

The Role of Authenticity, Local Culture, Tourism Perceived Value, and Memorable Tourism Experience for Heritage Tourism Revisit Intention



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ABSTRACT

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Tourism heritage refers to the travel and visitation of destinations that possess historical, cultural, and natural significance. Heritage tourism significantly promotes the understanding, appreciation, and preservation of the world's diverse heritage. It is a critical element of sustainable tourism development that generates economic, social, and cultural benefits for both tourists and local communities. This research aims to see the influence of Heritage tourism authenticity, local culture, the value of tourism perceptions, and memorable tourist experiences on the intention to return. This research is a quantitative study using a purposive random sampling method with a total of 200 respondents. The data obtained was then analyzed using SmartPLS. The study's results explain that the entire hypothesis in this study is accepted and has a significant positive effect.

1. INTRODUCTION

Heritage tourism refers to a type of tourism where visitors travel to specific locations, buildings, or tourist objects that have significant historical or cultural value. Heritage tourism allows tourists to experience and learn more about a place's history, traditions, and culture. Heritage tourism is becoming popular and many people are interested in it worldwide because many tourists are interested in visiting destinations with rich cultural and historical heritage. Heritage tourism is also considered an essential source of economic income for many countries and communities, as it can increase the number of tourist visits and stimulate local economic growth. One of the cities that has a million historical buildings is Surabaya. Surabaya is a city that has various cultural heritages in the colonial period. They finally made Surabaya's heritage to improve and introduced the cultural heritage of the Surabaya government.

Surabaya Heritage is a term that refers to the cultural and historical heritage of the city of Surabaya, one of Indonesia's largest cities, and is the center of trade and business in East Java. Surabaya has a long and rich history, having been an important trading center with many interesting historical and cultural sites. Some examples from Surabaya Heritage are the Grahadi Building, a colonial-style building that used to be the official residence of the Governor of East Java, and is now the venue for government meetings and events. Apart from that, there is also the Tugu Pahlawan, a monument built to commemorate the heroes who died in the battle against the Dutch in 1945, the House of Sampoerna, and the Mpu Tantular Museum which houses various historical and cultural

collections of the city of Surabaya. Surabaya Heritage attracts tourists interested in learning and experiencing more deeply the history and culture of Surabaya. The government and tourist destination managers have also developed various programs and facilities to support heritage tourism experiences in Surabaya, such as cycling tours, culinary tours, and cultural events.

UNESCO declared World Heritage Day every April 18. Since 1983, this commemoration has been aimed at raising public awareness about the diversity and at the same time the vulnerability of monuments and heritage sites scattered throughout the world. In Indonesia in general, the city of Surabaya in particular, the vulnerability of cultural heritage sites has become real. It is proven that many historical sites are lost, damaged and not maintained. The dominance of modern culture tends to override past history and culture. Therefore, this research can contribute to the understanding and improvement of heritage tourism practices in Surabaya and other similar destinations.

According to data from jatim.idntimes.com, the Surabaya government intends to increase tourist visits by 2023 to more than 15,000 domestic and foreign tourists. The government's current focus is increasing the number of tourists and interest in return visits to the same destinations. To continue to maintain and increase the return visits of domestic tourists or foreign tourists, the government must be able to manage these halal tourist destinations as well as possible to increase interest in revisiting these destinations. Psychological factors such as attitude, perception, memory and need can have an impact on it [1]. This means that a tourist is interested in visiting again because the destination can satisfy the requirements of visitors

and has a good perception of the destinations visited. Heritage tourism authenticity is a concept that refers to the tourist experience in exploring and experiencing authentic local history, culture, and heritage in heritage destinations. This involves matching or authenticity between the image projected by the heritage destination and the experience tourists feel when they visit the destination. The importance of heritage tourism authenticity lies in the need for tourists to experience unique and authentic experiences, which are sometimes difficult to achieve elsewhere.

Tourists interested in visiting historical destinations will prefer historical sites with authenticity. Authenticity is an essential concept in historical tourist destinations [2]. Historic tourist destinations must maintain and showcase their history and cultural heritage accurately and following their original authenticity [3]. Tourists tend to seek authentic experiences and experience local history and culture in heritage destinations [4]. Another thing that can influence interest in return visits is the local culture. Local culture refers to the culture, norms, values, and traditions that local people own in a specific area or region. This local culture is formed from the influence of history, environment, religion, language, and customs passed down from generation to generation. Local culture is a major resource in the tourism industry because many tourists are interested in experiencing and learning local culture when visiting a destination. Authentic local cultural experiences, service quality, and perceptions of the value of these experiences significantly influence memorable tourism experiences [5].

