



Role of Local Culture in Recommendation Intentions through Memorable Tourism Experiences

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Abstract

The main objective of this study is to investigate the effect of local culture on the recommendation intention of tourists who have visited Kebondalem Kidul Cultural Tourism Village, with the mediation of memorable tourism experiences. In this study, a quantitative analysis approach with descriptive analysis was used, using a 5-point Likert scale. The sample collection used a non-probability sampling method, specifically judgment sampling. The sample consisted of 150 respondents who had visited the Kebondalem Kidul Cultural Tourism Village as tourists. Structural Equation Modeling (SEM) SmartPLS 3.2.9 was used as an analytical tool for analysis. Among tourists in Kebondalem Kidul Cultural Tourism Village, local culture directly impacts recommendation intention and memorable tourism experiences. Memorable tourism experiences mediate between local culture and recommendation intention for tourists in the Kebondalem Cultural Tourism Village environment. This research substantially contributes to the existing knowledge regarding local culture in various aspects. The study carries significant practical implications for stakeholders, tourism administrators, and businesses aiming to promote tourism in Kebondalem Kidul Cultural Tourism Village. The findings show that when perceived through memorable tourism experiences, local culture influences tourists' recommendation intention during their trip.

Keywords: local culture, memorable tourism experiences, recommendation intention, heritage

Introduction

The tourism industry stands on the cusp of substantial expansion in response to shifting market dynamics. Currently, Indonesia holds the Chair of the ASEAN Tourism Forum, hosting

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the event in Yogyakarta from February 2 to 5, 2023, under the theme "ASEAN: A Journey to Marvelous Destinations." The primary aim is to deliberate on the promotion of sustainable tourism within ASEAN nations. This presents a valuable opportunity for Indonesia to draw in both domestic and international tourists. One innovative approach involves the development of tourism villages in Indonesia that leverage local culture, aligning it with contemporary tourism trends.

Tourism that centres on historical and cultural elements, along with engagement with local communities, plays a pivotal role in safeguarding the cultural heritage of a region. By exploring historical sites, tourists can gain a more profound comprehension and appreciation of the traditions and history of the area while actively contributing to its preservation.

Situated in Central Java, Indonesia, Kebondalem Kidul is a cultural tourism village renowned for its rich cultural heritage, including traditional dances, music, handcrafted items, and culinary delights. Each year, numerous visitors converge on Kebondalem Kidul to immerse themselves in its distinct local culture.

As emphasized by Artal-Tur et al. (2018), this form of tourism fosters diversification in both the demand for and supply of tourist destinations, all while respecting and celebrating local culture. Experts contend that a deeper understanding of cultural tourism can enhance the sustainability of tourist destinations (Artal-Tur et al., 2018). However, in recent times, it has faced challenges due to evolving traveller preferences. Many tourists now favour modern and global experiences over local and traditional ones. This shift in tourist behaviour has led to a decline in the number of visitors to Kebondalem Kidul, which, in turn, has hurt the local economy and culture. The manager of Kebondalem Kidul Cultural Tourism Village has endeavoured to revitalize local cultural tourism through attractive packaging to address these shifting preferences. Nevertheless, tourist visits continue to remain relatively low (see Table 1).

While some researchers argue that local culture exerts a positive influence on tourist behaviour, particularly in terms of destination recommendations (Naqvi et al., 2018; Sharma & Nayak, 2019; Sthapit, 2013; Yu et al., 2019), the situation differs in the case of Kebondalem Kidul Cultural Tourism Village. According to Rasoolimanesh et al. (2022), not all aspects of local culture significantly impact tourist behaviour.

Table 1. Visitor Domestic and Foreign 2020-2022

Year	Tourist Visits			
	Children	Adult	Foreigner	Total
2022	1793	6529	103	8425
2021	626	2012	0	2638
2020	596	1892	28	2516

Source: Data from the Kebondalem Kidul Cultural Village Government (processed)

Table 1 illustrates attendance figures for tourists in the preceding three years, from 2020 to 2022, segmented into three distinct groups: children, adults, and international visitors. The

table underscores a substantial upswing in tourist arrivals in 2022, notably among adult tourists, in contrast to prior years. The count of foreign tourists remains relatively steady across each year.

