INDONESIA CULTURAL TOURISM DESTINATION EQUITY: THE CASE OF GARUDA WISNU KENCANA CULTURAL PARK, BALI

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ABSTRACT

Cultural tourism destination has unique offerings compared with any other tourism sector because its cultural resource can attract visitors by giving them an authentic and novel cultural experience. However, there has been a lack of studies measuring cultural tourism destination equity, especially in Indonesia. This research aims to investigate the linkage of cultural tourism destination awareness, cultural tourism destination image, cultural tourism destination perceived quality, and cultural tourism destination loyalty. The data collected from 227 visitors of Garuda Wisnu Kencana Cultural Park Bali, Indonesia by using the convenience sampling method. The results show that there is a significant relationship between cultural tourism destination equity. The findings of this study provide a better understanding of the cultural tourism destination equity, which is insightful to increase the cultural tourism destination's sustainable development and competitive advantage.

Keywords: cultural tourism destination, awareness, image, perceived quality, loyalty

Introduction

Cultural tourism destination is a segment of the tourist destinations that has increased significantly (UNESCO, 2005). According to Smith and Richards (2013), the popularity of cultural tourism caused by the tourist growing appreciation of others' unique and novel culture, which will give them an authentic experience. One of cultural tourism destinations in Indonesia is Garuda Wisnu Kencana Cultural Park (GWK), which located in Bali Island.

Garuda Wisnu Kencana Cultural Park has various tourism attraction with unique Bali cultural nuance which includes cultural performance such as Balinese dance and traditional music performance, a gigantic statue of the God Vishnu riding the mythical bird Garuda that has been built, tremendous architectural site, Indonesia local culinary, traditional souvenirs, etc.

The increasing number of attractive destinations causing the tourism sector to face a higher competition level (Tomljenovic & Kunst, 2014). In order to better manage the cultural tourism destination and ensure its sustainable development, it is important to understand the cultural tourism destination branding strategies, especially brand equity (Dimanche, 2002; Freire, 2016). Branding research has primarily focused on consumer goods markets and only recently has attention been given to destination markets (Boo, 2006). Blain et al.(2005) define destination branding as "the set of marketing activities that (1) support the creation of a name, symbol, logo, wordmark or other graphics that readily identifies and differentiates a destination; that (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice".

Cultural tourism destination branding is multidimensional and complex because it does not provide a tangible product and provide a different experience for a different visitor (Tasseven & Ardahanlioglu, 2017). However, consumer product and destination have the same brand characteristics, that is novelty, which means providing a product or experience different than the competitor and the more its differentiated by the market, the brand equity increased (Gartner & Ruzzier, 2010) and so that the competitive positioning strategy (Pappu et al., 2005).

Although the topic about destination branding has been investigated for more a decade, it still in its infancy (Ruzzier et al., 2014), so the main objective of this paper is to develop a convenient and reliable model for assessing cultural tourism destination brand equity. Keller (2003) operationalized brand equity as consumer perception (brand awareness, brand image, and perceived quality) and behavior (brand loyalty). The first dimension of brand equity is brand awareness. A place must be known to the customer before it can consider as the potential destination. The second dimension of brand equity is the brand image. The brand image refers to the attribute that a visitor expects a destination possesses. The third dimension of brand equity is perceived quality. The fourth dimension of brand equity is loyalty.

This paper is organized as follows. The literature review starts with discussing cultural tourism destination equity. Next, the theoretical model and hypotheses are presented. After the data analysis, research findings are presented. In the final section, the conclusion and implications of the paper are provided.

Literature review
Cultural tourism destination
There are several definitions regarding the concept of cultural tourism. Mousavi et al. (2016) defined cultural tourism as a form of tourism that the tourist consumes a range of cultural product and experience such in a particular destination. Wall & Mathieson (2006) assume that "cultural tourism involves tourists experiencing and having contact with a host population and its cultural expressions, experiencing the uniqueness of culture, heritage and the characters of its place and people." According to some definitions, we can conclude that cultural tourism destination is a specific destination where the tourist traveling with cultural motivation.