Tourism's perceived value is another factor that supports revisit intention [3]. Tourism perceived value is a tourist's perception of the benefits and benefits they get from their tourism experience. This concept refers to the relationship between the benefits tourists receive and the costs or efforts they incur in traveling [6]. Tourist perceived value and memorable tourism experiences are two interrelated concepts in the tourism industry. Tourist perceived value refers to tourists' perceptions of the benefits and advantages they get from the tourist experience.

In contrast, memorable tourism experience refers to experiences felt as memorable by tourists during their trip. Tourists' perceived value can affect memorable tourism experiences [2]. When tourists feel that the costs they incur are commensurate with the benefits and gains they get from the tourist experience, they tend to be more satisfied and have a more enjoyable experience. This can create a more memorable travel experience and increase the intention to return to the same tourist destination. Therefore, this research examines heritage tourism authenticity, local culture, tourism perceived value on memorable tourism experiences, and revisit intention.

The formulation of the problem of this research is, whether the authenticity of Heritage tourism, local culture, perceived value of tourism, and memorable tourist experiences influence the intention to return? This research aims to see the influence of Heritage tourism authenticity, local culture, the value of tourism perceptions, and memorable tourist experiences on the intention to return.

There are a number of benefits if we describe the unique historical and cultural aspects of Surabaya Heritage so that it becomes an important case study for cultural heritage tourism, namely, first, it becomes a reference for tourism in other cities that do not have enchanting nature to develop regional advantages from its rich heritage. owned. Second, provide academic recommendations to regional and central

governments to carry out conservation efforts for heritage buildings. Third, reminding you of the originality of each region to be explored, protected and preserved.

2. THEORETICAL FRAMEWORKS

2.1 Heritage tourism authenticity

Authenticity is an important concept in historical tourist destinations. Historic tourist destinations must maintain and showcase their history and cultural heritage accurately and following their original authenticity. This is important to ensure visitors get the most authentic and immersive experience. Authenticity in tourism is about "the authenticity of the tourist experience". This includes experiences derived from the authenticity of a tourist destination's environment, culture, history, and traditions [7]. Authenticity in tourism can be defined as "the congruence between the authenticity of the tourist experience and the authenticity intended by the tourist destination" [8]. This means that tourist destinations must ensure that the tourist experience is aligned with the authenticity and unique characteristics of the destination. Two types of authenticity: physical and psychological. Physical authenticity relates to the authenticity of physical objects or environments, such as architecture, landscapes, and natural resources) [9]. Meanwhile, psychological authenticity is related to cultural and social authenticity, such as local communities' traditions, values, and ethics [10].

Heritage tourism authenticity refers to the authenticity or loyalty of historical or cultural tourist destinations in maintaining and preserving their cultural and historical heritage. Historical or cultural tourist destinations such as archaeological sites, historical buildings, museums, and cultural festivals can be tourist destinations for tourists interested in learning and experiencing firsthand the history and culture of a region [10]. The importance of heritage tourism authenticity is to ensure that the tourist experience provided at these tourist destinations truly reflects the authenticity of their cultural and historical heritage, not just a spectacle made up to attract tourists [11].

2.2 Local culture

Local culture is one of the motivating factors for tourists to visit because they will interact with local residents with different cultures. Social interactions with residents can create new cultural experiences for memorable tourists [12]. Local culture refers to the culture, norms, values and traditions that local people own in a specific area or region. This local culture is formed from the influence of history, environment, religion, language, and customs that are passed down from generation to generation. Local culture is a significant resource in the tourism industry because many tourists are interested in experiencing and learning local culture when visiting a destination. Local culture-based tourism can provide significant economic and social benefits to local communities, including employment opportunities, increasing income, and preserving local culture.

