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## Cultural Narrative Tourism: Exploring Experience Unique and Memorable Torist in Destination of Geo Park

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### Abstract

*Tourist attractions have a uniqueness that motivates tourists to visit a tourist attraction. The uniqueness of a tourist attraction often results in a unique and impressive experience for visitors. A unique tourist experience stores cultural narratives or myths obtained by tourists. Cultural narratives are cultural activities at a destination that store intriguing impressions and memories for tourists about the tourist experience. This paper aims to reveal cultural narratives as unique and impressive tourist experiences in the Geo Park Area, a natural tourist attraction featuring karst mountains and rivers. We obtained the research data from tourists who expressed their cultural narratives as respondents. Researchers gathered data by distributing questionnaires and conducting interviews with tourists at the tourist attraction location. The results of the study concluded that cultural narratives as a form of tourist activity using boats on rivers in the karst mountain area are tourist attractions and unique to obtain tourist experiences in traveling in the geo park area. The distribution of this paper shows that unique and impressive tourist experiences are expressions of cultural narratives by tourists and are the main factors in tourism development.*

**Keywords:** Cultural Narrative, Expression, Tourism Experience, Geo Park, Tourist Attraction.

### Introduction

Tourist attractions have a uniqueness that makes tourists visit (Hasyim et al, 2019). The uniqueness of a tourist attraction can be a new experience for foreign and domestic tourists (Baruca & Civre, 2022, Syahbudiman et al, 2023). One of the reasons tourists travel to another country is to get an memorable experience (Singgalen, 2024).

According to Baruca and Civre (2022), today's highly competitive tourism is not only interested in new and unique tourism products and services, but also in unique tourism experiences, because experience is an important competitive advantage for a destination.

etina and Bilgihan (2015) said that tourists visit cultural tourism in another country to gain new experiences. The uniqueness of t heir traditions, customs, and heritage often captivates travelers, allowing them to immerse themselves in different ways of life. This exchange not only enriches the visitors but also fosters a deeper appreciation for cultural diversity. This appreciation can lead to more meaningful interactions between tourists and local communities, encouraging sustainable practices that benefit both parties. By engaging with local traditions, tourists help preserve these cultures while also creating lasting memories and connections. he tourist destination emphasizes how tourists tour to gain a new 'life' in a foreign country. They leave

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their country and visit another country to travel. This makes them want to be a part of the culture. (Susilowati, & Suliyati, 2023).

Based on data from the Indonesian statistics office, it is explained that the number of foreign tourist visits to Indonesia through all entry points in January 2024 was 927,746 consisting of 760,036 visits or 81.93% through immigration records and 167,710 visits or 18.07% through Mobile Positioning Data records at border entry points. This number experienced a growth of 16.19% compared to January 2023 which amounted to 798,469 visits. The number of foreign tourist visits from the 5 highest countries in January 2024 came from:

1. Malaysia : 155,213 visits
2. Australia : 127,097 visits
3. Singapore : 87,248 visits
4. China : 81,691 visits
5. Timor Leste : 55,324 visits

The average length of stay of foreign tourists who left Indonesia in January 2024 has spent 7.92 nights in Indonesia. The average length of stay in January 2024 was longer than in January 2023, which was 7.41 nights. (<https://kemenparekraf.go.id/direktori-statistik/statistik-kunjungan-wisatawan-mancanegara-bulan-januari-2024>)

. Tourist attractions also store narratives (stories or myths) that are known by tourists. Narratives store interesting impressions (memories), especially for tourists who have visited. On the other hand, those who have not visited get interesting narratives presented by tourists who have visited. Interesting narratives known by tourists motivate them to visit.



Figure1. Karst Mountain Tourist Attraction in South Sulawesi, Indonesia

Source:  
<https://Www.Arsy.Co.Id/2018/05/Menjelajah-Eksotisme-Pegunungan-Karst.Html>



Figure2. Natural scenery and karst mountains in South Sulawesi, Indonesia

Source:  
<https://www.arsy.co.id/2018/05/menjelajah-eksotisme-pegunungan-karst.html>

Geo Park is a natural reserve that has karst mountains and rivers located in South Sulawesi, Indonesia. Geo park holds a cultural narrative that makes tourists express their experiences when traveling (Mariana et al, 2019). The cultural narrative involves tourists taking a boat tour along a river that offers breathtaking views of the natural karst mountains. (chan, 1994).

Geopark is an area that has high geological value, which is equipped with biodiversity and cultural diversity that has been developed very well. Geopark destinations provide many benefits for the tourism sector. The geo park destination is called Rammang-rammang, which is equipped with a river. The tourism product in Geo Park is a boat used by tourists for river tours. Along the river, tourists can enjoy boat tours and natural scenery and karst mountains.



Figure 2. Tourists Take a Tour Using a Boat on the Karst Mountain River.

