



The Role of Local Culture in the Sustainability of Tourist Souvenirs in Indonesia

I Dewa Gde Satrya^{1*}, Hari Minantyo¹, Denis Fidita Karya², Ni Wayan Purnami Rusadi³

¹ School of Culinary, Food Technology, and Tourism, Universitas Ciputra, Surabaya 60219, Indonesia

² Management Study Program, Universitas Nahdlatul Ulama Surabaya, Surabaya 60237, Indonesia

³ Politeknik Nasional, Denpasar 80239, Bali, Indonesia

Corresponding Author Email: dewa.gde@ciputra.ac.id

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ABSTRACT

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This study investigates the relationships among local culture, hedonic experience (HE), perceived value (PV), memorable tourism experience (MTE), and souvenir sustainability (SS) within the tourism context. Specifically, the research examines how local culture (LC) and HE contribute to tourists' PV, how PV shapes MTEs, and how these experiences influence SS. The study was conducted among tourists visiting Bali, Medan, and Lampung, representing diverse cultural tourism destinations in Indonesia. A quantitative approach was employed using a structured questionnaire distributed to tourists who had purchased souvenirs during their visits. A total of 310 valid responses were collected through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings reveal that LC significantly enhances both PV and MTE. In addition, LC directly contributes to the SS. HE was found to positively influence PV, while PV significantly strengthens MTE. Furthermore, MTE emerged as the strongest predictor of SS, indicating that meaningful and memorable travel experiences encourage tourists to purchase souvenirs that support LC, local communities, and sustainable tourism practices. These findings contribute to the growing literature on experiential and sustainable tourism by demonstrating the interconnected roles of cultural experiences, PV, and MTEs in promoting sustainable consumption behavior. The study also provides practical implications for destination managers and policymakers in designing culturally authentic tourism experiences that support long-term tourism sustainability.

1. INTRODUCTION

The global tourism industry has fundamentally changed, with an emphasis on experience-based tourism that moves beyond simplistic service consumption. Tourists increasingly seek interactions that are not only meaningful but also emotional, authentic, and personal. This reflects an increased desire for emotional engagement with authentic services that offer great experiential value. Ranging from emotional and cognitive to social, the multidimensional aspects of tourism experiences serve to bolster the dual purpose of assessing and evaluating customers' post-visit behavior within the tourism industry [1, 2]. In this sense, tourism practitioners and researchers could consider all the experiential elements of value and the construction of long-term memory.

Local culture (LC) shapes a place's identity and beliefs and is one of the determinants of the tourism experience. LC, in this case, refers to the crafts, rituals, and social practices of a community. Previous studies show that LC is vital in determining tourists' emotional connection, the degree of authenticity, and satisfaction [3, 4]. Cultural immersion allows tourists to spend more time co-developing personalized experiences in the destination, traditionally a stronger outcome

in places with higher cultural density, such as Bali, thereby adding value to the various traditions on offer. Outside of the cultural component, the experience that a destination offers is largely determined by the hedonic experience (HE), or the emotional and pleasurable stimulation brought by various tourism activities and experiences. HE is also a core aspect of experiential consumption and largely determines tourists' satisfaction and emotional outcomes [5, 6]. HE is also described as having value, which has recently been shown to attract and deepen tourists' interaction with a more meaningful travel experience [2]. Additionally, pleasurable experiences play a vital role in the shaping of positive and lasting memories, which are essential for the desired long-term outcomes.

LC and HE represent key precursors to an important concept in both tourism and consumer behavior research: perceived value (PV). Indeed, PV is a consumer's assessment of the benefits received vis-à-vis the expenses incurred during consumption [7]. In tourism, PV involves multiple dimensions, including emotional, social, and experiential facets [8]. Recent research indicates that LC and enjoyable experiences significantly enhance PV, which in turn influences tourist satisfaction and loyalty [1]. Tourists who

engage deeply with LC and experience high levels of enjoyment are more likely to perceive greater value in their travel experiences. A key outcome of PV is the formation of memorable tourism experiences (MTEs). MTE refers to experiences that are positively remembered and recalled after the tourism activity has ended [9]. Memorable experiences are shaped by factors such as emotional intensity, novelty, and meaningful engagement. Recent studies suggest that PV plays a significant role in enhancing MTE, as tourists who perceive greater value are more likely to retain vivid, positive memories [4, 10]. Furthermore, MTE has been found to significantly influence behavioral intentions, including revisit intention and word-of-mouth communication [2].

Focus on souvenir sustainability (SS) has increased with growing concern for sustainability in tourism. A souvenir is more than just a tangible item. It is a marker of a traveler's experience and an interaction with another culture [11]. SS support the local community, preserve culture and history, and respect the environment. Current literature indicates that tourists tend to favor authentic, locally produced, and eco-friendly souvenirs that align with their personal sustainability values [12]. Additionally, souvenirs that capture lasting, enriching experiences have greater symbolic value and increase the likelihood that they represent a sustainable consumption choice. There continues to be a growing body of literature on these themes, but several gaps remain. For instance, several studies have examined LC, HE, PV, and MTE in relative isolation rather than within an integrated, holistic framework [4]. Second, the body of work on tourism experiences and SS is limited, more so in the context of sustainable consumption behavior. Third, studies tend to be situated in a single destination, limiting the generalizability of their findings across different cultural settings [5]. Lastly, there are gaps in the literature regarding the explanation and behavior of experiential factors that translate into sustainability.