The unique modes of transportation, traditional accommodation types, and local tours with traditional market observations can help to enrich the local culture [13]. Tourism programs that showcase the local culture and the hospitable nature of the local people can leave visitors with favorable

impressions of the destination [14]. In short, knowledge about a particular place's customs and traditions can enhance the significance and recollection of a trip, ultimately leading to an increase in overall travel experience [12, 15].

2.3 Tourist perceived value

Tourist perceived value is the perception tourists have of the benefits or value derived from their tourism experience [7]. This perception includes tourists' assessment of the quality of tourism products and services, prices, and experiences gained during a visit to a tourist destination [16]. The value perceptions of these tourists can influence their decision to return to tourist destinations in the future and recommend these destinations to others. Tourists who feel they are getting more excellent value or benefits than the costs incurred during their visit tend to have a stronger intention to return to these tourist destinations. Tourists can assess perceived value in various ways, including through direct experience during visits, online assessments and reviews. From previous users, or recommendations from friends and family. Managers of tourist destinations can increase perceived value by providing quality products and services, reasonable prices, and memorable experiences to tourists [6].

Perceptions of value from tourists can also vary depending on their characteristics, such as the type of trip (business or leisure), budget, interests, and preferences [17]. Therefore, managers of tourist destinations need to understand the characteristics of tourists who come and develop products and services that can meet their needs and desires to increase perceived value and provide a better tourist experience.

2.4 Memorable tourism experience

Memorable Tourism Experience (MTE) or unforgettable tourism experience refers to experiences that make a deep, memorable and lasting impression on tourists after they leave a destination [2]. The following are several concepts regarding Memorable Tourism Experience [18]:

1. Emotional experience: This approach emphasizes the importance of emotions in shaping an unforgettable tourism experience. This concept assumes that positive emotions and feelings generated during a trip have a stronger impact on memories and unforgettable experiences for tourists.

2. Authenticity: Authenticity is also considered important in creating an unforgettable tourism experience. Tourist destinations that are authentic and have a rich history and culture can provide a more meaningful and immersive experience for tourists.

3. Personalization: Personalization or tailored to the needs of tourists is also considered important in creating an unforgettable tourism experience. Tour destinations and tour operators can customize the tourism experience according to travelers' individual preferences and needs, such as interests and food preferences.

4. Storytelling: This approach emphasizes the importance of stories or storytelling in shaping an unforgettable tourism experience. A good story or narrative can help tourists understand and appreciate the uniqueness and richness of a tourist destination.

5. Sensory experience: This concept emphasizes the importance of sensory experience in creating an unforgettable tourism experience. Tourist destinations that offer unique visual, sound, smell, taste and touch experiences can enhance

unforgettable impressions and experiences for tourists.

In conclusion, Memorable Tourism Experience is a tourism experience that gives tourists a deep and unforgettable impression. The approaches used to create these experiences include emotion, authenticity, personalization, storytelling, and sensory experience.

2.5 Revisit Intention

Revisit intention or intention to return to visit is a concept used in the tourism industry to measure the likelihood of tourists returning to visit a tourist destination [19]. This concept relates to the impressions and experiences tourists feel during their first visit to a destination. Positive or satisfying experiences influence tourists' intention to return on the first visit, perceptions of the value of these experiences, and perceptions of obstacles that may be encountered on subsequent visits [20].

Revisit intention is an important indicator in the tourism industry, because it can help tourist destinations and tour operators understand tourist needs and preferences and improve the quality of service and tourist experience [21]. By increasing revisit intention, tourist destinations can increase the number of tourist visits, increase income, and strengthen the positive image of tourist destinations in the tourism market. After developing the logo, slogan, and branding, the next step is promoting the tourist brand, which is a complex process [22]. The promotion aims to increase the tourism industry's potential and aid economic recovery [23]. Service quality, value received, and customer satisfaction contribute significantly to revisit intention. Tourists who are satisfied with the quality of service and value received on their first visit tend to have a higher revisit intention [24].

In the context of heritage tourism, revisit intention deserves attention. Therefore, the theoretical concepts applied in this research, which have been studied in previous studies, are important to identify and test. Namely, heritage tourism authenticity, local culture, tourist perceived value, memorable tourism experience.

This research will develop theories used to gain new understanding regarding tourist revisit intention to heritage tourism destinations. By understanding and building theoretical concepts that influence tourists to have revisit intention, it can encourage tourists to make the decision to revisit.