While there is a noticeable surge in tourist arrivals, as delineated in the table above, it is imperative to acknowledge that the total volume of visitors remains quite limited, and the overall visitation rate is relatively modest. Consequently, stakeholders within the tourism industry should possess comprehensive knowledge of the factors that draw in visitors and a profound understanding of how tourists can derive an enjoyable and culturally enriching experience. Furthermore, they should be attentive to the elements influencing visitors' inclination to recommend their tourism experience to others.

When travellers engage positively with local cultures, such as participating in traditional activities, savouring local cuisine, or exploring historical sites, they create enduring and profound memories and experiences. It can significantly influence their overall travel experience, fostering a deeper bond with the destination they are exploring and heightening their appreciation for the local culture.

Many travellers view immersing themselves in the local culture as a fundamental motivation for their journey (Coudounaris & Sthapit, 2017). Several research inquiries have delved into the effect of local culture on tourists' behaviour, including their propensity to suggest tourist destinations. Research discoveries by Figueroa et al. (2018) propose that attracting international tourists hinges on optimizing the tourist experience by combining cultural offerings and activities with natural resources. Other studies reveal that tourists tend to favour destinations that are more renowned and possess substantial historical, cultural, and aesthetic values, as highlighted by Su & Wall (2015). It underscores the substantial influence of local culture on behavioural intentions (Coudounaris & Sthapit, 2017).

In contrast to the distinct impact of local culture on the intention to revisit, which was established as significant in a separate study by Rasoolimanesh et al. (2022), the outcomes of this research do not reveal a significant direct effect of local culture on the intention to recommend. The primary objective of this study is to address this gap in existing research.

This study aspires to fashion and validate a theoretical model that outlines the connection between local culture, memorable tourism experiences, and tourists' inclination to recommend Kebondalem Kidul cultural tourism village. This investigation scrutinizes local culture's direct and indirect repercussions on tourist conduct, mediated by memorable tourism experiences. Moreover, this study poses research queries regarding the significance of the relationship between local culture, memorable tourism experiences, and the proclivity to recommend, mainly whether local culture predicts the inclination to recommend through memorable tourism experiences and which elements wield the most influence on the proclivity to recommend in Kebondalem Kidul cultural tourism village.

Literature Review

Recommendation Intention

The concept of visitor loyalty has been a prominent focus in research within the tourism sector, with one frequently assessed aspect being tourists' willingness to endorse a destination. An individual's intention to recommend their travel experience to family and close friends is one of the core components of tourist behavioural intention (C. F. Chen & Tsai, 2007). Consequently, the intention to recommend stands as a critical indicator for gauging visitor loyalty in tourism (W. Litvin et al., 2008).

Within the realm of tourism, the intention to recommend signifies individuals' willingness to communicate and share their experiences about a place they have visited with others (C. F. Chen & Tsai, 2007). In the corporate sphere, recommendation intention behaviour is an affirmative assessment of a product, brand, or service conveyed to consumers through informal means without a commercial agenda (Chang et al., 2018). Favourable endorsements from consumers can assist businesses like hotels in augmenting revenue from new patrons and trimming costs (X. Chen et al., 2020). Customers who are inclined to provide positive recommendations to companies have exhibited enduring loyalty in their transactions (Chang et al., 2018). As a result, recommendation intention, as a significant gauge of company performance, holds substantial significance in forecasting a company's growth potential and enhancing its competitive edge (X. Chen et al., 2020).

Positive recommendations originating from experienced travellers can lend valuable support to the endeavours of tourism managers in attracting a larger pool of potential visitors and boosting profits. Therefore, elevating the intention of visitors to recommend can be a pivotal marketing strategy in the tourism industry. This research defines recommendation intention as the encouragement of tourists to provide positive endorsements through various avenues after they participate in a local culture tour at Kebondalem Kidul Cultural Tourism Village.

