lastly, a different tourist's experience also performs in the dimension of escape based on gender. This is presumably because men are more adaptable to new environments and activities compared to women (Payal & Jangid, 2021).

6. CONCLUSION AND IMPLICATIONS

The findings of this research indicate that tourists have positive perception toward the experience from the creative cultural attraction at Saung Angklung Udjo (SAU) Bandung, West Java, Indonesia. Specifically, there is a different perception of the experience based on education level, region of origin, and gender. In addition, this study suggests the importance of improving service quality, especially cultural performances in creative tourism to provide

a virtuous experience for tourists. Furthermore, a different strategy of service delivery based on tourist demographics is needed. For instance, featuring activities that are more involving the older generation and those with a higher level of education.

7. LIMITATIONS AND OPTION FOR FUTURE RESEARCH

This study has some limitations. First, this research is limited to the analysis of differences in tourist experience by demographic category. Future studies should extend the effect of the tourist experience on tourist satisfaction and loyalty behavior, especially in creative tourism studies.

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