


Article

The Correlation Between Cultural Tourism Motivation and Tourism Tolerance

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Abstract: This study aims to find a correlation between tourist motivation and satisfaction to provide several recommendations for developing tourist facilities according to tourist needs. Data mining was conducted in-depth through a phenomenological approach and inductive data analysis. Semi-structured and in-depth interviews are aimed at gathering information related to the motivation for traveling, perceptions and assessments of tourist attractions, activities, tourist expectations, and the attractiveness of cultural tourist attractions. This study found a linear correlation between cultural tourism motivation, tourism assessment, intensity of cultural tourism activities, acquisition of cultural tourism experiences, and tourist satisfaction. Tourism motivation also creates tolerance, fosters understanding and respect between cultures, and lowers expectations of tourism conditions so that tourists quickly get satisfaction. High tourist satisfaction creates a positive image of tourism, which may create loyalty. Tourist satisfaction can build a relative attitude related to repeat purchases, which in the context of tourism is the intention to revisit or recommend a tourist attraction to others. This study shows a tendency for tourist activity patterns based on cultural motivation in tourism practice. Tourism activity patterns, tolerance, and tourist satisfaction information can be essential in cultural tourism development programs.

Keywords: cultural experiences; motivation; tourism activities; tourist satisfaction; tourism tolerance

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1. Introduction

Tourism is a potential sector in Indonesia. According to the 2023 Performance Report of the Ministry of Tourism and Creative Industry, in 2022, this sector ranked second in terms of contribution to foreign exchange, with a share of 5.25% of the Gross Domestic Product (GDP). This foreign exchange reached IDR 229.5 trillion, or an increase of 15.4% annually, along with increased labor absorption by the tourism sector. According to the Ministry of Tourism and Creative Industries, the labor absorption of the tourism sector reached 12.7 million people or around 10% of the total working population in Indonesia. Indonesia's cultural tourism contributes to economic, social, and cultural preservation. Cultural tourism substantially contributes to regional and national income through foreign and domestic tourist visits. Examples include Bali and Yogyakarta, where revenue from cultural tourism contributes significantly to the GDP (Gross Domestic Product). According to the Ministry of Tourism and Creative Economy, the GDP contribution from the tourism sector is mainly sourced from culture-based tourism.

Indonesian cultural tourism also plays a role in introducing the nation's identity at the international level. By visiting places like Prambanan Temple, Mataram Great Mosque, and cultural festivals in Yogyakarta, foreign tourists bring their experiences to their home countries, thus aiding in international promotion. According to a report from the World Economic Forum (WEF) on tourism in 2021, Indonesia is strategically positioned to attract the interest of cultural tourists from around the world.

Several studies that link tourism and culture are still limited to the general effects of tourism and its adverse impact on the sociocultural aspect of communities. Meanwhile, many countries have received contributions from developing their cultural tourism. Therefore, a study on the correlation between culture and tourism is necessary to achieve sustainable cultural tourism development. In a study in the UK, for example, the local characteristics of the city affect the development of its cultural tourism, the main attraction of which is its heritage. However, further cultural exploration is needed for some cities with less obvious cultures [1].

Part of Indonesia's richness that can be used as a tourist attraction is its culture [2], which includes its way of thinking, way of life, and the traditions of local communities [3,4]. Based on its vast international popularity, cultural tourism has become an essential element of the tourism industry [1], and this development should not be for its mere existence. Still, it should also consider the fundamental values of culture and create an image of the tourist attractions.

Sustainable tourism development integrates tolerance and adaptation to local culture. Tourism can embody tolerance by fostering understanding and respect among diverse cultures. Sustainable tourism can function in developing a tolerant awareness in the process of cultural communication between locals and visitors. Tourism effectively creates tolerance by building closer communication between diverse cultural tourists from various countries [5].

Studies that correlate tourism and tourism motivation tend to focus on the psychological aspects that examine the motivation for traveling, individual needs, and satisfaction, and can even further involve travel comfort and safety [6]. Tourism motivation and behavior are the main factors for the government to define tourist expectations and needs, which is beneficial for the development of the tourism business and various industries supporting tourism [7]. Uncontrolled tourism could trigger social conflicts [8,9]. However, studies that particularly explore the motivation and patterns of tourism activities concerning cultural tourism are still not commonly found, especially among the studies in Indonesia, a country with cultural richness.

Various studies have shown that the existence of motivation, i.e., the focus of cultural tourism as a tourist destination, affects the number and types of activities that tourists seek, the level of awareness of cultural attractions, and the preparation of the trip [10]. In this case, it is necessary to explore cultural tourism motivation as a consideration in developing cultural tourism. Comprehensive tourist perception of a destination forms a general image [11]. By understanding tourists' motivations, tourism actors can organize activities and programs that support preserving local culture without exploiting the community. It can also reduce conflicts between local communities and tourists due to differences in views or incompatibility of cultural values. Tourists who are more tolerant and understand local cultural values tend to respect and support preserving this culture.

Destination image can also build tourist expectations of a tourist attraction, further affecting tourist satisfaction [12,13]. Thus, destination image influences tourism motivation. It is crucial to explore the correlation between motivation and tourism satisfaction to arrange for the direction of tourism development, which will build tourism loyalty in the long run [14].

However, the development of cultural tourism in Indonesia has not been optimal so far. Even in some regions with high potential, cultural identity is often displaced by the trade sector development [15]. Tourism does bring many economic benefits, but it also frequently becomes the scapegoat for various problems such as traditional commercialism, environmental destruction, and cultural pollution [16,17]. The patterns in economic activity have changed the utilization of culture from a tourism perspective. Regarding tourism development, it is necessary to explore the correlation between motivation and the patterns of tourism activities. In summary, this work embarks on the following objectives:

- a. To explore motivation and tourist satisfaction in-depth through a phenomenological approach and an inductive data analysis. A qualitative descriptive method was used to emphasize social aspects.
- b. The researcher used inductive data analysis as the main instrument to explore natural conditions.

To see the typology of the tourism movement and give some recommendations for developing tourist facilities according to the tourist needs. This issue has become critical since, in the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development 2011–2025, tourism is one of the spearheads of Indonesia's economic development.

2. Literature Review

2.1. Cultural Tourism Motivation

Tourism has been proven to have a critical role in economic growth [16,18,19]. Tourism activities are complex processes, and the operations depend on natural and human resources as their main attractions. In this context, it is necessary to examine tourism in terms of the economic and social aspects [20].

Culture is one of the exciting experiences sought by tourists, especially foreign tourists. Mckercher and Du Cros [10] noted that cultural tourism has many definitions. Cultural tourism has been widespread since the 1990s. It can be heritage, arts, film, museums, cultural festivals, and religious sites [21,22]. However, recently, tourists' perception of cultural tourism has not only been visiting but also participating in cultural activities, such as indigenous cultural activity, arts, and crafts [23,24]. In cultural tourism, tourists look for pleasure, cultural information, and experiences, so tourist satisfaction is measured in tangible and intangible aspects [25]. One way of partaking in cultural tourism is through cultural exploration activities. While exploring these cultural experiences, tourists will also compare them with their own culture [26,27]. These tourists will be satisfied when their tourism experiences exceed their expectations [28,29]. Tourist satisfaction then helps to create, develop, and maintain tourism marketing [28], which guarantees tourism success in the long run.

Studies for planning cultural tourism are comprised of four elements: tourists, tourism activities, the use of cultural assets [30], and consumption of products/works [10]. Considering this opinion, studies on cultural tourism must explore the relationship between tourists—the activities carried out with cultural tourism objects—and tourists' responses to cultural assets and their reactions to the cultural products/works offered. The motivation for carrying out tourism activities needs to be studied concerning tourists. Meanwhile, their attractiveness regarding activities, assets, and cultural products needs to be investigated. In line with this, Leiper [31] divided tourism elements using a geographical approach into (1) tourists, (2) traveler-generating regions, (3) transit routes, (4) tourist destination regions, and (5) tourism industries. This view can be related to tourism as a tourist travel activity. Strengthening this view is the need for tourist motivation and the attractiveness of tourist attractions, which then builds tourist mobilization.