Local Culture

Local culture embodies the distinctive essence that sets apart the culture of a specific community or region (Ajawaila, 2003). It encompasses customs, dialects, culinary traditions, handicrafts, music, and other elements intimately connected to a particular geographical area. The significance of local culture stems from its capacity to mirror the identity and warm hospitality of the community. The involvement of residents in extending hospitality is pivotal for tourists overall, as interactions with locals frequently constitute a fundamental facet of the tourist experience (Chandralal & Valenzuela, 2015). Cultural enclaves manifest a positive influence that revolves around the pre-existing local culture. Within them, one can encounter a rich heritage of arts and crafts that still require standardization while preserving their distinctiveness (Sugandini et al., 2019). Local culture can wield a substantial impact on the traveller's experience. Throughout their journey, tourists can immerse themselves in local culture by engaging with residents, savouring local cuisine, and partaking in cultural activities. This is why researchers exhibit a keen interest in scrutinizing the factors tied to local culture in

cultural village tourism, as these factors wield significant influence over the sustainability of cultural village tourism destinations and the enhancement of their competitive edge. In the domain of tourism literature, scholars have identified that destinations showcasing specific tourism practices that encapsulate local culture can profoundly impact the loyalty intentions of visiting tourists (Sharma & Nayak, 2019; Sthapit, 2013).

Memorable Tourism Experiences

The global economy has shifted from a product-oriented economy to one centred on services, ultimately evolving into an economy driven by experiences (J.-H. Kim, 2018). Experiences are now regarded as a fundamental offering alongside tangible goods and services (J.-H. Kim, 2018). The concept of an experience-based economy was first introduced by Pine B. & James H. (1998). The recognition of experiences as integral to the economy has prompted businesses to focus on delivering distinctive and remarkable experiences to their customers (Voss et al., 2008).

The significance of experiences is particularly evident in the field of tourism, where the very core of the business is built upon creating meaningful and memorable experiences (J.-H. Kim & Ritchie, 2014). The quality of interaction between travellers and their destination dramatically influences the overall experience during their visit to a tourist site (Stamboulis & Skayannis, 2003). On-site experiences tend to be fleeting and quickly fade from memory, but those experiences etched in an individual's recollection allow them to reflect and reminisce (Sharma & Nayak, 2019). Research in marketing and tourism underscores that consumer and traveller decisions are profoundly shaped by their prior experiences and memories (J.-H. Kim, 2018).

Recent studies have highlighted that travellers perceive yoga tourism as a distinctive and memorable experience (Sharma & Nayak, 2019). This potential can undeniably be harnessed in the context of cultural village tourism, given its rich historical and cultural narratives that create powerful and enduring experiences that are hard to forget.

Memorable tourism experiences refer to positive tourism encounters that leave a lasting impression and can be recalled and relived after the fact (J.-H. Kim, 2018). Researchers have identified the necessity and methods to facilitate such memorable tourism experiences (Chandralal & Valenzuela, 2015). The dimensions that underpin memorable tourism experiences, encompassing refreshment, meaningfulness, local culture, engagement, and hedonism, significantly impact tourists' intentions to revisit and recommend the destination (J.-H. Kim & Ritchie, 2014).

The effect of local culture

Local culture represents the distinctive character that sets apart the culture of a specific community or geographic locality (Ajawaila, 2003). It encompasses a diverse array of elements, including traditions, customs, dialects, culinary practices, craftsmanship, music, and other attributes that are unique to a particular region. The significance of local culture lies in its capacity to mirror the essence of a community and its genuine hospitality. The active participation of residents in extending hospitality is of paramount importance to overall tourist

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satisfaction since interactions with locals frequently constitute an integral part of the tourist experience (Chandralal & Valenzuela, 2015). Cultural enclaves exert a favourable influence characterized by a thriving local culture. Within these regions, one can encounter a rich and distinctly non-standardized heritage of arts and craftsmanship, each possessing its unique qualities (Sugandini et al., 2019). Local culture can profoundly shape the tourist experience by allowing travellers to immerse themselves in it through interactions with locals, sampling local cuisine, and engaging in cultural activities.

Within the domain of tourism studies, researchers have ascertained that destinations with specific tourism practices that authentically represent the local culture can wield a significant impact on the loyalty intentions of visiting tourists (Sharma & Nayak, 2019; Sthapit, 2013). According to Yu et al. (2019), even though the perceived influence of local culture may not be overwhelmingly significant and needs to be integrated into the traveller's overall experience, research findings still affirm that local culture positively affects visitors' intentions to provide favourable recommendations. Furthermore, research results from Naqvi et al. (2018) indicate that local festivals generate positive endorsements. Based on the reviewed literature, it is likely that Kebondalem Kidul cultural tourism village will gain support in the following ways:

H1: Local culture directly and positively impacts the intention to recommend.

