

The Role of Culture Orientation as a Moderation Variable on Visiting Behavior at the World Heritage Site

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ABSTRACT

Indonesia is famous for its diversity of tourism among tourist destinations in Indonesia, some of which have been recognized by UNESCO as included in the list of world cultural heritage sites, such as the Borobudur Temple. The problem that has occurred so far is the lack of concern from millennials towards Borobudur Temple as a tourist attraction marked by a low interest in visiting (Dimyati, 2019). Various efforts have been made, including collaborating with travel bloggers and influencers assisted by Indonesian digital agencies. Its role is to give a good impression of a tourist destination in Indonesia so that it can attract interest to visit, especially the millennial generation (Bernadiaz, 2021). Efforts to increase the interest in traveling to world heritage sites by millennials through various strategies that have been carried out require an empirical explanation of the signification of the results obtained; this study aims to explain the factors that influence millennial behavior in traveling, especially millennial responses to Borobudur Temple tourism objects. Various studies discussing individual behavior towards World Heritage Site (WHS) tourist destinations have been conducted a lot. Some that can be put forward here include Halpeny et al. (2018); Mehmood et al. (2018); See and Goh (2019); Rio et al. (2020); Carreira et al. (2021); Deb and Lomo-David (2021); and Xu et al. (2021). However, there is no universal model explaining travel behavior in all situations and conditions, including cultural tourism at Borobudur Temple. This is what provides an opportunity in this study to design a model that explains explicitly the phenomenon of individual behavior, which is millennials traveling at Borobudur Temple.

Keywords: Perceived Destination Quality, Perceived Social Media, Attitude, Intention to Visit, Culture Orientation