



An Investigation of the Impact of Tourism Vandalism on Visitors' Perceptions of the Quality of Experience of a Heritage Destination: The Case of Borobudur Temple, Indonesia

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Abstract

Heritage tourism is one of the most significant contributors into the tourism industry, covering the importance of heritage culture and historical monuments. However, tourism vandalism has been a serious issue that is debated around the world (Bhati and Pearce, 2016), and it is affecting visitors' quality of experience. While there are studies that focus on heritage tourism development (Zeppel and Hall, 1992; Timothy and Boyd, 2003; Asmelash and Kumar, 2019; Dai et al., 2021), there has been limited research on perception of experience in heritage sites. This research will focus on Borobudur Temple which is the biggest buddhist temple in the world and a UNESCO World Heritage Site, where several vandalism created by visitors have happened such as littering and destroying the monuments (Taufik, 2004; Wahyuningsih, 2022). Hence, this research paper aims to investigate visitors' quality of experience by analysing perception and satisfaction in Borobudur Temple. In order to address the objectives such as to analyse perceived cultural meaning, memorableness of the visitors, as well as positive and negative experiences, the author will collect data and information with qualitative method, semi structured interviews to obtain participants' different viewpoints. Findings of this research conclude that tourism vandalism, in the case of heritage sites, does affect the quality of visitor' experiences. Furthermore, these hypotheses may be applied into different heritage tourism destinations.

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Chapter 1: Introduction

1.1 Background Information

Human lives have been influenced greatly by travel for the past decades (Timothy and Boyd, 2003). People relied on travel for several occasions such as business, leisure or education around domestic and international destinations. Timothy and Boyd (2003) defined heritage tourism as a sub-category that concentrates on the history, art, and culture of a specific region. In the past, research on tourism and heritage is tremendously known for the strong connection between the two fields (Asmelash and Kumar, 2019). Tourists who visit heritage sites mostly

consist of people who seek educational purposes (Menor-Campos et al., 2020).

However, whilst tourism that revolves around culture and tradition is often recognised for the benefits to the sector, there are often repercussions involved with the destination (Kasahun, 2013 cited by Asmelash and Kumar, 2019), such as vandalism. Bhati and Pearce (2016) explained that tourists' act of vandalism has been a heavily discussed issue for many parts of the world. The recent arrivals of travellers to certain sites have generated a negative effect, and this certain behavioural factor (littering and stepping cultural monuments) has garnered unease amongst the destination's inhabitants

(Benckendorff, 2006). Therefore, the tourism experience is very important in the case of its connection to tourist satisfaction (Oh et al, 2007). Oliver (1980) had also stated that tourists had perceptions towards the experiences based on the expectations they previously held.

In the case of vandalism, Borobudur temple has suffered a serious destruction back on 21st January 1985 from a bombing incident, with nine upper parts of the stupas severely damaged. Hitchcock and Putra (2015) stated that although the bombing incident has been very serious, the incident does not happen often. However, what could potentially be concerning this UNESCO site is the vandalism threat that is constantly being done by people. Visitors tend to vandalise Borobudur Temple, for instance littering, destroying stupas, and graffiti (Taufik, 2004). Wahyuningsih (2022) stated that there are numerous chewing gums stuck into the wall of the stupas, as well as cigarette butts being thrown into the gap of the temple wall. To elaborate more on Taufik's (2004) statement, visitors tend to throw garbage such as plastic bottles, tissues and food waste on the temple grounds as well as climbing and sitting on the temple and stupa's walls (Wahyuningsih, 2005).

1.2 Rationale

While many studies have been done on heritage tourism development (Zeppel and Hall, 1992; Timothy and Boyd, 2003; Asmelash and Kumar, 2019; Dai et al., 2021; Ruiz-Ortega et al., 2021; Mandić and Kennell, 2021; Rasoolimanesh et al., 2022), there has been little research conducted on traveller's perception of the experience visiting the vandalised monuments on a heritage site. Some studies concentrated only on heritage tourism practice development and value evaluation (Yu and Xu, 2019). Another study analysed how authentic heritage tourism is, and wanted to discover the satisfaction of the visitors (Chhabra et al., 2003). These studies are more direct to heritage sites growth for the tourism industry, however there are still limited studies that assess the perception that the tourist had and their satisfaction levels onto destroyed heritage sites. Bhati and Pearce (2017) focused on observing the approach to vandalism with two case studies of Asian cities in Bangkok and Singapore, contradicting how it changed the image of the destination for the tourists. Similar to what the author would like to analyse, Bhati and Agarwal (2020) researched on perception on the on site vandalism in a destination, however these authors are analysing the perception from the stakeholders and discover the link between the perception of different stakeholders. Moreover, Chatzigiannis (2015) did discuss perception of vandalism in heritage sites, however

through socio-political acts and from the perspectives of the conservator. These two researchers analyse both vandalism in a destination, however with different perspectives. Thus, in this paper, the author aspires to analyse and evaluate the perception that tourists have for vandalism of the cultural and historical sites and how this influences the quality of their experience.