1.1 State of the art

This study extends the existing tourism literature by developing an integrated model that examines the relationships among LC, HE, PV, MTE, and SS. Compared with previous studies, this research bridges experiential factors and sustainable consumption behavior, particularly in the context of souvenir purchasing. While prior studies have generally focused on individual relationships among these constructs, limited research has integrated them into a comprehensive framework that explains how cultural and experiential factors contribute to sustainable tourism consumption. Furthermore, this study collects data from tourists visiting Bali, Medan, and Lampung, thereby providing evidence from multiple cultural tourism destinations in Indonesia. Rather than comparing destinations, the inclusion of these diverse tourism settings enhances the contextual richness and generalizability of the proposed model. This approach responds to the growing demand for holistic, context-based tourism research that integrates experiential and sustainability dimensions [1, 4].

The novelty of this study lies in the development of a comprehensive framework that integrates LC, HE, PV, MTE, and SS within a single model. Unlike previous studies that examined these variables separately, this research investigates their interrelationships to explain sustainable tourist behavior better. In addition, by incorporating data from multiple

cultural tourism destinations in Indonesia, the study provides broader empirical evidence regarding the role of cultural and experiential factors in promoting SS. Therefore, this research contributes both theoretically and practically to advancing the literature on sustainable tourism and consumer behavior.

2. LITERATURE REVIEW

2.1 Local culture

LC is a critical component of tourism and reflects a place's identity, history, and heritage. It encompasses both tangible elements, such as traditional crafts, architecture, and cultural artifacts, and intangible aspects, including rituals, beliefs, and social practices [3]. In a tourism setting, LC offers attractions and opportunities for tourists to participate in experiential activities. Recent studies show that LC affects tourists' views and emotional involvement and is significant to tourists. Involvement in cultural activities provides tourists with meaningful engagement with local people and the opportunity to appreciate the destination's true character, thereby improving their overall experience [4]. The authenticity and emotional involvement of customers at a destination are often associated with higher expectations of value and satisfaction, greater customer retention, and positive influences on tourism. Thus, a destination's LC holds a competitive advantage in the tourism industry [9]. Unique tourism experiences in culturally diverse destinations such as Bali, Medan, and Lampung enhance tourists' engagement and foster positive behaviors toward the destination. For this reason, hospitality and tourism experiences positively influence the destination and enhance its value.

2.2 Hedonic experience

HE can be defined as the emotional and sensory pleasure one derives from consumption activities. For tourists, enjoyment, excitement, and entertainment constitute the HE derived from travel activities [13]. The HE provides intrinsic pleasure and gratification, whereas utilitarian value focuses on the functional aspects of an experience. An analysis of the existing literature reveals that HE is a significant factor in tourists' satisfaction and overall evaluation of the travel experience [6]. The hedonic value derived from activities such as cultural festivals, local culinary exploration, and local recreation is an experience that offers enjoyable exploration of the area and fosters positive relationships, which are essential to shaping a destination's tourism experience.

2.3 Perceived value

PV is subjective in every sense of the term; its most significant application in tourism studies is in consumer surveys. Studies define value as the judgment of costs, monetary or otherwise, relative to the benefits of the experience [14-16]. When examining the tourism industry, the complexity of value perception is compounded by the existence of functional, emotional, social, and experiential forms of value [8]. Recent studies indicate that multiple layers of perception, from cognitive to emotional, influence the existence of PV. Cultural activities and experiences intended to provide pleasure add to the emotional and experiential dimensions of value perception [1]. Tourists have higher

satisfaction and more favorable attitudes toward a destination when they perceive strong value. Additionally, from a theoretical perspective, PV is a central driver influencing numerous behavioral phenomena, including satisfaction, loyalty, and the intention to return. PV also mediates the relationships between antecedent factors (such as LC and HE) and MTEs. Therefore, to a considerable extent, PV is vital to a holistic understanding of the behavioral impact of tourism experiences.

2.4 Memorable tourism experience

MTE is defined as those experiences that guests positively remember after engaging in tourism activities [17, 18]. MTE is considered a first-order outcome of tourism activities and affects subsequent activities and behavioral intentions of tourists. Also, it is claimed that MTE is formed and categorized by features such as novelty, meaning, involvement, hedonism, and LC, as well as emotional and cognitive impressions [4]. MTE is also a PV; the more tourists perceive their experiences as valuable, the more positive those experiences will be [10]. Moreover, MTE is believed to influence tourists' behavior after the visit, including their willingness to return to the destination, their recommendations to others, and how they describe the visit to others [2]. Thus, it is crucial that stakeholders in the tourism industry emphasize the experiences of tourists, which will be enjoyable, meaningful, and MTE is absolutely critical.

2.5 Souvenir sustainability

When tourists think of a vacation destination, souvenirs are often among the first things that come to mind. Souvenirs capture memories of a place visited. Souvenirs help tourists relive their experiences at a destination. They are a physical representation of tourists' experiences [11]. Traditionally, souvenirs were commercial products. More research today underscores their significance. There is a growing awareness of the SS. SS are made from eco-friendly materials and produced ethically. It supports the preservation of a place's cultural heritage, bolsters the local economy, and reduces the environmental impact of waste [5].

2.6 Hypothesis development

Tourism destinations increasingly rely on cultural uniqueness and experiential value to create sustainable competitive advantages and encourage positive tourist behavior. LC is considered a key tourism asset because it

provides authenticity, uniqueness, and meaningful interactions that differentiate a destination from its competitors. Through cultural attractions, traditional performances, local cuisine, festivals, and interactions with local communities, tourists can gain unique experiences that enhance their evaluation of the destination. When tourists perceive LC as authentic and valuable, they tend to assign a higher PV to the destination because they believe the benefits they obtain exceed the costs incurred during their visit [19]. Similarly, HE, which reflects tourists' enjoyment, pleasure, excitement, and entertainment during travel activities, is an important determinant of PV. Tourism is inherently experiential, and tourists who experience positive emotions are more likely to perceive their travel experiences as worthwhile and beneficial [20]. Therefore, LC and HE are expected to influence PV positively.

