

The Influence of Local Culture on Intention to Recommend through Destination Image

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Abstract

The main objective of this study is to explore how local culture affects recommendation intention among tourists who have visited Kebondalem Kidul Cultural Tourism Village, with destination image acting as a mediating factor. This research utilizes a quantitative and descriptive-analytical approach, using a 5-point Likert scale for measurement. Non-probability sampling, specifically convenience sampling, was used to collect primary data. The sample consisted of 200 tourist respondents who had visited the Kebondalem Kidul Cultural Tourism Village. Structural Equation Modeling (SEM) with SmartPLS 3.2.9 was used as the analysis tool. The findings of this study indicate that local culture directly influences tourists' recommendation intention and destination image when visiting Kebondalem Kidul Cultural Tourism Village. In addition, destination image is a partial mediating factor between local culture and recommendation intention for tourists in this cultural tourism destination. Destination image is the strongest predictor in influencing tourists' recommendation intention.

Keywords: Local Culture, Destination Image, Recommendation Intention, Heritage Tourism



INTRODUCTION

In the wake of the Covid-19 pandemic, tourism is undergoing a fresh paradigm shift. The contemporary tourism landscape highlights the significance of individualization, tailoring, community essence, and a more intimate scale. Tourism centred around history and heritage aligns perfectly with these attributes, crafting more robust and superior-quality experiences while upholding sustainable tourism's tenets (Satyagraha, 2022).

The sought-after trends in tourism encompass heritage-oriented themes, particularly those linked to heritage and history, as they possess a compelling allure that aligns seamlessly with the evolving currents of modern tourism. Historical tourism can yield substantial advantages, particularly when thoughtfully curated to incorporate indigenous knowledge. As these destinations progress, it becomes crucial to brand and meticulously package them to extract optimal advantages for the local community.

This presents a remarkable opening and potential for Indonesia to captivate domestic and international tourists, enticing them to explore the nation. A noteworthy innovation involves the cultivation of tourism villages within Indonesia, leveraging the inherent potential of local culture to align with the prevailing trends in tourism.

A focus on historical and cultural facets of tourism while accessing the knowledge residents possess holds the capacity to safeguard a region's historical and cultural legacy. Through exploring historical sites, visitors can garner understanding and admiration for the region's traditions and history, actively participating in its conservation.

Situated in Central Java, Indonesia, Kebondalem Kidul is a cultural tourism village renowned for its abundant cultural legacy, encompassing customary dances, melodies, artisanal crafts, and culinary delights. Numerous tourists flock to Kebondalem Kidul each year, driven to immerse themselves in its distinctive local culture.

In line with the research by Artal-Tur et al. (2018) this form of tourism encourages broadening demand and offerings within tourist destinations, all the while upholding the integrity of local culture. Scholars further contend that advancing our comprehension of cultural tourism can play a pivotal role in advancing the sustainability of destinations (Artal-Tur et al., 2018).

Nonetheless, the village has encountered contemporary obstacles due to the evolving preferences of tourists. Presently, numerous visitors exhibit a predilection for modern and worldwide tourism encounters rather than local and customary ones. This alteration in tourist conduct has reduced the volume of individuals venturing to Kebondalem Kidul, adversely affecting the local economy and cultural vibrancy.

In reaction to the evolving preferences of tourists, the administrator of Kebondalem Kidul's Cultural Tourism Village is endeavouring to rekindle the appeal of local cultural tourism through enticing presentation. However, the count of tourist visits remains relatively modest despite these efforts (refer to Table 1)

Some researchers advocate the notion that local culture exerts a positive impact on tourist behaviour, particularly in terms of the inclination to endorse a destination (Naqvi et al., 2018; Sharma & Nayak, 2019; Sthapit, 2013; Yu et al., 2019). The positive influence of local culture on tourist behaviour should logically extend to the intention of recommending destinations within Kebondalem Kidul Cultural Tourism Village. Nevertheless, the data presented in Table 1 for 2022, following the COVID-19 pandemic, reveals a contrasting scenario where tourist visits to Kebondalem Kidul Cultural Tourism Village still need to be made.