Cultural studies can comprehensively correlate with anthropological, sociological, and psychological fields [32]. The definition of culture can include all systems of ideas, actions, and works of humans in the lives of a community [17]. In addition to having economic, sociocultural, and environmental effects, tourism development can also reduce a culture's existence [16,17]. This effect is closely related to tourist perception of cultural tourism [17], which is affected by their cultural background [33]. Due to cultural differences, different communities may have different views on tourism, so tourism has various effects on other communities [34].

Furthermore, tourists' perception of cultural tourism can affect their attitudes regarding whether to support tourism development [34] or strengthen or reduce tourism motivation. Tourists' perception refers to the experiences of reality related to human awareness in interpreting and perceiving such reality [35], which can be seen visually through any responses. Community responses to cultural tourism include cognitive, affective,

and behavioral responses [4], which can be seen from the pattern of tourist activities in a tourist attraction.

Motivation refers to a person's needs and wants, which are influenced by psychological or biological factors that drive a person's behavior and activities [36,37]. The motivation for partaking in cultural tourism is a complex decision as it involves tourists' personal motivations and the tourist destinations' attraction [38]. The tourism paradigm is related to the complex nature of human beings and needs; thus, it is necessary to examine why people travel and what they want to enjoy [37].

Comprehensive tourist perception of a tourist destination forms a general image [11], which includes cognitive and affective images based on individual feelings and emotions of an object [39–42]. The mental component includes the beliefs, impressions, ideas, and perceptions that an individual has of an object. On the other hand, the affective component is related to an individual's feeling of an object. This overview forms a destination image, a promotional material that can influence travel decisions, cognition, and tourist behavior [12]. One of the benefits of developing cultural tourism is that it has the likelihood for spatial and temporal distribution since it is not seasonal and can attract tourists to visit places outside the typical tourist attractions [1]. In cases related to the Acceleration and Expansion of Economic Development Programs, this opens opportunities for broad and timeless access to economic development.

Tourists' motivation involves the individual's internal psychological process of choosing what they need and want, which affects their behavior and activities [43]. Tourism motivation is influenced by push and pull factors. Push motivation is what the tourists desire and is correlated with internal or emotional aspects, while pull motivation refers to destination attributes or attractiveness related to the situation or cognitive elements [36,44]. Push motivation is the urge of tourists to travel, including the desire for relaxation, prestige, social interaction, family gatherings, and others. Meanwhile, pull motivation is associated with what tourists can enjoy, such as natural scenery, shopping, entertainment, cultural attractions, and others [44].

Understanding motivation for travel will explain a person's travel behavior [45]. Some scholars have highlighted that the most important reasons to be attracted to cultural tourism activities are novelty, learning experience, self-development, socialization, physical activity, prestige, entertainment, relaxation, and curiosity [24,38,46,47]. Enhancing knowledge of indigenous culture is the most affecting factor for tourists to participate in cultural tourism, including tangible and intangible activities. However, the top motivation for visiting cultural sites is seeing the heritage attractions and for outdoor leisure activities [47]. Rybina and Lee [48] also pointed out that some motivational factors that encourage tourists to visit historical places are religious motives, historical motives, wellness, and healing. However, nature, fun, and social contact are not significant motivations for tourists to visit.

2.2. Tourism Motivation and Satisfaction

Tourist satisfaction is influenced by sociodemographic characteristics and psychological and experimental factors [49]. Tourism satisfaction also refers to tourists' expectations and destination quality, affecting the choice of tourism destinations and the preference to return. It is the basis for determining tourist judgment for both pre-visit and revisit [50]. It involves many destination attributes, for instance, attraction, product, accessibility, culture, communities, price, and accommodation [50,51]. Understanding tourism satisfaction helps to evaluate the performance of tourism destination services based on customer preferences.

Studies on tourism motivation and satisfaction have been widely conducted, but only a few studies explain their relationship [37,49]. Motivation has significant effects on visitor engagement, visitor experience, and heritage destination image, leading to heritage tourists' satisfaction [49]. Tourists have push-and-pull motivation. The destination manager should focus on positively affecting the tourists' emotions to improve destination loyalty and tourist satisfaction [37,52].

2.3. Tourism Satisfaction and Tolerance

Tourism tolerance refers to the tolerance of tourists to accept and manage uncertainty and inconsistency of conditions that occur during tourism activities. The different subjective perceptions of tourists influence tourism tolerance. According to Budner [53], ambiguity tolerance is a psychological construct. It is helpful to understand consumer behavior. Tourists with a high tolerance will be able to respond to uncertainty better. A person with a high tolerance will consistently enjoy new situations and be willing to look for exciting experiences [54]. Similarly, Li et al. [55] and Huaman-Ramirez et al. [56] also pointed out that highly tolerant tourists expressed more interest in knowing the destinations and were more likely to be comfortable with their surroundings. Tourists with high tolerance react more positively to unplanned situations, which affects destination attitude [56].

Tourists with a high tolerance can increase their satisfaction as they can accommodate the dynamics of the situation and adapt to conditions that are less than expected. Novelty-seeking is a crucial motivation for tourists. Tourists from outside the region tend to look for new experiences and have better tolerance. Therefore, tourist preferences exist when choosing tourist destinations and activities [57]. It shows that tourist tolerance towards tourist destinations can affect their satisfaction with tourist destinations.

3. Materials and Methods

It is necessary to explore cultural tourism studies from the social aspect [20]. The fact that the social element was dominant in this study made it appropriate to employ the descriptive qualitative method. This method examines natural conditions, in which the key instrument is the researcher, and the data analysis is inductive [58,59]. In this study, the qualitative method aimed to explore motivation, perception, and anything that affected tourists' perception of cultural tourist attractions. This study was based on three general principles that influenced the methodology: the spatiality–observation method, causality–analysis method, and integration–synthesis method. The research activities are illustrated in Figure 1.

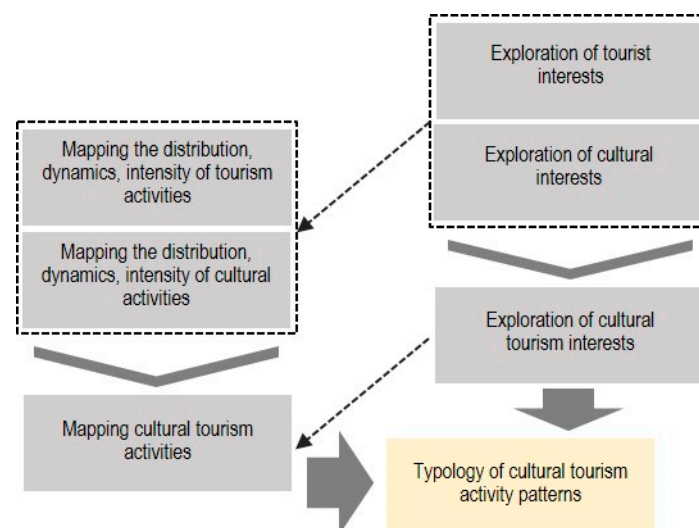


Figure 1. Research flows.

First, referring to Spillane's opinion [60], the tourist attractions in Yogyakarta were grouped into six categories based on the types of tourism, namely pleasure tourism, recreation tourism, cultural tourism, sports tourism, business tourism, and convention tourism. Next, observations were made on the six most popular cultural attractions in Yogyakarta, namely the Prambanan Temple, Ramayana Theater, Ratu Boko Temple, Sambisari Temple, Imogiri Royal Cemetery, and Mataram Great Mosque (see Figure 2). This research was conducted in 2024 with 180 respondents. Informants were selected purposively, with the

following criteria: (1) tourists were visiting one of the six selected cultural tourist attractions, (2) informants were domestic or foreign tourists, (3) informants were traveling alone or in a group, (4) informants were visiting cultural tourist attractions for the first time, (5) informants had control over their travel (not tourists whose travel was controlled by others, for example, parents), (6) informants had the freedom of time to complete their travel.



Figure 2. Mataram Great Mosque, one of the most popular tourist attractions in Yogyakarta, is a historical heritage built during the reign of Sultan Agung (1613–1645 AD). Source: Fandy Aprianto Rohman, Licensed with CC BY-SA 4.0, Available online: https://id.m.wikipedia.org/wiki/Berkas:Gapura_Masjid_Agung_Kotagede.jpg (accessed on 29 June 2024).

