COMPARATIVE STUDY OF TOURIST CHARACTERISTICS ON CULTURAL HERITAGE TOURISM SITES: SURVEY ON TOURIST IN INDONESIA AND THAILAND HERITAGE SITES

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ABSTRACT

This study investigated the tourist characteristics on the cultural heritage tourism sites. The characteristics was investigated by examining the relationship between the tourists perception on the product attributes of the site and their post visit behaviour tendency. The study was held in Indonesia and Thailand where both countries have strong value of cultural heritage tourism sites. A sampel of 488 respondents was used for the study. Six destination attributes (attractions, activities, accessibilities, amenities, ancilliary services, and available services) were investigated to find out how they influenced the post visit behaviour. By using the path analysis method, it is discovered that the activities are the most significant factor that influence to the post visit behavior in Indonesia. Whereas, in Thailand, the attractions are found to be the most significant factor that influence to the post visit behavior. The implication of the finding on marketing the heritage tourism site is also analyzed.

Keywords: Tourists characteristics, cultural tourism heritage, tourism destination attributes, post visit behaviour.

INTRODUCTION

Developing cultural heritage sites also becomes a key factor for distinguishing the difference value of destinations that establish their competitiveness. Cultural heritage and history in Asian countries are very diverse and unique. However, in the management, the management often find problems in atrracting the tourists without damaging the sites. Some heritage tourism sites also find difficulties in fund raising for the maintenance. Moreover, the community on the heritage sites sometimes also neglect the importance of the sites.

These problems require special attention for improving the cultural heritage and history that can have a good benefit for the wider community. Therefore, research needs to be done to manage the cultural heritage in order to achieve optimal results.

The first step to develop the cultural heritage for tourist attractions is to understand the characteristics of tourists when they visit these attractions. The objective for knowing the characteristics is for discovering a way to understand the needs of tourists without losing sight of the preservation on the sites.

However, in some destinations, the data on the tourists characteristics are hard to find. Consequently, the administrators cannot properly manage these attractions. The tourist attraction cannot impress tourists so that the satisfaction of tourists to visit the tourist attractions are also not good. In addition, the unproper management of visitors at cultural heritage tourism attractions will decrease the value of cultural attractions and even damage the sites.

Countries in South East Asia region has a wealth of beautiful nature, interesting art and culture, history and heritage of diversity. Some countries, such as Indonesia and Thailand develop tourism to increase their foreign income. In Indonesia, the government decided policy to increase foreign exchange from non-oil sector, hence tourism becomes a leading sector in the national development. To achieve this goal, the government policy attempts to encourage the various parties, such as the government, local community, and private sector to take part in developing the tourism

potential in Indonesia. This condition also exists in Thailand. Tourism has been a triggered to the countries economic development. Both countries also developed and promoted their cultural heritage sites. The development of that sites is used as a tool to boost local economy and to contribute on anticipating the seasonal and geographical spread of tourism, as well as, to attract and enhance the visitor experience at the destiantions (Long and Perdue, 1990; Esu and Arrey, 2009). Though both countries has a quite similar uniqueness, especially in the climate, topography, and cultural attractions, the international tourists arrived in Thailand is bigger than Indonesia. However, both Indonesia and Thailand have a positive growth of tourist visit.

Hence, the research of the Comparative Study of Tourist Characteristics on Cultural Heritage Tourist Attractions was conducted, so that both countries could share the best practices on the heritage toursim site management.

LITERATURE REVIEW

Tourist Characteristics

An understanding of the characteristics of tourists can be used as a reference in planning a tourist area, as well as, the cultural heritage tourist attractions. In this regard, Bockstein, Bennett and Uken 1991 states that *"with this in mind, it was necessary to clarify whether tourists were the resource persons aware of the site and its characteristics."* In this context, understanding the characteristics of tourists are needed to understand the behavior of tourists who become the focus in the marketing of cultural heritage (Misiura, 2006).

