CULTURAL TOURISM IN INDONESIA: SYSTEMATIC LITERATURE REVIEW

By:
Ida Bagus Made Wisnu Parta[1], Ida Ayu Kartika Maharani[2]
[1]Universitas Dwijendra, [2]UHN I Gusti Bagus Sugriwa Denpasar
[1]wisnu.goes@gmail.com, [2]kartikamaharani@uhnsugriwa.ac.id

Abstract

This systematic literature review, based on 33 studies from the Scopus database, explores the dynamic landscape of cultural tourism in Indonesia, a sector that plays a vital role in the country's socio-economic development. The analysis identifies several key antecedents affecting tourist experience and satisfaction, such as destination image and promotion, heritage preservation, crisis and disaster management, and local product promotion. Despite the wealth of research in the area, gaps and contradictions persist, making it challenging to develop a holistic understanding of the complex interplay of factors that influence revisit intention. This study addresses this concern by examining the potential moderating effects of contextual factors, such as destination type, tourist demographics, cultural background, seasonality, and technology, on the relationships between antecedents, mediators (tourist experience and satisfaction), and revisit intention. The review reveals that accounting for these contextual factors enhances our understanding of the intricacies involved in shaping tourists' decisions to revisit a destination, ultimately contributing to the sustainable growth of the tourism sector in Indonesia. By integrating these findings into tourism management and promotion strategies, stakeholders can better cater to the diverse needs and preferences of tourists, fostering increased satisfaction and repeat visitation.

Keywords: cultural tourism, Indonesia, systematic literature review, sustainable tourism, tourism management

I. INTRODUCTION

Cultural tourism in Indonesia has gained significant importance as a rapidly growing sector that contributes to the country's socio-economic development and fosters cross-cultural understanding (Hasyim et al., 2019; Heriyanto et al., 2021; Lestari & Yusra, 2022). The unique combination of natural beauty, cultural heritage, and diverse traditions has made Indonesia a premier destination for tourists seeking immersive and meaningful experiences (Elfiondri et al., 2019; Wibawa & Susanto, 2020). As interest in cultural tourism grows, a vast body of research has emerged to investigate various dimensions that influence tourist behavior, satisfaction, and revisit intention in this sector (Hafasnuddin, 2017; Siswantoyo & Kuswarsantyo, 2017; Wahyuningtyas et al., 2019).

However, despite extensive research, contradictions and inconsistencies in the studies of cultural tourism have made it difficult to fully comprehend the complex relationships between factors that impact tourists' experiences and intentions ((Ardhiati et al., 2021; Damanik & Yusuf, 2022; Suranto et al., 2020). As a result, tourism stakeholders may face challenges in devising and implementing effective strategies that cater to the evolving preferences of culturally-driven tourists (Marimin, 2016; Mukhtar et al., 2022; Yusuf, 2020). Failing to address these contradictions could hinder the sustainable growth and competitiveness of Indonesia's cultural tourism sector (Cole, 2007; Hillman et al., 2018; Permatasari & Mahyuni, 2022).

To overcome this concern, the current study employs a systematic literature review methodology to thoroughly analyze the existing body of research on cultural tourism in Indonesia (Jumail et al., 2021; Suhud et al., 2018; Warsihna & Anwas, 2017). By examining 33 studies from the Scopus database, the review aims to synthesize the evidence, reconcile conflicting findings, and identify potential moderating factors that influence the relationships between various antecedents and outcomes (Buckley, 2002; Khairudin, 2022).

This study conducts comprehensive assessment of the literature concerning key antecedents such as destination image and promotion (Hafasnuddin et al., 2022; Pratiwi et al., 2022) heritage preservation (Heriyanto et al., 2021; Wibawa & Susanto, 2020), crisis and disaster management (Ardhiati et al., 2021; Jumail et al., 2021), and local product promotion (Khairudin, 2022; Muafi et al., 2018). Furthermore, the study investigates how contextual factors like destination type (Syafrini et al., 2020; Wijayanti & Damanik, 2019), tourist demographics (F. Munawar et al., 2021; Pasaribu et al., 2019), cultural background (Untari & Suharto, 2021; Yusuf, 2020), seasonality (Elfiondri et al., 2019; Suranto et al., 2020), and technology (Hillman, 2018; Hasyim, M., 2019) may moderate the relationships between these antecedents, the mediators (tourist experience and satisfaction) (Ardhiati et al., 2021; Jumail et al., 2021), and the final outcome of revisit intention (Lestari & Yusra, 2022; Mukhtar et al., 2022).