1.3 Aim and Objectives

The aim of this research is to investigate the impact of tourism vandalism on visitors' perceptions of the quality of experience of a heritage destination: the case of Borobudur Temple, Indonesia.

Several objectives will be analysed in order to achieve the aim :

- To explore key factors of preserving cultural meaning of the heritage site from the visitors' perspective.
- To analyse how tourists perceive the memorableness of their heritage site visit.
- To analyse the positive and negative experience of visiting the heritage site.

Chapter 2: Literature Review

2.1 Introduction

In this paper, with the aim of evaluating the tourists' perception and satisfaction toward vandalised heritage sites, the author will be analysing three concepts and theories to support the research as well as developing the connection to the case study. Firstly, the author will explain about the memorable tourism experience (MTE) and the components. Next would be holiday satisfaction, which is how tourists expect before visiting the destination and the satisfaction level. Lastly, would be the core concept of heritage tourism, how important it is and how society perceives this type of tourism. In the second part of the chapter, the author will examine the empirical research that has been conducted according to the three concepts and theories of the theoretical framework.

2.2 Theoretical Framework

2.2.1 Memorable Tourism Experience

Tourism experience has several definitions due to the complex factors that support the concept. Tung and Ritchie (2011) defined it as an ongoing evaluation that was determined subjectively by a person. While Stamboulis and Skayannis (2003) signified that the tourism experience originated from the "experience" itself which comes from

the tourist, meaning that visiting new destinations and gaining knowledge about the culture and history is the way experience is created. According to Vallee (1987), cited by Mannell and Iso-Ahola (1987) tourists are looking for more benefits and less concrete from the destination. There are several factors that influence the tourist experience such as cultures, values, and beliefs that each individual has due to the society or environment surrounding them (Knutson et al., 2007).

Memorable tourism experience or known as MTE was first defined by Kim et al. (2012) as a framework that has been carefully built based on the experience that has been remembered and judged by people after a certain event. The authors analysed the elements of MTE such as refreshment, novelty, local culture, involvement, hedonism, knowledge and meaningfulness. MTE came from the influence of the decision making from the people before (Chandralal and Valenzuela, 2013). When tourists are making decisions on whether to visit a destination or not, past memory plays a major role for the decision making process (Chandralal and Valenzuela, 2013).

2.2.2 Elements of Memorable Tourism Experience (MTE)

The first component to be assessed is refreshment. According to Kim (2014) and Cohen (1979), refreshment means a particular aspect of tourism in which the tourists distinctively differentiate from personal life. The individual or people, replenish the boredom that they experienced by looking for enjoyment, entertainment and being engaged in various activities such as travelling (Cohen, 1979). Hence, refreshment was defined by these researchers as “a condition where there will be no working situation, or simply a pause in everyday life routine”.

Following the next element, would be novelty. Novelty would be the feeling of experiencing a situation for the first time, and this affects the psychology of an individual (Kim et al., 2012). In addition, novelty has also been a crucial key factor of the motivation and experience of travelling (Kim et al., 2012; Dunman and Mattila, 2005). According to Pearce (1987), tourists are willing to visit new destinations more since they can encounter new and diverse cultures, history, and something that is not usually experienced. Novelty is when the travellers are searching for something new, as well as seeking entertainment while on vacation, this term could be also called hedonism. Hedonism was defined by Kim et al. (2010) as people who mainly seek pleasure and enjoyment from products (experiences). This

view was comprehensible with hedonism as one of the most important components of tourism experiences, and some of the goals in order to achieve and seek hedonic experiences, was supported by using tourism products (Kim et al., 2012; Kim, 2014; Coudounaris and Sthapit, 2017). Moving to the next element, one of the most crucial factors in travelling is to experience and learn about the local culture of one's destination (Morgan and Xu, 2009; Coudounaris and Sthapit, 2017). MTE's quality will be improved from discovering diverse amounts of tradition and culture, languages and local lifestyle (Morgan and Xu, 2009). In addition, there are certain types of tourism that are growing significantly such as volunteer tourism, as this type of tourism may open up more opportunities for travellers who seek new experiences and wish to go beyond comfort zone (Brown, 2005).

Tourists value an experience that individually and meaningfully resonates with them over the one that does not (Rather et al., 2021). In developing the involvement towards travelling, Kim and Ritchie (2014) divided the phases into two, which are planning and on-site activities. For the first phase (planning) such as scheduling tours and transportation, people tend to only envision being engaged. The second phase (on-site), would be visitors are actually engaging more into the tourism activities. While travelling, visitors also wanted to gain knowledge and better understanding, which is another element of MTE (Richards, 2002; Poria et al., 2006). Because of the travel experience, people tend to be eager to learn and develop new abilities as well as new perspectives (Rasoolimanesh et al., 2022).