Table 1. Visitor Domestic and Foreign 2020-2022

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

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

Table 1 illustrates the influx of tourists in three categories: children, adults, and international visitors, covering the previous three years of 2020, 2021, and 2022. The data shows a noteworthy surge in tourist arrivals during 2022 compared to previous years, with a particularly noticeable increase in the adult tourist demographic. At the same time, the number of foreign tourists shows a consistent trend each year.

Despite the upswing in tourist visits, as depicted in the table above, the growth remains modest in quantitative figures or exhibits a relatively subdued intensity. Stakeholders within the tourism domain are tasked with a dual responsibility: discerning the factors that arouse visitor interest and comprehending the mechanisms by which destination image takes shape through the lens of local culture. Moreover, managers need to be attentive to the variables impacting visitors' predisposition to endorse their tourism encounters to fellow travellers.

Suggesting a travel encounter to fellow travellers indicates that a tourist, having embarked on a journey, perceives a favourable portrayal of the destination. This process often commences by spotlighting facets of the local culture that have left a constructive imprint during the tourist's sojourn in the destination.

Numerous research endeavours have assessed the impact of local culture on tourist conduct, encompassing the inclination to endorse tourist sites. According to the outcomes presented by Figueroa et al. (2018), the allure for international tourists hinges upon skilful harmonization of tourism dynamics, amalgamating cultural vibrancy, diverse activities, and natural assets. Another distinct inquiry divulged that visitors exhibit a predilection for more renowned locales characterized by substantial historical, cultural, and aesthetic significance (Su & Wall, 2015), underscoring the influential role of local culture in shaping behavioural intentions (Coudounaris & Sthapit, 2017).

Divergent research findings by Rasoolimanesh et al. (2022) assert that the direct impact of local culture on the intention to revisit yields a noteworthy influence, in contradistinction to the direct

impact of local culture on the intention to recommend, where the findings lack statistical significance.

The primary objective of this research is to construct and validate a theoretical framework that establishes connections among local culture, destination image, and visitation intention within the cultural tourism villages of Kebondalem Kidul, utilizing the S-O-R (Stimulus-Organism-Response) theory. The study aims to scrutinize local culture's direct and indirect influences on tourist behaviour, mediated by the destination image. Additionally, this study seeks to compare the relative impacts of local culture and destination image on behavioural intention. A central research query pertains to discerning the significance of the relationship between local culture, destination image, and the willingness to recommend. Specifically, it explores whether local culture anticipates the inclination to recommend, with the most substantial effect being channeled through the destination image within the cultural tourism villages of Kebondalem Kidul (refer to Figure 1).

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory

The SOR theory, a psychological framework, elucidates how individuals respond to external triggers, postulating that human responses are influenced when exposed to stimuli, subsequently influencing their emotions and behaviour (Lai et al., 2021). Thus, the stimulus-organism-response theory offers an apt avenue for investigating the underpinning mechanisms steering tourists' inclination to recommend, as both local culture and destination image share a robust correlation with the cognitive processes influenced by tourists' characteristics. Local culture is pivotal in shaping tourists' decision-making through the prism of destination image, especially regarding their intention to recommend. Consequently, we have devised a behavioural model that adheres to the stimulus-organism-response structure, encompassing local culture (S), destination image (O), and the intention to recommend (R) (see Figure 1).