Through this systematic literature review, the study offers valuable contributions to both academia and practice by enhancing the understanding of the intricate dynamics in Indonesia's cultural tourism sector (Siswantoyo & Kuswarsantyo, 2017; Timothy & Wall, 1997; Wahyuningtyas et al., 2019). By shedding light on the relationships between various factors, mediators, and outcomes, this review provides a comprehensive framework for researchers to build upon and develop future research directions in the field of cultural tourism (Cole, 2007; Permatasari & Mahyuni, 2022). Furthermore, the insights derived from the review will aid tourism policymakers, marketers, and other stakeholders in formulating more effective strategies for promoting cultural tourism, catering to diverse tourist preferences, and fostering sustainable growth in the industry (Damanik & Yusuf, 2022; Hafasnuddin, 2017; Wibawa & Susanto, 2020).

Moreover, by identifying the moderating role of contextual factors, this review contributes to the development of a more nuanced understanding of cultural tourism dynamics and highlights the need for tailored approaches in different contexts (Elfiondri et al., 2019; Marimin, 2016; Untari &

Suharto, 2021) Recognizing the importance of these contextual factors will enable tourism stakeholders to better adapt their strategies, ultimately leading to improved tourist experiences, satisfaction, and increased likelihood of revisiting Indonesia's rich cultural destinations (Syafrini et al., 2020; Yusuf & Purwandani, 2020).

This systematic literature review offers a significant contribution to the field of cultural tourism in Indonesia by synthesizing existing research, reconciling contradictions, and elucidating the complex interplay of factors influencing tourist experiences and revisit intentions. The review not only enriches the academic understanding of the subject matter but also provides practical implications for stakeholders striving to enhance the appeal and sustainability of Indonesia's cultural tourism sector (Hasyim et al., 2019; Suhud et al., 2018; Warsihna & Anwas, 2017).

Cultural tourism is a complex phenomenon that has been studied through various theoretical frameworks and models. One such framework is the Cultural Tourism Model by Richards (1996), which emphasizes the role of culture in shaping tourist behavior and highlights the importance of authenticity in cultural tourism experiences. This model provides a useful foundation for understanding the relationship between tourists and the host community and for developing strategies to promote cultural tourism that is both authentic and sustainable.

Cultural tourism can be defined as the movement of people to cultural attractions outside their normal place of residence in order to gain new knowledge and experiences to fulfill their cultural need (Richards, 2018). In accordance with this definition, cultural attractions may consist of historic locations, museums, art galleries, festivals, and traditional customs or rituals. Cultural tourism is a type of tourism that emphasizes the cultural aspects of a destination, including its history, heritage, art, and traditions (Smith, 2015) . It is a way for tourists to experience and engage with the local culture, and for destinations to showcase their unique cultural assets. Ursache (2015) Cultural tourism has been recognized as an important driver of economic

development and cultural preservation. UNWTO (2018) confirmed the importance of cultural tourism, with 89% of national tourism administrations indicating it was part of their tourism policy. Respondents also anticipated further growth in the following five years. Furthermore, the UNWTO provided a new operational definition of cultural tourism during its 22nd General Assembly (Horaira & Devi, 2021)

Cultural tourism is often associated with experiential travel, where tourists seek to engage with the local culture in a meaningful way (Chiang et al., 2015). It is also closely linked with authenticity, as tourists seek to experience genuine cultural experiences and traditions (Richards, 1996). The concept of sustainable tourism development is also important in cultural tourism, as it emphasizes the need to balance economic, social, and environmental factors to ensure the long-term viability of tourism development (Timur & Getz, 2009). Overall, cultural tourism can be seen as a way to promote economic growth, cultural preservation, and intercultural understanding (Loukaitou-Sideris & Soureli, 2012). However, it also presents challenges and hazards that must be effectively managed, including issues related to authenticity, stakeholder engagement, and sustainable tourism development (Jamieson, 2000).

II. METHOD

The present study adopts a systematic literature review approach to analyze the existing literature on cultural tourism in Indonesia. The study aims to identify the key themes, research gaps, and trends in cultural tourism research in Indonesia. The systematic literature review was conducted using the Scopus database, which is a comprehensive database of scientific literature. The search terms used were "Cultural Tourism" AND "Indonesia."

The initial search of the Scopus database yielded 76 results. After applying the inclusion and exclusion criteria, a total of 33 articles were retrieved. The inclusion criteria were limited to English language articles published between 1991 and 2022, with a focus on the Social Science and Business Management Subject

Area. The exclusion criteria were conference papers, books, and editorials.

