ENRICH TOURISM DESTINATION BRANDING TROUGH AUTHENTIC CULTURE MODEL

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ABSTRACT

The potential of each region will appear as a value. This becomes a causative element that attracts visitors to the tourism destination. This value stems from regional cultural customs, which are continuously processed until finally becoming routinely carried out behavior and used as local wisdom. That is the uniqueness, while ethnicity, culture is summarized as the selling point from tourism destination. The success of selling this tourism destination is assisted by optimal branding.

INTRODUCTION

Indonesia is rich in all resources, ranging from natural resources, customs, culture, ethnicity, geographical location, and islands. With this diversity, it will be a strength, especially for maritime-agrarian areas as a tourism destination. The region is rich in traditionally that shape behavior and become local wisdom. It is time for the government to give special attention to the islands in Indonesia. It does not have to be Java island, which is concentrated in all industry fields to the government. Must explore a hidden potential thoroughly, and what we will discuss here is Nusa Tenggara Timur (NTT).

NTT is a grand island with ideal diversity ranging from oceans to land, peculiar cultural to authentic foods, and specialty languages. This is called uniqueness. It is what will become an icon and which will elevate and highlight NTT as tourism destination. NTT has 15 areas that can be used as tourism destinations with an international standard, with seven places that are quite well known, namely; 1) Komodo Island 2) Labuan Bajo 3) Pink Beach 4) Kelimutu Lake 5) Padar Island 6) Rumah Adat & Pasola 7) Makes Fort

(Laporan Kinerja Kementrian Pariwisata, 2019). Understanding what factors influence visiting specific tourism destinations is consistently considered extraordinary for tourism planning and marketing (Lee et al., 2020). Culture is one of the tourism destinations that is getting more and more attention (World Tourism Organization, 2018). Culture has been found to determine the importance of visiting intentions (Lee et al., 2020). The reason is that tourism is a social mechanism that can act as a catalyst for transformation and makes tourism destination go international (Mousavi et al., 2016).

Figure 1. Rumah Adat

Figure 2. Pasola

The need for participation in the "true" tourism experience is a new trend of tourism by focusing on authentic experiences. It can stimulate the demand for tourism experiences among tourists. The previous characteristics of tourism cannot sufficiently convey authentic experience (MacCannell, 1976). Even though tourists may assume that they have received an actual tourism experience that may not be genuine, it is merely a reconstruction of related concepts, beliefs, and backgrounds (Cohen, 1988). It can assume that tourism can provide tourists with a genuine experience by creating uniqueness and extraordinary selling value, especially in tourism destination areas with

cultural heritage and local wisdom that can be expanded and added value or used to guide in designing tourism activity (Nawatnatee & Suvachart, 2014).

Changes in the current tourism and economic situation affected tourism in NTT negatively with a decrease in domestic and foreign tourists. As a result, tourism income has decreased and is likely to reach a tourism saturation point shortly if the selling value is only emphasized on "world heritage cities." Therefore, the legacy of NTT local wisdom has been attracted by business entrepreneurs or related people who create a "tourism activity" that can provide a different culture in tourism and a genuine tourist experience. It can apply and developing local wisdom available in the sense of added value, differentiating tourism activities in provinces affected by the economic crisis to attract tourists—attractions worldwide who have the inspiration to learn and participate in local tourism activities to visit NTT. In conclusion, these tourism improvements can respond to inspired tourists' needs and contribute to sustainable conditions in the future.

LITERATURE REVIEW

Tourism Destination

Tourism destination generally represents their attractiveness for residents and tourists by providing high quality and innovative added value to tourists' attention. Customer-oriented tourism services are useful for gaining domestic and global market share to compete, which also contributes to the efficient and sustainable use of tourism on supporting resources (Sul et al., 2020). Tourism destinations are closely related to all regions and countries; it includes price differences coupled with exchange rate movements and productivity levels of various components of the tourism industry (McLeod, 2020).