The Effect of Local Culture

Local culture represents the distinct character that distinguishes the culture of a particular community or region (Ajawaila, 2003). Local culture includes traditions, rituals, language, food, crafts, music, and various elements associated with a particular region. The importance of local culture lies in its ability to reflect the identity and welcoming nature of the community. The important role played by residents in offering hospitality has an impact on overall tourist satisfaction, as interactions with locals are often an important part of the tourist experience (Chandralal & Valenzuela, 2015). Cultural zones show good influence, showcasing the unique local culture that precedes them. Within these zones, one can find a rich heritage of arts and crafts that still need to be standardized and have their distinctiveness (Sugandini et al., 2019). Local culture can greatly shape a destination's image. During their trip, visitors can fully engage with the local culture by interacting with locals, tasting local dishes, and taking part in cultural events.

Within the field of tourism literature, researchers have found that destinations with specific tourism practices that embody the essence of local culture can markedly influence visiting

tourists' propensity to remain loyal (Sharma & Nayak, 2019; Sthapit, 2013b). Yu et al. (2019) stated that although the perceived impact of local culture may need to be obvious and require integration into the tourist experience, research findings still suggest that local culture positively influences visitors' intention to provide favourable recommendations. Naqvi et al. (2018) presented research results showing that local festivals positively influence favourable recommendations. Based on the literature mentioned above, it can be hypothesized that Kebondalem Kidul cultural tourism village:

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

Moreover, the influence of various cultures resulted in different effects on tourists' experiences (Xu et al., 2022). How tourists perceive their cultural background influences a destination (Tian et al., 2021). The findings illustrate that a positive dining experience at a traditional restaurant can significantly enhance the overall perception of the destination (Hernández-Rojas & Alcocer, 2021). Scholars have observed that local culture distinctly shapes tourists' encounters in cultural tourism and also shapes their perception of the destination. Considering the literature discussed above, it can be inferred that a similar effect exists in the Kebondalem Kidul cultural tourism village:

H2: Local culture positively influences destination image.

The Effect of Destination Image

Numerous inquiries within the realm of tourism literature have explored the concept of destination perception. These investigations have delved into destination perception's direct and indirect effects on travellers' intentions and behaviours. The reputation of a tourist destination holds sway over the choices made by travellers prior to their journeys and their spending patterns during their travels (Wang et al., 2021). However, according to Quynh et al. (2021), tourists' emotional experiences with tourist destinations influence their inclination to share word-of-mouth recommendations. In cultivating a specialized interest in tourism, fostering a positive perception through exceptional amenities, high-quality services, a strong reputation, and a pleasant atmosphere can motivate tourists to endorse the destination to potential visitors (Sugandini et al., 2021). As indicated by the research of Sharma & Nayak (2019), tourists' intentions to visit and recommend a destination are influenced by the perception of that destination. Multiple research outcomes demonstrate a correlation between destination perception and the inclination to recommend it. When a destination garners a positive image in the eyes of tourists, these travellers are more likely to advocate for the destination to others. Therefore, the researcher posits that in the context of the Kebondalem Kidul Cultural Tourism Village:

H3: Destination image positively influences the intention to recommend.

The perception of a destination's tourism image plays a substantial role in influencing tourists' decisions when selecting their travel destinations (Wang et al., 2021). Gunn & Var, (2020) introduced the concept of an attraction complex, which stems from the advantages inherent in various tourism resources such as geography, socio-cultural elements, historical landmarks,

traditional components, and local festivities. Additionally, Ragab et al. (2020) research findings validate destination image's direct and positive impact on favourable word-of-mouth recommendations. Drawing from the research above, it becomes evident that tourists' interpretations of the local culture can shape their perception of a destination, consequently affecting their inclination to recommend the place to others. Therefore, the researcher adopts this hypothesis in the context of the Kebondalem Kidul cultural tourism village:

H4: Destination image plays a mediating role in the relationship between local culture and recommendation intentions.

We can illustrate the empirical model in (**Figure 1**) using the theoretical analysis and the prior research findings that have been presented.