Tourist perceptions about tourism were explored using a phenomenological approach and inductive data analysis, including the processes for tourists to know and evaluate various things related to culture and tourism. In this case, perceptions about tourism and culture as phenomena were explored based on reality and information obtained in the field [61–63]. The observations were accompanied by in-depth interviews on purposive sampling using a semi-structured approach, allowing for flexibility in securing information within the planned research framework. The in-depth interviews were aimed at gathering information about things that encourage tourists to travel, how tourists perceive and assess cultural tourism objects, activities that can be done, tourists' expectations of cultural tourism objects, and exciting things in the cultural tourism objects visited. Semi-structured and in-depth interviews were conducted using an interview guide, as shown in Table 1. The researcher conducted interviews flexibly while chatting with informants. The interview guide in Table 1 was used to develop questions during the interview. However, the direction of the interview may develop according to the interests of the informants' conversation topics. Due to the flexibility of the conversation topics during this interview, an interview guide was needed to ensure that all necessary information can be collected. Therefore, interviews took a long time, taking 1–3 h per informant.

In this study, the researcher collected without prejudice and captured social phenomena in tourism [61–63]. During the in-depth interviews, questions were developed based on the contextualization of tourism experiences so that the informant's understanding of the phenomenon and clarification of cultural tourism could be captured. Questions and answers were conducted using descriptive and structural queries and new imaginative variations to explore tourist experiences. The results of each informant's interview could be used as the basis for the interview theme for the next informant so that the captured phenomenon became stronger. Triangulation was conducted to avoid the researcher's subjectivity by searching for other similar data to test the correctness of information.

Table 1. Semi-structured and in-depth interview guidance.

Component	Sub Components		Value	Percentage	Score
	Type	Description (Found at Tourist Attractions) * Existence **			
attractions	value	religious language organizational social livelihood equipment art		20	
	activity	enjoy the beauty and physical appeal of tourist attractions enjoy the arts and non-physical attractions of tourist attractions have a conversation with the local community carry out activities at tourist attractions independently carry out collaborative activities with local communities digging deeper into information about tourist attractions learn local arts/traditions		20	
	cleanliness	pollution-free trash-free vandalism-free		10	
	comfort	clean and cool air free from disturbing odors free from noise free from traffic disturbances good service		10	
accessibility		complete and accurate achievement information good road conditions public transportation available short travel distance short travel time		20	
amenities		parking area lavatory food stalls souvenir shops		10	
ancillary		lighting communication rest area places of worship health facilities		10	
		total score		100	

* Filled in with anything that can be found at cultural tourist attractions; ** Give a check mark if the component can be found in cultural tourism objects.

First, data were collected by conducting in-depth interviews on a purposive sample, of which the objective was to explore the motivation to visit cultural tourist attractions, using the typology of the reasons to visit tourist attractions developed from the findings of McKercher and Du Cros [10,64] as follows:

1. Type 1: Enjoying attractions and learning about culture.

2. Type 2: Enjoying cultural heritage but being more oriented to seeking fun experiences rather than a more profound understanding of the culture.
3. Type 3: Enjoying cultural heritage a little, only visiting attractions at a glance.
4. Type 4: The initial orientation is not cultural but visiting cultural attractions.
5. Type 5: The initial orientation is not cultural but visiting cultural attractions and gaining valuable experiences.

The motivation for tourist visits was also explored by correlating it with the accessibility of information about tourist attractions and transportation to reach the attractions. Further, in-depth interviews were conducted to explore tourist satisfaction with the attractions and tourism activities, accessibility, amenities, and ancillary services of the tourism facilities.

Regarding the cultural aspects, information was collected concerning the respondents' knowledge and perceptions about culture as a tourist attraction, including religious systems, language systems, organizational systems, social systems, livelihood systems, equipment systems, and art systems. This action was done to describe the respondents' perceptions of culture as a tourist attraction.

In addition to the in-depth interviews, the distribution, dynamics, and intensity of tourist activities in the tourist attractions were also observed and mapped. In addition, the distribution, dynamics, and intensity of cultural activities were also mapped. The mapping results were synthesized to obtain a picture of the distribution trend of cultural tourism activities in each tourist attraction, which can describe tourists' preferences for tourism activities.

The final synthesis was done to correlate the motivation to visit cultural tourist attractions, cultural interests, and the patterns of cultural tourism activities to reveal the tendency of the correlation between tourist's motivation and the pattern of cultural tourism activities. The objective was to provide a picture of the needs of developing cultural tourism based on tourist perceptions. By doing so, the development of cultural tourist attractions is hopefully better targeted.

4. Results

Table 2 displays the results of tourist identification of cultural elements in the six tourist attractions regarding satisfaction with cultural tourist attractions.

In the study of cultural tourism objects, tourist perceptions can show tourists' impressions, opinions, and assessments of the tourist objects. Therefore, in-depth interviews were conducted to capture tourists' impressions, opinions, and assessments of tourism components, including cultural tourism attractions, accessibility, amenities, and support services of tourist facilities. These were conducted with interview guides, as shown in Table 1. Figure 3 shows the average score of six cultural tourism components (range 1–5). The Ratu Boko Temple has the highest average rating, while the Imogiri Royal Cemetery has the lowest rating. The average tourist satisfaction with all the cultural tourist attractions was 3.71 in the range of 1–5.

Various considerations influenced tourist impressions, opinions, and assessments. However, in summary, it can be conveyed as follows: the Ramayana Theatre has the highest rating of cultural tourism attractions. Most tourists stated that they enjoyed the Ramayana dance drama performed by talented dancers. The combination of dance and gamelan art is very charming. The impressions of one group of tourists from the Netherlands describe the satisfaction of their cultural experience: "The Ramayana dance drama was truly enchanting. . . amazing. . . an unforgettable experience. We have seen several dance performances in Indonesia, but this Ramayana dance was beautiful. The dancers were very talented, and the gamelan music was beautiful. . . especially the magical atmosphere with the Prambanan temple in the background with extraordinary lighting".

Table 2. Cultural elements of leading tourist attractions.

No.	Cultural Elements	Prambanan Temple	Ramayana Theater	Ratu Boko Temple	Sambisari Temple	Imogiri Royal Cemetery	Mataram Great Mosque
1	Religious system	✓				✓	✓
2	Language system	✓	✓	✓	✓	✓	✓
3	Organizational system	✓	✓	✓	✓	✓	✓
4	Social system	✓		✓	✓	✓	✓
5	Livelihood system	✓	✓	✓	✓	✓	✓
6	Equipment system	✓		✓	✓	✓	✓
7	Art system		✓				

✓ A check mark indicates the identification of cultural components in cultural tourism objects.

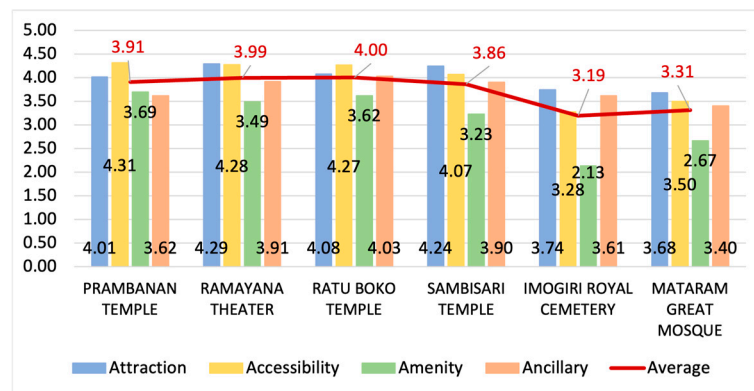


Figure 3. Tourist satisfaction with leading cultural tourism attractions was assessed based on aspects of attraction, accessibility, amenities, and ancillary.

The highest rating for accessibility is given to Prambanan Temple because the location of this cultural tourism object is accessible both by private and public transportation. The government provides a bus stop at Prambanan Temple, making it easier to reach this tourist attraction.

One of the interview excerpts with a tourist from Palembang illustrates the above perception: “Prambanan Temple was easy to reach because it was located on the main road and not far from the city. The road is wide and smooth so that I can drive comfortably. There was also a bus stop here, so visitors who use public transportation can also easily reach this temple. The streets in the Temple area are shady and comfortable”.