Figure 1 PRISMA for screening and selecting papers
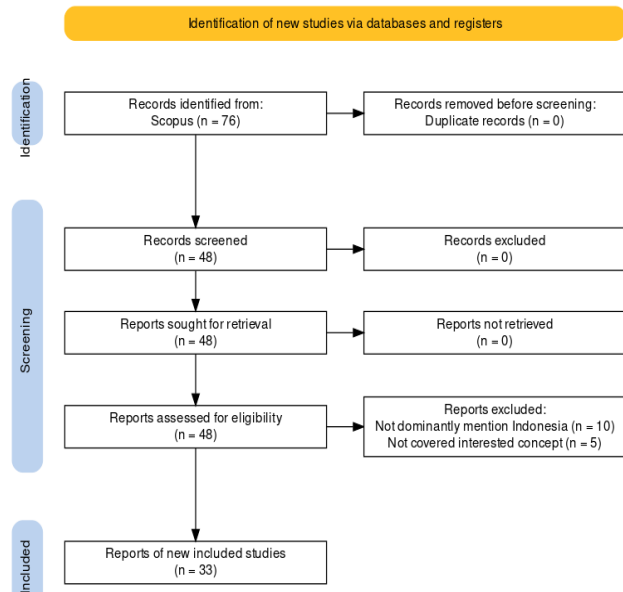
The screening process for inclusion was conducted in two stages. In the first stage, titles and abstracts were screened to exclude irrelevant articles. In the second stage, full-text articles were screened to ensure that they met the inclusion criteria. A flowchart was used to document the screening process and the reasons for exclusion (Haddaway et al., 2022). The selected articles were analyzed using content analysis to identify the key themes and trends in cultural tourism research in Indonesia. The analysis involved identifying the research questions, methods, and findings of each study. The key themes and research gaps were identified and organized into a coherent framework.

Overall, the systematic literature review approach provides a rigorous and comprehensive method for analyzing the existing literature on cultural tourism in Indonesia. The use of the Scopus database ensures that the analysis is based on a wide range of relevant articles. Scopus is a highly reputable database that provides comprehensive coverage of academic literature in various disciplines. In the context of cultural tourism research in Indonesia, Scopus is a preferred database due to its extensive coverage of relevant journals and high-quality publications. Scopus also provides a range of advanced search features and filters that allow for precise and efficient retrieval of relevant articles. Scopus is a highly suitable and reliable database for conducting a systematic literature review on cultural tourism in Indonesia. The analysis provides valuable insights into the current state of research in cultural tourism in Indonesia, which can inform future research and policy development.

III. RESULTS AND DISCUSSION

As the interest in cultural tourism in Indonesia continues to grow, it is essential to have a deep understanding of the factors that contribute to its success and sustainability. This requires an analysis of the diverse components influencing tourist behavior and decisions, including antecedents, mediators, and contextual factors. Such an understanding is crucial in order to address the challenges faced by the industry and to provide a solid foundation for the development of policies and marketing strategies that cater to the specific needs of cultural tourists in the region (Pratiwi et al., 2022; Wahyuningtyas et al., 2019).

To comprehensively explore these various elements, the following sections delve into an in-depth examination of the antecedents, mediators, contextual factors, and outcomes related to cultural tourism in Indonesia. This structured approach enables the identification of the complex interrelationships between the factors involved, as well as the elucidation of potential areas for further research and practical applications. The organizing framework being provided in Figure 2.

Figure 2. Organizing Framework of Cultural Tourism in Indonesia
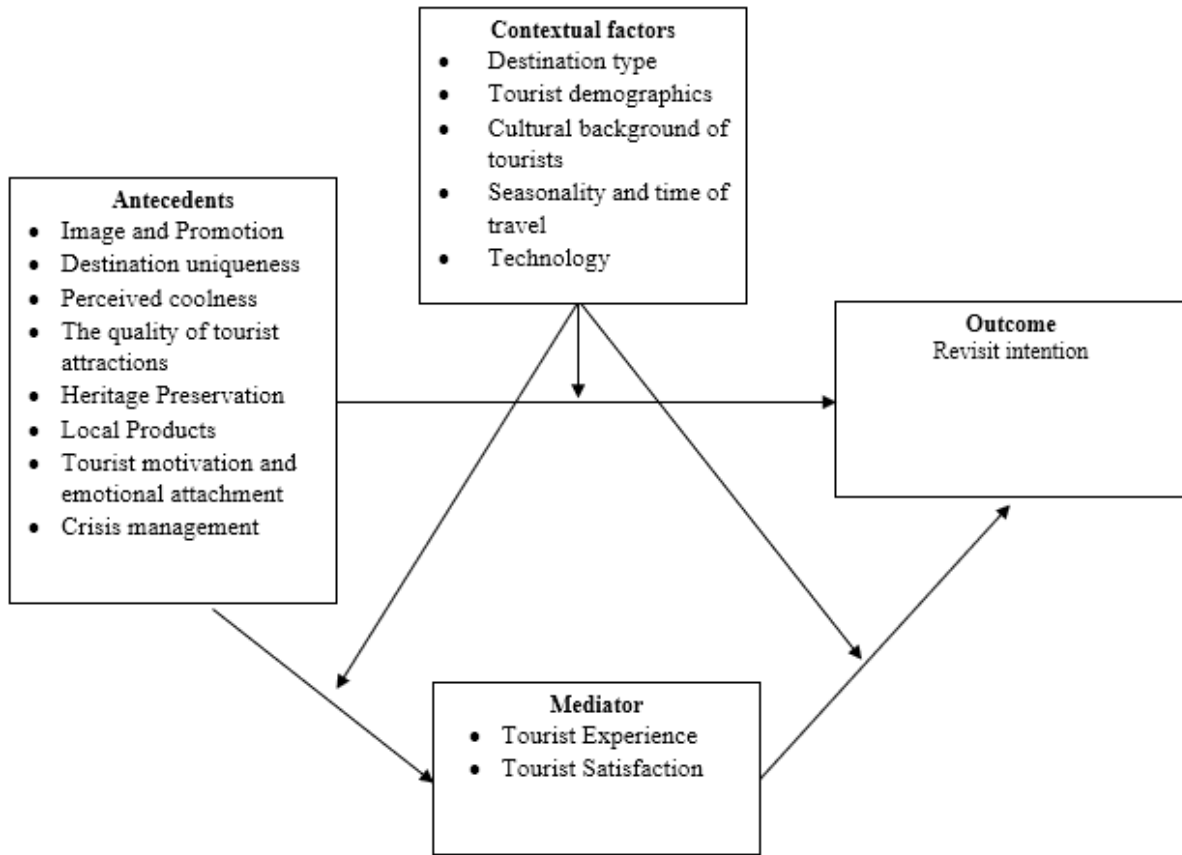
Tourism Destination Image and Promotion Tourism destination image and promotion play a vital role in attracting visitors and enhancing the overall experience of tourists (Wahyuningtyas, 2019). In recent years, several studies have focused on exploring various factors that contribute to shaping the image and promotion of tourism destinations, such as the impact of cultural and historical sites on the perception of tourists (Hafasnuddin et al., 2022; Pratiwi et al., 2022). However, the existing literature has not adequately addressed the potential synergy between different types of tourism attractions and how they can enhance the overall image of a destination (Damanik & Yusuf, 2022; Yusuf, 2020).