Cultural tourism destination equity
Cultural tourism destinations can be seen as a combination or a brand of all the products, services, and experiences provided on-site (Anjos et al., 2017). Destination branding can be defined as a theme that includes identification, differentiation, experience, expectations, image, consolidation, and reinforcement (Blain et al., 2005). Brand equity has been an important consumer driver in tourism settings (Manthiou et al., 2014). There are four core dimensions of cultural tourism destination equity including awareness, image, perceived quality, and loyalty (Boo, 2006).

Cultural tourism destination awareness
Brand awareness is a focal factor in a brand strategy. Aaker (1991) defines brand awareness as the ability of a potential buyer to recognize and recall that a brand is a member of a certain product category. Higher brand awareness means the consumer can recall a brand name exactly when they see a product category and consumer has ability to recognize and identify a brand when there is a cue (Chi et al., 2009).

Cultural tourism destination image
Understanding the destination image by the consumer is important and critical components for a successful destination because it plays a significant role in travel decisions (Hang et al., 2015). The brand image represents the tourist perception of values and feelings about the set of associations aspects, including cognitive, affective, and conative (Konecnik & Gartner, 2007) or impressions attached to the destination (Konecnik, 2004). The individual's beliefs and knowledge about the characteristics or attributes of the tourism destination, i.e. the resources or attractions that the destination has, related to the cognitive component. Meanwhile, the affective component of the image refers to the individual's feelings in relation to the tourism destination. The conative component of brand image is the action which refers to behavior (Anjos et al., 2017).

Cultural tourism destination perceived quality
Brand quality has been used interchangeably with perceived quality by customers (Boo, 2006), which is concerned with perceptions about how the destination attempts meet or exceed the tourist's expectation (Keller, 2003). The quality dimension is an integral part of the atmosphere and experience (Boo, 2006). Situational, comparative, and individual attributes can affect consumer views and judgment on quality (Chi et al., 2009).

Cultural tourism destination loyalty
Cultural tourism destination loyalty is at the heart of cultural tourism destination equity. Loyalty can be assessed by attitudinal and behavioral measures. Destination loyalty can be defined as the tourist's conscious or unconscious decision, expressed through intention or behavior, to revisit a destination (Dimanche, 2002) and the willingness to recommend it (Pike,

2007). It occurs because the visitor perceives that the destination offers the right features or attributes, image, or level of quality at the right price.

Hypotheses Development and Research Model

Cultural tourism destination awareness and cultural tourism destination image
Brand awareness refers to the level of knowledge and information a tourist hold about a particular destination (Yousaf et al., 2017) that build by the marketer, and the tourist used it to create an image of a destination (Qu et al., 2011). Brand awareness is one of the objectives of marketing communication so that consumers have a broader knowledge of a product that will form associations about a brand in the minds of consumers (brand image). So we can conclude this hypothesis:
H1 Cultural tourism destination awareness significantly influences cultural tourism destination image

Cultural tourism destination awareness and cultural tourism destination perceived quality
Brand enhances the credibility of destination quality to the visitor (Manthiou et al., 2014). The knowledge that visitors have will affect their judgment on the quality of a brand (Tajzadeh-Namin & Norouzi, 2014). So, the following hypothesis derived:
H2. Cultural tourism destination awareness significantly influences cultural tourism perceived quality

Cultural tourism destination image and cultural tourism destination perceived quality
The visitor association that holds in their mind about a product will affect the perceived quality of a destination, which includes its features and comfort amenities. The visitor's brand image creates its expectations of brand quality (Manthiou et al., 2014). Thus, the third hypothesis of this study states:
H3. Cultural tourism destination image significantly influences cultural tourism destination perceived quality
3.4. Cultural tourism destination image and cultural tourism destination loyalty
The destination image reflects the visitor's impression of functional and symbolic attributes (Jraisat et al., 2015). Several studies found that destination image predicted consumer's destination loyalty, including the intention to return and recommend the destination. A positive image of a destination could lead to a loyal visitor (Iordanova, 2017). The fourth hypothesis was developed below:
H4. Cultural tourism destination image significantly influences cultural tourism destination loyalty