Kim (2014) defined meaningfulness, the last element of the concept, as a momentous perception of an individual's mindset about life and culture. The element is connected to the tourists in order to develop self perception and growth (Kim, 2014; Coudounaris and Sthapit, 2017). As a result, individuals seek meaningful experiences in their travel and tourism activities, such as seeking a feeling of physical, emotional or spiritual satisfaction rather than chasing escapism or false desire of authenticity (Bruner, 1991; Callanan and Thomas, 2005). In the case of MTE, experiences that are meaningful to tourists tend to stay in the long-term memory (Tung and Ritchie, 2011).

2.2.3 Holiday Satisfaction (HOLSAT)

Satisfaction was defined by Peter and Olson (1996), cited by Malodia and Singla (2017) as the psychological evaluation of a process that begins from awareness of being marketed and resulting with the consumer's experience within different departments. Furthermore, focusing on holiday

satisfaction, the definition by Bindu and Kanagaraj (2013) states that holiday satisfaction is “the scale of a specific factor which exceeds the tourists’ expectations towards a destination”.

Another satisfaction definition is about the tourists themselves which Truong and Foster (2006) described as a breach between expectation and reality of tourist’s experience on travelling. One of the key factors of satisfaction that is similarly connected to the author’s topic in heritage would be museum experience and satisfaction. Museums are arguably an important site for educational, cultural and social purposes (Rowley, 1999; Chan, 2009).

Tribe and Snaith (1998) have invented the holiday satisfaction model and implemented it into holiday satisfaction evaluation. The aim of using the holiday satisfaction model is an evaluation of experience and perception of the tourist with both negative and positive aspects (Meimand et al., 2013). One of the key features from this model is the qualification of evaluating if the tourists are satisfied with their holidays when experiencing the destination rather than the service-based experience (Truong and Foster, 2006; Suh et al., 1997). Nevertheless, the HOLSAT model contrasts with other satisfaction models which were commonly used such as service quality (SERVQUAL - an evaluation of quality of the service given) and service performance (SERVPERF - using the experience to measure satisfaction).

Despite the difference, SERVQUAL serves as the base for HOLSAT (Ceylan and Ozcelik, 2016). According to Truong and Foster (2006), holiday satisfaction compares the performance of a varied range of vacation features of the destination to the expectation of the visitors, as well as addressing the variable and multi-dimensional nature of tourist happiness within a destination. Expectations of the tourists and visitors are from the actual aspects that they are looking forward to and throughout the experience at the vacation to rather than linked as an important measured condition (Truong, 2005). Tribe and Snaith (1998) claimed that the holiday satisfaction is able to provide the fulfilment level based on whether the visitors are satisfied as well as taking it to the account while analysing the experience.

2.2.4 Heritage Tourism

Heritage tourism indicates seeking knowledge about the historical and cultural assets on certain destinations or heritage sites (Poria et al., 2003). According to UNESCO (2021), heritage is “our legacy from the past, what we live with today, and what we pass on to future generations”. Timothy and Nyaupane (2009) defined heritage tourism as “one of the largest and fastest growing areas in

the tourism industry”. According to Poria et al. (2001), there are three types of tourists who visit heritage sites: visitors who visit heritage sites that are familiar with part of the culture, going to unfamiliar heritage destinations, and visiting the site regardless of the classification. There is also a similar interpretation of heritage tourism, as part of the tourism industry that until this day has a vital growth and deserves to be recognised more (Herbert, 1995 cited by Poria et al, 2003). However, heritage tourism could be also defined as a social-cultural asset as a utilizer to advance the economic impact in a destination, based on Fyall and Garrod’s (1998) study. Norkunas (1993) also argued that heritage is perceived as economical and political support rather than preserved as a memorial medium for some people. In addition, Hardy (1988) explained that most of the people who have conducted research acknowledge that there are connections between heritage and the past, as a legacy for decades of generations back and forth. Zeppel and Hall (1992) analysed various factors of tourism that are widely explored from the natural scenery, historical monuments to the inhabitant’s cultural traditions and thus there is a strong connection between cultural and heritage tourism.

Other than that, Molloy (1993) as well compared the perspectives towards the correlation between the two sectors of tourism. However, there are several authors that made some differences, one of the authors is Moscardo (2001) which categorised heritage more into the historical aspect, whilst culture tourism is classified more into the futuristic aspect. There are two sides to viewing heritage tourism. The first would be the positive view that heritage will pass the cultural aspect such as sites and monuments into next decades and generations (Merriman, 1991, cited by Timothy and Boyd, 2003). On the other hand, there is a negative perspective towards heritage which is the historical aspect of the sites are contrived into monetary values in tourism (Hubbard and Lilley, 2000). Smith (2006) explained that heritage is always changing and developing processes, thus need to be flexible and need to be understood. Another argument is about heritage and how it is viewed as the only source of entertainment (Hewison, 1987, cited by Timothy and Boyd, 2003). However, heritage tourism has grown and expanded into a significant contribution that stood out for the culture and history (Samuel, 1994 cited by Park, 2013).