One major claim is that incorporating various attractions, such as cultural, historical, and natural sites, can lead to a more comprehensive and appealing tourism destination image (Ardhiati et al., 2021; Wijayanti & Damanik, 2019). For instance, (Hafasnuddin et al., 2022) demonstrated that the combination of tsunami-related sites and Islamic and cultural tourism objects effectively promoted Banda Aceh city as a tsunami-tourism destination in Indonesia. Similarly, Pratiwi et al. (2022) found that the visual, ambiance, and spaciousness of heritage public spaces played an essential role in attracting young adult visitors, thereby enhancing their satisfaction and intention to revisit.

In contrast, some studies argue that solely focusing on specific types of attractions can also successfully promote a tourism destination (Jumail et al., 2021; Yusuf, 2020). Jumail et al. (2021) emphasized the importance of effective crisis management in shaping the image of Gili Trawangan as a disaster-resilient destination in Lombok, Indonesia. On the other hand, Yusuf and Purwandani, (2020) revealed that the presence of unique cultural heritage and local

wisdom could effectively promote a destination even without integrating various tourism attractions.

Nonetheless, proponents of a holistic approach to tourism destination image and promotion maintain that combining various types of attractions is more likely to result in a comprehensive, appealing, and sustainable image of a destination (Ardhiati et al., 2021; Damanik & Yusuf, 2022). The synergistic effect of different attractions can create a more authentic, memorable, and diverse experience for tourists, which can ultimately foster the destination's long-term competitiveness and sustainability (Wahyuningtyas et al., 2019; Wijayanti & Damanik, 2019).

While there is evidence supporting the effectiveness of both specific and holistic approaches to tourism destination image and promotion, incorporating various types of attractions appears to be a more effective strategy for creating a comprehensive, appealing, and sustainable image. Future research should continue to explore the potential synergies between different tourism attractions, as well as examine the role of emerging technologies and social media in shaping and promoting the image of tourism destinations.

Cultural Tourism and Heritage Preservation
Cultural tourism and heritage preservation are inextricably linked, as tourists seek to experience and understand the unique historical, artistic, and cultural aspects of a destination (Heriyanto et al., 2021). The preservation and promotion of tangible and intangible cultural heritage is essential for the sustainable development of cultural tourism, as it not only ensures the conservation of these valuable resources for future generations but also contributes to the destination's attractiveness (Wibawa & Susanto, 2020). However, despite the growing importance of cultural heritage in tourism, there remain significant gaps in research and practice, particularly concerning the integration of preservation strategies into tourism development and marketing efforts (Marimin, 2016).

One of the main claims in the literature is the necessity to involve local communities in cultural heritage preservation and tourism development (Untari & Suharto, 2021). Active community participation ensures that cultural assets are maintained and managed in a way that respects local values, traditions, and customs while also considering the needs and preferences of tourists (Suranto, 2020). Moreover, fostering community involvement in heritage preservation and tourism management has been shown to generate socio-economic benefits for local residents, leading to an increased sense of ownership and pride in their cultural resources (Elfiondri et al., 2019).

