



Cultural Connectivity and Family Travel Behavior from the Perspective of Generativity Theory: The Case of Visits to Tourist Villages in Tabanan District

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ABSTRACT: Travel is the best education in a family environment. With tourism, family members are invited to see and experience firsthand an understanding of the environment, social, cultural and interactions. This research builds a research model based on generativity theory to capture the relationship between culture and parental concern for children, parental self-efficacy, motivation, involvement, and psychological well-being. Data was collected from family visits consisting of parents who traveled with their children to a number of tourist villages. From the tourist village side, knowing the relationship between culture and travel behavior can increase understanding of family tourist behavior and provide appropriate management and marketing implications in the future. Research activities will target tourists in a family format who visit attractions in tourist villages in Tabanan Regency. The research targets included 23 tourist villages determined based on the Decree of the Regent of Tabanan Regency from 2004 to 2018. Questionnaires were distributed to 107 respondents. Based on the results of the analysis, parents' expectations regarding cultural introduction and travel patterns are not in line. Research has investigated the impact of parental generativity on family travel behavior in cultural contexts. This is influenced by different motivations between children and parents when traveling.

Keywords: Tourism Village, Connectivity, Tourist Travel

INTRODUCTION

Family travel is considered a very sector of the tourism industry profitable and stable in contemporary society, accounting for more than a quarter of the leisure market [1]. The rapid growth of the Asian market has attracted widespread attention from the tourism industry [2]. Especially in China, family travel rates were as high as 50–60% from 2017 onwards, reflecting a huge potential market for the future tourism industry [3]. To increase knowledge and understanding of this rapidly growing family tourist market will help tourism operators to make the right tourism offers. Family travel plays an important role in building relationships, enhancing family ties and increasing family well-being [4]. In addition, educational opportunities for children on family trips are always an important factor on parents' agendas. According to generativity theory, parents' generativity encourages them to do something that is beneficial for their children's future. This theory implies that parents with higher generativity in family travel will be more likely to focus on educational opportunities that benefit their children and be more involved in educational activities. The corresponding generativity theory can be used as a theoretical basis to explain family travel behavior.

In the context of family tourism, studying the influence of generativity is important because it provides a new understanding of the formation of family tourism behavior in relation to intergenerational relationships. Additionally, Fan and Luo [5] found that generativity greatly influences people's experience and engagement in travel for educational purposes. However, their study did not explore how generativity influences tourist engagement. Therefore, this research attempts to provide a generativity-based theoretical framework to deepen understanding of tourism behavior. These can be managed and marketed in a generativity-oriented manner to help promote family traveler engagement. According to generativity theory, generativity is rooted in culture and originates from the cultural needs of society. In the context of tourism, tourist behavior largely shaped by culture. Therefore, it is also important to examine the relationship between culture and generativity in the context of family tourism. The above discussion implies that culture can contribute to family tourism behavior by enabling generativity. In other words, generativity plays a mediating role between culture and family tourism behavior.

METHODOLOGY

All measurement scales in this study were adopted from previous literature. The questionnaire consists of three parts:

1. Screening/selection questions: (1) Are respondents traveling with their children (age <18); (2) Whether the respondent is a tourist.
2. The questionnaire contains 38 items for the six constructs of the research model. All items were measured on a seven-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).
3. Section 3 collects demographic information.

The questionnaire collected information about gender, age, monthly income, and respondents' level of education, which may be related to their generativity, engagement, self-efficacy, and motivation [6]. Demographic data were added as control variables to properly control the structural model and evaluate variable relationships.

The research subjects were family tourists with children under the age of 18 who visited tourist villages in Tabanan Regency. During the period April to August 2023, surveyors will distribute questionnaires in 23 tourist villages in Tabanan Regency. It is targeted that at least 107 questionnaires will be answered for the data input and data analysis process to be carried out. According to the guidelines, this study uses confirmatory factor analysis to verify the measurement model.