2.3 Review of the Existing Empirical Research

2.3.1 Tourist Perception and Satisfaction

Throughout the years, plenty of research has been conducted using the holiday satisfaction model in

order to evaluate the holiday satisfaction of the tourist during the vacation (Tribe and Snaith, 1998; Truong and Foster, 2005; Aktas et al., 2009; Omar et al., 2017).

The first study that uses HOLSAT was the inventor of the model (Tribe and Snaith, 1998) where the satisfaction of the tourist was measured in a holiday with the case study in Varadero, Cuba. During the implementation of the holiday satisfaction model, both positive (pleasant experience) and negative (not pleasant experience) attributes will be assessed. The negative elements are usually left out in every questionnaire, and this could prevail into rejection of the tourists towards a certain destination (Litvin and MacLaurin, 2001; Nadeau et al., 2008), and these features will be a motive for the visitors' expectation, satisfaction and whether they were to return when arriving at the destination (Tribe and Snaith, 1998; Truong, 2005; Truong and Foster, 2006). The creators of this model (Tribe and Snaith, 1998) also recommended that since the negative elements are a very crucial support to holiday satisfaction, therefore it will be a great advantage for the HOLSAT model. Out of 47 positive attributes, 32 attributes did not meet tourists' expectations. Several negative attributes such as "non-stop construction", "long queues", "pollution", and "not enough food resources". The outcome of the study is that when the attributes are negative, meaning that the satisfaction did not reach what the tourists are expecting and therefore more likely will not be returning to the same destination.

The study was conducted using the HOLSAT model by Truong (2005) based on the Australian tourists' satisfaction travelling to Vietnam. The study was conducted using HOLSAT's questionnaire with open questions, and the participants were expected to answer their expectations of each factor in the vacation and the experience during holiday. The result from this study, concluded that most Australian travellers generally have a positive view towards Vietnam, and great experience towards the culture and lifestyle in Vietnam (Truong, 2005). Another study that has been conducted is by Meimand et al. (2013) that implemented the model for the research on Japanese tourists visiting Malaysia and their expectation as well as experience. The methodology where the participants were asked to rate the expectation of each attribute before and after visiting the destination. The result showed how one of the most important attributes that the Japanese tourist is concerned with is safety, and younger travellers have higher expectations towards security in Malaysia rather than other group ages. There was also a study done in a "sacred destination" in case of religious visitors in the

Himalayas, India (Malodia and Singla, 2017). The questionnaire was conducted during the high season of travellers visiting the destination. The research showed that the expectation of religious tourists is accessible roads, mobile network availability, and appropriate accommodation. Findings also showed that most travellers' primary purpose of visiting the destination is sacred or religious purposes. Although HOLSAT has many advantages, there are several limitations that the researchers have found (Tribe and Snaith, 1998; Truong, 2005). First, HOLSAT is a recently invented model and there are not many of its implementations yet. Second, the model requires a large amount of sampling and time as it is necessary to accomplish an objective outcome. Lastly, the appliance of the model is also limited in obtaining data and information since it does not provide generally asked questions such as demographic and sociocultural attributes.

2.3.2 Tourism Experience

There are several studies conducted to analyse or discuss the tourists' and traveller's experiences (Kim and Ritchie, 2014; Mahdzar et al., 2015; Chen and Rahman, 2018). Chen and Rahman (2018) has conducted a study using memorable tourism experience (MTE) on a survey with the main target of American tourists that have visited cultural tourist attraction in the past 5 years. The finding of the research shows that the higher contact visitors have with the culture, the more memorable visitors will experience. The next two studies are also assessing memorable experiences in heritage sites (Lee, 2015; Mahdzar et al., 2015), however, Lee (2015) conducted the study in the reconstructed heritage sites. The data was collected using the scales of nostalgia, motivation, and memorable tourism experiences in the form of surveys. The outcome of this study was that the respondent had a significant connection between memorable tourism experience with cultural inheritance in the reconstructed heritage tourism sites. With the study done by Mahdzar et al. (2015) the research was directed in a heritage site in Malaysia. In the methodology, a convenient sampling method was used and questionnaires were delivered to tourists in the airport. The result shows that the perception of tourists towards the destination plays an important role in influencing the MTE and behavioural intentions, which means that if there are good destination attributes, then favourable revisit intention will increase.

Rasoolimanesh et al. (2021) investigated using the role of memorable tourism experience as a mediating role in the intentions of tourists revisiting the heritage site. The data was collected with mixed methods to tourists that are visiting several heritage sites in Kashan, Iran. The

outcome of this study showed that tourists will have better experience quality by visiting “authentic” heritage sites. For local culture and knowledge, tourists that are more involved in the cultural heritage and have experiences are most likely to come back in the future. This shows that the MTE could be studied in the cultural context, such as what Kim and Ritchie (2014) did using the model to examine the accuracy of the individual’s cross-cultural. The study was collected in Taiwan’s centre places such as parks and malls, with the participants being asked to remember their memorable experiences with 24 attributes and range the attributes from 1 (no experience) to 7 (experienced already). The result was similar to previous research, in which involvement played an important role on how tourists perceive the destination. If visitors are really learning about certain places, the intention to revisit the place will be even more definite.