3. RESEARCH METHODS

This research utilizes a quantitative approach by using statistical analysis to test hypotheses. The study focuses on tourists who have visited Surabaya Heritage and uses a purposive random sampling method to collect data through questionnaires from 200 participants. The data will be analyzed using SmartPLS 3.0.

The strategy for selecting respondents was to focus on tourists who had visited heritage tourism at least once in Surabaya. This specific choice of respondents is because heritage tourism in Surabaya is not widely known, or is not popular, among tourists. The respondent's presence or visit at least once to heritage tourism is very important, and therefore representative, for the profile of tourists who are respondents to this research.

The questionnaire was developed based on indicators used in relevant previous studies. Testing the validity and reliability of the instrument was first carried out through peer review, and then circulated to 20 respondents. After going through these two stages, the questionnaire was distributed to 200 respondents who met the criteria.

Specific and key questions in this research are, first, I have the opportunity to study local culture when visiting historical tourist destinations. Second, I can learn about local culture when visiting historical tourist destinations. Third, I can find out the history of the local area when visiting a historical themed tourist destination. Fourth, I gain additional knowledge if I visit historical destinations. Data analysis via SmartPLS 3.0 begins with validity and reliability testing, model formation and interpretation of the results presented in the results section.

4. RESULT

4.1 Convergent validity

Convergent validity analysis is a method to determine if a measurement tool accurately assesses a specific construct [25]. If the indicator has a value greater than 0.6, it can be considered valid [26]. The results of the convergent validity test are in Table 1.

Table 1. Convergent validity

Variabel	Indicator	Outer Loading	Criteria
Heritage Tourism Authenticity	HTA 1	0.845	Valid
	HTA 2	0.832	Valid
	HTA 3	0.831	Valid
	HTA 4	0.791	Valid
	HTA 5	0.801	Valid
Local Culture	LC1	0.842	Valid
	LC2	0.800	Valid
	LC3	0.801	Valid
	LC4	0.893	Valid
Tourism Perceived Value	TPV1	0.782	Valid
	TPV 2	0.800	Valid
	TPV 3	0.892	Valid
	TPV 4	0.814	Valid
	TPV 5	0.791	Valid
Memorable Tourism Experience	MTE1	0.842	Valid
	MTE 2	0.824	Valid
	MTE 3	0.824	Valid
	MTE 4	0.824	Valid
	MTE 5	0.825	Valid
Revisit Intention	RI1	0.842	Valid
	RI2	0.831	Valid
	RI3	0.843	Valid
	RI4	0.794	Valid
	RI5	0.753	Valid

4.2 Average variance extracted (AVE)

The AVE value can be utilized for comparing each construct with the correlation between other constructs in the model. The AVE value must be greater than 0.5 [27]. AVE test results are shown in Table 2.

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Heritage Tourism Authenticity	0.642
Local Culture	0.869
Tourism Perceived Value	0.846
Memorable Tourism Experience	0.798
Revisit Intention	0.822
Heritage Tourism Authenticity	0.800

4.3 Composite reliability and Cronbach's alpha

The assessment of composite reliability and Cronbach's alpha can assist in measuring the reliability of a test. When the reliability value of data is above 0.7, it is considered highly reliable. Similarly, if Cronbach's alpha is above 0.6, it is considered acceptable [28]. Composite reliability and Cronbach's alpha test results are in Table 3:

Table 3. Composite reliability and Cronbach's alpha

Variable	Reliability	Cronbach's Alpha
Heritage Tourism Authenticity	0.842	0.804
Local Culture	0.892	0.853
Tourism Perceived Value	0.842	0.825
Memorable Tourism Experience	0.802	0.852
Revisit Intention	0.853	0.847

4.4 Hypothesis testing

The test results include a direct effect. Following are the results of hypothesis testing in Table 4:

Table 4. Hypothesis testing

Variable	Original Sample (O)	P Values
Heritage Tourism Authenticity → Memorable Tourism Experience	0.573	0.001
Local Culture → Memorable Tourism Experience	0.563	0.001
Tourism Perceived Value → Memorable Tourism Experience	0.793	0.000
Memorable Tourism Experience → Revisit Intention	0.803	0.000

5. DISCUSSION

5.1 Heritage tourism authenticity has a significant effect on the memorable tourism experience

Heritage tourism authenticity refers to the authenticity of historical or cultural tourist destinations in maintaining and preserving their cultural and historical heritage [7]. Meanwhile, memorable tourism experience refers to experiences that make a deep and exciting impression on tourists.