The highest rating for tourist amenities is given to Prambanan Temple because the provision of a parking area, souvenir shops, and dining facilities are adequate and attractive. In one of the interviews, a group of tourists from Surabaya gave a positive opinion: “We had heard about the greatness of Prambanan Temple and it turned out to be true. We enjoyed this tour. The location was convenient and easy to find. We came in a group of three cars, and the parking lot was spacious so that we could see a parking area easily. The restaurants in this area had various foods, so everyone got the food they wanted. Our children were thrilled and bought many souvenirs for their friends at home”.

Ramayana Theatre has the highest rating for ancillary services for tourist facilities because of the complete facilities for worship, health, and rest that are very satisfying. A pair of Australian tourists expressed appreciation: “This dance performance was stunning. We know Indonesia was rich in its arts and Yogyakarta, so we wanted to see it directly. The story in the dance drama was told clearly so we could understand it easily. This place was also wonderful and clean. We went around first because we came a bit early.. the place was pleasant and spotless. There was also a health room, which was a good service for visitors.

There was also a place of worship in the corner, and many people used it. . . Yes, because the performance was at night. . .it seems the Muslims were happy to worship there first”.

Table 2 and Figure 3 showed no correlation between the completeness of cultural elements found in cultural tourist attractions and the level of tourist satisfaction with these attractions. Table 2 shows that tourists identified Prambanan Temple, Imogiri Royal Cemetery, and Mataram Great Mosque as having the most complete cultural elements compared to other attractions. However, tourist satisfaction with these three attractions was neither the same nor the highest. Even the Mataram Great Mosque ranked fifth out of the six attractions.

The assessment of the cultural attractions can also be associated with the typology of tourism motivation, which was categorized into five types in this study. (a) Type 1: Enjoying the tourist attractions and learning about the culture. An example of Type 1 tourists are three University of Tokyo students studying archaeology. They are Mr. Bashira, Mr. Hoshiko, and Ms. Sachie. These three tourists did intend to study Prambanan Temple, so they spent almost 4 h enjoying Prambanan Temple and chatting to find information about Prambanan Temple and Hindu religious worship carried out at Prambanan Temple with the temple manager and traders at the Prambanan Temple tourist location. (b) Type 2: Enjoying cultural heritage but more oriented towards finding a pleasant experience than understanding the culture more deeply. An example of Type 2 tourists is six high school students from Solo who were given an assignment from school to study at Prambanan Temple. They documented and searched for information about the Prambanan Temple from the Prambanan Temple manager. However, this cultural exploration was carried out in a short time, around 30 min, and the rest of the time, they walked around the Prambanan Temple area while taking lots of selfies. Then these six tourists spent their time looking for souvenirs and taking a break to eat. (c) Type 3: Enjoying a little cultural heritage, only visiting the tourist attractions briefly. The researcher did not find tourists who fit this type during the study. (d) Type 4: Initial orientation is not cultural but visiting cultural tourist attractions. An example of Type 4 tourists is two pairs from Bandung: Mr. Anton, Ms. Feli, Mr. Artan, and Ms. Anis. These four tourists initially traveled to Yogyakarta to refresh and relax. However, they heard a story about the sacred Mataram Great Mosque, built by Sultan Agung, the 3rd King of the Mataram Kingdom, in the 16th century. This exciting story motivated the four tourists to visit the Mataram Great Mosque. (e) Type 5: The initial orientation was not cultural but visiting cultural tourist attractions and gaining valuable experience. An example of Type 5 tourists is two tourists from the Netherlands, namely Mr. Haghen and Ms. Kerstan, who initially traveled to see the natural beauty of Indonesia. The Dutch couple had visited several other cities before visiting Yogyakarta, where they got information about the Imogiri Royal Cemetery, a burial complex for the kings of Islamic Mataram and their descendants, built by Sultan Agung Hanyokrokusumo in 1632. Because they were interested in the story of the tourist attraction, the Dutch tourist couple visited it. They claimed to have gotten a lot of information, including the reason for choosing the location of the cemetery in a high place because of the belief of the people in the past that the spirits of ancestors would reside in high places. In terms of tourist attractions, there was tourist satisfaction in terms of security, convenience, and aesthetics of attractions. Concerning the motivation of cultural tourism visits, the average tourist satisfaction with the attractions in the six leading cultural tourist attractions using a score ranging from 1–5 is shown in Figure 4.

This study showed that Type 1 tourists had positive assessments. In-depth interview results showed that for tourists whose primary goal was to enjoy and learn about culture, cultural knowledge was their focus. During tourism activities, they often found unexpected conditions. However, they accepted them with an open heart as part of the uniqueness of local conditions. Some tourists even accepted these conditions as local cultural knowledge. For example, the squatting toilet facilities at the Mataram Great Mosque, which are uncomfortable for some tourists, were accepted as local culture. Tourists found information that

squatting toilets are following Islamic culture—the squatting position when defecating is the best ergonomically.

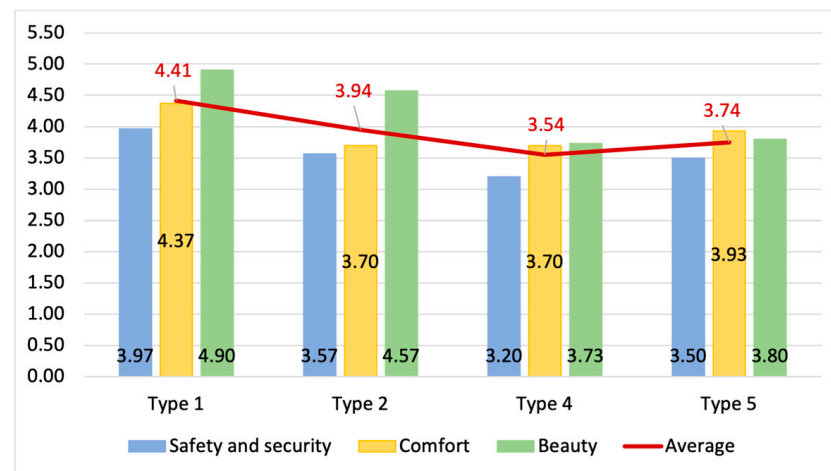


Figure 4. Satisfaction of each type of tourist with the attraction of leading cultural tourist attractions based on safety and security, comfort, and beauty.

To access the Imogiri Royal Cemetery, tourists must climb more than 400 steps, which was considered difficult, especially by Type 4 tourists. However, most Type 1 tourists understand this arrangement because the king's tomb is a sacred area that must be respected and glorified. Placing it in a high area is one form of respect. Type 1 tourists were more motivated to go up and see the tomb directly while looking for cultural knowledge. Although none of the six tourist attractions studied had all seven cultural elements, most tourists expressed their happiness and assessed the tourist attractions well. Most Type 1 tourists said that they gained, as expected, cultural knowledge and experience. This condition showed that the existing culture has great potential to attract tourists. Based on the results of in-depth interviews, tourists were interested in cultural tourist attractions, especially those related to religious elements found in art, equipment (in this case, artifacts in the form of temples, mosques, graves, and residences around the tourist attraction), language, and clothing. The results of exploring cultural tourism perceptions based on cultural tourism motivations show no Type 3 tourists in this study, as seen in Figure 4.

In general, tourists had a positive perception (average value of 3.952 on a scale of 1–5) of the accessibility component. Figure 5 displays tourist satisfaction with the accessibility component correlated with the typology of tourist motivation.

Type 1 tourists had the highest rating for the accessibility component (score 4.41 in the range of 1–5). This assessment includes the quality of access to tourist attractions, ease of reaching tourist attractions, and various modes of transportation used to reach tourist attractions. The in-depth interview results showed the enthusiasm of Type 1 tourists to travel to cultural tourist attractions, even when the distance was quite far, for example, when going to The Imogiri Royal Cemetery. Type 1 tourists did not complain about the long distance on the tour, even stating that they enjoyed it and had exciting experiences. The villages passed along the way were entertaining and provided additional insight, especially related to the social life of the local community. Type 4 Tourists expressed the opposite opinion. They complained about the long distance, poor road conditions, and traffic jams due to the many two-wheeled motorized vehicles and bicycles along the way. This type of tourist expected a much more comfortable recreational trip.