Characteristics of tourists is often used as a reference for analyzing market segmentation and marketing efforts to implement the strategy. Dickman (1989) also stated that the decision of tourists to make a visit to a tourist destination is influenced by characteristics that include demographic characteristics, time and duration of visit, expenditure, purpose of visit, type of transportation used, and type of accommodation used. Thus, these elements form a unitary character of tourists in a destination. Some characteristics of tourists that can be analyzed is the gender, age, educational level, occupation, and income.

1. **Gender**, some researchers claim that gender differences do not affect the behavior of tourists (Kinnaird and Hall, 1996 and Ritcher, 1995). However, some other researchers identified that men and women actually have different motivation in doing the the vacation or leisure (Ford, 1991; Gibson, 1996). Therefore, there are many studies conducted to analyze gender differences within tourism context because their behavior is completely different (Hendeson 1988). The difference lies in the place of residence (Pawson and Banks, 1983) and the activities conducted (Shaw 1996). Therefore, because of gender differences imply the tourists origin and activities, they must be considered by researchers as a basis for distinguishing tourism activities, motivation, and other related factors concern with the tourists origin.

2. **Age**, is an important criterion in segmenting the market based on sociodemographic aspect because it has a significant influence on consumer behavior (produced WAVER and Lawton, 2002). For example, youngsters and the elders have different behaviour in doing the vacation, such as activities that they do, attraction that they choose, and facilities that they require. Some research indicates that elderly tourists who had many opportunities for leisure and tourism activities (Go, 1997). On the other hand, some researchers also find that youngster sometimes involved with education tourism. Australian Capital Tourism (2004) defined that tourism education is a travel conducted by traveller at the age 15 years old up to gain their education purposes for less than 12 months. Thus, from the age charactersitics, tourism administrator could understand how to cater the requirement of each group segment. Hence, Hansuruedi (2001) also states that changes in population age composition affect marketing in tourism.

3. **Level of Education**, also has influence on tourism behaviour. It has a positive impact on tourist travel (McIntosh and Goeldner, 1995). Education is one factor that can motivate a person to travel, mainly to increase the knowledge and experience. Some research indicates that people who have high levels of education will travel more than those having lower education level (Chaipinit, 2008). Hence, it implies the tourists behaviour at the attractions, for instance on their travel frequency, their motivation and purpose of travel.

4. **Income**, it influences the travel pattern (Hsu and Powers, 2002). The higher income that tourists have, the more spending power they have. Thus, it will influence their travel pattern that consists of their facilities and attractions requirement. The result of a request (demand) shows that income level would affect the sources of funds for travel and the increased business activities that drive the business and leisure travel (Frechtling, 2001).

Characteristics presented are affecting travel patterns of tourists as well as the interaction of tourists in a tourist attractions. By understanding the characteristics of tourists, the attraction administrator can understand how provide services in accordance with the requirements and needs so as to create satisfaction.

Tourism Destination Attributes

Destination attributes are part of the products that will leverage satisfaction to the tourists. Attribute provides a unique product that will counter products in distinguishing one product with another product. To be able to give an advantage to product attributes, a marketer must be able to control and interpret consumer requirement on the product.

The importance of product attributes proposed by Mowen & Minor (2001: 315), in which according to them the importance of an attribute is defined as a person's general assessment of significance for the products. The importance of product attributes deals with consumers' attention to specific attributes that derived from their information-processing perspective. In the tourism point of view, it can be understood on how tourist perceived an atttribute as attractions. Tourists use attributes as a reference while they search information about the tourism products. Hence, these attributes can influence their perception and impression to the products. The attributes of tourism products by Chon et. al., (1991: 7) consists of: tourism facilities; sports tourism facilities; historical interests (eg Museums, Monuments); cultural interests (eg performing arts, concerts); festivals; scenic beauty; pleasant attitudes of local people; restful and relaxing atmosphere; shopping facilities and opportunities; availability of suitable entertainment (eg. Nightlife); availability of suitable accommodations; city tour; easy access to the area; variety and quality of attractions.