It is essential to identify which tourism destination appears more competitive (Cronjé & Du Plessis, 2020). It depends on its comparative and competitive advantages, with the following criteria; 1) the primary resources of interest contain elements of physiography, climate, culture, entertainment, and activities / events 2) supporting resources that include accessibility, infrastructure, tourism superstructure, hospitality, and policies 3) destination management that involves marketing, information, management resources, finance and venture capital, crisis / risk estimation, human resource enhancement, visitor administration, staff skills, managerial skills, services, and financial systems 4) input qualification and strengthening consisting of safety, cost, location, interdependence, image , finance, business and capital carriers 5) global macro and micro environment including demographics, technology, tourism institutions, suppliers, stakeholders, residents, employees / staff, currency flows, and financial systems 6) drivers of the competitiveness of sustainable tourism that embodies philosophy, international vision and positioning, market potential, industry commitment, corporate community involvement n, and green behavior (Zhu et al., 2020).

Nonetheless, essential indicators for having a tourism destination advantage are information and communication factors. Additional diversification that

affects companies' business in tourism destination; contains socio-economic, regulatory, and competitive trends (e.g., multinational companies and local competition). Meanwhile, tourism products and tourism services continue to be influenced by tourist preferences with coverage of seven elements; facilities, accessibility, service quality, affordability, location image, climate environment, and attractiveness (Sul et al., 2020).

Today's type of popular tourism originates from the pattern of tourism in New Zealand, which is sustainable style that aims to provide a real feeling of local culture through tourism participation in every activity such as workshops that can be conducted in small groups in the local area. This activity will allow tourists to discover their creativity or gain new experiences through reactions with local communities. The creation of activities is carried out through informal local culture and focuses on small-scale practices where visitors can know their creativity and be in harmony with the local population (Signes et al., 2019). There are research results that show that cultural and tourism creativity activities have fast-growing connections. In contrast, creative tourism is an explicit reflection of the unity between tourism and different areas defined. This creativity can be used as a guide for changes in existing tourism. This tourism is another channel for cultural tourism because of its flexible nature and a real experience provided to tourists and hosts with awareness in daily life activities (Launtu et al., 2018).

Local Wisdom

The image of a city can be expressed as a marker of city identity. As appropriate as a product, the identity of a place must be formed according to the character. It aims to strengthen the values of local wisdom attached to the culture and the region's characteristics. Local wisdom is often associated with local community and conceived as local policies, local knowledge, or local intelligence (local genius) (Afrillia, 2018).

Wisdom is a collection of ideas from the past. It is about managing relationships between humans and objects through various traditions, lifestyles, jobs, and rituals to maintain balance to create happiness among society, villages, and individuals. If there is an imbalance, there will be chaos between the community and the village. Besides that, it can also refer to work experience which includes knowledge, concepts, beliefs, abilities, and clarity that has been gathered in society as a guide for adaptation and proper living in specific ecological or natural environments, including cultural environments that have been developed continuously. It can also refer to knowledge, beliefs, perceptions, abilities, and clarity resulting from wisdom-based adaptation to the environment in which the community resides (Guizzardi & Mariani, 2020). Local wisdom related to residents, work, lifestyle, hospitality, and the spoken language has been widely used, originated, collected, and used continuously as a local heritage in every community (Djaha & Darmastuti, 2020). It can be said that local wisdom is a collection of knowledge, perceptions, abilities, beliefs, and experiences through traditions, norms, and lifestyles to create happiness and balance between humans and the natural environment along with socio-culture continuously as a local heritage (Vitasurya, 2015).

Destination Branding

Branding strategy in a marketing context is essential. A not only product labeled for more valuable, but it is also essential for positioning the product within the scope of the market itself. It began to be applied to many lines. The place's existence is also considered essential to adopt branding to define itself in regional character (Liu et al., 2020). Branding destinations can be done using names, symbols, logos, word signs, or other graphics that identify and differentiate destinations from one another. Furthermore, it conveys the promise of an unforgettable travel experience related uniquely to the destination. It also serves to consolidate and strengthen memories of pleasant memories from the destination experience, in this case, the tourism experience (Ibanez & George, 2017).

Branding can be said as a country or region strategy to create a strong positioning in the minds of their target market. The positioning of a product or service, a place or area can be widely recognized by the public, both internally and externally. Destination branding can be interpreted as a process of establishing a brand in a tourism area to be recognized by the target market (investors, tourists, talents, events). In this case, by using the strengths of regional culture (local wisdom) owned by tourism destinations and then poured in various promotional media forms (Ruiz-Real, 2020).