In the context of heritage preservation, the role of government and other stakeholders is critical. Hillman et al. (2018), Yusuf and Purwandani (2020) emphasize the need for a collaborative approach among stakeholders to ensure the effective implementation of heritage preservation initiatives, as well as the development of policies and regulations that support the sustainable management of cultural tourism resources. However, there are concerns that in some cases, the focus on economic gains from cultural tourism may overshadow the importance of heritage preservation, potentially leading to negative impacts on the cultural assets and local communities (Hasyim et al., 2019).

Rebutting the potential negative impacts, it has been argued that the implementation of comprehensive, integrated planning and management strategies can effectively balance the economic benefits of cultural tourism with heritage preservation objectives (Syafrini et al., 2020). These strategies should prioritize the conservation and enhancement of cultural assets while also promoting responsible tourism practices that minimize negative impacts on the environment and local communities (Yusuf & Purwandani, 2020). In this regard, the development of innovative approaches and tools, such as the use of digital technology and storytelling, can contribute to the promotion of

cultural heritage while also ensuring its sustainable preservation (Hillman et al., 2018).

Cultural tourism and heritage preservation represent two complementary aspects of sustainable destination development. By adopting an integrated approach that involves local communities, government, and other stakeholders, destinations can successfully balance the economic benefits of tourism with the preservation of their unique cultural heritage. Future research should further explore the challenges and opportunities in this field, focusing on innovative strategies and best practices that can support the sustainable growth of cultural tourism while safeguarding valuable cultural assets for generations to come (Heriyanto et al., 2021; Wibawa & Susanto, 2020).

Crisis and Disaster Management in Cultural Tourism

Crisis and disaster management in tourism are essential for maintaining the resilience and sustainability of the industry, as crises and disasters can significantly impact the tourist flow, revenues, and image of a destination (Jumail et al., 2021). The effective management of these events requires a comprehensive approach, encompassing pre-crisis, crisis, and post-crisis phases. Despite the increasing occurrence of natural and man-made disasters worldwide, there is a need for more research and practical knowledge on effective crisis and disaster management strategies in the context of tourism (Timothy & Wall, 1997).

A critical claim in the literature emphasizes the importance of proactive planning and preparation in the pre-crisis phase, including the development of crisis management plans, risk assessments, and training programs for relevant stakeholders (Ardhiati et al., 2021). By investing in these activities, destinations can better anticipate and mitigate the potential impacts of crises and disasters on their tourism industry, ensuring a more rapid recovery and return to normalcy (Buckley, 2002). Moreover, effective communication and collaboration among various stakeholders, such as government agencies, tourism businesses, and local communities, are crucial for successful crisis management (Jumail et al., 2021).

In the crisis phase, timely and decisive action is crucial for minimizing the negative impacts on tourists, businesses, and local communities (Sardiana et al., 2020). This may include the implementation of emergency response measures, the provision of accurate and up-to-date information to affected stakeholders, and the mobilization of resources for immediate relief efforts. It is important to recognize that the effectiveness of these measures is heavily dependent on the extent of preparedness and coordination achieved during the pre-crisis phase (Ardhiati et al., 2021).

A common argument about the importance of crisis management in tourism is the belief that the tourism industry is inherently resilient and will naturally recover from crises and disasters (Buckley, 2002). However, this perspective fails to acknowledge the long-term consequences of inadequate crisis management, such as irreversible damage to the destination's image, loss of competitiveness, and negative socio-economic impacts on local communities (Jumail et al., 2021). Furthermore, proactive crisis management can contribute to the development of a more resilient and sustainable tourism industry, as destinations learn from past experiences and adopt best practices to prevent and mitigate future crises (Permatasari & Mahyuni, 2022).

Crisis and disaster management in tourism is a critical aspect of maintaining the resilience and sustainability of the industry. By adopting a comprehensive approach that includes proactive planning, effective stakeholder coordination, and the implementation of timely crisis response measures, destinations can better cope with the negative impacts of crises and disasters, ensuring a more rapid recovery and return to normalcy. Future research should further investigate the challenges and opportunities in this field, focusing on the development and

implementation of best practices and innovative strategies for crisis and disaster management in tourism (Ardhiati et al., 2021; Jumail et al., 2021).

Local Products and Cultural Tourism Promotion
Local products play a significant role in cultural tourism promotion, as they serve as unique attractions that showcase the authenticity and distinctiveness of a destination (Heriyanto et al., 2021). By incorporating local products into tourism experiences, destinations can not only provide tourists with memorable and culturally immersive experiences but also foster economic benefits for local communities (Cole, 2007). Despite the recognized importance of local products in cultural tourism, there is still a need for further research on how destinations can effectively promote and integrate local products into their tourism offerings, as well as the potential challenges and barriers that may be encountered (Khairudin, 2022)

A key claim in the literature is that the promotion of local products within the context of cultural tourism requires the development of innovative and contextually relevant marketing strategies (Heriyanto et al., 2021). Such strategies may include the creation of themed tourism routes or experiences centered around local products, the use of social media and online platforms to showcase and sell these products, and the organization of cultural events and festivals to promote local products and experiences (Cole, 2007). Moreover, the successful promotion of local products depends on the collaboration and cooperation of various stakeholders, including local communities, tourism businesses, and destination management organizations (Muafi et al., 2018).