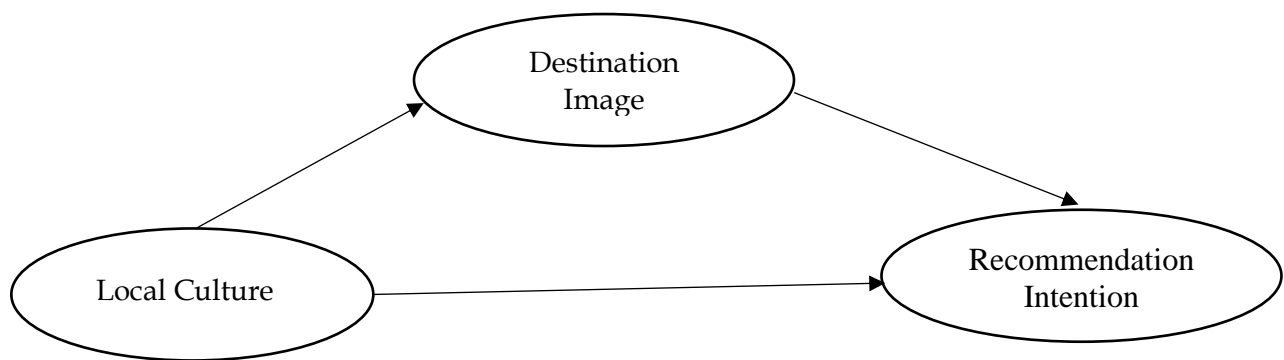


Figure 1. Conceptual Framework

METHOD

The research employed a survey approach to gather data from participants using an online survey form (refer to Table 2). Initially, the questionnaire was formulated in the Indonesian language. Subsequently, a skilled translator translated the survey instrument into English. The Indonesian version was intended for domestic tourists, while the English version was tailored for foreign tourists. Regarding the sampling method, a non-probability sampling technique known as convenience sampling was employed, whereby elements from the population were chosen as sample respondents without adhering to a predetermined probability of selection (Sekaran, Uma and Bougie, 2016).

All the variables employed in this research were assessed using a Likert scale, which consists of a series of statements or queries organized into five levels. The Likert scale gauges the extent to which respondents agree or disagree with a provided statement, offering five available response options (Sekaran, Uma and Bougie, 2016). Participants were instructed to utilize checkmarks or crosses to indicate their answers to the statements or questions. This questionnaire utilized a closed format and an interval scale of 1 to 5.

This study requires a sample size of 30 to less than 500 participants. For specific scenarios, a minimum of 30 respondents is essential, and it is recommended that the sample size be larger,

ideally exceeding ten times the number of variables examined in the study (Sekaran, Uma and Bougie, 2016). This study has three variables, which in total consist of 14 indicator variables. Therefore, the minimum sample size required can be calculated as $14 \text{ (indicators)} \times 10 = 140$ respondents. Nevertheless, this study will involve around 200 samples to ensure higher accuracy.

The study's participant pool comprised 200 tourists who had explored tourist sites within the Kebondalem Kidul cultural tourism village, and data gathering was facilitated through online questionnaires. The data were subjected to analysis utilizing a structural equation model (SEM) executed with the assistance of Smart PLS 3.2.9 software.

Table 2. Measurement Scale and Literature Source

| Construct | Items | Source |
|------------------------|---|---|
| Local culture | <ul style="list-style-type: none"> • Positive opinions about the local community. • Engaged in immersive local cultural experiences. • The local community in a tourist destination is very friendly. • I had the opportunity to fully engage in local festivals and various cultural ceremonies. • I explored genuine local food. | (Chandralal & Valenzuela, 2015; Raimkulov et al., 2021; Sharma & Nayak, 2019; Yu et al., 2019) |
| Destination image | <ul style="list-style-type: none"> • The destination provide me with a more profound comprehension of history and culture • The destination had a captivating and unique impression. • The destination provided a range of lodging options. • The destination offered a diverse range of entertainment options. • The destination provided high-quality service. | (Ahsanah & Artanti, 2021; Cheng & Chen, 2022; Huang & Bu, 2022; Nazir et al., 2021; Sharma & Nayak, 2019; Stylidis et al., 2017; Zhang et al., 2022; Zhou et al., 2022) |
| Intention to recommend | <ul style="list-style-type: none"> • I will encourage friends and relatives to visit Kebondalem Kidul cultural tourism village. • I will say positive things about Kebondalem Kidul cultural tourism village to other people. • I will recommend Kebondalem Kidul cultural tourism village to other people. • I would post about my trip experiences on social media. | (Chen et al., 2020; Nazir et al., 2021; Ng et al., 2022; Raimkulov et al., 2021; Sharma & Nayak, 2019; Stylidis et al., 2017; Vada et al., 2022; Zhang et al., 2022) |