Source:<https://www.tribunnews.com/regional/2017/05/01/jusuf-kalla-minta-penambahan-fasilitas-di-objek-wisata-karst-rammang-rammang>

The purpose of this paper is how tourists express their experiences when they travel. Their expressions of experience have the aim of finding out what experiences they find and what cultural narratives motivate them to visit the Geo Park area. The formulation of the questions asked is what attractions they find that motivate them to visit and what is the uniqueness of tourist destinations in the Geo Park area.

This article presents a framework for thinking about karst mountain destinations in exploring unique and memorable tourism experiences.

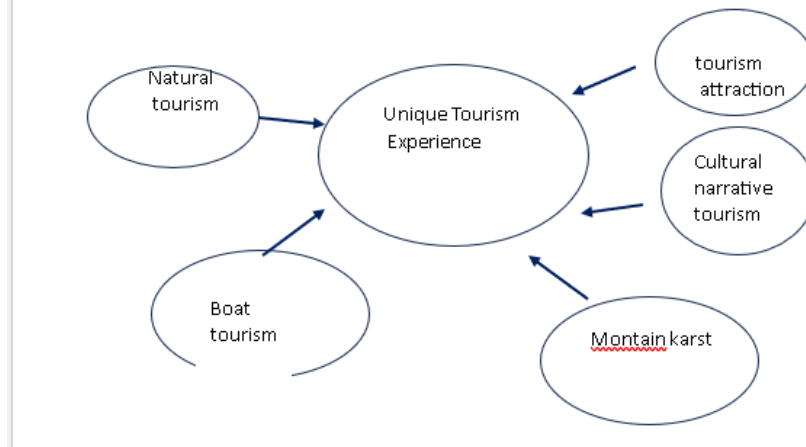


Figure3. Framework of Tourism Experience

## Metode Penelitian Research Method

We use descriptive and verification analysis methods. Descriptive research aims to obtain cultural narratives through tourist experiences and the impact of tourist involvement in tourist attractions. Data collection is sourced from tourists visiting tourist attractions. Data was obtained through distributing questionnaires and in-depth interviews with tourists as respondents who visited tourist attractions in Geo Park Rammang-rammang.

The selection of visitors (tourists) as respondents was carried out randomly. They visited the location and were interviewed and distributed questionnaires. They filled out the questionnaire and were interviewed after they had done the tour and told their experiences after they had done the tour.

## Result and Discussion

Every tourist does various cultural activities at tourist attractions. . this activity is called cultural tourism Where tourists become part of cultural activities, which produces cultural narratives by visitors (Maharani et al, 2023). They can tell their unique and impressive tour experiences. (pafholy, 2024). They can tell their cultural activity experiences at tourist attractions. For example, a tour activity by boat on a karst mountain river.

Tourists engage in various cultural activities at tourist attractions, a phenomenon known as cultural tourism. When tourists participate in cultural activities, they create cultural narratives (Maharani et al., 2023). Visitors can share their unique and impressive tour experiences. (pafholy, 2024). They can tell their cultural activity experiences at tourist attractions. For instance, they could recount a boat tour activity along a karst mountain river.

Cultural Narrative is a story passed down in a culture that conveys its beliefs, values, and historical experiences. An example of a cultural narrative is the Greek myth of Persephone, which explains the changing seasons and reflects the themes of life, death, and rebirth, the myth of the area as a tourist destination. The cultural narrative in the Geo Park area is. tourists take a

Based on visitors' answers from the questionnaire results, it shows that visitors get a unique and impressive experience with boat tours.

Question	Answer			
	1	2	3	4
1. The natural scenery around the Geo Park area (Rammang-rammang) is very beautiful.		36		
2. The climate and atmosphere in the Rammang-rammang River and in the mountains (karst) are pleasant		836		
3. The Rammang-Rammang tourist attraction is very beautiful and clean.		36		
4. The activity of traveling by boat on the Karst Mountain River is very enjoyable.		35		
5. Cultural narrative with activities using boats to travel on the river produces a unique and impressive tour experience.		35		
6. The facilities at the Rammang-Rammang tourist attraction can be enjoyed by all visitors.		35		
7. Natural views at the geo park tourist attraction are very beautiful		81		
8. The rivers along the karst mountains can be explored and enjoyed.		35		
9. The river where tourists travel by boat has very beautiful natural scenery and karst mountains.		35		

#### NOTES:

1. Agree
2. Very Agree
3. not agree
4. Not vey agree

Terdapat 36 pengunjung yang telah mengisi kuesioner. Yang terkait dengan pengalaman pengunjung melakukan tour di Kawasan geo park. Berdasarkan hasil kuesioner ditemukan bahwa sebanyak 80% pengunjung memperoleh pengalaman unik dan menyenangkan setelah melakukan perjalanan wisata di Kawasan geo park. Dengan memberikan jawaban sangat setuju.