PV further plays a crucial role in shaping MTEs. Tourists who perceive high value from their travel experiences tend to develop stronger emotional engagement and retain more positive memories of the destination. Valuable tourism experiences often lead to greater satisfaction, emotional attachment, and long-term memory formation, which are key characteristics of MTEs [17]. In addition, LC may directly contribute to MTEs, as authentic cultural encounters create novelty, emotional engagement, and meaningful interactions that remain memorable long after the visit has ended [21]. Consequently, both PV and LC are expected to influence MTEs positively.

Furthermore, PV is also expected to influence SS. Tourists who perceive high value in their travel experiences are more likely to appreciate local products and support sustainable consumption practices, such as purchasing environmentally friendly and culturally authentic souvenirs. Such tourists often recognize the social, cultural, and environmental benefits associated with SS and are therefore more willing to engage in responsible purchasing behavior [22]. Similarly, MTEs may encourage tourists to purchase SS, as these products serve as tangible reminders of meaningful travel. Tourists frequently seek authentic souvenirs that preserve memories of their visits while simultaneously supporting local communities and cultural preservation efforts [23]. Therefore, MTEs are expected to influence the SS positively. Based on the above discussion, the proposed hypotheses are as follows (Figure 1):

- H1:** *LC positively influences PV.*
- H2:** *HE positively influences PV.*
- H3:** *PV positively influences MTE.*
- H4:** *LC positively influences MTE.*
- H5:** *LC positively influences SS.*
- H6:** *MTE positively influences SS.*

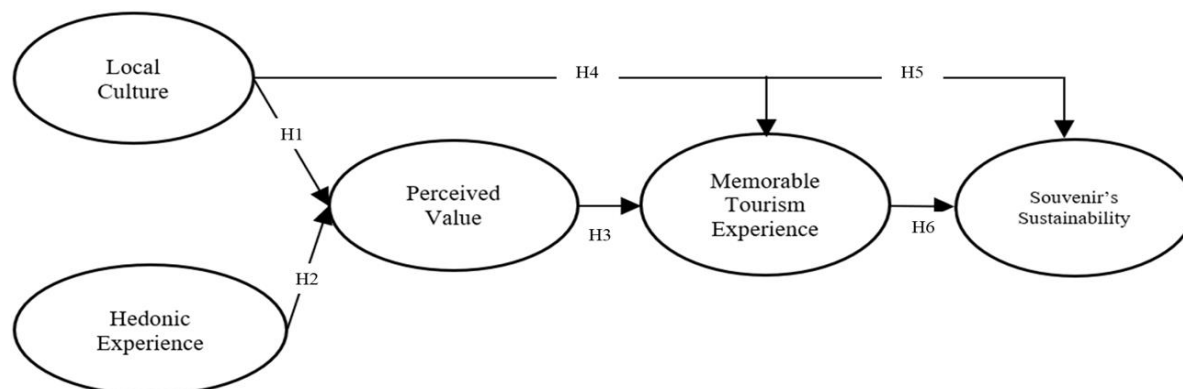


Figure 1. Conceptual framework

3. METHODOLOGY

This study employed a quantitative design to examine the relationships among LC, HE, PV, MTE, and SS. Data were collected from tourists visiting three culturally rich destinations in Indonesia, namely Bali, Medan, and Lampung. These destinations were selected to capture a broader representation of cultural tourism experiences across different regions of Indonesia rather than to conduct a direct comparison between destinations.

The target population consisted of domestic and international tourists who had visited one of the selected destinations and purchased souvenirs. A purposive sampling technique was employed to ensure that respondents possessed relevant tourism experiences. Eligible respondents were required to be at least 17 years old, have visited one of the selected destinations, and have purchased local souvenirs.

A total of 310 valid responses were obtained, comprising 170 from Bali, 69 from Medan, and 71 from Lampung. Responses from all destinations were pooled into a single dataset because the study aimed to test the proposed theoretical relationships among constructs rather than to compare differences across destinations.

Data were collected using a structured questionnaire with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement items were adapted from

established tourism literature. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis included assessments of the measurement and structural models to evaluate reliability, validity, and the hypothesized relationships among the constructs (Figure 2).

Table 1 presents the distribution of respondents across the three study destinations. Of the 310 valid responses collected, 170 (54.84%) were from Bali, 69 (22.26%) from Medan, and 71 (22.90%) from Lampung. The sample distribution was not balanced across destinations because data collection depended on visitor accessibility and response availability during the survey period.

Table 1. Sample distribution by destination

Destination	Number of Respondents (n)	Percentage (%)
Bali	170	54.84
Medan	69	22.26
Lampung	71	22.90
Total	310	100.00

Table 2 presents the operational definitions and measurement items used in this study. The measurement scales were adapted from prior validated studies to ensure content validity and reliability.