ANALYSIS AND DISCUSSION

Sample Profile

The distribution of male and female respondents was even, with the majority being male (54%) and the remaining portion being female (46%). Most respondents fell within the 26 - 35 age bracket (54.5%), while smaller percentages represented the other age groups. Most respondents possessed a Diploma 4/Bachelor's degree (42.5%), followed by those with an Elementary School/Junior High School educational background (42%), and a smaller fraction had attained higher levels of education. Slightly over half of the respondents were returning visitors (57.5%), while the remainder were first-time visitors (42.5%). The comprehensive dataset highlights the diversity in respondent attributes, encompassing gender, age, education, and visiting patterns to tourist destinations (Refer to Table 3).

Table 3. Sample Profile

| Variables | Categories | Respondents' Proportion | Respondents (n = 200) |
|---------------------------|-----------------------------------|-------------------------|-----------------------|
| Gender | Male | 54 % | 108 |
| | Female | 46 % | 92 |
| Age (Year) | < 18 | 0,5 % | 1 |
| | 18 - 25 | 19 % | 38 |
| | 26 - 35 | 54,5 % | 109 |
| | 36 - 45 | 20 % | 40 |
| | > 45 | 6 % | 12 |
| Educational qualification | Elementary/Junior/High School | 42 % | 84 |
| | Diploma 3rd Level | 10,5 % | 21 |
| | Diploma 4th Level / Undergraduate | 42,5 % | 85 |
| | Postgraduate and above | 5 % | 10 |
| Visitation status | First-time visit | 42,5 % | 85 |
| | Repeat visit | 57,5 % | 115 |

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

Measurement

Outer Model and Inner Model

When constructing the scale, a loading factor between 0.50 and 0.60 is considered acceptable for assessing convergent validity, while a correlation value exceeding 0.70 is viewed favourably (Ghozali, 2021).

In this context, the destination image variable demonstrates loading values ranging from 0.818 to 0.881. Similarly, the local culture variable exhibits loading values within the range of 0.800 to 0.829. Lastly, the recommendation intention variable displays loading values varying from 0.850

to 0.935. These results indicate that the indicators used to gauge each respective variable meet the criteria for convergent validity and, thus, do not require elimination (refer to Table 4).

Table 4. Outer Loading and AVE

| Variable | Items | Outer Loadings | AVE |
|--------------------------|-------|----------------|-------|
| Destination Image | DI1 | 0,818 | 0,699 |
| | DI2 | 0,793 | |
| | DI3 | 0,881 | |
| | DI4 | 0,861 | |
| | DI5 | 0,825 | |
| Local Culture | LC1 | 0,800 | 0,613 |
| | LC2 | 0,770 | |
| | LC3 | 0,719 | |
| | LC4 | 0,829 | |
| | LC5 | 0,792 | |
| Recommendation Intention | RCI1 | 0,874 | 0,792 |
| | RCI2 | 0,897 | |
| | RCI3 | 0,935 | |
| | RCI4 | 0,850 | |