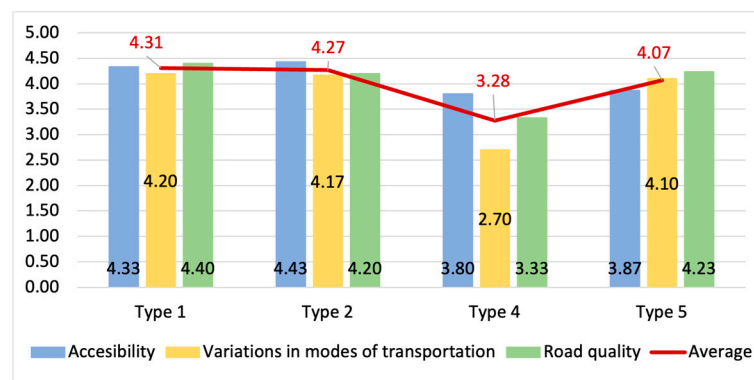


Figure 5. Tourist satisfaction with the accessibility of leading cultural tourist attractions based on typology of tourism motivation.

The in-depth interviews showed that motivation to enjoy and learn culture balanced dissatisfaction with accessibility components. On the other hand, Type 4 tourists, whose tourism orientation was not to enjoy and learn culture, had higher expectations to seek pleasure, so satisfaction with accessibility was more related to convenience and comfort. Based on the in-depth interviews, it can also be seen that the most dominant means of transportation to access the cultural attractions was private vehicles. Because most of the informants in this study (93%) were domestic tourists, this satisfaction is understandable because of some of the characteristics of domestic tourists revealed through the in-depth interviews. These included (1) flexibility in pulling over when traveling using private vehicles allowing tourists could park with the shortest distance to the cultural attractions, (2) the flexibility of using private vehicles making it easy for tourists to suddenly change their destination, (3) the operational costs of private vehicles being lower because a group of people could travel together, and (4) using private vehicles increasing the economic image of tourists.

Tourists provided their perceptions, impressions, and assessments of tourism amenities through in-depth interviews that examined several components, including hotels, food and beverage facilities, souvenir shops, and adequate foreign currency exchange facilities around the tourist attraction. Prambanan Temple had the highest average score range of 1–5, and the Imogiri Royal Cemetery had the lowest. This score was because of the many choices of hotels and restaurants around Prambanan Temple, and tourists gave this tourist attraction an excellent rating. Hotels and restaurants were available from the suitcase class (expensive) to the backpack class (cheap). In addition, there were also many souvenir shops and money changers in the Prambanan Temple area. The availability of pavilions and several open spaces as public facilities provided additional positive assessments for Prambanan Temple. Collecting further information related to this component shows a close correlation between tourist satisfaction and tourism motivation, as shown in Figure 6.

Figure 6 shows that Type 1 tourists who visit cultural attractions to enjoy and learn about culture had the highest score (3.69 on a scale of 1–5) on tourism amenities. This score showed high tourist satisfaction with cultural attractions. Some tourists travel for several days and need a hotel close to the attraction. Tourists also need to eat, drink, relax, and interact with the local community during the trip. Type 1 tourists greatly appreciated the availability of hotels, restaurants, and spaces that allowed interaction with residents, even though they were limited or less representative. Although some facilities had limited conditions, Type 1 tourists accepted and enjoyed them. They took this condition as local wisdom and cultural experience. However, Type 4 tourists, whose primary purpose was to have fun rather than enjoy and learn about culture, rated tourism facilities lower. Some tourists complained about the few restaurants and souvenir shops that were less representative, making them less accessible, especially at the Imogiri Royal Cemetery and the Mataram Great Mosque. The available rest facilities need to be improved. The results of in-depth interviews showed that Type 4 tourists expected high-quality amenities for

refreshing and having fun. This assessment compared satisfaction with their expectations to seek pleasure and convenience when enjoying cultural tourism objects.

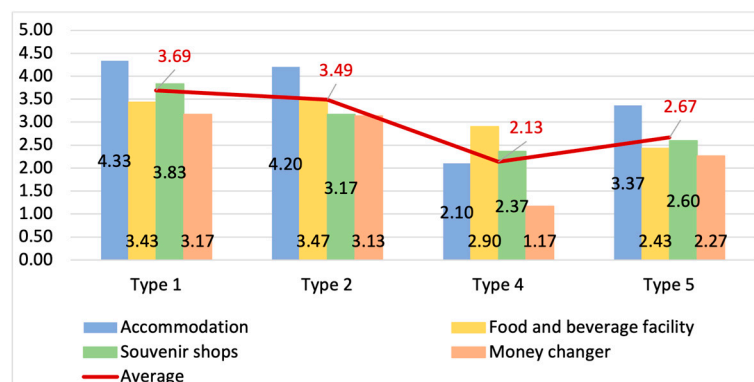


Figure 6. Tourist satisfaction with the amenities of leading cultural tourist attractions based on typology of tourism motivation.

The average score for amenities was relatively low compared to accessibility. This score showed that tourists' perceptions, impressions, and assessments of the amenities aspect were still low, meaning that the amenities of the tourist attraction had not been able to meet tourists' expectations.

The average tourist assessment score for four cultural tourism objects, Prambanan Temple, Ramayana Theater, Ratu Boko Temple, and Sambisari Temple, was above three but still needs to reach four. Meanwhile, the average score for two other cultural tourism objects, the Imogiri Royal Cemetery and the Great Mosque of Mataram, was less than three. Tourists thought that the number, appearance, and comfort of amenities at the Imogiri Royal Cemetery and the Great Mosque of Mataram should be improved. Even around the Imogiri Royal Cemetery, there was no reasonable accommodation.

Tourists also stated the importance of ancillary services. Tourists conveyed their perceptions of additional tourism facilities, including their impressions, opinions, and assessments of the infrastructure available at tourist attractions, such as parking lots, places of worship, and toilets, as well as evaluations of the friendliness of the staff. Most cultural tourists were domestic tourists; some associate their assessment of additional tourism facilities with the possibility of conducting social activities with groups of tourists. This expectation was based on the idea that tourism activities strengthen the bonds of brotherhood. Tourists generally carry out tourism activities in groups, including several activities that require supporting facilities. Hence, the availability and quality of these supporting facilities were among the factors influencing tourist satisfaction. The study results showed that in the range of scores 1–5, the Prambanan Theater had the highest average score regarding ancillary services. In contrast, the Great Mosque of Mataram had the lowest score. Figure 7 displays the correlation between tourism motivation and satisfaction with ancillary services.

Figure 7 shows that Type 1 tourists gave the highest score in terms of the ancillary services, followed by Type 5 tourists. Meanwhile, Type 4 tourists, whose objective was only to seek pleasure, gave the lowest score on this aspect. In-depth interview results showed that Type 4 tourists mainly expected that their trips could provide them with some fun so they could relax and enjoy the facilities. Type 4 tourists expected high-quality facilities and friendly service during a tiresome tour. One example of a negative impression from Type 4 tourists: "We went on vacation to relax and have fun. Unfortunately, this tourist attraction was not comfortable. It was interesting to see the tombs of the Mataram royal family, so I wanted to know what the funeral procession was like. Unfortunately, the resting place was not good, and it looked old. We had to climb many stairs and were tired. We wanted to rest, but it was not comfortable with the shabby-looking resting place. The toilets were

dark and old.” The variations in the objectives of tourism visits influence the variety and priority of activities carried out in tourism.

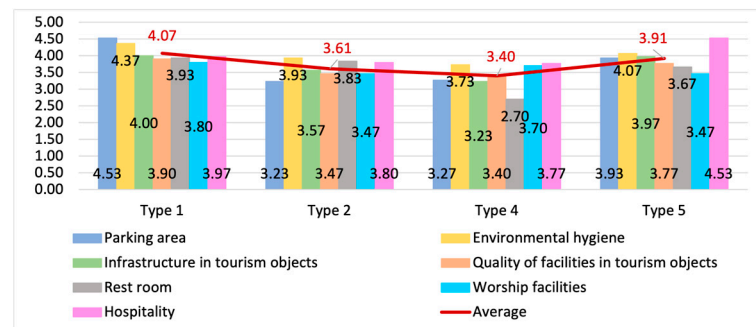


Figure 7. Tourist satisfaction with the ancillary of leading cultural tourist attractions based on typology of tourism motivation.