Cultural tourism destination perceived quality and cultural tourism destination loyalty
Having a loyal visitor is a signal of a successful cultural tourism destination. Tourists' destination loyalty is a function of tourism perceived quality. When visitors perceived the quality of a cultural tourism destination is positive, they will revisit and tell others to visit the destination (Akroush et al., 2016). Thus, the fifth hypothesis stated:
H5. Cultural tourism destination perceived quality significantly influences cultural tourism destination loyalty.

Based on the research hypotheses, so we proposed the research model which described in the figure below:
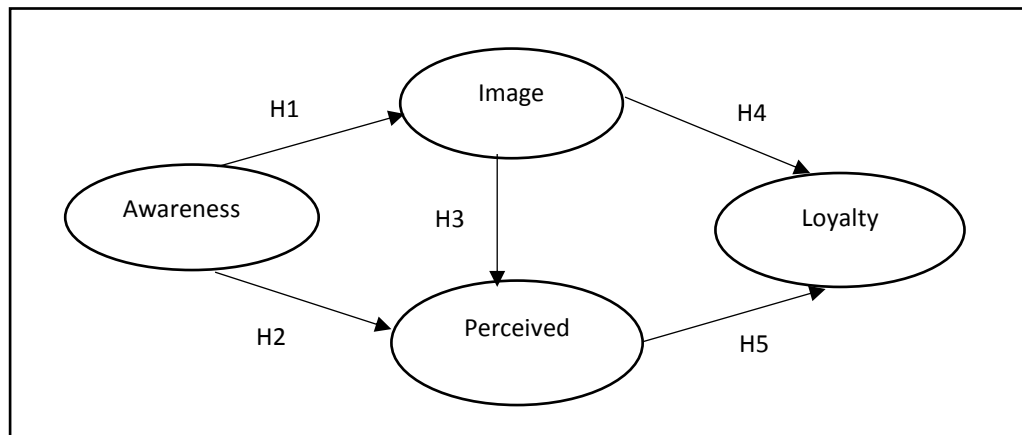
Figure 1. Research Model

Method

Data collection and procedure

Data collection was conducted using the convenience sampling method. The study utilized a self-administered questionnaire survey, with the target population being visitors to the GWK Cultural Park Bali. The survey period was from May to August 2018. After eliminating invalid surveys, a total of 227 completed questionnaires were ultimately collected for further analysis. However, six collected survey questions were excluded from the analysis due to the high percentage of incomplete responses to the questions.

The survey questionnaire consisted of five major sections. The first section included questions on the visitor profile, such as gender, age, income, and number of visits, which summarized in Table 1.

Table 1: Sample Demographic Characteristics

	Frequency	(%)
Gender		
Male	80	35,2
Female	147	64,8
Age (years)		
< 18	5	2,2
18-24	37	16,3
25-34	138	60,8
35-44	37	16,3
45-54	2	0,9
55-64	5	2,2
>65	3	1,3
Income (IDR)		
< 1 million	18	7,9
1-3 million	96	42,3
3,1 - 5 million	52	22,9
> 5 million	61	26,9
Number of visits		
Once	138	60,8
More than one	89	39,2

Measures

The next four sections of the questionnaire were developed to assess the respondent's level of agreement on the cultural tourism destination brand equity. The measures for brand image, perceived quality, satisfaction, and loyalty are taken from Kladou and Kehagias (2014), while for brand image, the scales taken from Tran et al. (2017). This research used Likert scale because its reliability and appropriateness to make an inference based on the analysis (Gliem & Gliem, 2003) and some researcher used this scale to assess destination brand equity (Manthiou et al., 2014; Myagmarsuren & Chen, 2011; Ruzzier et al., 2014). Considering the social desirability bias of a mid-point on a rating scale (Garland, 1991), so the items in this study used four-point Likert scale, where 1 = Strongly Disagree; 2 = Disagree; 3 = Agree; 4 = Strongly Agree.