Studies in the field of tourism economics have revealed that local culture plays a role in shaping the traveller's experience (Monika et al., 2021). According to Antón et al. (2019), whose research focused on international travellers exploring local cuisine, the results endorse the idea that authenticity and cultural distinctions positively enhance the overall experience. This research also underscores that the promotion of local culture is a pivotal aspect of tourist destinations capable of creating memorable travel experiences (J. H. Kim, 2014). Furthermore, diverse cultures have been shown to exert distinct effects on the traveller's experience (Xu et al., 2022). Based on the literature mentioned above, there is a similar influence within Kebondalem Kidul cultural tourism village:

H2: Local culture positively influences memorable tourism experiences.

The effect of memorable tourism experiences

The impact of memorable tourism experiences on tourists' inclination to recommend attractions significantly enhances the likelihood that they will advocate the destination to others. In the realm of tourism research, it is well-established that studies focusing on such memorable experiences substantially influence tourist behaviour, encompassing their proclivity to revisit and suggest the destination (Sharma & Nayak, 2019; Tsai, 2016). As an example, Sharma & Nayak (2019) delved into the influence of memorable tourism experiences on tourist participation in yoga tours. Additional research affirms that travel experiences perceived as unique, adventurous, or exceptionally extraordinary are more likely to leave indelible memories with travellers (Chandralal & Valenzuela, 2015). The findings indicate that certain tourism activities become particularly memorable due to the social interactions between travel companions, fellow tourists, or locals (Chandralal & Valenzuela, 2015). The results from Quynh et al. (2021) validate that visitors' perceptions of various experiential values in

ecotourism destinations wield influence over their behavioural intentions. Expanding on the supportive literature discussed above, the researcher posits the following in the context of the Kebondalem Kidul cultural tourism village:

H3: Memorable tourism experiences positively impact the intention to recommend.

When an individual endorses a destination or a tourist experience, it signifies a favourable perception and effective communication of their positive encounter to others (Lončarić et al., 2021). Previous research findings have demonstrated a connection between memorable tourism experiences and behavioural intentions. According to Vada et al. (2022), memorable tourism experiences have a direct influence on behavioural intentions. Although there has been some discussion concerning the interplay among local culture, memorable tourism experiences, and the inclination to recommend, this topic has received limited exploration. Therefore, in this study, we propose that memorable tourism experiences involving local culture serve as an internal mechanism for shaping intentions to recommend, and the researchers outline the hypothesis as follows:

H4: Memorable tourism experiences play a mediating role in the relationship between local culture and recommendation intentions.

Research Method

This study used a survey method to collect participants' data through an online questionnaire. Initially, the questionnaire was presented in Indonesian. Subsequently, a professional translator translated the survey instrument into English. The questionnaire in Indonesian was aimed at domestic tourists, while the English version was aimed at foreign tourists. In terms of sampling approach, this study used a non-probability sampling technique known as judgment sampling. In this method, individuals from the population are selected as sample respondents without a predetermined probability of selection (Sekaran & Bougie, 2016).

All variables in this study were assessed using a Likert scale consisting of a series of statements or questions arranged in five levels. The Likert scale measures respondents' agreement or disagreement with each statement using the five options provided (Sekaran & Bougie, 2016). Respondents are instructed to mark their answers with a tick or cross next to the appropriate statement or question. The questionnaire followed a closed format with an interval scale of 1 to 5.

Specifically, a minimum sample size of 30 is mandatory, and it is strongly recommended that the sample size significantly exceed, preferably ten times or more, the number of variables involved in the study (Sekaran & Bougie, 2016). This study involves three variables, the sum of which consists of 14 indicator variables. Therefore, the minimum sample size required is 14 (indicators) x 10 = 140 respondents.

The sample of this study included 150 tourists who had previously visited tourist sites in the Kebondalem Kidul cultural tourism village, and the data were collected through an online

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questionnaire. The collected data were analysed using the structural equation model (SEM) through Smart PLS 3.2.9 software.