The results of this study explain that heritage tourism authenticity has a significant positive effect on memorable tourism experiences with a p-value of $0.039 < 0.05$. This means that the higher heritage tourism authenticity perceived by tourists will further enhance the memorable tourism experience.

Tourist destinations that consistently maintain heritage tourism authenticity tend to provide a more authentic and memorable tourist experience, allowing them to deeply understand a region's history and culture. This experience can create a sense of belonging and uniqueness for tourists, allowing them to share their experiences with others and encouraging them to return to these tourist destinations. The authenticity of heritage tourism positively influences the memorable tourism experience of tourists visiting historic destinations in Mauritius [29]. The study results show that tourists who experience authentic experiences that match their expectations of historic tourist destinations are more likely to be impressed and remember their visit better.

Heritage tourism authenticity has a positive influence on the memorable tourism experience of tourists visiting historic tourist destinations in Taiwan [30]. The study results show that tourists who experience authentic and fulfilling experiences during their visits to historic tourist destinations are more likely to have unforgettable experiences and feel impressed by their visits. From this research, it can be concluded that heritage tourism authenticity contributes positively to the memorable tourism experience of tourists visiting historic tourist destinations. Therefore, managers of tourist destinations need to maintain and enhance the authenticity of historic tourist destinations so that tourists can experience authentic and unforgettable experiences.

5.2 Local culture has a significant effect on the Memorable Tourism Experience

Local culture has a strong relationship with memorable tourism experiences for tourists. This is because local culture can provide unique and authentic experiences to tourists, enhancing unforgettable impressions and impressions during their visits to tourist destinations.

Travelers who experience authentic and distinct local culture during their visit are more likely to have memorable experiences and feel impressed by the destinations they visit. In addition, local culture can also provide a better understanding of the history and life of local people, thereby increasing the curiosity and interest of tourists to learn more about the local culture.

The results of this study explain that local has a significant positive influence on memorable tourism experiences with a p-value of $0.000 < 0.05$. This means that the better or positive the local culture felt by tourists, the more memorable tourism experience it will increase.

Local culture positively influences the memorable tourism experience of tourists visiting cultural tourism destinations in South Korea [31]. The study results show that tourists who experience authentic local culture during their visit are more likely to have unforgettable experiences and feel impressed with the cultural tourism destinations they visit. Local culture positively influences the memorable tourism experience of tourists visiting cultural tourism destinations in Taiwan. The results show that tourists who experience authentic and different local cultures during their visit are likelier to have unforgettable experiences and feel impressed with the cultural

tourism destinations they visit.

5.3 Tourism perceived value has a significant effect on memorable tourism experiences

Tourism perceived value felt by tourists in a destination strongly relates to memorable tourism experience. This is because tourists will feel satisfied with their visit if they feel that the tourist destinations they visit provide value that follows the costs and time spent during the visit.

The results of this study explain that tourism perceived value has a significant positive effect on memorable tourism experience with a p-value of $0.000 < 0.05$. This means that the higher heritage tourism authenticity perceived by tourists will further enhance the memorable tourism experience. Good perceived value for tourists will make them feel that their visit has good and meaningful value. This can increase tourist satisfaction, increasing their likelihood of having a memorable experience. Conversely, if tourists feel that the costs and time they spend are not worth the value they receive during their visit, then they may not be satisfied and their experience may be unforgettable.

Tourism perceived value has a significant positive effect on memorable tourism experience. That is, tourists who feel that they are getting good value during their visit are more likely to have a memorable experience [32]. Perceived value significantly positively affects memorable tourism experiences. In addition, this study also shows that the level of tourist satisfaction acts as a mediator between tourism perceived value and memorable tourism experience [33]. That is, tourists who are satisfied with their visit are more likely to have a memorable experience.

