

Importance And Performance Analysis On Interpretation For The Millennial Generation Tourist In Community-Based Cultural Tourism Destination

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ABSTRACT

This study aimed to explore the behavior of millennial generation tourist in using the interpretation of tourist activities in community-based cultural tourism destination (CBCT). To compare the levels of perceived value on the importance and performance of the interpretation of tourist activities contributing the memorable tourism experience for millennial generation tourist in CBCT. A comparative study based on the levels of importance and performance were analyzed the memorable tourism experience in the millennial generation tourist. The proposed sample size was 400 respondents by convenience sampling method over domestic visitors in Chiang Mai Province. The results were derived from the analysis of perceived value in the level of importance and performance of interpretation non-personal. As a result, the comparison was functional value and social value were high importance while it was moderate performance. Regarding, functional value and social value were high importance whereas it was moderate in performance. Whereas the emotional value was moderate importance and high performance. The implication of this study is designing interpretation through personals must require the qualification of knowledge to understand the community and transfer knowledge to tourists by training as a local tour guide to express the identity and cultural values of the community.

Keywords: Importance and Performance Analysis, Interpretation, Millennial Generation Tourist, Community-Based Cultural Tourism

INTRODUCTION

Tourism maintains the humanity moving from its limitations and daily routines to leisure travel. Tourism also concerned with both supply and consumption of real experiences. The tourists can fill and make whatever is happened by themselves. Moreover, tourism is also a part of creating by using experience through place management and cultural presentation. As tourism continues to grow, it is not surprising that the tourism in many countries has become a key component of economic strategies. It is also considered to be an important part of human resource development (Juan, Mary, Priyanko & Amanda, 2017). Furthermore, it is also an effective way to promote and support the community development.

Community-based tourism is a tourism that brings the resources inside the community to

integrate into creative activities. The main focus is the community involvement in terms of planning, ownership and management. It is necessary to use decision-making or accountability approach to acquire ownership and mutual benefit. Moreover, it is crucial to offer the good of community and pride through touring and tourism activities (Tasci, Croes, & Villanueva, 2014). Therefore, the original traces of true culture are a part of the tourism development strategy. Each community in destinations should be loyal to the underlying values and express their beliefs in their own cultural traditions. Thus, it can draw new and different energies by considering that the travelers are willing to receive the rich of spirit and culture. The tourist destination is the benefit of tourism development to preserve cultural and natural products in the future. Because the culture has

become an important part of attracting tourist destinations.

Interpretation occurs through human, society, language, tradition, and culture based on the use of symbols that have been conducted for a long time. The interpretation must be communicated to tourists because tourists are different in terms of age, language, basic education, culture, and purpose of visiting attractions as well as physical and mental potentials. Also, the interpretation needs to determine who the target audience is. This would mean that it needs to be understood and memorable. Then, tourists have different knowledge, understanding and experience as well as the purpose for people in the area. Those who are responsible for the tourism area are still different from the tourists who have different characteristics or need in travelling. According to the study of tourist groups, the first group of tourism raking is the millennial generation. The millennial generation or Y generation is the group that was born in 1980-2000 (Ordun, 2015). That duration is the period of the world had entered the information age. The consumers in this group have mostly high purchasing power. When combining with the influence of digital technology, the Millennial Group has a higher demand and expectation than its predecessors.

Millennial generation tourists who are considered as the largest group of tourists in Thailand require to experience a memorable experience through the activities of tourist attractions by those cultural communities. However, the tourism operation of the community is still very problematic, especially in the problem of interpretation towards the community-based tourism. Because the community does not have a good basic system of tourism interpretation. The northern community has the largest number of tourist communities, and the millennial visitors visit and engage in the activities that cater to the needs of the most cultural diversity as mentioned earlier. Based on the study of related research, there is not much research studied on the comparison of interpretation by personal and non-personal in cultural communities, especially in the millennial generation tourist. Therefore, this research gap is the purpose of this study to explore the behavior of millennial generation tourist through using the interpretation of tourist activities in CBCT destination and to compare the levels on the perceived value of importance and performance of interpretation in the tourist activities through functional value, social value, and emotional value

contributing the memorable tourism experience for millennial generation tourist in CBCT destination.

