



Cultural Experience, Tourist Emotion And Revisit Intention In Rammang-Rammang Tourism Village, Indonesia

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Abstract: Cultural tourism destinations increasingly need to provide meaningful and emotionally engaging experiences to encourage tourists' future behavioral intentions. However, limited studies have examined how cultural experiences influence revisit intention through tourist emotion in community-based tourism villages, particularly in Indonesia. This study aims to investigate the effect of cultural experience on revisit intention through tourist emotion among visitors of Rammang-Rammang Tourism Village, Indonesia. A quantitative survey approach was employed involving 115 tourists who had visited the destination within the last two years. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 22.0. The findings indicate that cultural experience positively and significantly affects tourist emotion ($\beta = 0.741, p < 0.001$) and revisit intention ($\beta = 0.286, p < 0.01$). Tourist emotion also positively influences revisit intention ($\beta = 0.554, p < 0.001$) and significantly mediates the relationship between cultural experience and revisit intention. The novelty of this study lies in examining the mediating role of tourist emotion within a community-based cultural tourism village context. The findings suggest that sensory, emotional, participatory, and reflective cultural experiences strengthen tourists' emotional attachment and encourage revisit behavior. These results contribute to cultural tourism literature and provide practical guidance for destination managers in designing more experiential and emotionally meaningful tourism programs.

Keywords: Cultural Experience, Cultural Tourism, Revisit Intention, Rammang-Rammang Tourism Village, Tourist Emotion

INTRODUCTION

Cultural tourism has become one of the most rapidly growing tourism sectors due to its ability to provide authentic experiences, emotional engagement, and meaningful interactions between tourists and local communities. In the contemporary tourism industry, tourists are no longer merely attracted by physical destinations or natural scenery, but also seek memorable experiences that reflect local culture, traditions, and social life. This transformation has encouraged tourism destinations to develop experiential tourism attractions capable of creating emotional value and strengthening tourists' behavioral intentions toward destinations. According to the UNESCO (2017), cultural tourism contributes significantly to global tourism growth and has become one of the important drivers of sustainable tourism development.



Indonesia possesses considerable potential in cultural tourism due to its rich diversity of local traditions, cultural heritage, and community-based tourism destinations. In South Sulawesi, one of the emerging tourism destinations integrating natural and cultural tourism is Rammang-Rammang Tourism Village located in Maros Regency. The destination is internationally recognized for its karst landscape and traditional rural atmosphere, offering tourists cultural experiences through local culinary attractions, river transportation, traditional houses, community interaction, and cultural activities (Pemerintah Provinsi Sulawesi Selatan, 2023). The uniqueness of Rammang-Rammang Tourism Village has increasingly attracted tourists seeking authentic tourism experiences beyond conventional mass tourism destinations. According to the Maros Tourism Office, the number of tourist visits to the Rammang-Rammang area increased from 51,540 visitors in 2022 to 57,975 visitors in 2023, consisting of 53,454 domestic tourists and 4,521 international tourists (BPS, 2024). This increase indicates that Rammang-Rammang has become one of the emerging tourism destinations in South Sulawesi with considerable tourism growth potential.

The increasing number of tourist visits has encouraged local stakeholders and the regional government to strengthen tourism development in the area. The South Sulawesi Provincial Government allocated approximately IDR 8 billion for tourism development and infrastructure improvement in the Rammang-Rammang tourism area to enhance destination attractiveness and tourism facilities (BPS, 2025). In addition, the inclusion of the Maros-Pangkep karst area within the UNESCO Global Geopark network has strengthened the international visibility of tourism destinations in the region and increased tourism competitiveness in South Sulawesi (UNESCO, 2023).

The growing demand for experiential tourism has shifted tourists' expectations regarding tourism destinations. Tourists currently tend to evaluate destinations not only based on physical attractions but also through emotional experiences and memorable interactions during their visits. Köchling (2021) emphasized that experiential marketing can enhance tourists' online destination experiences and influence how they evaluate tourism destinations. In cultural tourism, this perspective is important because tourists are attracted not only by physical attractions but also by stories, emotions, cultural symbols, and interactive experiences provided by the destination. Previous studies indicate that cultural experience significantly influences tourists' emotional



responses and revisit intention toward tourism destinations (Chen et al., 2022). Pine and Gilmore (1999) argue that experience has become an important economic offering because consumers evaluate value not only from functional benefits but also from the quality of experience they receive. Emotional attachment created through tourism experiences may encourage tourists to revisit destinations and recommend them to others. In tourism literature, revisit intention is considered an important indicator of destination loyalty because returning tourists contribute to destination sustainability and long-term tourism competitiveness.