Results

The findings of this study revealed that the responses obtained from men and women were almost equally divided, with proportions of 55.33% and 44.67%, respectively. Most of the respondents were 26 to 35 years old, accounting for 52.00% of the sample. Regarding educational background, 43.33% of travellers were from primary/junior high school, with a high representation in that category (see Table 2).

Table 2. Sample profile

Variables	Categories	Respondents' Proportion	Respondents (n = 150)
Gender	Male	55.33 %	83
	Female	44.67 %	67
Age (Year)	18 – 25	22.67 %	34
	26 – 35	52.00 %	78
	36 – 45	20.00 %	30
	> 45	5.33 %	8
Educational Qualification	Elementary/Junior/High School	43.33 %	65
	Diploma 3rd Level	11.33 %	17
	Diploma 4th Level / Undergraduate	40.67 %	61
	Postgraduate and above	4.67 %	7
Visitation status	First-time visit	36.00 %	54
	Repeat visit	64.00 %	96

Source: Questionnaire results processed with management statistics (July 2023)

Table 3. Outer Loading and AVE

Variable	Items	Outer Loadings	AVE
Local Culture	LC1	0.796	0.607
	LC2	0.755	
	LC3	0.711	
	LC4	0.836	
	LC5	0.790	
Memorable Tourism Experiences	MTE1	0.872	0.741
	MTE2	0.887	
	MTE3	0.820	
	MTE4	0.865	
	MTE5	0.859	
Recommendation Intention	RI1	0.873	0.786
	RI2	0.906	
	RI3	0.933	
	RI4	0.832	

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

When developing measurement scales, factor loadings falling within the 0.50 to 0.60 range are deemed acceptable for evaluating convergent validity, while correlation values exceeding 0.70 are considered favourable (Ghozali, 2021).

The "local culture" variable displays loading values that fluctuate between a minimum of 0.711 and a maximum of 0.836. As for the "memorable tourist experience" variable, its loading values span from a minimum of 0.820 to a maximum of 0.887. Finally, the "intention to recommend" variable ranges from the lowest loading value of 0.832 to the highest value of 0.933. These outcomes signify that there is no necessity to eliminate the indicators assessing each variable, as they meet the criteria for convergent validity (refer to Table 3).

Table 4. Discriminant Validity

	Local Culture	Memorable Tourism Experiences	Recommendation Intention
LC1	0.796	0.653	0.608
LC2	0.755	0.591	0.508
LC3	0.711	0.607	0.527
LC4	0.836	0.689	0.620
LC5	0.790	0.707	0.631
MTE1	0.681	0.872	0.607
MTE2	0.714	0.887	0.708
MTE3	0.730	0.820	0.663
MTE4	0.710	0.865	0.728
MTE5	0.760	0.859	0.685
RI1	0.672	0.677	0.873
RI2	0.632	0.678	0.906
RI3	0.663	0.727	0.933
RI4	0.677	0.715	0.832

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

The values for cross-loading of each indicator within its specific variable surpass the cross-loading values of indicators from different variables. This underscores the robust discriminant validity of the research assessment, rendering it appropriate for continued research and analysis (refer to Table 4).

Table 5. Composite Reliability and Cronbach's Alpha

	Composite Reliability	Cronbach's Alpha
Local Culture	0.885	0.837
Memorable Tourism Experiences	0.935	0.912
Recommendation Intention	0.936	0.909

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

Following the criteria outlined by Sekaran & Bougie (2016), they specify that a reliability score below 0.60 falls into the category of poor, a score of 0.70 is regarded as satisfactory, and a score exceeding 0.80 is classified as excellent. As depicted in Table 5, each variable exhibits a

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composite reliability exceeding 0.70. This indicates that each variable can be deemed reliable and is well-suited for further research and analysis.

Table 6. R-Square test

	R Square	R Square Adjusted	Model
Memorable Tourism Experience	0.700	0.698	High
Recommendation Intention	0.648	0.644	High

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

The data depicted in Table 6 reveals that the R-Square value for the Memorable Tourism Experience variable indicates that approximately 70.0% of its variance can be accounted for by the Local Culture variable. As a result, the remaining 30.0% can be attributed to external variables or factors not addressed in this study. Similarly, the Recommendation Intention variable exhibits an explanatory level of 64.8% through the Local Culture variable. This implies that the Local Culture variable can elucidate 64.8% of the variability in Recommendation Intention. In contrast, the remaining 35.2% is influenced by other variables or factors that fall beyond the scope of this study.