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

Table 5. Discriminant Validity

| | Destination Image | Local Culture | Recommendation Intention |
|------|-------------------|---------------|--------------------------|
| DI1 | 0,818 | 0,627 | 0,680 |
| DI2 | 0,793 | 0,546 | 0,594 |
| DI3 | 0,881 | 0,687 | 0,641 |
| DI4 | 0,861 | 0,646 | 0,648 |
| DI5 | 0,825 | 0,623 | 0,649 |
| LC1 | 0,579 | 0,800 | 0,597 |
| LC2 | 0,563 | 0,770 | 0,506 |
| LC3 | 0,508 | 0,719 | 0,520 |
| LC4 | 0,679 | 0,829 | 0,623 |
| LC5 | 0,593 | 0,792 | 0,615 |
| RCI1 | 0,673 | 0,658 | 0,874 |
| RCI2 | 0,649 | 0,634 | 0,897 |
| RCI3 | 0,726 | 0,656 | 0,935 |
| RCI4 | 0,685 | 0,663 | 0,850 |

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

The indicators within their respective variables demonstrate greater cross-loading values than those from different variables. The research evaluation confirms robust discriminant validity, establishing its appropriateness for further exploration and analysis (Ghozali, 2021) (see Table 5).

Table 6. Fit Summary

| | Saturated Model | Estimated Model |
|-------------------|------------------------|------------------------|
| SRMR | 0,063 | 0,063 |
| d_ ULS | 0,417 | 0,417 |
| d_ G | 0,259 | 0,259 |
| Chi-Square | 309,396 | 309,396 |
| NFI | 0,850 | 0,850 |

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

The results of the suitability evaluation for the SEM model using SmartPLS 3.2.9 can be found in Table 6. An SRMR value below 0.10 or 0.08 is acceptable for the PLS path model (Ghozali, 2021). According to the model's fit assessment, the Standardized Root Mean Square Residual (SRMR) is documented at 0.063, indicating a solid alignment between the model and the data, affirming its suitability for conducting the Structural Equation Modeling analysis.

Table 7. Composite Reliability and Cronbach's Alpha

| | Composite Reliability | Cronbach's Alpha |
|--------------------------|------------------------------|-------------------------|
| Destination Image | 0,921 | 0,892 |
| Local Culture | 0,887 | 0,841 |
| Recommendation Intention | 0,938 | 0,912 |

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

As per the guidelines provided by Sekaran, Uma and Bougie (2016), a reliability score of less than 0.60 is categorized as weak, 0.70 is considered acceptable, and a score surpassing 0.80 is considered highly reliable. The data presented in Table 7 shows that each variable exhibits a composite reliability value exceeding 0.70. Suggests that all the variables are dependable and suitable for further research and analysis.

Table 8. R-Square Test

| | R Square | R Square Adjusted |
|--------------------------|-----------------|--------------------------|
| Destination Image | 0,563 | 0,561 |
| Recommendation Intention | 0,648 | 0,644 |

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

The data analysis in Table 8 reveals that the R-Square value for the destination image variable is 56.3%. Indicates that the local culture variable can account for 56.3% of the variations in the destination image, with the remaining 43.7% being influenced by unexplored variables or factors. As for the recommendation intention variable, approximately 64.8% of its variability is attributed

to the influence of the local culture, while the remaining 35.2% is associated with external variables or factors that have not been examined in this study.

Table 9. Summary Structural Model

| Hypothesis | Path | Original Sample (O) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Supported |
|------------|----------|---------------------|----------------------------|--------------------------|----------|-----------|
| H1 | LC → RCI | 0,359 | 0,080 | 4,484 | 0,000 | Yes |
| H2 | LC → DI | 0,751 | 0,035 | 21,180 | 0,000 | Yes |
| H3 | DI → RCI | 0,499 | 0,072 | 6,934 | 0,000 | Yes |

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

Hypothesis H1 indicates a positive association between local culture and recommendation intention, with an initial sample estimate of 0.359. The T-statistic value exceeds the critical t-table value, precisely $4.484 > 1.96$. Additionally, the p-value is 0.000, falling below the significance level of 0.05. Based on this hypothesis evaluation, there is strong support for H_a , or H_a is confirmed, indicating that local culture influences the recommendation intention among visitors to Kebondalem Kidul Cultural Tourism Village. The positive nature of the relationship between these two variables in Hypothesis 1 implies that as the local culture variable increases, the recommendation intention variable similarly increases.