Table 2. Operational definitions and measurement items

Construct	Operational Definition	Code	Measurement Item
LC	LC refers to tourists' perceptions of the authenticity, preservation, representation, and interaction with a destination's cultural heritage, traditions, and local communities.	LC1	This destination showcases authentic LC.
		LC2	I can experience local cultural values and traditions during my visit.
		LC3	Interactions with residents enrich my tourism experience.
		LC4	Tourist attractions reflect the local cultural identity.
		LC5	This destination actively preserves its LC.
HE	HE refers to the extent to which tourists experience enjoyment, pleasure, excitement, and emotional satisfaction during their visit.	HE1	I feel happy while visiting this destination.
		HE2	Tourism activities at this destination are entertaining.
		HE3	My visit makes me feel delighted.
		HE4	I enjoy every moment spent at this destination.
		HE5	This destination provides emotionally enjoyable experiences.
PV	PV is tourists' overall evaluation of the benefits received from a destination relative to the costs, effort, and resources expended during the visit.	PV1	The money I spent is worth the tourism experience I received.
		PV2	This destination offers better value than other destinations.
		PV3	The prices of tourism products and services are reasonable.
		PV4	The benefits I receive exceed the sacrifices I make.
		PV5	Overall, this destination provides high value to me.
MTE	MTEs are those that are positively remembered after the visit because they create meaningful, unique, and emotionally engaging memories.	MTE1	My tourism experience at this destination is unforgettable.
		MTE2	I have many positive memories from this visit.
		MTE3	My tourism experience here is unique.
		MTE4	Visiting this destination leaves a deep impression on me.
		MTE5	I will always remember my tourism experience at this destination.
SS	SS refers to tourists' perceptions that souvenirs offered at a destination support environmental responsibility, cultural preservation, local economic development, ethical production, and responsible consumption practices.	SS1	The souvenirs sold at this destination are environmentally friendly.
		SS2	The souvenirs support local communities and artisans.
		SS3	The souvenirs reflect local cultural identity and heritage.
		SS4	The production process of souvenirs considers sustainability principles.
		SS5	Purchasing souvenirs from this destination is a responsible consumption choice.

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

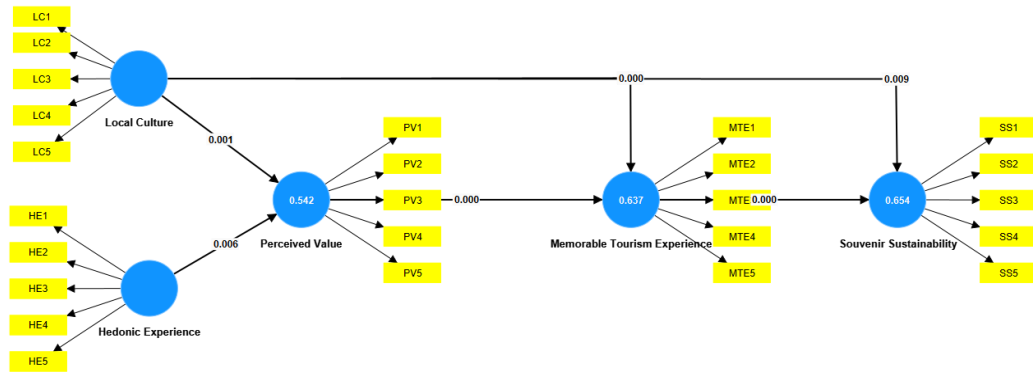


Figure 2. R^2 and p-value, structural model results

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Outer loading

The validity and reliability of the constructs were tested by assessing the measurement model. The relationships between the constructs and their respective indicators were quantified using the outer loading metric. According to Hair and Alamer [24], an outer loading value of 0.70 or higher demonstrates that the indicator has sufficient convergent validity. Table 3 presents the outer loading results for the measurement items used in the study. The outer loading results showed that all measurement items met the minimum outer loading threshold of 0.7. This demonstrates that each indicator is highly related to the latent variable it is designed to measure, thus suggesting all measurement items in the study achieved sufficient convergent validity and should be utilized for subsequent analyses.

Table 3. Outer loading

Variable	Indicator	Outer Loading	
LC	LC1	0.792	Valid
	LC2	0.901	Valid
	LC3	0.869	Valid
	LC4	0.832	Valid
	LC5	0.883	Valid
HE	HE1	0.882	Valid
	HE2	0.927	Valid
	HE3	0.905	Valid
	HE4	0.857	Valid
	HE5	0.842	Valid
PV	PV1	0.849	Valid
	PV2	0.818	Valid
	PV3	0.843	Valid
	PV4	0.863	Valid
	PV5	0.837	Valid
MTE	MTE1	0.878	Valid
	MTE2	0.872	Valid
	MTE3	0.856	Valid
	MTE4	0.883	Valid
	MTE5	0.869	Valid
SS	SS1	0.830	Valid
	SS2	0.850	Valid
	SS3	0.843	Valid
	SS4	0.848	Valid
	SS5	0.800	Valid

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.2 Cronbach's alpha, composite reliability, average variance extracted

Reliability and convergent validity of the constructs were evaluated with Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Data in Table 4 indicate that both the Cronbach's alpha and CR for all constructs surpass the 0.70 cutoff. Therefore, these constructs exhibit adequate internal consistency. Furthermore, all constructs exhibit AVE values exceeding 0.50. This means that the constructs account for over 50% of the variance of their indicators. Thus, all constructs exceed the threshold for convergent validity [24].

Table 4. Cronbach's alpha, composite reliability, average variance extracted (AVE)

Variable	Cronbach's Alpha	Composite Reliability	AVE
LC	0.909	0.913	0.733
HE	0.929	0.930	0.780
PV	0.898	0.901	0.709
MTE	0.921	0.922	0.760
SS	0.891	0.896	0.696

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.3 Discriminant validity (Fornell-Larcker criterion)

The criterion presented by Fornell and Larcker was useful for analyzing discriminant validity. In Table 5, the square root of the AVE of each of the constructs was greater in value than the correlation between those constructs. Therefore, this reveals that all constructs were distinct from one another and captured different elements of the model. Thus, the model was said to meet the discriminant validity requirement [24, 25].