The study objectives are provided as follows:

- To study the millennial generation tourist behavior in using the interpretation of tourist activities in CBCT destination.
- To compare the levels of perceived value of importance and performance of the interpretation of tourist activities contributing the memorable tourism experience for millennial generation tourist in CBCT destination.

LITERATURE REVIEW

Community-Based Tourism

The growth of community-based tourism has occurred over last three decades in the field of tourism education. Community-based tourism was developed in the 1970s because of the need of reducing negative impact of mass tourism. Community-based tourism is a community development tool that empowers local communities to manage local tourism resources. It supports the local communities to generate income, increase local economic growth, preserve culture, conserve the environment and provide educational opportunities. As a consequence, the local communities have become the alternative source of income and a tool of reducing inequality and poverty. The tourism has been evolved from the actual needs of people in the community and managed by people in the community. This is widely believed that it will encourage the wealthy community. As a result, the community-based tourism has become widely recognized and encouraged as a way to promote the sustainable tourism. In Thailand, the approaches for the community tourism had been growing and developing since 2002 that develop the standards for home stay and promote community products along with tourism development. Moreover, these were recognized as a tool for people development and community development. The interaction and engagement between host and guest through participation in tourism activities lead to learning and deep understanding on the root of the community. Thereby, it creates a good quality of life for the members of community and delivers valuable learning experiences to visitors. Summarized, community-based tourism was not only empowered local to make decision in tourism but also vitalized economic, cultural and natural

impacts (Srithong, Suthitakon, & Karnjanakit, 2019).

Perceived Value

Perceived Value is derived from Equity Theory. This theory is based on an assessment of what is fair, right, or worthy of price compared to what is offered. According to the value perception, many academicians provided various definitions. For instance, the value of perceived value is considered as the benefit (cost). This is equivalent to quality. Then, perceived value is a comparison between quality that consumer received and cost that consumer paid.

Summarize, consumer will have different perceptions on the value of goods and services for example, Ratanapongtra and Techakana (2019) found that developing the quality and value of OTOP products which are cultural souvenirs for tourists made the destination of cultural tourism. Although products and services are the same, but the customers may have different perceptions. This difference applies to the tourist attraction. Also, this research leads value-added to the application of value-added (PER) and perceived value on the performance and management of the millennium's memorable tourist experience through the definition of tourist activities in tourist destinations by cultural communities.

Interpretation

Interpretation plays an important role in community tourist because the interpretation will provide tourists a valuable experience. In addition, a good communication can support to manage tourists and the impact of tourists. This contributes to the quality of environment and the way of life among local people. Moreover, cross culture communication in community-based tourism; cultural difference, equity respectfulness, ability to deal with problems, creative thinking, unique self-competency, and communicative skills (Viwatronnakit, Inthachak, Trakarnsiriwanit, & Nanta, 2019).

Interpretation is the heart of the story of community. The meaning is divided into two types: meaning by the person and meaningless non-personal in order to promote the pride of local people and present the community stories to the visitors. Community-based tourism will also emphasize on meaningful interactions with individuals. In addition, meaningful communication also requires knowledge and knowledge management to reach to the target audience. Moreover, those who perform as an interpreter must understand the purpose of tourism

by the community. The expectations of tourists for serving as a link between different cultures, learn to share experiences. The key principles of intercultural communication as follows; meaning is the meaning or importance of subject such as the presentation of story, knowledge is the information and details on the subject which are the subtleties of meaning or significance, experiences for visitors must experience the five senses including eyes, earphones, nose, smell, tongue, and taste.

For the cultural resources, the interpretation of cultural resources is an indispensable part of managing cultural resources. Without interpretation, the resource management is almost unsuccessful. This means that the cultural meaning of the culture, its value, and the importance of culture are not met the needs to handle the cultural resources. It represents the attitude of every generation. For example, what is important and why evidence from the past should be passed into the younger generation. The need is required to clearly state the reasons through the standard terminology with standards and principles that are professionally recognized in terms of interpretation and presentation. The extensive expansion of meaningful activities is derived from various cultural sources and the technology to support in explaining the complexity. The economic strategy for marketing and managing cultural resources has created new problems. It also stimulates questions that are at the core of conservation goals and the impression of cultural resources.