Therefore, managers of tourist destinations need to pay attention to the factors that influence tourism perceived value, such as entrance ticket prices, service quality, and available facilities. Managers also need to provide clear and easy-to-understand information about what their tourist destinations have to offer, so that tourists can make the right decision before visiting these tourist destinations. By increasing tourism perceived value, tourist destination managers can increase the possibility for tourists to have an unforgettable experience during their visit. Conversely, if the value perceived by tourists is low, they may not have a memorable experience and will be more likely not to return to the destination.

5.4 Memorable tourism experience has a significant effect on revisit intention

Memorable Tourism Experience (MTE) refers to experiences that make a deep, memorable and lasting impression on tourists after they leave a destination [2]. Meanwhile, Revisit intention or intention to return to visit is a concept used in the tourism industry to measure the possibility of tourists returning to visit a tourist destination [19].

The results of this study explain that the memorable tourism experience has a significant positive effect on revisit intention with a p-value of $0.000 < 0.05$ meaning that the higher the memorable experience felt by tourists, the higher the desire of tourists to return to the tourist destination.

In China who found that an unforgettable travel experience has a direct positive effect on revisit intention. The results of this study indicate that the greater the unforgettable travel experience felt by tourists, the higher their intention to return

to visit tourist destinations in the future [34]. In New Zealand shows that factors that influence memorable tourism experiences, such as the uniqueness of tourist destinations, tourist satisfaction, and quality of service, contribute significantly to revisit intention. In this study, tourist satisfaction was also found to have a mediator role between memorable tourism experience and visit intention [35]. Memorable travel experiences positively influence tourists' intentions to recommend these tourist destinations to others, which can then increase the chances of tourists to return to visit these tourist destinations in the future [36].

Based on the results of these studies, it can be concluded that memorable tourism experience has a significant influence on visit intention or revisit intention. Therefore, managers of tourist destinations need to pay attention to factors that can enhance an unforgettable travel experience, such as providing a unique and authentic experience, good service quality, and adequate facilities, to increase tourist satisfaction and trigger their revisit intention future tourist destinations.

Awareness of the historical and heritage tourism potential stored in Surabaya is nothing new. Government programs and policies related to the revitalization of heritage and historical sites and heritage regarding a hero and the history that occurred in this city are often put forward. So, the implication of these findings for historical and heritage tourism in Surabaya and its surroundings is that the attractiveness and uniqueness of historical and heritage points in the city of Surabaya need to be strengthened, highlighted and packaged so that they attract the attention and interest of tourists to come visit and have a deep impression. and intend to visit again in the future.

These findings enrich existing literature on the relationship between authenticity, memorable tourist experience and revisit intention in heritage tourism. The research results confirm the findings of previous researchers [10, 37].

Therefore, specific recommendations that can be given to tourism managers based on these findings are, to increase revisit intention, tourist destinations must ensure that tourists are satisfied with their experience during their first visit, including providing high-quality services and memorable tourist experiences, paying attention to the safety and comfort of tourists, and providing accurate and useful information about tourist destinations. Tourist destinations can also introduce new products and services, develop promotional programs, and broaden their customer base to attract tourists back to these tourist destinations.

6. CONCLUSION AND RECOMMENDATION

The results of this study can be concluded that:

(1) Heritage Tourism Authenticity has a significant positive relationship on memorable tourism experience with a p-value of 0.001, meaning that H1 is accepted.

(2) Local culture has a significant positive relationship on memorable tourism experiences with a p-value of 0.001, meaning that H2 is accepted.

(3) Tourism perceived value has a significant positive relationship on memorable tourism experience with a p-value of 0.000, meaning that H3 is accepted.

(4) Memorable tourism experience has a significant positive relationship on revisit intention with a p-value of 0.000, meaning H4 is accepted.

Despite the findings, this study has several limitations that open up further research. First, this research only focuses on revisit intention and memorable tourism experiences. Second, the sample of this study is only Surabaya tourists who have visited Surabaya heritage. Some respondents may provide biased responses. Even though the instruments used in this study have a high reliability and scientific validity level, bias can still lead to measurement errors. Therefore, further research can use other variables related to heritage tourism.

The findings of this research contribute to a wider field of study or to the practice of cultural heritage tourism in Surabaya and its surroundings, by paying attention to memorable tourist experiences. To create memorable tourist experience, packaging is needed. Packaging heritage buildings as tourist objects and attractions through creating narratives, renovations while maintaining aesthetics and originality, and improving infrastructure access.

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