Table 5. Fornell-Larcker criterion

Variable	HE	LC	MTE	PV	SS
HE	0.883				
LC	0.779	0.856			
MTE	0.761	0.711	0.872		
PV	0.684	0.707	0.761	0.842	
SS	0.708	0.670	0.797	0.732	0.834

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.4 Heterotrait-Monotrait Ratio

Discriminant validity was assessed using the Heterotrait-

Monotrait Ratio (HTMT). Following the recommendation of Henseler et al. [26], a threshold value of 0.90 was used to evaluate discriminant validity. As shown in Table 6, all HTMT values ranged from 0.738 to 0.873, which are below the recommended threshold of 0.90. The highest HTMT value was observed between MTE and SS (HTMT = 0.873), while the lowest value was found between LC and SS (HTMT = 0.738). These results indicate that all constructs demonstrate satisfactory discriminant validity, confirming that each construct captures a distinct conceptual domain.

Table 6. Heterotrait-Monotrait Ratio (HTMT)

Variable	HE	LC	MTE	PV
HE				
LC	0.846			
MTE	0.824	0.775		
PV	0.742	0.777	0.831	
SS	0.770	0.738	0.873	0.816

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.5 Coefficient of determination (R^2)

The explanatory power of the research model was assessed by analyzing the coefficient of determination (R^2) for each endogenous variable. As shown in Table 7, MTE has an R^2 of 0.637, indicating that 63.7% of its variance as an endogenous variable, and thus an independent variable, is explained by the other variables in the model, which is considered a moderate to major positive level of predictive power. The explanatory power of the model was also demonstrated by R^2 values of 0.542 for PV and 0.654 for SS, indicating that 65.4% of the variance in the endogenous variable was explained by the model. These results indicate that the research model has considerable predictive power for its dependent variables [24].

Table 7. R^2

Variable	R^2 Adjusted
MTE	0.637
PV	0.542
SS	0.654

Note: PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.6 Effect size (f^2)

Table 8. f^2

Variable	f^2
HE → PV	0.100
LC → MTE	0.167
LC → PV	0.169
LC → SS	0.062
MTE → SS	0.607
PV → MTE	0.368

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

As presented in Table 8, the effect size (f^2) analysis revealed varying levels of contribution among the predictor variables. f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively. LC demonstrated a medium effect on both PV ($f^2 = 0.169$) and MTE ($f^2 = 0.167$), while its

effect on SS was relatively small ($f^2 = 0.062$). HE exerted a small effect on PV ($f^2 = 0.100$). The strongest effect was observed for the relationship between MTE and SS ($f^2 = 0.607$), indicating a substantial contribution of memorable experiences to SS. In addition, PV showed a large effect on MTE ($f^2 = 0.368$). These findings suggest that PV and MTE are the most influential constructs in the structural model [27].

4.1.7 Variance Inflation Factor

Table 9 presents the Variance Inflation Factor (VIF) values for all measurement indicators. Following the recommendation in this study [27], VIF values below 5.0 indicate the absence of critical multicollinearity. The results show that all indicators have VIF values ranging from 2.091 to 4.598, with HE2 exhibiting the highest VIF value (4.598) and LC1 the lowest (2.091). Since all values remain below the recommended threshold, multicollinearity is not a concern in this study. Therefore, the measurement model satisfies the collinearity requirement, and the structural model estimates are reliable and unbiased.

Table 9. Variance Inflation Factor (VIF)

Indicator	VIF
HE1	3.263
HE2	4.598
HE3	3.792
HE4	2.750
HE5	2.273
LC1	2.091
LC2	3.417
LC3	2.687
LC4	2.314
LC5	3.003
MTE1	2.936
MTE2	2.780
MTE3	2.533
MTE4	2.937
MTE5	2.802
PV1	2.326
PV2	2.153
PV3	2.401
PV4	2.716
PV5	2.196
SS1	2.240
SS2	2.587
SS3	2.517
SS4	2.443
SS5	2.300

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.8 Q^2

Table 10 presents the $Q^2_{predict}$ results used to assess the structural model's predictive relevance. According to Hair et al. [27], Q^2 values greater than zero indicate that the model has predictive relevance for the endogenous constructs. The results show that MTE ($Q^2 = 0.560$), PV ($Q^2 = 0.520$), and SS ($Q^2 = 0.475$) all exhibit positive Q^2 values, indicating satisfactory predictive capability. Among the endogenous constructs, MTE demonstrates the highest predictive relevance, followed by PV and SS. These findings confirm that the proposed model possesses adequate predictive power and can effectively predict tourists' perceptions, experiences, and SS behavior.

Table 10. Q²

Variable	Q ² predict
MTE	0.560
PV	0.520
SS	0.475

Note: PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.9 Standardized Root Mean Square Residual

Model fit evaluation assesses the extent to which the proposed model represents the empirical data. One of the most frequently used measures is the Standardized Root Mean Square Residual (SRMR), which indicates the average difference between the observed correlation and the correlation predicted by the model. According to Henseler et al. [26] and Hair et al. [27], an SRMR value < 0.08 indicates a model with good goodness of fit. Based on the results in Table 11, the SRMR value is 0.071, which is below the

recommended limit of 0.08. This result indicates that the model has a good fit to the empirical data and relatively small residuals. Thus, the structural model used in this study can be considered capable of adequately explaining the relationships between constructs.

Table 11. Standardized Root Mean Square Residual (SRMR)

	Estimated Model
SRMR	0.071

4.1.10 Path coefficient

The model hypothesized direct interrelationships. Therefore, the path coefficient was used to evaluate the proposed composite relationships. These relationships were considered significant if the t-statistic exceeded 1.96 and the p-value for the composite relationships was less than 0.05 (Table 12) [24].