Millennial Generation Tourist

Several scholars discussed the key features of the Generation Y population that they are very tech savvy in comparison to their predecessors by social communication through technology which is familiar and passionate about technology. Also, it comes along with the economic, social and political changes that make this group looks like "Everything Else" and "Want It Now". Thus, they are open-minded people who require a freedom. The enthusiasm is to study knowledge, ambition, confidence, inspiration and ingenuity (Ordun, 2015) as well as acceptance on the opinions of others and requirement of others' acceptance. Moreover, they expect high earning and need the flexibility in working time. Therefore, millennial group can work anywhere, and anytime as well as they can enjoy life and interact with others. They also anticipate to hear from other people and require to keep others as well as want to be

interested and prefer to conduct various thing at the same time.

There are also various scholars who studied the behavior of Generation Y tourists and knowledge of advanced technology. They prefer the challenge of freedom and leadership. In addition, they prefer to engage in social communication and interaction. Moreover, they have a passion for living and require to entertain themselves with traveling into interesting places in order to seek a profound experience and popular travel. The importance of finding information is to plan travel. It will rely on the Internet to find information on tourism. However, this group of tourists can easily access in a favorite place with modernity. The infrastructure is efficient and has sufficient facilities. It also provides a variety of meanings for convenience and needs to easily recognize the tourist information (Murthy, Mariadas, & Perumal, 2016).

RESEARCH METHODOLOGY

Population and Sample

This research studied the behaviors of millennial generation tourist in the use of interpreting tourism activities in community-based cultural tourism (CBCT) destination. The quantitative research was applied by using the questionnaires to collect data and analyzed. Furthermore, this research practical determine the sample size for this research with 95 percent confidence level and reliability of 95 percent. The proposed sample size was 384; nevertheless, to prevent a low response rate, a total of 400 questionnaires were used to collect data. The convenience sampling method was used to collect data from the respondents that comprised of domestic visitors in Chiang Mai Province.

Research Tool

The questionnaire was divided into four parts. The first part was designed to collect the information of tourist behavior. The second part aimed to explore the level of perceived importance and performance of interpretation by personal and non-personal. The third part of questionnaire included open-ended questions for gaining their additional suggestions. The last part was considered to collect

demographic profiles of respondents. In the second part, respondents were asked to rate each question based on a 5-point Likert Scale ranging from 1, 'least important' to 5, 'most important'. A careful screening for appropriate and relevant questions was conducted by five panel professionals who had expertized in this field. Before conducting the actual data collection process, a pilot test was achieved to improve and increase the clarity of questions in the questionnaire. The pilot test was conducted with 30 visitors of different populations in community resulting in an α -coefficient = .934. Those variables which contained greater than or equal to 0.70 were considered acceptable reliability.

Data Analysis

Descriptive statistics was used in this study for the respondents' demographic profiles. Importance and performance analysis was used to measure the perceived level of importance and performance of interpretation by personal and non-personal. The result was calculated and plotted by a graphical grid. The vertical and horizontal lines were used to divide the attributes into four identifiable quadrants. The data were represented on a grid which each attribute was plotted according to tourists' perceived importance and performance in the four quadrants.

RESEARCH RESULTS

Analysis on behavior of millennial generation tourist by using interpretation of tourism activities in communities was classified by media channel. The most tourists perceived information from radio and television highest followed by online media and friend/family. However, travel magazines and exhibitions were the lowest perceived information methods. Moreover, behavior of tourists preferred the format of tourist attractions by QR Code and signs accounting for 56.8 percent. While, tourists was gained knowledge from interpretation of local guild. Finally, tourists benefits aspect, it was shown that most tourists received the benefits from exchanging and learning the culture in community as same as understanding the ecosystem in cultural communities.