In this regard, Buhalis (2000:97) further explains that the attributes of tourism in destinations are range on six components that includes attractions, accessibility, amenity, packages available, activities, and ancillary services, which are described in the following picture:
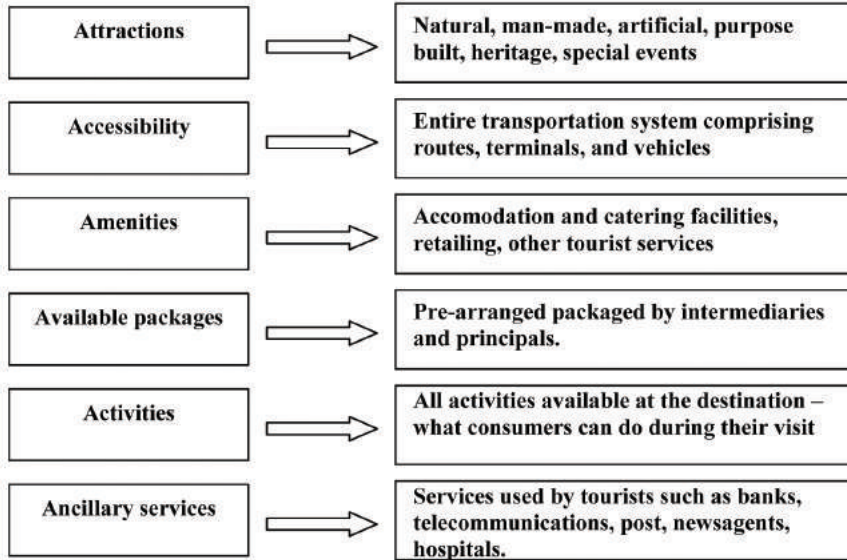
Attractions	Natural, man-made, artificial, purpose built, heritage, special events
Accessibility	Entire transportation system comprising routes, terminals, and vehicles
Amenities	Accomodation and catering facilities, retailing, other tourist services
Available packages	Pre-arranged packaged by intermediaries and principals.
Activities	All activities available at the destination – what consumers can do during their visit
Ancillary services	Services used by tourists such as banks, telecommunications, post, newsagents, hospitals.

Figure 1: Tourism Destinations Attributes

An understanding of tourists perception on the destination attributes could be a reference to know the behaviour of the tourists at the attractions. Since the perception can predicts behaviour.

Post Visit Behavior

Post visit behaviour is the tourist impression and their tendency after they visit the tourists attraction. Their impression may range from satisfied to dissatisfied, the tendency of revisit the site, and the tendency to recommend their friends and relatives to visit the sites.

Post visit behaviour is analyzed by understanding theory on consumer behaviour, especially on the aspect of post purchase behaviour, that is developed by some experts such as Kotler, Sciffman and Kanuk, etc.

This study focuses on how to understand the satisfaction of tourists after a visit to the cultural heritage tourist attraction. Satisfaction of tourists is a marketing tool used to assess whether the strategy and marketing programs to obtain maximum results. Cossacks and Rimmington (2000) states that satisfaction is an important factor in marketing a destination. Phillip and Hezlett (1996) states that to gain competitive advantage from a business unit, it concentrates on improving satisfaction.

The model of investigating satisfaction showed that it is measured by comparing the expectation and their perceived value when making purchases or visits. Bitner and Hubbert (1994) describe customer satisfaction as a feeling or attitude of consumers after he uses the service.

Satisfaction is not the only thing that can be seen as the post-purchase behaviour. Other behaviour that can be seen are from the repurchase intention and the recommendation to others (Zeithmal et al., 1996). The post-purchase behavior also can be used to predict whether consumers could be long-term customers and bring stable profits to the enterprise or not (Chen and Chen, 2005). Thus, this research will emphasize the post visit behaviour based on the post purchase behaviour theory that examine the tourists satisfaction, the willingness to revisit the sites, and the tendency to give recommendation for other to visit the sites.

Based on the theory, this research draws two hypotheses:

1. Ho: $\rho = 0$ There is no significant correlation between perception of destination attributes and post visit behaviour.