This research was located in tourist villages in Tabanan Regency based on decrees from 2004 to 2018. A number of tourist villages were the target research locations, namely: Pinge Traditional Village, Jatiluwih Village, Biaung Village, Kerambitan Village, Antap Village, Tua Village, Antapan Village, Belimbing Village, Lalanglinggah Village, Kaba-kaba Village, Mangesta Village, Nyambu Village, Kukuh Village, Tista Village, Megati Village, Gunung Salak Village, Wanagiri Village, Lumbung Kauh Village, Belimbing Village, Munduk Temu Village, Sanda Village, Tajen Village and Bongan Village.

RESULT AND DISCUSSION

The topographic area of Tabanan Regency is between an altitude of 0 – 2,276 meters above sea level (masl), this indicates that apart from offering natural views of terraced rice fields with a number of tourist villages, it also has complete natural tourist destinations, namely a number of natural beach tourist destinations at high altitudes. 0 meters above sea level and also a mountainous area, namely Mount Batukaru with a height of 2,276 meters above sea level. And there are many other natural attractions and charms offered in this district, such as the beautiful Beratan Bedugul lake, a number of waterfalls which are interesting tour destinations and also the existence of a number of natural hot springs in this area.

A number of villages have also been developed into tourist villages, which can provide different tourist destinations and tour options in the Tabanan area. This tourist village in Tabanan Regency utilizes existing natural potential and promotes local cultural wisdom by a group the community independently and independently with government support to increase tourism and hopefully improve the economic level of the local community.

Generativity is defined as the desire to build and guide future generations, generativity is seen as a critical developmental stage in middle and late adulthood [7]. This condition is based on the fact that as people grow older, the desire of parents to voice their concerns and act in the interests of the next generation increases. Erikson [7] suggests that generativity is largely demonstrated through parenting, but also by creating something valuable to leave to the next generation.. Adults acquire generative concerns motivated by cultural demands and inner desires, which form the basis of generative goals in the presence of species beliefs. Worries, ambitions, and beliefs are translated into generative actions, which are then meaningfully incorporated into one's life narrative.

Generativity originates from cultural demands and inner desires, and thus predicts individual engagement behavior and contributes to society's psychological well-being. Studies on generativity mainly focus on pro-environmental behavior, family education and volunteerism. However, there is still little research exploring generativity in tourism, particularly in the context of family tourism. Generativity is related to the care and development of the next generation, including education. The task of raising children is to contribute to the family, especially as an expression of good parenting and is reflected in the parents' self-efficacy.

Motivation, as a psychological and physiological state, plays an important role in understanding travel behavior and decision making. Motivation embodies the fundamental reasons for satisfying various needs and desires of tourists through travel. Previous empirical studies on tourism considered motives as a key factor for market segmentation. In family travel, kin reunions are a prominent travel motivation. Although a significant percentage of family travelers are parents with children, little research has paid attention to the benefits sought by parents, who always prioritize their children, are motivated by a desire to spend time together, discover different cultures, and encourage children's learning. them in a new way.

The literature on engagement has expanded from the field of marketing to tourism. Engagement is gaining traction in modern hospitality and tourism practices due to its beneficial effects on customers' behavioral intentions, including purchase intentions [8], patronage and purchase recommendations. Tourist engagement, measured by the level of involvement and commitment to an individual's travel experience, reflects their initiative, dedication and engagement with the tourism offering [9]. The concept of engagement can be divided into two dimensions. Experiential engagement consists of

emotional enjoyment and behavioral engagement, while reflective engagement determines visitors' cognitive and emotional responses to the travel experience.

Generativity reflects personal inner desires and generates a need or desire to care for future generations, which promotes individual needs and drives. Thus, parents' achievement of generativity will increase their motivation for parenting practices. Additionally, the generativity component of society may encourage individuals to visit heritage places to satisfy their desire to enhance children's learning, thereby strengthening their incentives. Individuals are encouraged to internalize information by visiting heritage places, enabling them to pass on their heritage (i.e., internalized knowledge) to future generations.