Schmitt (1999) explains that experiential marketing emphasizes consumers' sensory, emotional, cognitive, behavioral, and relational experiences. In the context of Rammang-Rammang Tourism Village, cultural experience can emerge through visual scenery, local community interaction, traditional rural atmosphere, culinary experiences, and tourists' reflection on local culture. These experiences may shape tourist emotion and encourage revisit intention. Previous studies also show that customer experience and engagement are closely related to behavioral intention. Rather and Hollebeek (2021) found that customer experience and service-related engagement influence behavioral intention, indicating that emotional and experiential aspects can strengthen consumers' future behavioral responses. Therefore, in cultural tourism, tourists who obtain meaningful and emotionally engaging experiences are more likely to develop positive revisit intention toward the destination.

Several previous studies have examined experiential tourism and tourist behavioral intention in various tourism contexts. However, most studies mainly focus on urban tourism, heritage tourism, or commercial tourism destinations, while limited studies have investigated cultural experience and tourist emotion in community-based tourism villages in Indonesia. Furthermore, previous studies in tourism and consumer behavior have also emphasized the importance of emotional experience and satisfaction in shaping behavioral intention and loyalty toward destinations and services. These findings indicate that emotional aspects play an important role in influencing tourists' decisions and future behavioral intentions.

Therefore, this study aims to investigate the effect of cultural experience on revisit intention through tourist emotion among tourists visiting Rammang-Rammang Tourism Village, Indonesia. This study is expected to contribute to the development of tourism literature, particularly regarding



experiential cultural tourism and tourist behavioral intention in community-based tourism destinations. In addition, the findings may provide practical implications for tourism destination managers in designing tourism experiences capable of strengthening tourists' emotional engagement and encouraging sustainable tourism development.

METHOD

This study employed a quantitative research approach using a survey method to examine the effect of cultural experience on revisit intention through tourist emotion among tourists visiting Rammang-Rammang Tourism Village, Indonesia. The research object focused on tourists who had previously visited Rammang-Rammang Tourism Village located in Maros Regency, South Sulawesi. Primary data were collected through online questionnaires distributed using Google Forms, while secondary data were obtained from official tourism statistics, government reports, and relevant academic literature related to cultural tourism and tourist behavioral intention.

The sampling technique used in this study was purposive sampling. Respondents were selected based on several criteria, including tourists aged at least 17 years old who had visited Rammang-Rammang Tourism Village at least once within the last two years. The minimum sample size was determined based on the recommendation of Hair et al. (2014), which suggests that the minimum sample size in Structural Equation Modeling (SEM) analysis should be at least five times the total number of indicators used in the study. This study employed 23 indicators consisting of sixteen indicators for cultural experience, four indicators for tourist emotion, and three indicators for revisit intention. Therefore, the minimum sample size required in this study was 115 respondents.

The operationalization of variables in this study consisted of three latent variables: cultural experience as the independent variable, tourist emotion as the mediating variable, and revisit intention as the dependent variable. The cultural experience variable was adapted from Chen et al. (2022) and consisted of four dimensions, namely sensory experience, action experience, emotional experience, and thinking experience, with each dimension measured using four indicators. The tourist emotion variable was adapted from Hosany and Gilbert (2010) and measured using four indicators related to tourists' feelings of pleasure, excitement, enjoyment, and emotional



attachment during tourism activities. Meanwhile, revisit intention was adapted from Chen and Tsai (2007) and measured using three indicators related to tourists' willingness to revisit, recommend the destination, and revisit in the future. All indicators were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis in this study was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS 22.0 software. The analysis consisted of two stages: measurement model evaluation through Confirmatory Factor Analysis (CFA) to assess validity and reliability, and structural model evaluation to test the proposed hypotheses and mediation effect. The mediation effect of tourist emotion was further examined using the bootstrap method with a 95% confidence interval.