2. Ho: $\rho > 0$, There is significant correlation between perception of destination attributes and post visit behaviour.

RESEARCH METHODS

The research was conducted by using descriptive and verification method. Descriptive method is used to explore and describe the tourist characteristics and perceptions of destination attributes, and describe the post-visit behaviour in heritage tourism attractions. Verification method aims to test

the hypotheses between perceptions of destination attributes and post-visit behavior in cultural heritage tourism attractions.

The research instrument was a questionnaire distributed to 488 respondents, namely tourists visiting the tourist attractions of cultural heritage in Indonesia and Thailand, which includes several paces as follows:

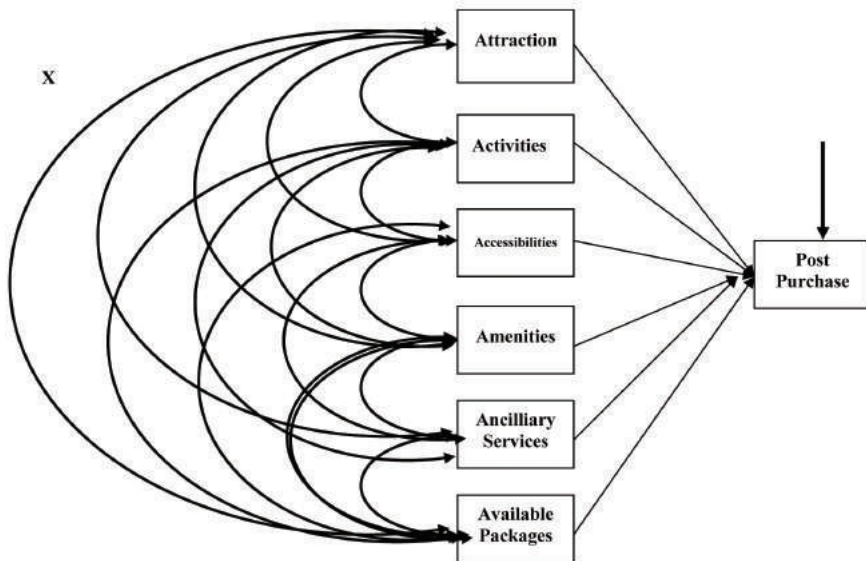| Indonesia Cultural Heritage Sites	Thailand Heritage Tourism Sites
a. The Great Mosque in Banten b. Borobudur Temple, Jawa Tengah c. Trowulan Sites, Jawa Timur d. Tanah Lot, Bali e. Old City of Jakarta, Jakarta f. Braga, Old City of Bandung	a.Phra That Doi Suthep Temple in Chiang Mai (North), b. Wat Phra That Phanom in Nakornphanom (North Eastern), c. Wat Phra Chettuphon Wimon Mangkhlaram (Wat Pho) (Central), d. Wat Phra Mahathat Woromaha Vihan in Nakhon Si Thammarat; and e. Wat Chalong in Phuket (South).

DATA ANALYSIS

The analysis used in this research is quantitative analysis, in the form of testing the hypothesis by using statistical test and presents the results using tables and graphs. After accomplishing the data collection, the questionnaires were coded and entered into SPSS (Statistical Package for Social Sciences). This is a tool used to record and analyse the variables of the data collected. All questions were converted to numerical type data. All rating-scaling questions were coded as scale data and they were analysed by testing for normality. A ranking question was ordinal data and the other listing questions were treated as nominal data. An open-ended question in each questionnaire, that reviewed suggestions for improvement or additional comments of customers, was summarized by using Microsoft Excel 2007.

In examining the relationship between variables, this research underwent a statistical calculation. Hence, path analysis is used to discover the relationship among variables in this research. Path analysis is used for testing the hypothesis of the research. In path analysis, the data are compiled and the correlation of each variable is tested.