The opinion of McKercher and Du Cros [10] underlines the grouping of tourists based on their travel goals, which focus on cultural interests. The results of in-depth interviews showed the tendency of interests and priorities of different tourism activities between one type of tourist and another as follows.

Type 1 tourists, whose primary motivation is to enjoy and learn about culture, tend to make maximum use of their time to observe and collect information about cultural tourism objects or events, both the main attractions and their supporting ones. Figure 8 shows the activity patterns of Type 1 tourists.

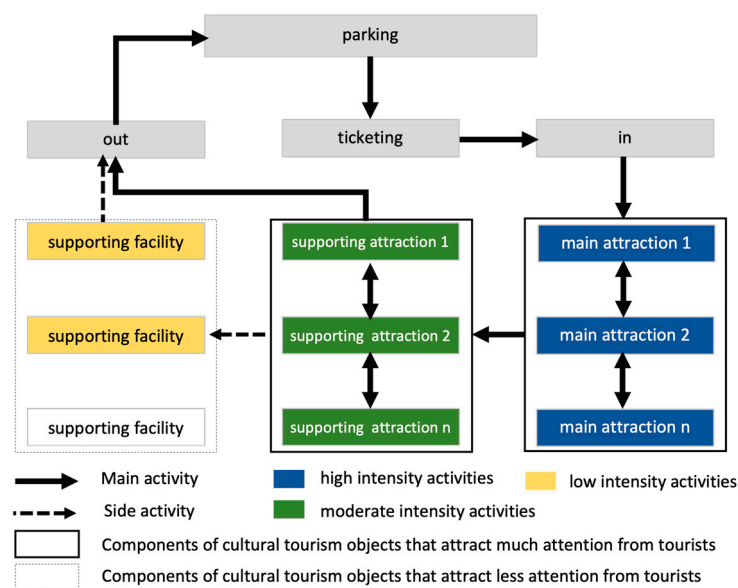


Figure 8. The Type 1 tourist pattern shows that tourists explore the most prominent attractions, supporting attractions, and even supporting facilities for cultural tourism objects.

In this case, tourists state: “Enjoying cultural objects was very enjoyable. We can get valuable lessons from past cultural knowledge, often full of policies”. This type of tourist has an intense curiosity about tourist objects and cultural experiences and makes the most of their time at tourist objects to gain cultural experiences and information. This group spent much time enjoying other supporting facilities and enjoying interacting with the local community. For example, they chatted with souvenir traders to find stories and add to their cultural experience.

Type 2 tourists’ primary motivation to visit a tourist attraction was to gain cultural experience and information, balanced with the motivation to seek pleasure from cultural tourist attractions. Figure 9 shows the activity patterns of Type 2 tourists.

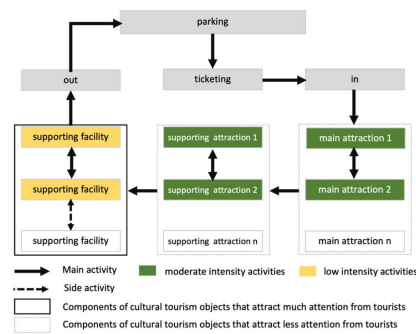


Figure 9. The Type 2 tourist pattern shows the exploration of some of the main attractions and supporting attractions but is easily distracted by enjoying the supporting facilities of cultural tourism objects.

The results of in-depth interviews showed a tendency for tourists to enjoy, observe, and collect information from the main and supporting cultural tourist attractions. However, their determination was sometimes disturbed by the object’s condition that did not match their expectations, such as long distances or hot weather, so their interest shifted to seeking pleasure and experience from other tourist attractions. In-depth interviews capture this tendency: “The reliefs at Prambanan Temple are stunning. We can catch a small quantity of the storyline in the reliefs, but we cannot stand the sun’s heat. If we look closely at the story of Roro Jonggrang there, it was exciting, but our skin can burn from the heat. We must find a shady place and enjoy this beauty from afar”. This condition results in a less than optimal acquisition of cultural experience and information. Figure 10 shows the activity patterns of Type 4 tourists who considered cultural attraction objects pleasurable. Thus, their motivation to visit cultural attractions was to have fun.

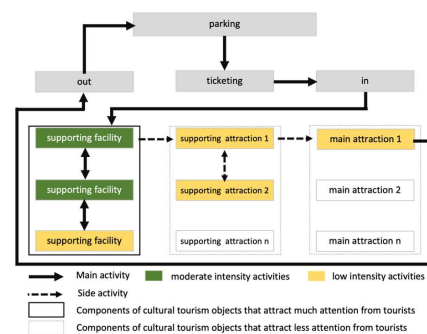


Figure 10. Type 4 tourist patterns show a need for more enthusiasm for exploring the main and supporting attractions, but they are more interested in enjoying the supporting facilities of cultural tourism objects.

The results of in-depth interviews captured tourists’ complaints and dissatisfaction with several tourist attractions’ conditions, for example: “We wanted to enjoy the richness of Indonesian culture, but we did not expect to find conditions like this. Did we have to climb so many steps just to see the cemetery? Even though there was a king’s cemetery up there, it felt lazy to climb that far. It must be tiring. We were worried that there was no good rest area and the bathrooms were old. We would rather wait for stories from other groups. It is the same. We just sit here”. This type of tourist expected to find comfortable and enjoyable facilities according to their expectations. However, they were disappointed because the facilities provided were considered inadequate and diverted their goal of relaxing. This shift in motivation results in these tourists only gaining a little cultural experience or information.

The second type of tourist who initially did not have the motivation to learn/explore cultural information is Type 5, namely those who initially were not interested in visiting a cultural attraction but then became interested in it, enjoying cultural attractions and exploring cultural experiences quite intensely. Such interest in culture then affected their assessment.

This type of tourist visits cultural attractions as one of the tourist packages. Similar to other tourist attractions in general, which function as a place to seek pleasure, tourists of this type initially tended to direct their activities to enjoy supporting facilities or to seek the pleasure of visiting tourist attractions. However, during their visit, their interest in learning, exploring cultural information, or gaining cultural experiences motivates them to direct their activities to observe the main or supporting cultural attractions more seriously, allowing them to gain in-depth cultural experiences and information. Figure 11 shows the activity pattern of this type of tourist.

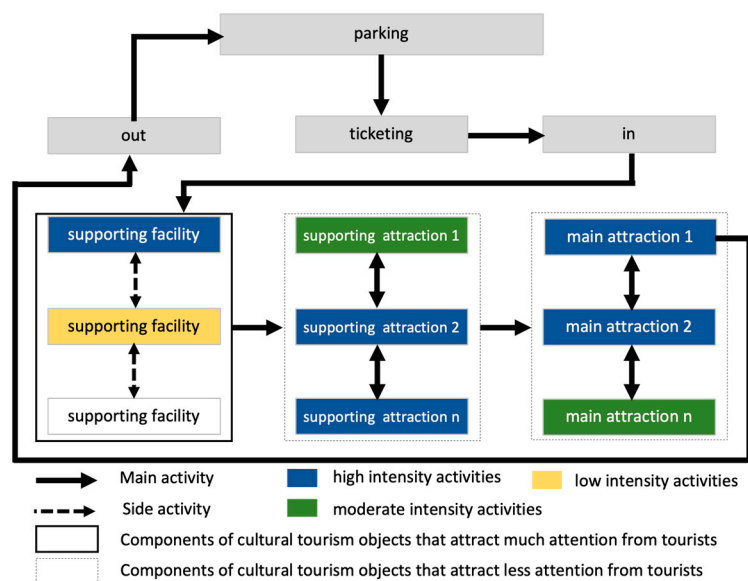


Figure 11. The Type 5 tourist pattern shows little interest in cultural tourism objects. Then, interest develops and motivates tourists to explore the main and supporting attractions and even enjoy the supporting facilities of cultural tourism objects.