2.4 Background to the Primary Research Context

Indonesia is a country which is a part of Southeast Asia (ASEAN) with a strong root of cultures and traditions where heritage tourism has become one of the most important tourism aspects in order to appeal to not only domestic, but also international visitors (Canny, 2013). There are several industries that support Indonesia’s economic growth such as human resources and labour market, business environment, air transport infrastructure, and tourism being one of the biggest incomes for the country (World Economic Forum, 2019). According to Badan Pusat Statistik (2021), Indonesia has received approximately 15.8 million visitors in 2018, and had an increase of 1 million in 2019. Unfortunately, due to the COVID-19 pandemic, the tourism industry in Indonesia has been greatly affected and only received 4 million visitors in 2020. Moreover, the World Economic Forum (2019) announced that, out of 140 countries, Indonesia took 40th place in the travel and tourism competitiveness index, which is a 2 rank increase from 2017.

There are numerous heritage monuments that are preserved in Indonesia, with the Borobudur temple being one of them. Borobudur temple is the world’s biggest Buddhist heritage site that is acknowledged by the UNESCO world heritage convention (UNESCO, 2021). Statistics show that in 2018 and 2019, the domestic tourists visiting the temple have reached 3 million visitors in estimate, excluding the year 2020 which only received 900 thousand visitors due to COVID-19 (Badan Pusat Statistik, 2020). On the other hand, international visitors that came from different countries and continents have a smaller tourist sector with approximately 200 thousand visitors in 2018 and 2019, and the number decreased

drastically with only 31 thousand visitors in 2020 (Badan Pusat Statistik, 2020).

2.5 Conclusion

In this chapter, the author analysed three theories (holiday satisfaction, memorable tourism experience, heritage tourism) and tried to connect them through several researches that have been done using the concepts and models. One of the results for holiday satisfaction study is how a certain group of travellers held one attribute more important than the other (Meimand et al., 2013), and how negative elements are very crucial in order to hold the study (Tribe and Snaith, 1998). There are also some studies using memorable tourism experiences, such as Mahdzar et al. (2015) in a heritage destination in Malaysia and it showed that tourists with high involvement and knowledge tend to be more satisfied with the experience, thus having a higher chance of coming back. This shows that tourists that are more engaged on the destination, will be more attached to the culture and will likely revisit in the future.

Chapter 3: Methodology

3.1 Aim and Objectives

The aim of this research is to investigate the impact of tourism vandalism on visitors’ perceptions of the quality of experience of a heritage destination: the case of Borobudur Temple, Indonesia.

Several objectives will be analysed in order to achieve the aim :

- To explore key factors of preserving cultural meaning of the heritage site from the visitors’ perspective.
- To analyse how tourists perceive the memorableness of their heritage site visit.
- To analyse the positive and negative experience of visiting the heritage site.

3.2 Research Approach

In this research paper, the author will be using a qualitative method in order to achieve the aim and objectives of the study. As the research is to analyse the perception of the tourist on the vandalism at a cultural heritage site, this qualitative method will investigate how people perceive and satisfaction towards the vandalised heritage site and how this affects the visitors’ quality of the experience. Even though qualitative methods are focusing on analysing comprehensive data which will take a very long process, the outcome would be producing thorough and reliable evidence for the study (Steckler et al, 1992). Creswell (2014) perceived

the term “worldview” as a general perspective of the world and how researchers see and collect for the study. This qualitative method is strongly connected to the author’s paradigms (Lincoln et al., 2011; Mertens, 2010) which would be the constructivist worldview. This type of worldview involves seeking the meaning of the goals and to understand certain things (Creswell, 2014). The researcher also mentioned how the procedure of conducting the study will be done by delivering the interviews and collecting the data within the participant’s area. The data will be done deductively, which means that assessing the theory before analysing the case study and the author will be validating the theory based on the result or data collected (Creswell, 2014).

3.3 Sampling

In order to achieve the aim and objectives using the chosen qualitative methodology, the sampling of this research will be conducted consisting of 10 people, with domestic travellers and international travellers as the participant. Marshall and Rossman (2014) explained how this kind of method will give the author a broader view of the experiences that the interviewees have. The sampling used for this study will be non probability sampling, where each participant will be selected thoroughly. For local inhabitants, the participants that live within those areas will be selected. As for international and domestic travellers, will be chosen based on the purpose of the visit (educational and leisure). All of the participant groups (international, domestic tourists and local people) will be collected using purposive sampling which the author is selective in deciding the participants that are most likely to deliver precise information.