The effective integration of local products into cultural tourism experiences can enhance the overall quality and attractiveness of the destination, as well as contribute to the preservation and revitalization of local cultures and traditions (Heriyanto et al., 2021). For example, the promotion of local crafts, traditional cuisine, and indigenous knowledge can encourage cultural exchange and learning between tourists and host communities, fostering a deeper appreciation for the cultural heritage of the destination (Cole, 2007). Additionally, the support and promotion of local products can generate economic opportunities for local communities and small-scale producers, creating a more sustainable and inclusive tourism industry (Khairudin, 2022).

The emphasis on local products in cultural tourism promotion is that the pursuit of economic gains may overshadow the cultural and heritage value of these products, leading to the commodification and trivialization of local culture (Muafi et al., 2018). However, this risk can be mitigated through careful planning and management, as well as the involvement of local communities in decision-making processes and product development (Heriyanto et al., 2021). By fostering a sense of ownership and pride in their cultural heritage, local communities are more likely to take an active role in preserving and promoting their unique products and experiences (Cole, 2007).

Local products hold significant potential for the promotion of cultural tourism and the generation of socio-economic benefits for destinations and local communities alike. By developing contextually relevant marketing strategies and fostering collaboration among stakeholders, destinations can successfully integrate local products into their tourism offerings and contribute to the preservation and revitalization of local cultures and traditions. Future research should continue to explore the potential of local products in cultural tourism promotion, as well as the challenges and opportunities for destinations seeking to harness their unique cultural assets for sustainable tourism development (Khairudin, 2022; Muafi et al., 2018).

Tourist Experience and Satisfaction
Tourist experience and satisfaction are fundamental components of the tourism industry, with considerable implications for destination competitiveness, visitor loyalty, and sustainable

tourism development (Jumail et al., 2021). In recent years, there has been a growing body of research examining the various factors that influence tourist experience and satisfaction, such as the quality of service, infrastructure, and attractions, as well as the emotional, social, and cultural aspects of the travel experience (Ardhiati et al., 2021). However, despite the progress made in understanding the determinants of tourist satisfaction, there are still gaps in the literature concerning how different contexts, tourist segments, and evolving trends may influence satisfaction levels and the overall visitor experience (Timothy & Wall, 1997).

One claim made by researchers is that a positive tourist experience and high levels of satisfaction are crucial for promoting repeat visitation and positive word-of-mouth, which can in turn drive destination competitiveness and tourism growth (Jumail et al., 2021). In this regard, it is essential for destinations and tourism service providers to understand the needs, preferences, and motivations of different visitor segments and to continually improve the quality of their offerings to meet and exceed expectations (Buckley, 2002). For example, the customization of tourism products and services, the provision of reliable and efficient infrastructure, and the delivery of personalized, attentive, and friendly service can all contribute to a memorable and satisfying tourist experience (Ardhiati et al., 2021).

In addition to the tangible and functional aspects of the tourism offering, researchers have also emphasized the importance of emotional and experiential factors in shaping tourist satisfaction (Timothy & Wall, 1997). For instance, the creation of engaging, immersive, and culturally meaningful experiences, the fostering of positive social interactions and connections with local communities, and the generation of feelings of authenticity, belonging, and personal transformation can all significantly influence visitor satisfaction levels and the overall quality of the tourist experience (Buckley, 2002). Furthermore, the increasing emphasis on

sustainability, ethics, and social responsibility in the tourism industry highlights the need for destinations and service providers to ensure that their practices align with the values and concerns of contemporary tourists (Jumail et al., 2021).

Some may debate to the focus on tourist satisfaction and experience as key drivers of destination competitiveness is the argument that an overemphasis on satisfying visitors' desires and expectations may contribute to the over-commercialization and homogenization of the tourism industry, ultimately diminishing the distinctiveness and cultural integrity of destinations (Ardhiati et al., 2021). Nevertheless, this concern can be addressed through a more balanced and nuanced approach to tourism development that prioritizes the preservation of cultural heritage, the empowerment of local communities, and the adoption of sustainable practices, while still striving to enhance visitor satisfaction and experience (Timothy & Wall, 1997)

The tourist experience and satisfaction are pivotal aspects of the tourism industry that warrant continued attention from researchers, policymakers, and practitioners alike. By developing a deeper understanding of the multifaceted factors that influence visitor satisfaction and tailoring tourism products and services to the evolving needs and preferences of tourists, destinations can enhance their competitiveness and contribute to a more sustainable and inclusive tourism industry. Future research should explore the complex interplay between tourist satisfaction, destination competitiveness, and sustainable tourism development in diverse contexts and for various visitor segments (Buckley, 2002; Jumail et al., 2021).