Hypothesis H2 indicates a positive association between local culture and destination image, with an initial sample estimate of 0.751. The T-statistic value exceeds the critical t-table value, precisely $21.180 > 1.96$. Additionally, the p-value is 0.000, falling below the significance level of 0.05. Based on this hypothesis evaluation, there is strong support for H_a , or H_a is confirmed, indicating that local culture influences the destination image among visitors to Kebondalem Kidul Cultural Tourism Village. The positive nature of the relationship between these two variables in Hypothesis 1 implies that as the local culture variable increases, the destination image variable similarly increases.

Hypothesis H3 indicates a positive association between destination image and recommendation intention, with an initial sample estimate of 0.499. The T-statistic value exceeds the critical t-table value, precisely $6.934 > 1.96$. Additionally, the p-value is 0.000, falling below the significance level of 0.05. Based on this hypothesis evaluation, there is strong support for H_a , or H_a is confirmed, indicating that destination image influences the recommendation intention among visitors to Kebondalem Kidul Cultural Tourism Village. The positive nature of the relationship between these two variables in Hypothesis 1 implies that as the destination image variable increases, the recommendation intention variable similarly increases.

Table 10. Mediating Effect of DI

| Hypothesis | Path | Original Sample (O) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Supported |
|------------|----------------|---------------------|----------------------------|--------------------------|----------|-----------|
| H4 | LCI → DI → RCI | 0,375 | 0,061 | 6,160 | 0,000 | Yes |

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

Hypothesis H4 indicates a positive association between local culture, mediated by Destination Image, and recommendation intention, with an initial sample estimate of 0.375. The T-statistic value exceeds the critical t-table value, precisely $6.160 > 1.96$. Additionally, the p-value is 0.000, lower than the significance level of 0.05. Based on the results of this hypothesis analysis, it is reasonable to conclude that there is substantial support for H_a , or H_a is validated, indicating the presence of a mediating influence of destination image in the relationship between local culture and recommendation intention among visitors to Kebondalem Kidul Cultural Tourism Village. The positive association among the three variables in Hypothesis 4 implies that an improvement in the local culture variable will subsequently impact the destination image variable, ultimately raising the recommendation intention variable.