Table 12. Path coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	t-Statistics (O/STDEV)	p-Values
LC → MTE	0.347	0.348	5.026	0.000
LC → PV	0.442	0.413	3.194	0.001
HE → PV	0.340	0.367	2.759	0.006
LC → SS	0.208	0.213	2.630	0.009
PV → MTE	0.515	0.515	10.403	0.000
MTE → SS	0.649	0.644	9.980	0.000

Note: LC = Local Culture; HE = Hedonic Experience; PV = Perceived Value; MTE = Memorable Tourism Experience; SS = Souvenir Sustainability.

4.1.11 Local culture has a positive and significant effect on perceived value

The findings of this study reveal that LC has a positive and significant effect on PV, as indicated by a p-value of 0.001 ($p < 0.05$). This result suggests that tourists who perceive stronger LC, cultural preservation, and meaningful interactions with local communities tend to perceive greater value from their travel experiences. In other words, LC enhances tourists' evaluations of the benefits obtained from a destination relative to the time, effort, and financial resources invested during their visit.

PV is formed through tourists' overall assessment of the utility and benefits derived from a tourism experience. Such evaluations extend beyond functional attributes and include emotional, experiential, and symbolic benefits. LC contributes to PV by offering unique experiences that cannot be easily replicated elsewhere. Authentic cultural encounters provide tourists with opportunities to learn, engage, and immerse themselves in local traditions, thereby enriching the overall travel experience and increasing the perceived worth of the visit.

This finding is consistent with previous studies that highlight the important role of cultural resources in shaping tourists' value perceptions. Zhang et al. [28] found that LC significantly enhances tourists' PV by creating meaningful and distinctive experiences. Similarly, Qian and Li [29] reported that cultural values strengthen emotional attachment to destinations, thereby increasing tourists' perceptions of value. These findings suggest that cultural experiences generate not only functional benefits but also emotional and psychological rewards that contribute to tourists' overall evaluation of a destination.

Furthermore, recent tourism studies emphasize that PV is increasingly influenced by experiential and emotional dimensions rather than solely by economic considerations.

Tourists often evaluate destinations based on the uniqueness of experiences, opportunities for cultural learning, and personal enrichment gained during their visits. According to Andih et al. [12], engagement with local traditions, heritage, cuisine, and community life significantly enhances tourists' PV because such interactions foster deeper emotional connections and a stronger sense of authenticity. Likewise, Yacoub et al. [1] argued that experiential and emotional benefits have become critical determinants of PV in contemporary tourism settings, particularly among tourists seeking meaningful and authentic travel experiences.

The positive relationship identified in this study indicates that LC serves as a strategic resource for enhancing tourists' perceptions of value. By preserving LC, promoting local traditions, and facilitating meaningful cultural interactions, destination managers can strengthen the overall value that tourists associate with their travel experiences. Consequently, investments in cultural preservation and culture-based tourism development may contribute to higher PV, greater tourist satisfaction, and stronger destination competitiveness.

a) HE has a significantly positive effect on PV.

The findings of this study indicate that HE has a positive and significant effect on PV, as evidenced by a p-value of 0.006 ($p < 0.05$). This result suggests that tourists who experience higher levels of enjoyment, pleasure, excitement, and emotional satisfaction during their visits tend to perceive greater value from their tourism experiences. In other words, positive emotional responses generated during tourism activities enhance tourists' overall evaluation of the benefits they receive relative to the costs and effort invested in the trip. HE encompasses the experiential and affective aspects of consumption, emphasizing pleasure, enjoyment, entertainment, and emotional gratification [13, 30]. Within the tourism context, tourists often seek experiences that provide

relaxation, excitement, novelty, and emotional fulfillment. When destinations deliver enjoyable, emotionally engaging experiences, tourists are more likely to perceive their travel as having substantial value. Therefore, PV is derived not only from functional attributes such as price and service quality but also from the emotional rewards generated by tourism experiences [31].

The positive relationship identified in this study is consistent with previous research emphasizing the importance of HEs in shaping tourists' perceptions of value. Su and Swanson [32] found that emotionally engaging tourism experiences significantly enhance tourists' PV by creating positive feelings and memorable moments. Similarly, Shao [33] demonstrated that HE contributes to emotional value, which subsequently strengthens overall PV. These findings suggest that tourists often evaluate destinations based on the enjoyment and emotional benefits they receive rather than solely on tangible or economic considerations.

Furthermore, contemporary tourism research highlights that tourism consumption is increasingly experience-driven. Tourists seek destinations that provide opportunities for enjoyment, entertainment, escapism, and personal enrichment. According to Prebensen et al. [34], value creation in tourism arises from co-created experiences that elicit positive emotions and psychological benefits. Likewise, Yacoub et al. [1] argued that emotional engagement and experiential enjoyment play a critical role in determining PV, as they shape how tourists interpret and evaluate their overall travel experiences. Consequently, tourism experiences characterized by fun, relaxation, and emotional fulfillment are more likely to produce stronger perceptions of value.

The findings imply that destination managers should pay greater attention to designing tourism products and experiences that maximize tourists' enjoyment and emotional engagement. Creating immersive activities, interactive attractions, entertaining events, and enjoyable service encounters can enhance the hedonic dimension of tourism experiences, thereby increasing tourists' PV. As PV is often associated with positive behavioral outcomes such as satisfaction, loyalty, and revisit intention, enhancing HEs may be an effective strategy to improve destination competitiveness and long-term tourism sustainability.

b) LC has a positive and significant effect on MTEs.

The results of this study demonstrate that LC has a positive and significant effect on MTE, as indicated by a p-value of 0.000 ($p < 0.05$). This finding suggests that tourists who perceive higher levels of LC, cultural preservation, and meaningful interaction with local communities are more likely to develop memorable experiences during their visits. The result confirms that LC constitutes an important experiential resource that contributes to tourists' cognitive, emotional, and sensory evaluations of a destination.