3.4 Data Collection

Using the qualitative method, the author will conduct a semi structured interview. The interview will be done with four to seven questions connected to heritage sites, acts of destruction and what motivates these certain people to destroy some of the monuments. The interview will be conducted on open space, where the interviewees will not be pressured and could answer more openly and subjectively. In addition, since the author lives in the region where the case study is analysed (Borobudur Temple, West Java, Indonesia), the interview will be more accessible face to face. While the interview will be conducted directly to domestic travellers and local communities, there will be a certain limitation to international travellers in case of COVID-19 and therefore the author will have an online interview with those certain groups of travellers. The invitation will be done by inviting directly to people on-site in case of international

traveller and domestic traveller, while local inhabitants will be selected through contacting the local authorities. The interview will be 30-45 minutes long per person, and will be delivered using local language (Indonesian) and English for international tourists. The data of the interview will be recorded in voice recording equipment and the author will create an alias for the participants if they wish.

3.5 Data Analysis

According to Leedy and Ormrod (2015), qualitative research is not an approach that should lead to brief conclusions but rather is an approach that develops deep understanding of the situation and issue based on long interviews and observation. As a consequence, thematic analysis is a qualitative research which Braun and Clark (2006) has identified as an approach into issues with classifying, analysing and evaluating the information through deep understanding. With being flexible as one of the advantages that thematic analysis has, it can produce in-depth, and strong data (Braun and Clark, 2006). The author will use thematic analysis to examine the data from the semi-structured interviews with participants to identify main key themes from the issue. In this case, what is the participant’s perspective towards the importance of the heritage site, and what is the response towards the effect of vandalism against the location. After transcribing the interviews, key themes will be identified by first coding the interview scripts using the value coding technique. Value coding includes the reflection of participant’s views which represent their belief, judgement and value (Gable and Wolf, 1993; LeCompte & Preissle, 1993). According to Saldana (1995), although it is possible to apply value coding to all qualitative research, it emphasises on the study that mainly investigates cultural perspective and personal values in case studies, hence why the author believes applying value coding is the most suitable approach.

3.6 Trustworthiness

In qualitative research, to ensure the quality of the study, the term “trustworthiness” is used to describe the level of confidence in the data, understanding and way of approach used (Pilot and Beck, 2014 cited by Connelly, 2016). Triangulation will be introduced to determine the trustworthiness of the topic based on several methods of researching (Opperman, 2000). However, based on the data collection, the researcher is using semi-structured face to face interviews, which may be limited to providing information from different sources. Nevertheless, the researcher may suggest several approaches in case of more than one sources available. For

instance, accumulating policy documents regarding the destination from respected authorities, as well as a thorough observation of the site. Thus, by acquiring data from different sources, the researcher may strengthen the credibility and accuracy of the qualitative study (Appleton, 1995 cited by Cutcliffe and McKenna, 1999). To support the trustworthiness of the study, the audit trail is used as a method in qualitative research (Lincoln and Guba, 1985). Bowen (2009) stated that the audit trail focuses on every step of the process in the study, from gathering theories to implementation of the information gathered in order for the study to be credible. With this, the researcher is able to justify the decisions that were made throughout the process of research into participants from the existing data (Bowen, 2009). Member checking, as a part of the audit trail, will be applied to enhance trustworthiness of the study (Lincoln and Guba, 1985).

3.7 Ethical Issues

There are several aspects to be considered while executing the data collection. In the interview, while creating and checking the questionnaire for the interview, the author will make sure that none of the questions will be ethically, socially and politically offensive towards the respondent or the reader in the future. According to Sanjari (2014), connection between the interviewee and interviewer has to be trusting, not intimidation. Before the interview the researcher will have an agreement with the interviewees for the consent and privacy so that the identity will not be shared to the public. The interview will be done and collected confidentially. In addition, bias or subjectivity will be considered since these factors could affect the result and data of the research. Since it will not be very ethical during the interview since every respondent has a different opinion and mindset, the authors will be as objective as possible. In every research, bias exists and happens which will be affecting the authenticity of the study, and it will be possible to minimise the subjectivity of both participants and researchers side (Smith and Noble, 2014). In this manner, the author will ask questions and feedback consistently, comparing between respondent's data, as well as continuous observation in order to minimise bias (Smith and Noble, 2014).

3.8 Research Limitations

Researchers who concentrate on qualitative methods are obligated to proceed with open mindedness, applicability as well as using methodological approach that aligns to the objectives of the topic (Smith and Noble, 2014). However, as Conelly (2013) stated, there are

several limitations that the researcher is not able to fully eliminate, even though it can be reduced. To start with limitations in the study that are acknowledged by the author, is that the data will be collected using purposive sampling in which the participants are carefully selected in order to achieve diverse and insightful information. This could limit the availability of participants for interviews compared to using theoretical sampling. Coyne (1997) explained that in this sampling method, the researcher analyses data based on previous data collected, which could have broadened the selectiveness of the participants. While implementing the interviews, data collection might not be fully accurate due to language barrier between the researcher and participants which might impact the quality of the answers. Furthermore, the limitation may focus more on the domestic travellers, where social desirability bias is likely to occur as Indonesia is a high context country, and the answer might be insincere following the society or ambiguous since the participants are unlikely to deliver direct answers in the case of opposing viewpoints. In addition, several people might be unwilling to share certain confidential information or controversial. Moreover, the researcher may have bias towards more knowledgeable participants with the topic or destination, which might limit in collecting all types of information needed from different perspectives to fully comprehend the study.