Revisit Intention

Understanding the factors that influence revisit intention in tourism destinations has become a critical area of investigation, as it directly impacts the sustainability and long-term competitiveness of these destinations (Munawar et al., 2021; Warsihna & Anwas, 2017). Various

studies have explored the aspects that contribute to revisit intention, such as destination uniqueness, perceived coolness, and tourist experience (Munawar & Rahmat, 2021; Siswantoyo & Kuswarsantyo, 2017). However, there is a need to delve deeper into the underlying motivations behind revisit intention and address the potential interplay among different factors (Lestari & Yusra, 2022; Permatasari & Mahyuni, 2022)

One prevailing claim is that destination-specific factors, such as the quality of tourist attractions, play a significant role in influencing revisit intention (Mukhtar et al., 2022; Pasaribu et al., 2019). For example, Pasaribu et al. (2019) found that the attractiveness of natural and cultural attractions, as well as the perception of value for money, were crucial factors for tourists when deciding whether to revisit a destination. Similarly, (Hafasnuddin, 2017)highlighted the role of destination image, including the combination of historical, cultural, and natural sites, in shaping tourists' intention to return.

Conversely, some research has focused on the importance of individual factors, such as tourists' personal preferences and motivations, in determining revisit intention (Picard, 1995; Suhud et al., 2018). For instance, Munawar et al. (2021) emphasized the influence of tourists' desire for novelty and exploration on their decision to revisit a destination. (Suhud et al., 2018)argued that the individual's intrinsic motivation and emotional attachment to a place play a critical role in shaping their intention to return.

Despite these differing viewpoints, there is a growing consensus that both destination-specific and individual factors should be considered when analyzing revisit intention (Lestari & Yusra, 2022; Warsihna & Anwas, 2017). (Lestari and Yusra (2022) posited that the interplay between destination factors, such as the quality and diversity of attractions, and individual factors, such as personal motivations and preferences, ultimately determine tourists' intention to revisit a place. Additionally, external factors, such as socio-economic conditions and global events, may also impact revisit intention (Mukhtar et al., 2022)

The role of service quality and customer satisfaction in shaping revisit intentions has also been highlighted in previous studies (Pasaribu et al., 2019; Siswantoyo & Kuswarsantyo, 2017). Ensuring a high level of service quality throughout the entire tourist experience, from pre-arrival to post-departure, has been recognized as an essential factor influencing revisit intention (Siswantoyo & Kuswarsantyo, 2017). (Pasaribu et al., 2019)emphasized the importance of understanding tourists' expectations and preferences in order to provide personalized services that meet their unique needs, thus fostering satisfaction and increasing the likelihood of revisiting. Service quality extends beyond the core tourism services, such as accommodation and transportation, to include additional factors, such as the overall atmosphere, safety, and convenience of the destination.

The role of social media and online reviews in shaping revisit intention cannot be overlooked in today's digital landscape (Permatasari & Mahyuni, 2022). With the rise of online travel agencies, review websites, and social media platforms, tourists increasingly rely on online information to shape their travel decisions (Wijayanti & Damanik, 2019). Positive online reviews and word-of-mouth recommendations can significantly enhance the destination's image and contribute to tourists' intention to revisit (Permatasari & Mahyuni, 2022). Consequently, it is crucial for tourism stakeholders to actively engage with tourists through various digital channels and leverage the power of social media to enhance destination image, promote customer satisfaction, and ultimately increase the likelihood of revisiting. Further research should examine the dynamics of social media and online reviews in relation to revisit intention, as well as the potential strategies to optimize digital engagement for tourism destinations.

Comprehend the factors that influence revisit intention in tourism destinations requires a comprehensive approach that takes into account both destination-specific and individual factors. It is crucial for tourism industry stakeholders to address these complex and interrelated factors in order to design effective strategies that encourage tourists to revisit destinations, ultimately contributing to the sustainability and long-term competitiveness of the tourism sector. Future research should further explore the interplay among these factors and identify potential strategies to enhance revisit intention in different contexts and market segments.

Contextual Factors

Despite the variety of tourism destinations, including urban, rural, coastal, and cultural destinations, the literature has not thoroughly examined the role of destination type in this context (Hafasnuddin et al., 2022). It can be argued that destination type may impact the relationship due to differences in appeal, promotional strategies, and visitor expectations. For example, cultural destinations may prioritize heritage preservation and promotion, while coastal destinations emphasize natural beauty and recreational opportunities. While some argue that marketing principles remain consistent across all destination types, recognizing and addressing the unique characteristics and demands of different destination types is essential for tailored strategies that enhance tourist experience and satisfaction (Heriyanto et al., 2021).