This finding is consistent with the MTE theory, which posits that tourism experiences become memorable when they elicit meaningful emotional responses, foster personal involvement, and offer distinctive encounters that differ from tourists' daily routines [21, 35, 36]. Cultural experiences often provide such conditions because they expose tourists to unique traditions, heritage, customs, and lifestyles that cannot be easily replicated elsewhere. Consequently, LC serves as a mechanism through which destinations create memorable and meaningful experiences.

Previous empirical studies support the positive influence of

LC on MTE. Bai et al. [37] found that LC and cultural interaction significantly enhance MTEs by providing tourists with opportunities to engage deeply with local traditions and communities. Similarly, Juliana et al. [2] reported that cultural attributes positively affect tourists' memory formation by increasing emotional engagement and experiential immersion. These findings indicate that tourists are more likely to remember destinations that offer authentic cultural experiences than those that rely solely on physical attractions or recreational activities.

Furthermore, cultural experiences contribute to memory formation by creating novelty and personal significance. According to Hosseini et al. [4], authentic cultural encounters stimulate emotional, cognitive, and sensory responses that strengthen tourists' ability to recall travel experiences over time. Likewise, Hidayat et al. [38] argued that cultural engagement enriches the experiential value of tourism activities, while Hurdawaty et al. [39] emphasized that culturally meaningful experiences generate stronger emotional attachment and long-term memory retention. Therefore, LC not only enhances tourists' immediate enjoyment but also contributes to the enduring memorability of the overall tourism experience.

The findings suggest that destination managers should prioritize the preservation and promotion of authentic cultural resources as part of destination development strategies. Providing opportunities for tourists to interact with local traditions, cultural heritage, and community life may enhance the memorability of tourism experiences. Since MTEs are frequently associated with positive post-visit behaviors, including satisfaction, positive word-of-mouth, and loyalty, strengthening cultural tourism offerings may contribute to the long-term competitiveness and sustainability of tourism destinations.

c) LC has a positive and significant effect on SS.

The results of this study indicate that LC has a positive and significant effect on SS, as evidenced by a p-value of 0.009 ($p < 0.05$). This finding suggests that tourists who perceive stronger LC, cultural preservation, and meaningful connections with local traditions are more likely to value and support SS. In other words, LC plays an important role in shaping tourists' preferences toward souvenirs that embody environmental responsibility, cultural heritage preservation, local economic support, and ethical production practices. LC is a key component of sustainable tourism, as it enhances tourists' awareness of the social and cultural significance of local products. SS are not merely purchased as mementos of travel experiences but are also viewed as tangible representations of local identity, heritage, and craftsmanship. When tourists recognize the cultural value embedded in souvenirs, they are more likely to perceive such products as meaningful and worthy of support. Consequently, cultural engagement can encourage tourists to favor authentic locally produced souvenirs over mass-produced or imported alternatives.

The positive relationship identified in this study is consistent with previous research emphasizing the role of LC in promoting sustainable consumption behavior. Kim and Thapa [40] found that tourists who perceive higher levels of LC exhibit stronger preferences for locally produced, culturally meaningful souvenirs. Similarly, Gomes and Lopes [41] reported that appreciation of LC encourages environmentally and socially responsible consumption

behaviors, including purchasing sustainable tourism products. These findings suggest that cultural experiences influence tourists' purchasing decisions by increasing their awareness of the economic, social, and cultural benefits associated with supporting local products.

Furthermore, recent tourism literature highlights that cultural attachment and authenticity perceptions contribute significantly to sustainable consumer behavior. According to Styliadis [42], meaningful cultural experiences strengthen tourists' emotional connections with destinations, which subsequently encourages support for local businesses and sustainable tourism initiatives. Likewise, Gaonkar and Sukthankar [43] argued that tourists who perceive a destination's culture as authentic and valuable are more likely to choose products that preserve local traditions and support community livelihoods. As a result, SS becomes a mechanism through which tourists contribute to cultural preservation and local economic development.

The findings of this study imply that destination managers and local stakeholders should strengthen the integration of cultural heritage into souvenir development strategies. Emphasizing authenticity, traditional craftsmanship, local materials, and cultural storytelling can increase the PV and SS products. Such efforts may not only encourage responsible consumption among tourists but also support local artisans, preserve cultural heritage, and enhance the overall sustainability of tourism destinations. Therefore, LC should be regarded as a strategic resource for promoting SS and fostering long-term destination sustainability.

d) PV has a significantly positive effect on MTE.

The results of this study indicate that PV has a positive and significant effect on MTE, as evidenced by a p-value of 0.000 ($p < 0.05$). This finding suggests that tourists who perceive greater value from their travel experiences are more likely to develop memorable experiences that can be recalled long after their visit. In other words, when tourists believe that the benefits gained from a destination exceed the costs, effort, and resources invested, they are more likely to form positive and lasting memories of their travel experiences. From a theoretical perspective, PV represents tourists' overall assessment of the benefits received relative to the sacrifices made during the consumption process [7, 16]. In tourism settings, PV extends beyond functional and economic considerations to include emotional, experiential, and psychological benefits. According to Kim [9], tourism experiences are more likely to become memorable when tourists perceive them as meaningful, rewarding, and worthwhile. Therefore, PV functions as a cognitive evaluation that enhances tourists' emotional engagement and strengthens memory formation.

The positive relationship identified in this study is consistent with previous tourism research. Brochado et al. [10] found that PV significantly contributes to MTEs by enhancing tourists' emotional responses and overall evaluations of their travel experiences. Similarly, Juliana et al. [2] reported that tourists who perceive high value from destination experiences tend to demonstrate stronger levels of experiential satisfaction and memory retention. These findings suggest that PV is a critical determinant of how tourists interpret and remember their experiences.