Table 7. Model fit

	Saturated Model	Estimated Model
SRMR	0.067	0.067
d_ULS	0.472	0.472
d_G	0.307	0.307
Chi-Square	267.575	267.575
NFI	0.842	0.842

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

An SRMR (Standardized Root Mean Square Residual) value that falls below 0.10 or even 0.08 is deemed satisfactory for the PLS path model, as per Ghozali I (2021). In this particular study, the SRMR value is documented as 0.067, signifying that the model is appropriately fitted (see Table 7).

Table 8. Summary structural model

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Supported
H1	LC → RI	0.286	0.111	2.566	0.011	Yes
H2	LC → MTE	0.837	0.028	30.109	0.000	Yes
H3	MTE → RI	0.551	0.102	5.399	0.000	Yes

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

H1 establishes a positive connection between Local Culture and Recommendation Intention, with an initial sample estimate of 0.286. The T-statistic value exceeds the critical t-table value, precisely $2.566 > 1.96$. Additionally, the p-value stands at 0.011, falling below the significance threshold of 0.05. Based on this hypothesis test, there is support for H_a , or H_a is affirmed, signifying that Local Culture exerts an influence on Recommendation Intention

among tourists at the Kebondalem Kidul Cultural Tourism Village. This implies that as the Local Culture variable increases, the Recommendation Intention variable also experiences a corresponding increase.

H2 establishes a positive connection between Local Culture and Memorable Tourism Experiences, with an initial sample estimate of 0.837. The T-statistic value exceeds the critical t-table value, precisely $30.109 > 1.96$. Additionally, the p-value stands at 0.000, falling below the significance threshold of 0.05. Based on this hypothesis test, there is support for H_a , or H_a is affirmed, signifying that Local Culture exerts an influence on Memorable Tourism Experiences among tourists at the Kebondalem Kidul Cultural Tourism Village. This implies that as the Local Culture variable increases, the Memorable Tourism Experiences variable also experiences a corresponding increase.

H3 establishes a positive connection between Memorable Tourism Experiences and Recommendation Intention, with an initial sample estimate of 0.551. The T-statistic value exceeds the critical t-table value, precisely $5.399 > 1.96$. Additionally, the p-value stands at 0.000, falling below the significance threshold of 0.05. Based on this hypothesis test, there is support for H_a , or H_a is affirmed, signifying that Memorable Tourism Experiences exert an influence on Recommendation Intention among tourists at the Kebondalem Kidul Cultural Tourism Village. This implies that as the Memorable Tourism Experiences variable increases, the Recommendation Intention variable also experiences a corresponding increase.

Table 9. Mediating Effect

Hypothesis	Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values	Mediation
H4	LC → MTE → RI	0.461	0.091	5.039	0.000	Partial

Source: Questionnaire results processed with Smart PLS 3.2.9 (July 2023)

H4 portrays a positive association between Local Culture, facilitated by Memorable Tourism Experiences, and Recommendation Intention, with an initial sample estimate of 0.461. The T-statistic value surpasses the critical t-table value, precisely $5.039 > 1.96$. Furthermore, the p-value is recorded as 0.000, falling below the significance threshold of 0.05. Based on the findings from this hypothesis test, it can be inferred that there is support for H_a , or H_a is affirmed, signifying the presence of a mediating influence of Memorable Tourism Experiences in the connection between Local Culture and Recommendation Intention among tourists at the Kebondalem Kidul Cultural Tourism Village. The association between the three variables in Hypothesis 4 is constructive, suggesting that an increase in the Local Culture variable will affect the Memorable Tourism Experiences variable, ultimately leading to a higher Recommendation Intention variable.