Tourist demographics play a significant role as a contextual factor. However, the influence of demographic factors such as age, gender, income, and education on tourist behavior is not consistently accounted for in the literature (Pratiwi et al., 2022; Wijayanti & Damanik, 2019). It can be argued that preferences, motivations, and evaluations may vary among different demographic groups, affecting the relationship. For instance, younger tourists may be more influenced by social media and technology, while older tourists might rely on traditional promotional materials and word-of-mouth recommendations. Although some contend that demographic factors do not significantly impact the relationship, considering diverse preferences and expectations is critical for designing tailored tourism offerings and marketing strategies that ultimately enhance overall satisfaction (Suhud et al., 2018).

Although the literature on cultural tourism often focuses on destinations and their cultural offerings, the cultural background of tourists themselves may be neglected (Hasyim et al., 2019). Few studies have examined how the cultural background of tourists may moderate the relationship between the antecedents and tourist experience and satisfaction. As tourists from different cultures may have varying preferences and expectations related to aspects of the tourism experience, such as heritage preservation, attractiveness of local products, or crisis management strategies, it is necessary to explore the role of cultural background in this relationship (Marimin, 2016). While some may argue that the impact of cultural background is minimal, understanding and accommodating diverse cultural backgrounds is vital to enhancing tourists' overall satisfaction and experience (Khairudin, 2022).

Seasonality, affected by factors such as weather, events, and peak travel periods, can impact various aspects of the tourism industry, such as destination image and promotion, revisit intention, and crisis management strategies (Timothy & Wall, 1997). Some scholars argue that tourist experiences may differ significantly based on the season or time of travel, highlighting the importance of considering these factors as potential moderators (Elfiondri et al., 2019). However, others maintain that seasonality and time of travel may not significantly impact the relationship. To better understand the effect of these factors on tourist experience and satisfaction, further investigation into the role of seasonality and time of travel is needed (Wahyuningtyas et al., 2019).

The role of technology, specifically the use of social media and digital platforms in tourism, could act as a contextual factor. The rapid growth of technology has transformed the way tourists search for information, make travel decisions, and share their experiences (Hafasnuddin, 2017). Although several studies have recognized the impact of technology on tourist behavior, there is a lack of systematic examination of how it may moderate the relationship between antecedents and tourist experience and satisfaction (Ardhiati et al., 2021). For example, social media can significantly influence destination image and promotion, while digital platforms may affect the tourists' ability to access information on cultural heritage or local products (Permatasari & Mahyuni, 2022). Despite some researchers arguing that the role of technology may be overstated, it is essential to investigate its potential moderating role to better understand the dynamics between antecedents and tourist experience and satisfaction (Damanik & Yusuf, 2022)

IV. CONCLUSION

This systematic literature review has provided a comprehensive examination of the challenges, contradictions, and opportunities associated with cultural tourism in Indonesia. By synthesizing the findings from numerous studies, it has highlighted the complex interplay between the preservation of cultural heritage, economic development, local community empowerment, and environmental sustainability in this rapidly growing sector. This review has not only shed light on the various issues faced by the industry but also presented potential avenues for improvement, drawing attention to the need for more inclusive and sustainable approaches to cultural tourism management that balance the competing interests of various stakeholders.

The framework has revealed the importance of examining various contextual factors in the relationship between antecedents and the mediators of tourist experience and satisfaction, ultimately leading to revisit intention. Destination type, tourist demographics, cultural background of tourists, seasonality and time of travel, and technology have emerged as crucial factors that may moderate the relationship between key antecedents, such as destination image and promotion, cultural tourism, crisis and disaster management, and local products, and their impact on tourist experience and satisfaction.

By acknowledging and addressing the potential moderating effects of these contextual factors, researchers and practitioners in the field of tourism can better understand the complex interplay between antecedents, mediators, and revisit intention. The mediators, tourist experience and satisfaction, play a pivotal role in shaping tourists' intention to revisit a destination. Enhancing tourist experience and satisfaction through targeted strategies and interventions can contribute to the sustainable growth and development of the tourism sector in Indonesia and beyond.

This literature review emphasizes the importance of adopting a holistic approach in tourism research and practice, accounting for the multitude of factors influencing tourist behavior. By integrating these findings into tourism management and promotion strategies, stakeholders can better cater to the diverse needs and preferences of tourists, leading to increased satisfaction and, ultimately, repeat visitation. This comprehensive understanding of the factors shaping tourists' revisit intention paves the way for a more sustainable and thriving tourism industry in Indonesia and beyond.

Furthermore, the insights gained from this review can serve as a valuable resource for policymakers, practitioners, and researchers working in the field of cultural tourism in Indonesia. By identifying key challenges and best practices, as well as gaps in knowledge and areas requiring further investigation, this review can help guide the development of context-specific strategies, policies, and interventions aimed at addressing the identified concerns and capitalizing on the vast potential of cultural tourism to contribute to Indonesia's economic growth, cultural preservation, and community development.

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