Correlation is a number that has no units and describes the relationship between random variables X and Y. Correlation is used to measure the relationship between the six attributes of destination to the post visit behaviour. The most familiar measure of dependence between two quantities is the Pearson product-moment correlation coefficien (Dowdy, S. and Wearden, S. (1983). It ranges since 0 to +1. The nearer r is to +1 or -1, the further closely the two variables are associated. But r is close to 0, it way here is no connection between the variables. If r is positive, it means to as one variable get larger the other gets larger. If r is negative it means to when one gets larger, the further gets smaller.

This research will examine the relationship and correlation of variables as follow:

RESEARCH RESULT

Results indicated that tourists in Indonesia and Thailand were interested in the cultural heritage tourism attractions. The main strength of the attraction of cultural heritage tourism attraction lies in the religious values, history and culture.

Compilation and data analysis in this study indicated that the characteristics of visitors in both countries are different. The majority of tourists who come to Indonesia is youngster. However, in Thailand, tourists who visit the countries mostly are those who are mature aged and senior citizens.

Summary results are as follows:

No.	Characteristics	Indonesia	Thailand
1.	Gender	Male (60%)	Female (52%)
2.	Age	< 25 yrs old (50%)	Senior Citizen 46- 50 yrs (25%) and Young Adult 26-30 yrs (21%)
3.	E d u c a t i o n a l Background	High School (48%)	Junior High School (80%)
4.	Occupation	Students (38%)	Professionals (34%)
5.	Income	Middle Low (87%)	Middle Up (63%)
6.	Motivation	Vacation (69%) dan Study (15%)	Vacation (99%)
7.	Attraction interests	History and Culture Value (89%)	Religius Value (82%)
8.	Activities	Sight Seeing (38%)	Pictures (41%)
9.	Travel Arrangement	Independent Travel (65%)	Independent Travel (63%)
10.	Knowledge about the Attraction	Have known (60%)	Hasn't known yet (59%)
11.	Reference	Friends (37%)	Friends (48%)
12.	Visit Frequency	More than once (72%)	More than once (69%)
13.	Last Visit	More than a year ago (32%)	6 Months ago (98%)
14.	Duration at The Sites	More than 2 hrs (68%)	30 minutes (59%)
15.	N u m b e r o f Companion	1 – 2 people (43%)	1-2 people (27%)
16.	Visit Importance	80% " Important"	65% "Just Want"
17.	Eagerness to Visit the Site	78% "quite"	79% "Just Want"
18.	The Meaning	83% "very important"	69% " quite important"

The table describes the different characteristics between tourists in Indonesia and Thailand. The description is as follow:

Most of the Indonesian respondents studied in this research were male (60%), whereas in Thailand, there were female (52%). Gender sometimes indicates the different preferences between male and female tourists in choosing the place for spending the leisure time and the activities they do at the sites. Male tourists ussually prefer to do something more active and adventourous, while female tourists usually interested in something softer and emotionally attached activities. However, this research discovered that male and female tourists had no significant differences. Both of them preferred to visit cultural heritage sites.

Beside gender, this research discovered that there were 50% respondents in Indonesia that were below 25 years of age, it also implied that the rest were 25 years old and up. This condition shows that the heritage sites were visited by people from all ages from youngster to the senior citizens. Most of them were attracted by the history and the cultural value that lies in the sites. It appears that they visited the place for more than one time. However they were still eager to visit the site. They also found it very important to visit the site. Eventhough most of the sites studied in this research were religious sites, but not every tourist practice their religious activities at the sites. There is one site that is often used for the religious practice, The Great Mosque of Banten. Almost all the visitors that came to the site were doing the pray at the mosque. The Borobudur Temple is the greatest Buddhist temple in Indonesia, while the Tanah Lot has a Hindu temple that are also used by the local people to worship God. However, only the small number of visitor do the religious practice there. The other sites were heritage sites that are not really relate to religious values. So, most of the tourists' motivation in those sites was to have a leisure activities or recreation.

This condition is different from Thailand. Most of tourists were senior citizen and young adults. Most of them has not known about the sites yet, it is different from Indonesian tourists. This situation exist because most of them are professionals and their motivation was for vacation, while in Indonesia, mostly were students and their motivation for study. Most of the cultural heritage sites in Thailand are temples that has strong religious

and historical value. The tourists were agree that the sites had a strong religious value. However, their activities were mainly at sightseeing and taking pictures.