METHOD

Data were collected cross-culturally in various languages. It was ensured that the measurement showed adequate cross-cultural equality (Baumgartner, 2018) to establish a generalization of the proposed relationship with a total number of respondents of 310 tourists. Bilingual speakers assisted in developing questionnaires equivalent to translation in multiple languages (Douglas & Craig, 2017) and assessed their measurements' equivalence using the procedure recommended by Baumgartner (2018). Using the reweighted elliptical least squares approach (Sharma et al., 1989), we performed a multigroup confirmatory factor analysis (CFA). All items to determine whether the measures achieved configuration, metrics, factors, scalars, and error invariance. Regardless of the full error invariance, findings reveal each construct measure is national sample invariances.

The model under study includes a rather complex specification of how the variables relate to each other (for example, mediation and interaction effects), which overrides opportunities for common methods bias (CMB), which can still be controlled by estimating single superordinate constructs (Podsakoff et al., 2012). The model fit statistic shows the data ($\chi2$ (63) = 2553.26, p <0.01; NFI = 0.57; NNFI = 0.65; CFI = 0.69; RMSEA = 0.199), that CMB does not affect the results.

RESULT AND DISCUSSION

After establishing a reliable cross-cultural measure, we performed CFA to check the multi-item scales' reliability and validity. The results in Table 1 indicate that all constructs have adequate reliability scores (more than 0.70).

The correlation coefficient among all constructs is well below the 0.70 thresholds. The variance extracted estimates of all constructs are higher than the square of the correlation coefficient for each pair of constructs, indicating good discriminant validity (Fornell & Larcker, 1981).

We conducted hierarchical regression to test the relationship between variables, the results of which are listed in Table 2. It can be seen that local wisdom has a positive effect on tourism destination (B = 0.15, t = 8.19, p <.001), replicating the results of the study also shows that local wisdom has a positive effect on destination branding (B = 0.29, t = 9.35, p <0.001). The model shows that including an image destination in the existing model increases the model significantly (ΔF (1, 1573) = 5.23, p <.05). Giving the effect of tourist loyalty on the attachment of tourism destinations decreasing but still significant (B = 0.29, t = 8.76, p <0.001), this indicates that the destination image partially mediates the influence of tourist loyalty on tourism destinations.

Table 1. Summary statistics for study construct

	M	SD	Correlations		
			1	2	3
1. Tourism destination	5.39	0.72	.81		
2. Destination branding	5.98	1.33	.63	.77	
3. Local wisdom	5.61	0.82	.72	.68	.55
Composite reliability (CR)			.36	.83	.39
Average Variance Extracted (AVE)			.85	.61	.78
Maximum Shared Variance (MSV)			.51	.35	.52

 Notes: All correlations are significant at p< .01

Table 2.

	Model 1		Model 2	
	DV: Local Wisdom		DV: Image Destination	
	B (SE)	t	B (SE)	t
Constant	0.06	1.18	0.06	1.35
Tourism destination	0.18 (0.02)	7.32	0.18 (0.03)	6.35
Destination branding	0.05 (0.02)	3.71	0.03 (0.02)	1.51
Interactions :				
Tourist Loyalty	0.05 (0.02)	3.52	0.07 (0.02)	6.75
R square	0.29		0.27	
F	87.67		76.09	

Notes: DV = dependent variable

The findings suggest that the focus of local wisdom for branding destinations; that is, strong branding with affective tourist loyalty, can increase perceptions about specific tourism destinations, arouse and increase positive feelings. This builds a destination image of a positive relationship between the community

(local wisdom) and the new destination, considering that NTT is an archipelago with various uniqueness. Travel agents that focus on the NTT region and market tourism destinations can benefit from taking advantage of a positive destination image. Thus, NTT has created and targeted specific segments with high loyalty to its tourism products.

CONCLUSION

The model finally fits the inset model by adding variables image destination and tourist loyalty from the research results. It is proven that the presence of these two variables will further increase the branding of NTT region. It will impact various significant factors, especially regional income, which is expected to increase the local community's standard of living. At least, this can be said to be a business worth what is owned by NTT region. Hopefully, this will become a massive highlight for the government to start moving forward, thinking ahead, and paying attention to all the potential owned in Indonesia's archipelago.

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