The results of distributing questionnaires revealed information that the number of family members participating in tourism activities tends to vary between 3 people and 6 family members. As many as 26.02% of the number of family members who took part in tourism activities was 3 people, as many as 31.08% stated that the number of family members who took part in tourism activities was 4 people and as many as 37.04% stated that the number of family members who took part in the activities tour is 5 people. With this description, families who carry out tourism activities are generally small and medium families.

Table1 Number of family members taking part in the trip

Number of members	Frequency	Percent
2	0	0
3	28	26.02
4	34	31.08
5	40	37.04
6	5	04.07
Total	107	100.00

There are various reasons for choosing a tourist village to visit for families who want to travel. The most dominant reason is that because the tourist attraction or tourist village is going viral, it becomes necessary for a family to come and visit like most people. Another dominant reason used by families to carry out tourism activities is the many interesting natural views to visit. These reasons are generally the main attracting factors for visiting. The views and conditions are currently viral, which is the main reason for visiting, generally coming from friends and social media. The transmission of information by word of mouth is so trusted that it attracts other families to come and visit.

Table 2. Reasons for selecting location

Reasons for selecting location	Frequency	Percent
Many tourist attractions	4	03.07
lots of natural views	18	16.08
Close to home	7	06.05
Natural beauty	5	04.07
See traditional villages	6	05.06
Viral	67	62.06
Total	107	100.00

The biggest motivation that makes a family take a trip is the motivation of wisdom. This motivation tends to be strongly felt by family travelers. The perceived wisdom is that by carrying out tourism activities in the village, a number of policies regarding the environment, ecology, social conditions, culture and economic aspects will become learning material for all family members. Based on questionnaire data, the motivation level tends to agree, and the strongly agree category tends to have a smaller value. Under these conditions, there is no strong motivation which results in the family carrying out the desired travel pattern. A number of influencing factors include differences in motivation between parents and children in a

family. This difference is not only due to different perceptions of the meaning of tourism, but is also influenced by different initial information obtained.

Table 3. Motivation

Motivation	Strongly agree	Agree	Doubtful	Don't agree	Strongly disagree
Kindness motivation	42.01	57.09	0	0	0
Truth Motivation	40.02	59.08	0	0	0
Politeness motivation	45.08	54.02	0	0	0
Wisdom motivation	68.02	31.08	0	0	0
Trust motivation	42.01	57.09	0	0	0

In contrast to the motivation to visit, the dimensions of tourism activities and their effects are seen as positive by respondents. Based on questionnaire data, only the contribution dimension tends to be smaller compared to the other dimensions. The dimensions of responsibility and knowledge are felt to be very well felt by family tourists. By visiting a tourist village, children will learn new responsibilities and knowledge from the tourism activities carried out.

Table 4. Dimensions

Dimensions	Very well	Good	Neutral	Not good	Bad
Contribution dimensions	67.03	32.07	0	0	0
Dimensions of memory	95.03	04.07	0	0	0
Dimensions of creativity	67.03	32.07	0	0	0
Dimensions of responsibility	90.07	09.03	0	0	0
Dimensions of knowledge	93.05	06.05	0	0	0
Emotional involvement	79.04	20.06	0	0	0

CONCLUSION

The implementation of research activities on generativity in tourist travel patterns in Tourism Villages in Tabanan Regency has proven the high motivation of parents to provide experience, education and understanding to their children. Based on the results of the questionnaire distribution carried out, there are several things that can be concluded:

1. Generally, family tourists who visit tourist villages do not have any preparation regarding tourist attractions, tourist attractions or tourist activities carried out. The main motivation is more about sightseeing the sights and icons of tourist villages
2. Tourism activities in a number of tourist villages are not welcomed by offers of tourism attractions at the destination tourist attraction. It seems that the tourist village does not target the right tourist characteristics of the visitors who come
3. High parental motivation to introduce village life, understanding of locations and experiences to children is not accompanied by purchasing tourist goods and services at tourist attractions.
4. Regarding the implementation of the research that has been carried out, it can be recommended that tourism village managers focus more on achieving the characteristics of tourists who will be offered tourism products. Apart from that, people must be more realistic in carrying out tourism activities in the village so that the gap between expectations and the reality of traveling is not too big.

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