The tourists in Indonesia stayed at the sites for more than two hours, while in Thailand they only stayed for only 30 minutes. This finding related to the age charactersitics. Some research indicates that elderly tourists who had many opportunities for leisure and tourism activities (Go, 1997). On the other hand, some researchers also find that youngster sometimes involved with education tourism. Australian Capital Tourism (2004) defined that tourism education is a travel conducted by traveller at the age 15 years old up to gain their education purposes for less than 12 months. Thus, the visitors that were concerned with study purposes usually stay longer at the sites.

The post visit behaviour of the tourists in both countries is positive in some way, especially in their satisfaction and their willingness to give recommendation for others to visit the sites. However, their willingness to revisit the sites is low. The result is as follow:
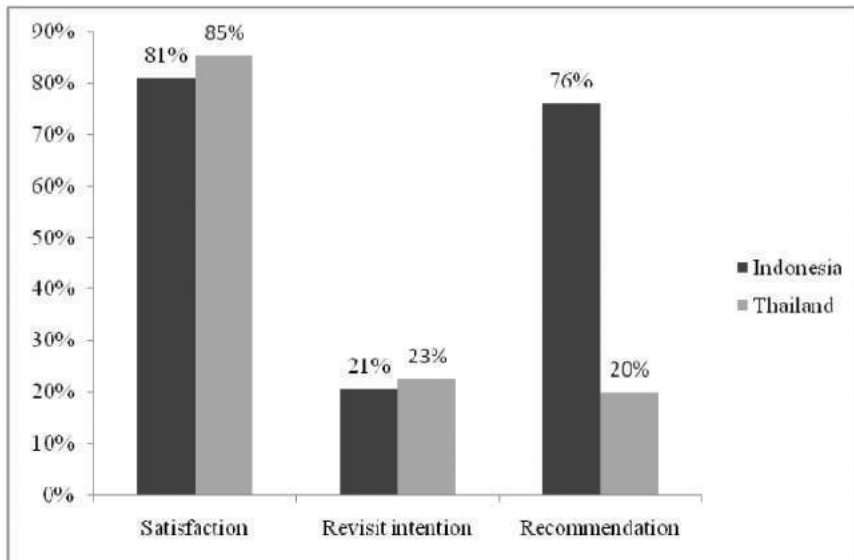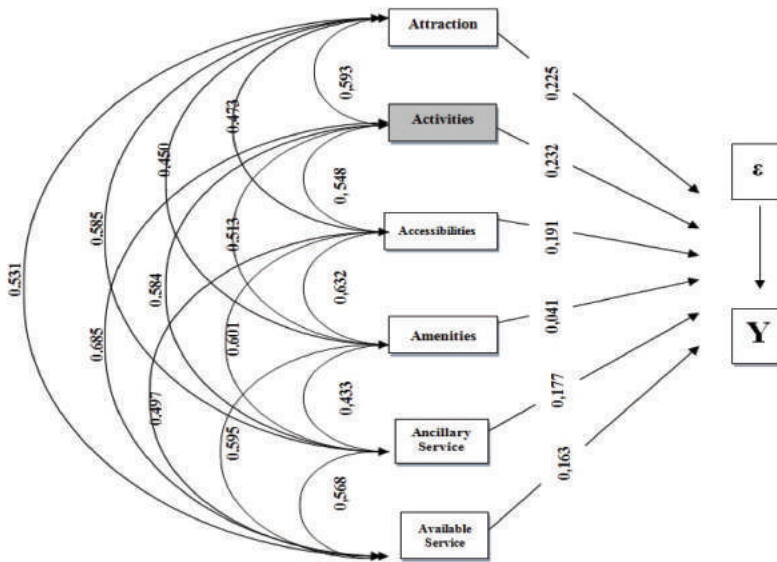

Figure 3: The Post Visit Behaviour Score

The figure shows that the score of the revisit intention is very low (20% - 21%) however the tourists feel very satisfied with the sites. Visiting places also creates pride and satisfaction, that also the reason why the tourists have a higher tendency in give recommendation to others to visit the sites.