Data analysis

This research used variance-based structural equation modeling to test the relationship of the cultural tourism destination equity. All data collected were analyzed using the WarpPLS software version 5.0. Latent variables were generated for each cultural tourism destination equity from their respective indicators.

Results

The conceptual framework

Reliability is a measure of the quality of measurement instruments. The measurement instrument has excellent reliability when the questions related to each latent variable are understood in the same way by different respondents (Kock, 2013). Therefore, the method used for verifying the internal consistency of the model is the Cronbach's alpha coefficient must be more than 0.6 (Nunnally, 1978). The Cronbach's alpha value for the cultural tourism destination awareness construct was 0.786, for the cultural tourism destination image was 0.821, for the cultural tourism destination's perceived quality was 0.832, while for the cultural tourism destination, loyalty was 0.779. So we may conclude that our model has internal consistency. The reliability of the scales included in the model with the help of both composite reliability coefficients (CR) must be more than 0.70 (Hair et al., 2011), and the average extracted value (AVE) must be more than 0.50. In this study, the CR value for cultural tourism destination awareness, cultural tourism destination image, cultural tourism destination perceived quality, and cultural tourism destination loyalty were 0.94, 0.92 and 0.96, whereas the AVE for the construct was 0.854, 0.882, 0.883, and 0.851, respectively.

The validity of the model

Besides the measurement of the theoretical robustness, the validity of a model also means the measurement of the relationships established between the variables of the model. To test the validity of a model, there are two types of methods, convergent validity, and discriminant validity. In order for a model to have convergent validity, there are two conditions that should be met: the p values associated with the loadings to be lower than 0.05 and loadings to be equal or higher than 0.5 (Kock, 2013). The convergent validity of the model can be seen in Table 2.

Table 2: Loadings and Cross Loadings

	AW	IMG	PQ	LOY	SE	P-value
AW2	(0.706)	0.242	0.074	-0.184	0.058	<0.001
AW4	(0.756)	-0.069	0.157	-0.055	0.058	<0.001
AW5	(0.679)	-0.268	-0.102	0.150	0.059	<0.001
AW7	(0.727)	-0.052	-0.134	0.060	0.058	<0.001
AW10	(0.799)	0.126	-0.004	0.033	0.057	<0.001
IMG1	-0.272	(0.799)	0.071	0.243	0.057	<0.001
IMG2	0.192	(0.803)	0.047	-0.016	0.057	<0.001

IMG3	0.020	(0.767)	0.061	-0.251	0.058	<0.001
IMG4	0.056	(0.855)	-0.165	0.013	0.057	<0.001
PQ2	-0.106	-0.094	(0.808)	0.094	0.057	<0.001
PQ3	-0.022	0.270	(0.707)	-0.152	0.058	<0.001
PQ4	-0.038	-0.025	(0.889)	-0.028	0.057	<0.001
PQ5	0.070	-0.275	(0.814)	-0.098	0.057	<0.001
PQ6	0.121	0.204	(0.644)	0.211	0.059	<0.001
LOY1	-0.247	-0.154	0.208	(0.707)	0.058	<0.001
LOY2	0.061	-0.035	0.048	(0.816)	0.057	<0.001
LOY3	0.117	0.178	-0.096	(0.774)	0.058	<0.001
LOY4	-0.038	-0.178	-0.102	(0.702)	0.058	<0.001
LOY5	0.095	0.194	-0.063	(0.642)	0.059	<0.001