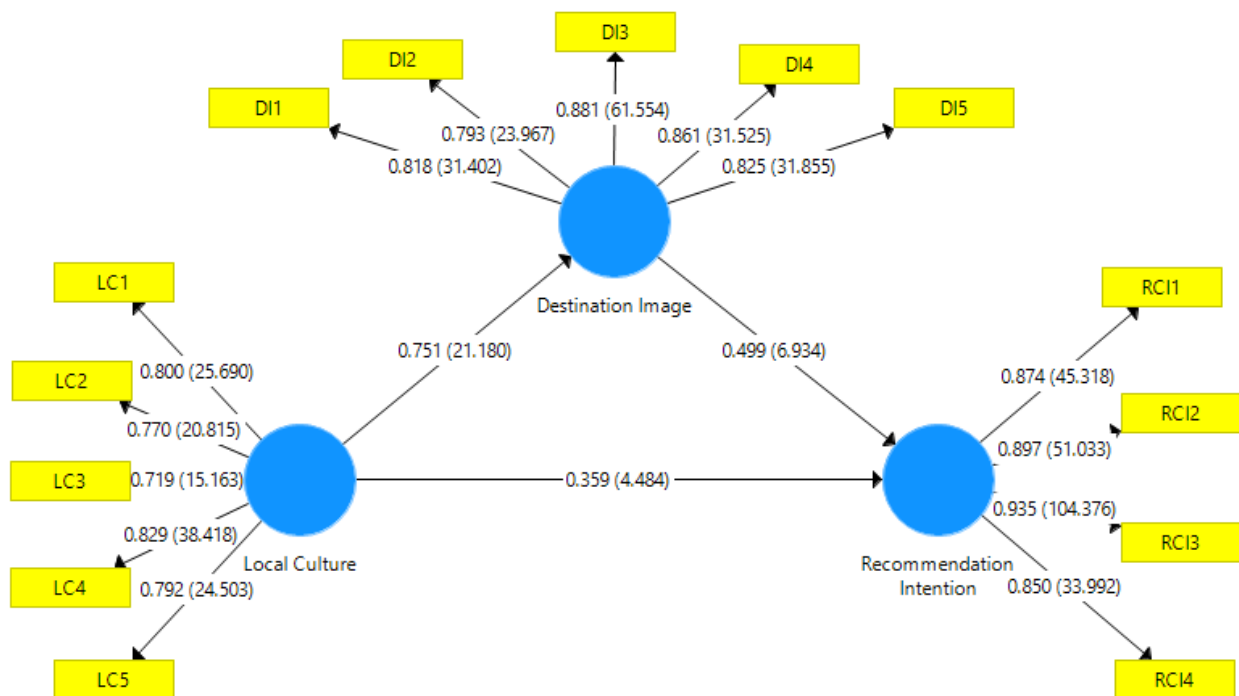


Figure 2. Full Analysis SEM Model

CONCLUSION

This research significantly contributes to the current knowledge concerning local culture from various perspectives. This study explores local cultural variables, particularly within cultural

heritage tourism, primarily focusing on tourists visiting the Kebondalem Kidul cultural tourism village.

Furthermore, the results obtained from the structural model indicate that local culture variables directly and positively impact the intention to recommend a destination image, and these effects hold statistical significance. These findings align with prior research (Hernández-Rojas & Alcocer, 2021; Naqvi et al., 2018; Sharma & Nayak, 2019; Sthapit, 2013; Yu et al., 2019).

Thirdly, in addition to the direct impact of Local Culture, the findings reveal that destination image also has a direct and favourable effect on the intention to recommend, which is statistically significant. These results are consistent with prior studies (Quynh et al., 2021; Sharma & Nayak, 2019; Tsai, 2016)

Fourthly, this research identifies the intermediary influence of destination image, serving as a mediator in the connection between Local Culture and the intention to recommend. This discovery aligns with existing studies (Gunn & Var, 2020; Ragab et al., 2020; Wang et al., 2021), affirming prior research findings.

Finally, this study identified that local culture is not the strongest predictor of intention to recommend tourists who have visited Kebondalem Kidul Cultural Tourism Village among local culture and destination image.

This study holds significant managerial implications for stakeholders, tourism managers, and businesses interested in promoting local culture. The results indicate that local culture impacts tourists' intention to recommend their travel experiences when perceived through a positive destination image. Tourism managers should prioritize enhancing the destination image and highlighting memorable aspects of local culture throughout tourists' journeys to enhance this effect. Gathering tourist feedback can be a valuable strategy for assessing and enhancing overall impressions and the destination image in local cultural tourism. Moreover, fostering coordination and collaboration among various stakeholders in the tourism industry is crucial for creating a positive impression among tourists, encouraging them to share their experiences through word-of-mouth and social media.

Nonetheless, it is crucial to acknowledge the constraints of this study: This investigation is confined to the local culture within the Kebondalem Kidul Cultural Tourism Village, which restricts the applicability of the results to other local cultures. Subsequent research should encompass diverse tourist destinations to establish the broader relevance of this study. The sample used in this study exclusively comprised Indonesian citizens, and future research could benefit from including foreign tourists to attain a more comprehensive comprehension. Additional variables like satisfaction levels and tourism storytelling may contribute to a more thorough assessment of local cultural tourism.

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