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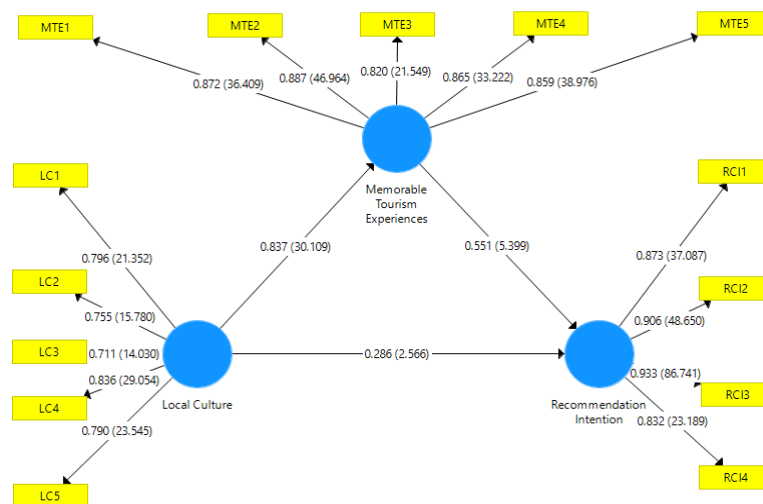


Figure 1. Full Analysis SEM Model

Discussion

Local culture exerts a favourable impact on the intention to recommend. This research has substantiated the existence of a positive connection between local culture and the intention to recommend Kebondalem Kidul Cultural Tourism Village, signifying that the more robustly tourists perceive local culture, the greater their inclination to recommend the location to others. This emphasizes the pivotal role of local culture in shaping tourists' preferences and conduct.

While the influence of local culture on the intention to recommend may be statistically less prominent than other factors like Memorable Tourist Experiences, it still engenders a constructive influence on tourists' endorsements. Therefore, preserving and promoting local culture and seamlessly incorporating it into the traveller experience can bolster recommendations and foster sustainable tourism growth.

Even though the Memorable Tourism Experience stands out as the most potent predictor of recommendation intentions, local culture retains a noteworthy impact. The amalgamation of diverse local cultures with remarkable tourism experiences can sway travellers' resolve to recommend the destination.

Conclusion

This research contributes significantly to the body of knowledge surrounding Local Culture. Firstly, it delves into Local cultural variables within the context of cultural tourism, with a particular focus on tourists visiting the Kebondalem Kidul Cultural Tourism Village.

Secondly, the outcomes of the structural model unveil that Local Culture variables exert a direct and beneficial impact on recommendation intentions and memorable tourism experiences, all of which are statistically substantial. These findings align with prior research

(Antón et al., 2019; Chandralal & Valenzuela, 2015; J. H. Kim, 2014; Naqvi et al., 2018; Sharma & Nayak, 2019; Sthapit, 2013).

Thirdly, apart from the direct influence of Local Culture, the research findings also illustrate that memorable tourism experiences autonomously and positively influence recommendation intentions, with statistical significance. These results corroborate earlier research (Quynh et al., 2021; Sharma & Nayak, 2019; Tsai, 2016).

This study underscores the mediating role of memorable tourism experiences, serving as intermediaries in the relationship between Local Culture and recommendation intention. These findings align with previous studies by Lončarić et al. (2021); and Vada et al. (2022), reinforcing earlier investigations.

Lastly, this study reveals that while local culture holds significant importance, it is not the most potent predictor of the intention to recommend. The most influential predictor of behavioural intention, precisely the intention to recommend, is the memorable tourism experience of tourists who visit Kebondalem Kidul Cultural Tourism Village.

These research findings carry substantial implications for stakeholders, tourism managers, and businesses seeking to promote local culture. They suggest that local culture can influence tourists' intention to recommend their tourism experience when presented through unforgettable, memorable tourism experiences. To enhance this, tourism managers should prioritize the enhancement of memorable facets of local culture throughout tourists' travel experiences. The implementation of a feedback collection system among tourists can be advantageous in evaluating and improving the overall perception of the tourist experience in cultural tourism. Additionally, fostering coordination and collaboration among various stakeholders in the tourism sector is crucial for creating culturally enriching tourism experiences that leave a positive impression on travellers, thereby motivating them to share their experiences through word-of-mouth and social media.

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The study's sample is limited to Indonesian citizens, and future research that includes international tourists could offer a more comprehensive perspective.

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