Chapter 4: Discussion

4.1 Introduction

Heritage tourism is considered as one of the most developed growing sectors in the tourism industry (Timothy and Nyaupane, 2009). While previous researchers have elaborate on heritage tourism development (Asmelash and Kumar, 2019; Dai et al., 2021; Rasoolimanesh et al., 2022), there is still a lack of research findings on tourist's quality of experience and satisfaction on heritage tourism vandalism (Bhati and Pearce, 2017; Bhati and Agarwal, 2020; Chatzigianni, 2015). In this paper, the author will present assumptions that will support the findings of the topic based on these objectives: perceived cultural meaning of the site, memorableness of the visit, as well as positive and negative experience from visiting the heritage site. However, since primary research is not available, the following findings will be analysed based on the literature information and empirical studies.

4.2 To explore key factors of preserving the cultural meaning of the heritage site from the visitors' perspective

Poria et al. (2003) defined heritage tourism as an insight of the historical and cultural assets of

certain heritage destinations. One of the tourist types that Poria et al. (2001) has found is heritage tourists who are connected and familiar with parts of heritage culture. Findings by Rasoolimanesh et al. (2021), that are using Memorable Tourism Experience (MTE) as the role to investigate intentions to revisit the destination, shows that tourists have better quality of experience visiting authentic heritage sites. This empirical study may connect to Borobudur Temple, where tourists that are visiting authentic heritage sites, may resonate more with the cultural meaning of the site, hence it may be linked to more familiarity and receipt of better understanding. Heritage will pass the cultural heritage elements such as monuments onto future generations for more decades to come (Merriman, 1991, cited by Timothy and Boyd, 2003), and this may happen to Borobudur Temple. In case of the site being not vandalised, visitors would have a significant and meaningful connection with the cultural value of the site, creating a long-term cultural relationship for future years to come, as verified by Chen and Rahman's (2018) empirical research on American tourists using MTE, it was discovered that the higher the contact between visitors and the heritage site is, the more memorable experience visitors will have.

4.3 To analyse how tourists perceive the memorableness of their heritage site visit

Memorable tourism experience (MTE) is a framework created to build a judgement based on the remembrance of an individual's experience after certain events (Lee, 2015; Mahdzar et al., 2015; Kim and Ritchie, 2014). Meaningful experience is more valued by the visitors as they will be able to connect and resonate with it personally (Rather et al., 2021). This framework was implemented on research by Lee (2015), in which the findings showed that tourists have strong connections with memorable experiences connected to cultural inheritance in the heritage tourism sites. In the case of Borobudur Temple and the vandalism behind it, visitors may not be satisfied enough, and would be more likely to have less memorable experiences. According to Tung and Ritchie (2011), meaningful experiences will most likely stay in tourists' memory for a longer period of time. To connect with Borobudur Temple, the memory that visitors have with the site would have been more significant, thus would have been more involved in which may enhance the memorableness in the case of conserved site, as seen from Kim and Ritchie's (2014) research outcome while examining the participants' remembrance of their memorable experiences, in which resulted on how tourists perceive the destination by involvement. Knowledge, as well, played an important role in visiting the heritage site for

tourists to get a better understanding of the destination and its heritage culture (Richards, 2002; Poria et al., 2006). Therefore, it is carefully advised for the destination to raise awareness amongst visitors, by providing educational understanding of the Temple in order for the trip becoming more meaningful, as seen from the result of study conducted by Mahdzar et al. (2015) in which tourists' perception significantly influences the intention to revisit.

4.4 To analyse the positive and negative experience of visiting the heritage site

Holiday satisfaction (HOLSAT) was created by Tribe and Snaith (1998) to measure the experience of tourists visiting and the positive and negative outcome from it. One of the main things to point out while implementing this model is to qualify the satisfaction with the holiday destination by experiencing the quality of the destination. Empirical research that has been conducted by mentioned authors is that several negative outcomes have been named such as "non-stop construction" and "pollution", in which if the tourists are not satisfied, then intention to revisit will be decreased (Tribe and Snaith, 1998). Applying this to the case of Borobudur Temple that has been vandalised, possible negative outcomes may arise such as "destroyed heritage site that took away the experience" or "poor maintenance". Truong (2005) mentioned that expectation is the key point which is significant to tourists while visiting a certain destination, hence the HOLSAT framework is able to provide the fulfilment and measure how those expectations are met. Truong (2005) has also conducted research in Vietnam using HOLSAT to measure the tourists' satisfaction, in which the result shows that the visitors are satisfied and have a positive experience, one of them due to the great culture and lifestyle in Vietnam. This could be linked to Borobudur Temple, where the culture would be strong if vandalism is managed, and tourists would have positive experiences such as "strong and deep culture", "important heritage site that is educational", as well as "each stupa of the temple carries history itself". In this case, it may be suggested to implement proper management to avoid further vandalism, thus the visitors would have a more positive experience in Borobudur Temple with the heritage culture, similarly to the study in Vietnam (Truong, 2005).