Pengalaman unik dan menyengescangkan yang diperoleh adalah aktivitas wisata perahu di sepanjang Sungai dengan pemamandangan gunung karst dan Telah menghasilkan narasi oleh pengunjung atas pengalaman mereka Melaku tour Kawasan Geo Park. 36 pengunjung sebagai repsonden Telah mengeksplorasi narasi budaya atas p3nggalaman mreka ygng unik dan

mengesankan,

There are 36 visitors who have filled out the questionnaire. Which is related to the visitor's experience of touring in the Geo Park area. Based on the results of the questionnaire, it was found that 80% of visitors had a unique and enjoyable experience after traveling in the Geo Park area. By giving a very agree answer. The unique and memorable experience obtained was the boat tour activity along the river with a view of the karst mountains and has produced a narrative by visitors. on their experience of touring the Geo Park area. 36 visitors as respondents have explored the cultural narrative of their unique and memorable experiences,

NO	Explorasi narasi budaya exploring cultural narratives	percent
1.	The geo park area is the only karst mountain tourist destination in Indonesia and is interesting to visit.	86
2	The beautiful view of the karst mountains makes us enjoy traveling.	885
3	Taking a boat trip and exploring the river with views of the karst mountains was a unique and enjoyable experience for us.	86
4	We can use a boat for a tour on the river and see the beautiful natural scenery, namely the karst mountains and the river.	85
5	We are motivated to visit because of the unique and memorable experiences gained by boat tour	85
6	The togetherness and solidarity of tourists on boat tours is fun for us fellow tourists on one boat.	86
7	The cultural activities we experienced were a boat tour and seeing the karst mountain views,	87
8	The impressive tour made us want to visit again and again.	85

Tsble 1. Exloring Tourist of Cultural Narratives.

### **Tourist Attraction**

The uniqueness of the geo park area as a destination has a tourist attraction that motivates tourists to visit. The tourism product that is the attraction to visit for a tour is the natural scenery with karst mountains that can be witnessed directly by tourists. Another unique attraction and gaining new experiences is taking a boat trip where tourists can enjoy nature tourism with karst mountain views. Nature tourism activities have recreational elements and tourists can enjoy boat and river trips along the karst mountains. (Sembiring et al, 2024).

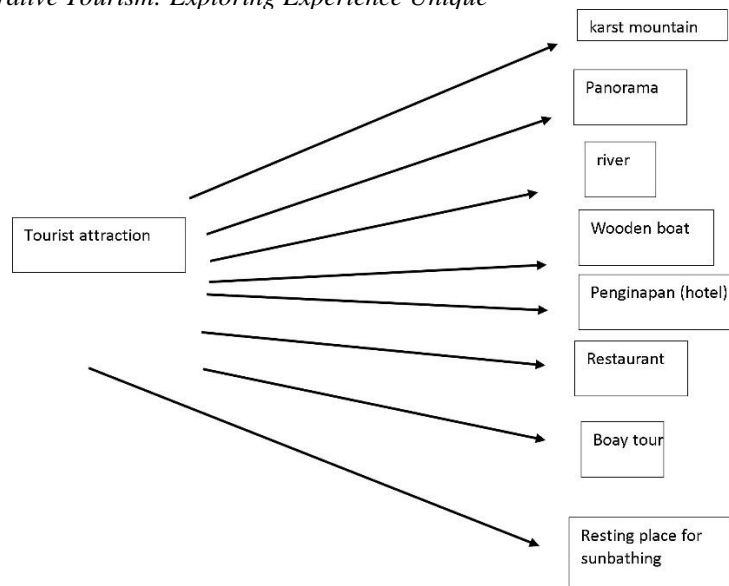


Figure4. Tourist Attraction

geo park destination are the availability of infrastructure that can be utilized by tourists, namely karst mountains, boats for river tours, lodging, rest areas, and restaurants. A destination is of interest to tourists to visit because of its tourist attraction which can be seen from the accessibility aspect, which makes it easy for tourists to get information and promotional activities. (Nowacki, 2013).

Tourist attractions are everything that is interesting and valuable for tourists to make decisions in visiting a tourist attraction. Tourist attractions can be cultural, natural, or man-made. (Rena, 2022).

The elements of tourist attractions have uniqueness, beauty, natural or cultural diversity, and value. Types of tourist attractions can be natural tourism and artificial tourism. (Bambang, Riyadi. Giyah Juliari.2023). A tourist attraction can have high value, uniqueness and distinctiveness that distinguishes it from other tourist attractions. Tourist attractions can be an identity that characterizes a tourist attraction. For example, cultural tourism (Toraja ethnic stone graves, in South Sulawesi, Indonesia. Tourist attractions are tourist locations that attract visitors, which have cultural values inherent in tourist attractions (something that can be displayed, has historical meaning, natural beauty or buildings. Tourist attractions can also be in the form of restaurants as culinary tourism so that tourists can enjoy culinary delights in an area they visit.

## Comclusion

Unique and enjoyable tourism experiences are the main factors that motivate tourists to visit tourist attractions. Accessibility of information obtained from various sources, such as the internet, social media, stories of tour experiences by other people related to geo Park tourist attractions is an important factor that makes it easier for tourists to get information. The uniqueness of tourist attractions, such as geo park areas, which are only in Indonesia, is the reason for tourists to visit and they want to get new experiences. That is why, the attraction of tourism. Tourists explore cultural narratives of their experiences to others and they will visit many times and promote destinations through narratives.

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