Besides the descriptive results, this research also analysed the significant values of each destinations attribute that influence the tourists post visit behaviour. There are six components that were assessed and the result is as follow:

The figure shows that the partially and simultaneously examination show that the influence of each attribute is considered significant to the tourist post visit behaviour. The biggest influence is on the aspects of Activity. Hence, the strength of destination attributes in Indonesia lies in the existence of activities. However, the amenities or facilities are likely to have the low influence for tourists post visit behaviour. The amenities include the arrangement and interpretation of the sites and the result shows that it is still weak. Tourists are hard to find the information about the sites and the meaning of each artefacts they found in the sites.

This figure also indicated that the hypotheses Ho: ρ> 0 is verified that there is significant correlation between perception of destination attributes and post visit behaviour. In this case, activities had a strong influence in the post visit behaviour. The verification results for Thailand are as follows:
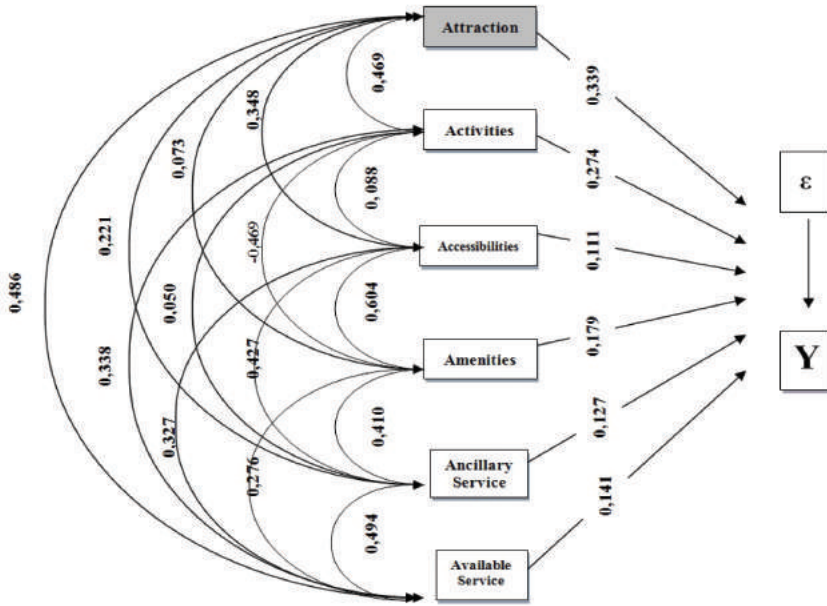

Figure shows that both simultaneously and partial, product attributes affect the satisfaction of tourists in Thailand. The most significant direct effect is the attraction lies in the Attractions.

This figure also indicated that the hypotheses Ho: ρ> 0 is verified that there is significant correlation between perception of destination attributes and post visit behaviour. In this case, attractions had a strong influence in the post visit behaviour.

CONCLUSION

The results showed that the characteristics of tourists visiting the tourist attractions of cultural heritage tourism in Indonesia and Thailand were different. Tourists in Indonesia, on average, were youngster, students, and

in lower middle-income class. Their main motivation was on vacation and increasing knowledge (study), and the duration of visit is about 2 hours. Tourists in Thailand, have different characteristics, they average age was mature-aged even belong to a senior citizen, belong to the middle to high society, the primary motivation is to holiday, with approximately 30 minutes of visit.

The hypotheses were verified in both countries. In Indonesia the activities became the most significant factors that influence the post visit behaviour. While in Thailand, attractions became the most significant factor that influences the post visit behaviour.

Further research need to be conducted in order to focus on kind of activities and attractions that should be maintained and improved in both countries. Other marketing strategy that analyse the stakeholder that administer the cultural heritage tourist attraction is also need to be studied in the future research.

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