4.5 Conclusion

Another factor that may be taken into consideration is how vandalised heritage site is perceived, as tourists' refresh themselves from boredom by seeking enjoyment and engaging in travelling (Cohen, 1979). Analysing Meimand et

al. 's (2013) findings on how Japanese tourists marked safety as one of the most important aspects upon travelling to Malaysia, and in this case, connecting to Borobudur Temple that has been vandalised, tourists may feel unsafe with the ruined monument, hence may affect visitors' quality of experience.

Even though there are huge opportunities for analysing cultural meaning of the visit, how tourists perceive memorableness, and the positive and negative experiences, the author assumes that with a thorough interviews and information collected from the participants' different perspectives, experiences and satisfaction, future researchers may be able to discover more findings on how heritage tourism vandalism will affect visitors' perspective in the circumstances of quality of experience.

Chapter 5 : Conclusion and Recommendations

Heritage tourism is one of the fastest growing sectors in the tourism industry which contributes in culture and history (Poria et al., 2003; Timothy and Nyaupane, 2009). However, there are several issues that tourism still faces until this day, which is vandalism (Kasahun, 2013 cited by Asmelash and Kumar, 2019). Undoubtedly, visitors that visit Borobudur Temple may have different purposes such as culture, history, education or even leisure. In addition, Borobudur, rather than a religious figure, tends to be promoted more as a symbolic cultural monument and Indonesia's national emblem (Hitchcock et al., 2010). Borobudur Temple, even though it is listed and respected as UNESCO World Heritage Site, suffers from vandalism such as littering and graffiti (Taufik, 2004; Wahyuningsih, 2022). Visiting vandalised heritage sites may create negative experiences to the visitors. Therefore, the purpose of this research is to investigate and analyse visitors' perspective on tourism vandalism in heritage sites, and its impact on the quality of the experience. If tourists are experiencing pleasant experiences from visiting a destination, then the expectations are surpassed thus the satisfaction level will increase (Oliver, 1980). Contrary, when the expectation of the destination is higher than the actual experience, the visitors will develop dissatisfaction (Parasumaran et al., 1990 cited by Yaakop, 2013). Holiday satisfaction was first created by Tribe and Snaith (1998) to measure the satisfaction level, with evaluating the elements (positive and negative) while the visitors are on vacation. While visiting the heritage site, the tourist will have perception and expectation and these influence heavily towards the memorable tourism experience elements (refreshment, novelty, hedonism, local culture, involvement, knowledge

and meaningfulness) (Mahdzar et al., 2015). To achieve the objectives of this research paper, the author will implement using these theories : memorable tourism experience (MTE), holiday satisfaction (HOLSAT), and heritage tourism.

With the theoretical knowledge and empirical research, the author is able to assume findings of the objectives above. It is assumed that visitors may perceive cultural meaning such as authenticity and meaningfulness towards Borobudur Temple, and so would create significant connections between visitors and the destination, in the case that the vandalism in Borobudur Temple is managed. And to analyse the memorableness of the visit, the visitors may remember their visit in the case of adequate knowledge and proper management of Borobudur Temple. Connecting to the positive and negative experiences, in the case of not vandalised, visitors would have several positive experiences such as a heritage site with strong root of culture. And in case of Borobudur Temple being vandalised, negative experiences may impact tourists which will create impressions such as lack of maintenance and loss of the historical and cultural value. It is suggested that the management of Borobudur Temple could develop several educational program about the Temple and so may create awareness amongst visitors, as well as creating more visible signs and regulation around the site.

The author is using a qualitative method to retrieve the information needed, as qualitative is more suitable in order to gain different perspectives and feedback. Data will be collected with a semi structured interview, in which asking questions regarding heritage tourism in general, tourism vandalism and visitors perspective and experiences. However, there are several limitations in the study that the author acknowledges, such as language barrier between the author and participants, as well as visitors' bias which will impact more on the domestic tourists section (social desirability bias). Moreover, lack of availability of participants might happen since the author is using purposive sampling which participants are carefully selected before conducting the interview. There is a possibility that the researcher uses alternative research methods such as to conduct the study from different perspectives such as stakeholders, site management, and local inhabitants. These could be taken into account for future researchers that are going to conduct the study similar to what the author has done in various heritage destinations. For future studies, shorter interviews can also be implemented with direct questions to the participants, in order to collect more information and data. Additionally, phone interviews are strongly recommended in order to

reach more participants especially on an international scale. Therefore, researchers are able to understand the perception of the visitors towards their quality of experience while visiting heritage site destinations.

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