PV facilitates the transformation of tourism experiences into lasting memories by increasing the significance attached to those experiences. According to Hosseini et al. [4], tourists

who perceive higher value are more likely to engage cognitively and emotionally with destination experiences, resulting in stronger memory formation. Likewise, Prebensen et al. [34] argued that value creation in tourism occurs through meaningful interactions and experiences that generate positive emotions, satisfaction, and personal relevance. Such positive evaluations increase the likelihood that tourism experiences will be remembered and recalled over time.

The findings imply that destination managers should focus on enhancing the overall value delivered to tourists through high-quality services, meaningful experiences, authentic attractions, and enjoyable activities. By increasing tourists' perceptions of value, destinations can strengthen the memorability of travel experiences, which may subsequently contribute to favorable post-visit outcomes such as satisfaction, positive word-of-mouth, and revisit intention. Therefore, PV should be regarded as a key mechanism through which tourism experiences become memorable and impactful.

e) MTE has a significant positive effect on SS.

The results of this study indicate that a MTE has a positive and significant effect on SS, as evidenced by a p-value of 0.000 ($p < 0.05$). This finding suggests that tourists who develop stronger and more memorable travel experiences are more likely to engage in SS. In other words, MTEs encourage tourists to choose souvenirs that reflect environmental responsibility, LC, local economic support, and ethical production practices. The results imply that memorable experiences not only influence tourists' evaluations of destinations but also shape their post-visit consumption behaviors.

From a theoretical perspective, a MTE refers to a tourism experience that is positively remembered and retained after the trip due to its meaningful, emotional, and distinctive characteristics [9, 17, 44]. Such experiences create emotional connections between tourists and destinations, increasing the likelihood that tourists will seek tangible reminders of their experiences. Souvenirs often serve as symbolic representations of travel memories, allowing tourists to preserve and relive meaningful moments associated with a destination. Consequently, tourists who have stronger memorable experiences may demonstrate a greater preference for authentic and SS that embody the cultural and social values of the destination.

The positive relationship identified in this study is supported by previous research. Chen et al. [17] found that tourists who experience emotionally meaningful and memorable travel experiences tend to demonstrate stronger support for environmentally and socially responsible consumption practices. Similarly, emotionally engaging tourism experiences increase tourists' awareness of sustainability issues and encourage the purchase of locally produced products. Furthermore, recent tourism literature highlights that memorable experiences contribute to long-term behavioral outcomes beyond the travel experience itself. According to Hosseini et al. [4], MTEs strengthen tourists' emotional attachment to destinations, thereby influencing future attitudes and consumption behaviors. Likewise, Juliana et al. [2] suggested that memorable experiences create symbolic and emotional value that transforms souvenirs from ordinary commodities into meaningful artifacts representing personal travel narratives. As a result, tourists are more likely to support products that align with the values and memories associated with their destination experiences.

The findings imply that destination managers and local stakeholders should focus on designing tourism experiences that are meaningful, engaging, and emotionally memorable. By enhancing the quality of visitor experiences and integrating cultural authenticity into tourism activities, destinations can encourage tourists to support sustainable souvenir products. Such an approach not only strengthens tourists' emotional connections with destinations but also promotes responsible consumption, supports local communities, and contributes to the long-term sustainability of tourism development.

5. CONCLUSION

This discourse summarizes a synergistic research model on the impact of LC and HE on PV, MTE, and consumer SS, among tourists sampling of Bali, Medan, and Lampung. Detailed analysis of the sample population shows that all relationships proposed in this model were found to be positive and significant. This demonstrates the integral value of experiential and cultural factors on the tourists' perception and sustainable actions.

MTE and PV are understood to be positive constructs with LC impact and influence. This posits a case of positive precedence on authentic and meaningful tourism. HE draws significant value from the emotional and experiential constructs of tourism activities. PV consistently shows a significant impact on MTE and sustains the role of positive tourism.

The findings further underscore the nexus and positive impact of PV and MTE on SS. This suggests tourists' positive perception of value and intense emotional connection are likely to participate in sustainable commerce and are prompted to purchase locally sourced and authentic souvenir products. The suggested model speaks to the experiential and sustainability dimensions of the tourism discourse, particularly in the scope of diversified tourism. This research on Bali, Medan, and Lampung provides a useful guide as a case study in this regard.

6. FUTURE RESEARCH SUGGESTIONS

This study has several limitations, and its scope allows the opportunity for several future research studies. Firstly, this study has been conducted for three destinations in Indonesia. As such, the study's generalizability will be impacted to some extent. Future research will be required to expand the current study for a greater number of destinations in Indonesia and also globally, with the aim of examining the cultural dimensions and also confirming the proposed model in a greater number of case studies.

Secondly, the study has focused on a quantitative approach. Therefore, the study may be lacking in some respects. Future studies should also focus on a longitudinal approach to the relevant mixed-method experiences and perspectives, based on the fact that the study revolves around the concept of tourism.

Third, this study examines a limited set of variables, namely LC, HE, PV, and MTE. Future research could incorporate additional variables such as destination image, satisfaction, trust, or environmental awareness to provide a more comprehensive understanding of sustainable tourist behavior.

Fourth, this study focuses on general tourists without

distinguishing between different market segments. Future studies could explore differences by demographic factors such as age, nationality, or travel motivation to identify segment-specific behavioral patterns. Future research is encouraged to explore the mediating and moderating effects among variables, particularly the role of PV and MTE as mediators, as well as potential moderating variables such as cultural involvement or environmental concern. This would provide a deeper understanding of the mechanisms underlying sustainable tourism behavior.

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