The interest of this group in cultural tourism influenced the intensity of activities at cultural tourism attractions; initially, they explored the supporting facilities to seek pleasure, and then, as their interest rose, they explored both the main and supporting attractions. A quote from a tourist illustrated this interest: “We have heard a lot about how beautiful Prambanan Temple is. However, we came here because we joined a tour package, one of which was to visit this temple. After seeing the temple ourselves and listening to the tour guide’s explanation, we admired it. . .it was amazing. . .it was unimaginable how people could build a temple as beautiful as this in the past. . .and the legend was fascinating. . .we ended up browsing the complete story of the legend of the founding of Prambanan Temple. . .so we wanted to read more about the legend”. Such cultural interest influences the tourist assessment of cultural tourism, as shown by high tourist satisfaction: satisfaction with attractions, accessibility, and amenities ranked third, while satisfaction with ancillary service ranked second, higher than the satisfaction score given by Type 2 tourists.

Customer satisfaction is influenced by several factors: product quality, service quality, convenience, price, and emotional factors [65,66]. Tourism is an activity that involves seeking pleasure and enjoying a variety of entertainment [67–69]. In this case, the product is a tourist attraction. In the context of cultural tourism, the quality of the product can be in the form of cultural tourist attractions. In this study, the tourists gave an average score

of 3.91 for product quality. Service quality can be in the form of amenities and ancillary services. In this study, the tourists gave a score of 3.00 for amenities and 3.91 for ancillary services. Convenience can be in the form of accessibility. In this study, the tourists gave a score of 3.91. Satisfaction with prices was indicated by an average score of 3.92. The scores given by each type of tourist can be seen in Figure 12. The assessment showed the appreciation and satisfaction of tourists towards cultural tourism objects, even though some conditions did not follow expectations.

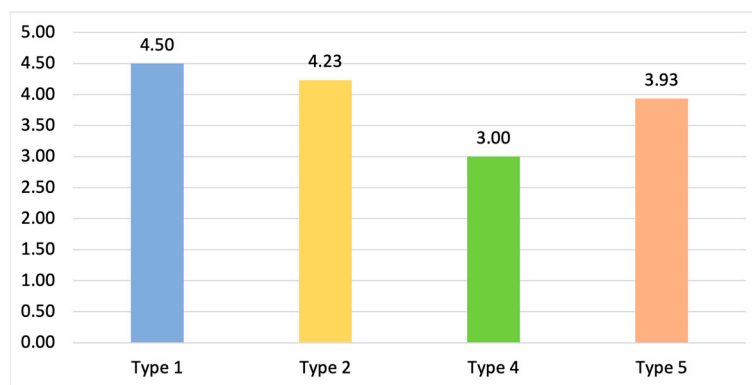


Figure 12. Tourist satisfaction with the price of leading cultural tourist attractions based on typology of tourism motivation.

5. Discussion

Tourism is one of the potential sectors that can mobilize a wide range of economic activities and generate substantial financial contributions in all countries worldwide [3,19,70–72]. One of the types of tourism that is currently rapidly developing is cultural tourism [4], of which the distribution is not limited by time and space because cultural tourism can attract tourists to visit a particular place even if such place is located not in the typical tourist attractions, the visit is also not seasonally limited [6]. Tourism motivation, which can be affected by the reviews of other tourists, is an expression of tourist perception of a tourist attraction. Such tourist perception is affected by cultural background [10], which can describe tourist satisfaction and affect tourist support for the development of cultural tourism [35].

This study found a correlation between cultural tourism motivation and tourist perception of cultural tourism. Information about cultural tourism motivation was initially collected by using a typology of reasons to visit attractions developed based on the opinion of McKercher and Du Cros [10,64] consisting of five types, but this study which involved 180 informants in the cultural tourist attractions could only find four types, namely (a) Type 1: Enjoying attractions and learning culture; (b) Type 2: Enjoying cultural heritage but being more oriented to the search for fun experiences rather than more profound understanding of the culture; (c) Type 4: The initial orientation is not cultural, but then visiting cultural attractions; (d) Type 5: The initial orientation is not cultural, but then visiting cultural attractions and gaining valuable experiences. This study did not find type 3 tourists motivated to enjoy cultural heritage and visit attractions immediately. This study's findings are slightly in contrast to those of previous studies. For example, Hai Nguyen and Cheung found that sightseeing heritage and purposeful heritage tourists were more dominant as more tourists had their first experience traveling to Vietnam and decided on travel planning and activities [73]. Niemczyk also pointed out that purposeful cultural tourists were more prominent. These tourists were motivated to participate in cultural tourism, which influences the acquisition of cultural information at their chosen destination [74]. It shows that travel motivation will influence tourists' acceptance of the chosen destination, and they will have better tolerance. Moreover, tourists with a cultural tendency will create better experiences as they positively intend to learn about the destination's culture [75].

The grouping shows how much interest in culture can motivate tourism. Referring to the opinions of Dann [36] and Crompton [44], curiosity about a culture becomes a push factor for traveling. Associated with this cultural curiosity, Type 1 tourists have the most significant push factor, while Type 4 and 5 tourists have low push factors. This study also found that cultural attractions influence tourists' motivation to participate in cultural activities. This finding aligns with Douglas et al.'s opinion [24]. Furthermore, Douglas et al. [24] also describe the relationship between the choice of cultural tourism types and tourists' motivations. This phenomenological study revealed more deeply the selection of cultural components in demand, namely those related to religious elements, whose traces can be enjoyed through art, language equipment, and clothing.

In this study, culture was the main attraction of tourism. The definition of culture includes ways of thinking, ways of life, and the traditions of local communities [2,4]. Therefore, tourists' cultural background also dramatically influences how they assess tourist attractions, including things that encourage them to visit. In addition to aesthetics, tourists are motivated to compare the cultures existing in a tourist attraction with their own culture [27,28].

In this study, motivation to enjoy and learn about culture influences scores, indicating tourist satisfaction. This condition was proven by the score given by Type 1 tourists regarding cultural aspects, including attraction, accessibility, amenities, and ancillary services. This group scored the highest in all these aspects compared to other tourist groups. The fact that they had immense motivation to obtain cultural information and experiences has made it easier for them to accept the lack of these tourism aspects. On the other hand, this motivation encouraged tourists to pay more attention to the various cultural tourist attractions, both the main and supporting attractions.

Various tourist activities carried out at some leading tourist attractions can be described as a mapping of tourist activities, such as mapping the parking activities, buying tickets, enjoying the main attractions, enjoying supporting attractions, enjoying events, enjoying the surroundings, taking pictures/other documentation, taking a break, eating/drinking, taking prayer, going to the toilet, exploring cultural information, sharing with families or carrying out group activities, sharing with the managers of tourist attractions, sharing with other tourists, sharing with sellers, sharing with the surrounding community, taking a look at souvenirs, and buying souvenirs. The observations of the cultural tourist activities resulted in some mappings of tourist activities, which can be grouped and synthesized with the motivation of tourist visits. The depth of exploration influences cultural experiences and information obtained during a tour visit. Tourists will be satisfied when their tourism experiences exceed their expectations, in line with Gnanapala's view [28].

The extent of the cultural experiences and information gained by certain groups of tourists varies depending on their interest in gaining cultural experiences compared to the interest in other pleasures gained from tourist attractions. This finding is in line with Douglas's [24] view that tourists' cultural motivations influence tourists' participation in cultural activities, which in this research is demonstrated by tourists' enthusiasm for actively seeking cultural experiences and knowledge.

The exploration of tourism motivation resulted in a group of tourists whose initial motivation to visit cultural tourist attractions was to seek pleasure without any intention to learn/explore cultural information. However, during their tourism activities, they began to seek cultural experiences. These tourists can be divided into two types, namely Type 4 and Type 5.

This study found a correlation between cultural tourism motivation and tourist perception of cultural tourism. Cultural curiosity as a motivation for tourism influences tourists' assessments and responses to tourist attractions. Related to the motivation of cultural tourism, this study shows the following.

- a. Great cultural motivation encourages tourists to appreciate the cultural richness they encounter.

- b. Great cultural motivation encourages tourists to be involved in many activities at tourist attractions, including increasing the desire to interact with local communities.
- c. Great cultural motivation creates tolerance and fosters understanding and respect between cultures.

These findings align with the opinion of Dryga et al. [5] that tourism can foster respect between cultures. Tourism is an effective medium for promoting respect and tolerance between cultures. In this study, the great acceptance and understanding of Type 1 tourists towards conditions that did not follow expectations proved that cultural tolerance had been realized. This view is influenced by tourists' emotions driven by their love for culture [40–42,58].