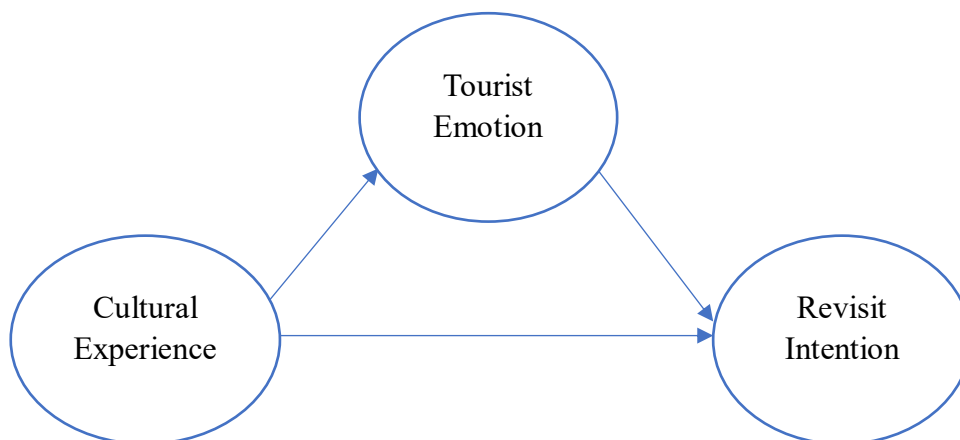


Figure 1. Proposed Model

RESULT AND DISCUSSION

This study involved 115 respondents who had previously visited Rammang-Rammang Tourism Village, South Sulawesi. The respondents consisted of domestic tourists who had experience visiting the destination within the last two years. Most respondents were female and belonged to the productive age group, indicating that cultural tourism activities are predominantly visited by young tourists seeking experiential tourism experiences.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	46	40.0
	Female	69	60.0



Characteristics	Category	Frequency (n)	Percentage (%)
Age	17–22 years old	31	27.0
	23–28 years old	47	40.9
	29–34 years old	23	20.0
	>34 years old	14	12.1
Occupation	Student	38	33.0
	Private Employee	42	36.5
	Entrepreneur	19	16.5
	Others	16	14.0
Visit Frequency	First visit	51	44.3
	2–3 visits	43	37.4
	>3 visits	21	18.3

Based on Table 1, most respondents were aged between 23–28 years old (40.9%) and dominated by female tourists (60.0%). Furthermore, 44.3% of respondents were first-time visitors, while the remaining respondents had revisited the destination more than once. This finding indicates that Rammang-Rammang Tourism Village has become an attractive cultural tourism destination among young tourists in Indonesia.

The hypothetical model in this study consisted of three latent variables, namely cultural experience, tourist emotion, and revisit intention. Confirmatory Factor Analysis (CFA) using AMOS 22.0 was conducted to evaluate the validity and reliability of the measurement model. According to the evaluation criteria of model fitting indices, all CFA indicators in this study met the recommended threshold values.

Table 2. Model Fit Evaluation

Fit Metrics	CMIN/DF	RMR	RMSEA	GFI	NFI	CFI
Index Value	2.214	0.058	0.061	0.921	0.958	0.973
Fit Criteria	<3	<0.1	<0.080	>0.900	>0.900	>0.900
Fit Evaluation	Compliant	Compliant	Compliant	Compliant	Compliant	Compliant

Table 2 demonstrates that all model fit indices fulfilled the recommended threshold values proposed by Hu and Bentler (1999). Therefore, the proposed structural model was considered acceptable and suitable for further hypothesis testing. Furthermore, convergent validity was evaluated using standardized factor loading, Average Variance Extracted (AVE), and Composite Reliability (CR). All indicators showed standardized factor loading values above 0.50, while AVE values exceeded 0.50 and CR values were greater than 0.70. Therefore, all latent variables in this study were considered valid and reliable.



Table 3. Results of Factor Loading, Average Variance Extracted, and Composite Reliability

Latent Variable	Observable Variable	Standardized Factor Loading	AVE	CR
Cultural Experience	SE1	0.741	0.624	0.948
	SE2	0.768		
	SE3	0.792		
	SE4	0.756		
	AE1	0.781		
	AE2	0.804		
	AE3	0.773		
	AE4	0.758		
	EE1	0.813		
	EE2	0.825		
	EE3	0.784		
	EE4	0.776		
	TE1	0.744		
	TE2	0.767		
TE3	0.781			
TE4	0.752			
Tourist Emotion	TEO1	0.801	0.653	0.883
	TEO2	0.824		
	TEO3	0.792		
	TEO4	0.775		
Revisit Intention	RI1	0.846	0.714	0.882
	RI2	0.821		
	RI3	0.853		

Structural Equation Modeling (SEM) using AMOS 22.0 was employed to test the proposed hypotheses. The results indicated that cultural experience positively and significantly affected tourist emotion with a standardized coefficient value of $\beta = 0.741$ and $p < 0.001$. In addition, cultural experience positively affected revisit intention with $\beta = 0.286$ and $p = 0.002 < 0.01$. Tourist emotion also positively influenced revisit intention with $\beta = 0.554$ and $p < 0.001$.