The fitness of the model
To determine the quality and suitability of the model with the data or in other words whether the model is appropriate or supported by the data (the fitness of the model), several indices are used as follows (Kock, 2013):
1) The model in this study has APC, ARS, and AARS p values less than 0, 05, which shows a good significance value.
2) AVIF and AFVIF values are suggested to be less than 3.3 in models that have two or more indicators. The model has an AVIF value of 1.477 and an AFVIF value of 1.840, where the value is <= 3.3, which means the model is free from multicollinearity.
3) Tenenhaus GoF value in this study is 0.495, which means that the model used has a high explanatory power because its value is above 0.36.
4) The SPR index in the model has a value of 1 (one) or ideal, which means that the model is free from Sympson's paradox.
5) The model used has an RSCR value of 1 (one), which means that the model is free from R-squared, which is negative.
6) The SSR index in the model used has a value of 1 (one), which means that the model is free from statistical suppression problems.
7) The NLBCDR index in the model used has a value of 1, which means there is no causality problem in the model.

The hypothesis testing and structural model
The hypothesis testing results show that there is a significant relationship between cultural tourism destination awareness and cultural tourism destination image (β= 0.590). Hypothesis 1 is supported as the p-value is less than 0.01. There is a significant relationship between cultural tourism destination awareness and cultural tourism destination perceived quality (β= 0.290). Hypothesis 2 is supported as the p-value is less than 0.01. There is a significant relationship between cultural tourism destination image and cultural tourism destination perceived quality (β= 0.470). Hypothesis 3 is supported as the p-value is less than 0.01. There is a significant relationship between cultural tourism destination image and cultural tourism destination loyalty (β= 0.390). Hypothesis 4 is supported as the p-value is less than 0.01. There is a significant relationship between cultural tourism destination perceived quality and cultural tourism destination loyalty (β= 0.370). Hypothesis 5 is supported as the p-value is less than 0.01.

The PLS-structural equation modeling is based on the partial least squares method and measures the connection between latent variables using standardized beta coefficients and R square values. The PLS- based SEM model, the path coefficients and associated p values are

illustrated in Figure 1. Structural model indicated by the R-squared > = 0.02 (Kock, 2013). The R-squared value of cultural tourism destination image is 0.34, cultural tourism destination perceived quality is 0.48, and cultural tourism destination loyalty is 0.46. So, we can conclude that all the structural paths were found statistically significant in the research model.
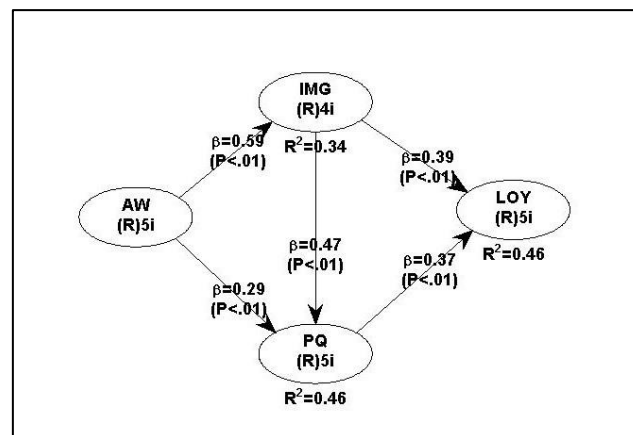

Figure 2: Structural Model

Discussion

In this research, factor loadings and model fit confirm the importance of all four brand equity dimensions. Model fit indices and respective statistics clearly indicate that Aaker's (1991) proposed dimensions are important factors with respect to the cultural tourism destination equity. Thus, it is proven safe to conclude that, to be able to evaluate cultural tourism destination equity, four dimensions should be taken into consideration. Regarding the structural relationships of the cultural tourism destination equity dimensions, hypothesis 1, until hypothesis 5 have been confirmed. Given the findings, cultural tourism destination awareness appears to have a direct impact on the image and perceived quality. Moreover, perceived quality being positively influenced by image and loyalty influenced by image and perceived quality.