The satisfaction of tourists was undoubtedly influenced by the cultural tolerance that was formed and driven by cultural motivation, which meant that cultural tolerance increased tourist satisfaction because it accommodated the situation's dynamics and allowed them to adapt to less expected situations. Figure 13 shows the correlation between cultural tourism motivation, tourist satisfaction, intensity of cultural tourism activities, and acquisition of cultural tourism experiences.



Figure 13. Correlation between cultural tourism motivation, tourist satisfaction, intensity of cultural tourism activities, and acquisition of cultural tourism experiences.

Figure 13 presents an overview of cultural tourism's various dimensions, with low to high levels. This scale has four layers highlighting various aspects, including knowledge acquisition and cultural experience. This scale implies that the highest dimension showed the cultural understanding and experience tourists obtained from their visit. Another dimension, cultural tourist satisfaction, was an essential factor in measuring the extent to which tourists were satisfied with their cultural activities. The dimension of orientation of cultural knowledge and experience as a consideration for visiting cultural tourist attractions is the most basic layer, showing the importance of initial orientation to cultural knowledge and experience as a consideration for tourists visiting cultural attractions.

There was a relationship between the intensity of tourist involvement in cultural activities and the experiences they obtained, which leads to tourist satisfaction, as shown in Figure 14. Figure 14 also emphasizes that orientation towards culture and knowledge was an essential factor influencing the decision to visit cultural attractions.

This cycle showed the relationship between motivation, perception, tolerance, satisfaction, and cultural knowledge, continuously influencing the traveler's cultural tourism experience. For example, regarding tolerance for various tourism conditions, after tourists were involved in tourism activities, they showed tolerance for multiple conditions they faced, such as facilities, local culture, or overall experience.

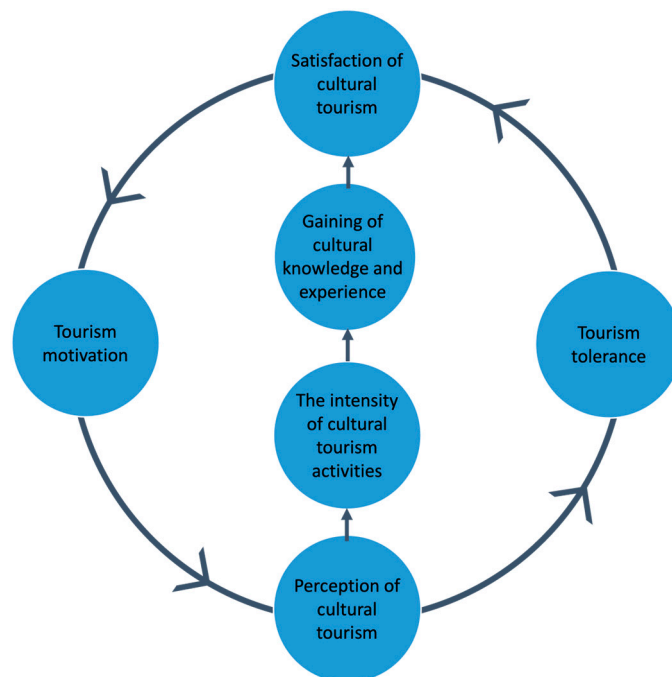


Figure 14. The relationship between cultural tourism motivation, cultural tourism perception, tourism tolerance, and tourism satisfaction.

6. Conclusions

Some motivation drives someone to travel. This study aims to explore the motivation and satisfaction of cultural tourism. Therefore, it focuses on the existence of curiosity and the drive to learn about a culture as motivations for tourism. The phenomenological approach in this study explored tourists' assessments and thoughts about cultural tourism objects. In-depth interviews with tourists revealed their views, attitudes, and expectations about tourist attractions.

Tourists' curiosity and interest in culture as a motivation to travel varies. The motivations affect tourists' assessments and responses to tourist attractions, as well as their enthusiasm and desire to involve themselves in various activities while at the tourist attraction. These assessments and responses describe tourists' perceptions of tourist attractions. Previous studies have shown that tourists' cultural backgrounds influence this perception. However, this study shows that motivation also affects tourists' perceptions of attractions.

The greater the curiosity and interest of tourists in culture, the more positive their assessment of tourist attractions and the greater their enthusiasm and desire to involve themselves in various activities at tourist attractions, including interacting with local people. With the intensity of tourist activities and interactions like this, tourists can gain a lot of cultural experience and satisfaction from cultural tourism. The emotional factor in measuring customer satisfaction is comparing the acquisition of artistic experience or pleasure and tourist expectations.

Because of their great curiosity and interest in culture, tourists tend to quickly build understanding and positive thinking if there is a discrepancy between the conditions of tourist attractions and their expectations.

Tourists easily accept the shortcomings of tourist attractions and interpret them as uniqueness or local wisdom. They even interpret them as an engaging cultural experience. This condition shows the formation of cultural tolerance. This study also indicates that cultural tolerance can lower expectations and increase tourist satisfaction.

Thus, cultural tourism motivation underlies the formation of tourist tolerance. Tourist tolerance is one aspect that influences tourist satisfaction and, in the long term, can influence decisions to make repeat visits.

6.1. Practical Implications

One of the tipping points of the success of cultural tourism is tourism loyalty. High tourism loyalty manifests when tourists revisit or recommend an attraction to others. It will guarantee the success of a tourist attraction. This condition can be achieved if tourists receive excellent satisfaction when they visit, which is closely related to the expectations of these attractions. There is a linear correlation between the satisfaction of cultural tourism and tourism motivation. The stronger the motivation of tourists to gain cultural experience and cultural knowledge of a tourist attraction is, the more positive the perception of cultural tourism is, and the greater the tourists' acceptance of the various conditions of the objects is, so that their satisfaction with tourism objects is more easily achieved. In addition to this, greater cultural experience and knowledge will be gained during their tour.

Variations in tourist motivation also affect the patterns of tourist activity. The stronger the motivation for cultural tourism, the greater the intensity of activities on the main cultural objects. Conversely, the weaker the motivation of cultural tourism is, the more the orientation of tourism activities shifts from the principal attractions to the supporting objects. The patterns of these activities are valuable input in a comprehensive program of cultural tourism development to increase the variety of tourist attractions so that, in the long run, they can attract more tourists and extend the success of tourism objects.

Further study is needed to increase the role of the tourism sector as one of the most significant contributors to state revenue, especially on the development and shift of motivation and interest in tourism and information on tourism demand. However, tourism businesses need information about the market to provide the right services. Because tourism expectations and requests are closely related to human perception and cultural background, this information becomes very in line with the dynamics of artistic and technological developments. Therefore, studies on the developments and shifts in tourism perceptions, motivation, and satisfaction must be developed in various places and times.

6.2. Theoretical Implications

The findings of this study contribute to the knowledge that links tourism motivation with tourism tolerance. Tourism motivation influences tourists' perceptions of cultural tourism objects, which previous studies had stated is influenced by their cultural background. These findings enrich the views of Saquib et al. [6], who explain tourism motivation based on psychological aspects that focus more on individual needs, satisfaction, comfort, and travel safety. This study emphasizes that cultural tourism motivation forms tourism tolerance and lowers tourists' expectations of tourism conditions. Ultimately, this condition increases tourism satisfaction, which has the potential to build tourism loyalty.

6.3. Research Limitation

This study has several limitations. Some informants came from specific regions with different vocabulary and language dialects from the researcher. This condition sometimes results in different interpretations between the researcher and the informant, requiring extra time to align perceptions during the interview. Some informants needed additional stimulants/souvenirs to be willing to be interviewed. This action may instill a prestige effect when answering interviews that can affect their image from a social perspective

6.4. Further Research

Given the diversity that includes culture, namely religious systems, language systems, organizational systems, social systems, livelihood systems, equipment systems, and art systems, tourism research must be conducted for other types of culture. This recommendation is made because tangible and intangible aspects can influence cultural tourism satisfaction and are closely related to the tourist's background. These cultural background differences will also encourage tourists to respond differently to cultural tourism objects. Furthermore, the diverse cultural backgrounds of tourists need to be reacted to with similar studies in

different regions so that they can produce increasingly general findings. In addition, it is also necessary to expand information to encompass several different generations.

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Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The data presented in this study are available upon request from the corresponding author.

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