Table 4. Results of Path Coefficient Test

Path	Standardized Regression Coefficients	Unstandardized Regression Coefficients	S.E.	C.R.	P
Cultural Experience → Tourist Emotion	0.741	0.703	0.072	9.764	0.000
Cultural Experience → Revisit Intention	0.286	0.274	0.087	3.148	0.002
Tourist Emotion → Revisit Intention	0.554	0.528	0.075	7.042	0.000



The findings revealed that all direct relationships proposed in this study were statistically significant. These results indicate that cultural experience and tourist emotion play important roles in encouraging tourists' revisit intention toward Rammang-Rammang Tourism Village.

The bootstrap method in AMOS 22.0 with 5,000 bootstrap samples and a 95% confidence interval was further employed to examine the mediating effect of tourist emotion.

Table 5. Direct, Indirect, and Total Effects

Variable Relationship	Direct Effect	Indirect Effect	Total Effect
Cultural Experience → Tourist Emotion	0.741	-	0.741
Cultural Experience → Revisit Intention	0.286	0.410	0.696
Tourist Emotion → Revisit Intention	0.554	-	0.554

Table 5 shows that cultural experience had both direct and indirect effects on revisit intention. The indirect effect mediated through tourist emotion (0.410) was greater than the direct effect (0.286), indicating that tourist emotion played an important mediating role in strengthening tourists' revisit intention.

Table 6. Summary of Hypothesis Testing

Hypothesis	Path	Standardized Estimate	S.E.	C.R.	P-value	Result
H1	Cultural Experience → Tourist Emotion	0.741	0.072	9.764	0.000	Supported
H2	Cultural Experience → Revisit Intention	0.286	0.087	3.148	0.002	Supported
H3	Tourist Emotion → Revisit Intention	0.554	0.075	7.042	0.000	Supported
H4	Cultural Experience → Tourist Emotion → Revisit Intention	0.410	0.069	5.941	0.000	Supported

The results demonstrated that all hypotheses proposed in this study were supported. Tourist emotion significantly mediated the relationship between cultural experience and revisit intention among tourists visiting Rammang-Rammang Tourism Village.

CONCLUSION

The findings of this study demonstrate that cultural experience plays a significant role in shaping tourist emotion and revisit intention among visitors to Rammang-Rammang Tourism Village. Authentic interactions with local communities, traditional rural lifestyles, cultural attractions, local culinary experiences, and community-based tourism activities create meaningful experiences that strengthen tourists' emotional attachment to the destination. The results indicate



that cultural experience directly influences revisit intention while also exerting a stronger indirect effect through tourist emotion. Tourists who feel emotionally connected, comfortable, excited, and engaged during their visits are more likely to revisit the destination and recommend it to others. These findings confirm that contemporary tourists evaluate destinations not only based on physical attractions but also on the emotional and experiential value gained during their visits. Tourist emotion therefore serves as a crucial mechanism linking cultural experience and destination loyalty, highlighting the importance of emotional engagement in cultural tourism development.

From a managerial perspective, tourism stakeholders should prioritize the creation of immersive and emotionally meaningful tourism experiences rather than relying solely on natural scenery and physical attractions. Destination managers are encouraged to strengthen community-based cultural programs such as local storytelling, traditional culinary activities, river tourism experiences, cultural performances, and direct interaction with local residents. These activities can enhance tourists' emotional involvement and create memorable experiences that encourage revisit behavior. Tourism promotion strategies should also emphasize emotional storytelling and authentic cultural encounters through digital media platforms to strengthen destination attractiveness. Furthermore, sustainable tourism development requires maintaining cultural authenticity and active community participation in tourism activities. Excessive commercialization may reduce the uniqueness of local culture and weaken tourists' emotional connections with the destination. Therefore, preserving local identity while continuously enhancing experiential tourism programs is essential for improving destination competitiveness, strengthening tourist loyalty, and supporting the long-term sustainability of Rammang-Rammang Tourism Village as a leading cultural tourism destination in Indonesia.

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