The findings indicate that cultural tourism destination awareness has a significant effect on cultural tourism destination image and perceived quality. This means to create a positive image and a higher perceived quality; it is essential to building a higher cultural tourism destination awareness. Cultural tourism destination perceived quality affected by cultural tourism destination awareness and image. The consumer perceived a cultural tourism destination has good quality if they had positive knowledge and information (awareness) and positive association in their mind (image) on a cultural tourism destination. Cultural tourism destination loyalty is a function of cultural tourism destination awareness, image, and perceived quality. The higher cultural tourism destination awareness, image, and perceived quality the visitors have, then the visitor more loyal and willing to revisit the cultural tourism destination and recommend it to others.

Implications

Implications

The dynamics and diversity characteristics of the cultural tourism destination is a vigorous challenge. Understanding the cultural tourism destination equity would enable more focused cultural tourism destination development strategies and marketing campaigns. The first step for developing sustainable brand equity for destinations (cultural tourism destination equity)

starts with increasing the awareness of the cultural tourism destination. This study gives the destination managers or planners especially GWK's manager or planner, a clear direction for future decisions to indulge in developing brand equity of the destination.

Brand equity is a differentiating factor that plays an important role and needs to be concerned by GWK to face fierce competition. Strong brand equity reflects the trust between GWK and visitors because it is guaranteed the consistency of the products and services provided by the GWK will be able to meet the visitor's expected value and will provide psychological and symbolic meaning. When brand equity has been built, the brand will become a valuable asset and revenue stream for GWK.

GWK's strong brand equity will create a high level of customer awareness and provide an advantage for GWK in the form of customer trust that GWK products and services have better quality than other tourist destinations. The competitive advantage provided by strong brand equity will provide opportunities for success, resistance to competitive pressures, and creating barriers to competition. The concept of a tourist destination brand equity, based on attractive images and identities that are interconnected, which makes it easy for visitors to create associations for a tourism destination. Brand equity gives strength to GWK to change the visitor's perceptions so that visitors can define the difference and uniqueness of GWK compared to other tourism destinations.

For this reason, GWK needs to develop strategic efforts to improve and manage brand equity over time throughout the life cycle of products and services. This strategic effort consists of a series of innovative sustainable processes. GWK must look at every stage and aspect of the marketing process. Segmentation, market segment selection, and positioning must be done carefully to choose the right target market, knowing the needs and desires of the target consumers, and put the product and service in the minds of the tourists.

The tourism business is identical to the image, so GWK needs to make efforts to improve the positive image tailored to the needs and desires of the target market. The process of influencing visitors' perceptions to fulfill visitor's needs, including self-expression needs, utilitarian needs, and emotional needs, must be carried out continuously. GWK needs to communicate the image, so it provides both visual and non-visual GWK identities by using appropriate and high-quality marketing mix and promotion mix so that it will create good perceived quality. The success or failure of this process will determine the brand strength or brand loyalty level. In addition to creating a positive image, GWK must be consistent and innovative in creating a superior quality of products and services to increase tourist satisfaction as an effort to strengthen brand equity and gain loyalty. With high awareness, positive image, and good perceived quality, GWK is more likely to be revisited and recommended.

Limitation and future research
Although the findings of this study contribute to the understanding of the antecedents of cultural tourism destination loyalty empirically, there are still some limitations to this study. First, we conducted a convenience sampling method for only Indonesian visitors. That is, the sample did not include tourists from other countries. A more additional sample will increase its generalized ability. Second, the current study only focused on the relationships between cultural tourism destination awareness, cultural tourism destination image, cultural tourism destination perceived quality, and cultural tourism destination loyalty. Further empirical studies could add more variable which may be proven important. More cultural tourism destinations,

cultural tourism destination assets, memorable tourism destination experiences, visitor engagement, and other factors should be investigated for improving the model.

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