Table 1: Mean Scores and Standard Deviations of Perceived Importance and Performance Levels Non-Personal Interpretation

Perceived Value	Importance			Performance			Paired difference	Correlation	Sig. (2-tailed)
	\bar{X}	S.D.	Result	\bar{X}	S.D.	Result			
1. Functional Value	3.88	.932	High	3.47	1.000	High	-.411	.564	.000**
2. Social Value	3.75	.895	High	3.37	1.332	Moderate	-.375	.449	.000**
3. Emotional Value	3.70	.971	High	3.62	.720	High	-.080	.639	.033*
Total	3.78	.880	High	3.49	.869	High	.289	.670	.000**

Remark: ** Significant at 0.01; * Significant at 0.05

As shown in the table 1, it demonstrated the analysis results of perceived value in the level of importance and performance of interpretation non-personal. According to the comparison, both functional value and social value were high importance whereas they were moderate performance. On the other hand, emotional value

was high importance and performance. Thus, the result was analyzed perceived value on importance and performance of interpretation non-personal. To clearly compare overall with techniques of Important-Performance Analysis (IPA), it was illustrated in the figure 1.

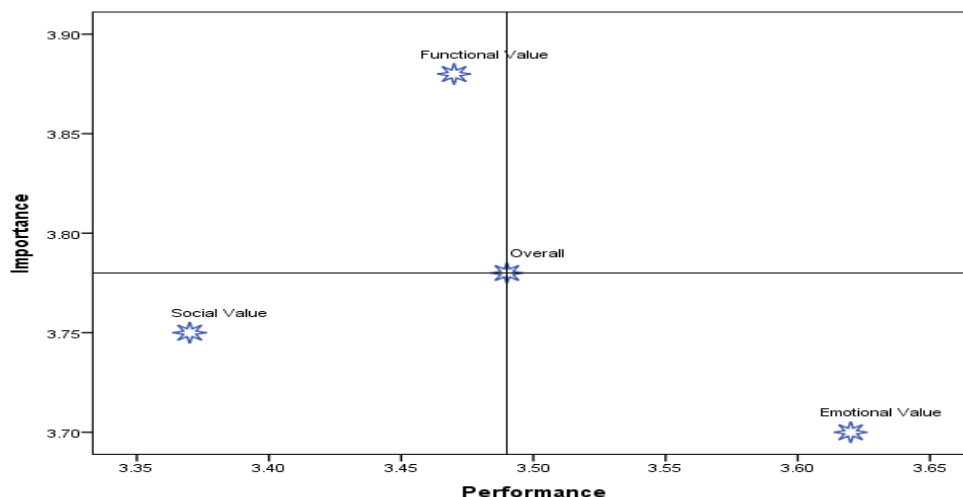


Figure 1: Comparison of Perceived Importance Level and Performance Level of Interpretation by Non-Personal.

The comparison between perceived importance level and performance level of interpretation non-personal in terms of functional value, social value, and emotional value was shown in the figure 1. Based on Importance-Performance Analysis, the result revealed that the data could be classified into three Quadrants which are described below.

Quadrant A concentrates on the functional value which clearly reflected that most of visitors are concerned about functional value non-personal. They perceived the low performance effectively about functional value. Consequently, this

signified the weak points in the community that must take serious action to improve the functional value for the visitors.

Quadrant C defined as low priority that included social value. The results specified that the visitors attended a very low concern over social value in interpretation non-personal and also perceived very low effectiveness of performance regarding interpretation non-personal.

Quadrant D was considered as possible overkill that included emotional value. It showed that majority of respondents had less attention of emotional value on the interpretation non-personal in community. This would mean that they could perceive a very high-performance concerning

effectiveness for emotional value in interpretation non-personal.

Table 2: Mean Scores and Standard Deviations of Perceived Importance and Performance Levels by Personal Interpretation.

Perceived Value	Importance			Performance			Paired difference	Correlation	Sig. (2-tailed)
	\bar{X}	S.D.	Result	\bar{X}	S.D.	Result			
1. Functional Value	3.74	.786	High	3.28	1.349	Moderate	.460	.436	.000**
2. Social Value	3.44	.869	High	3.37	1.332	Moderate	.069	.531	.225**
3. Emotional Value	3.22	1.127	Moderate	3.40	1.373	High	-.180	.805	.033*
Total	3.47	.768	High	3.35	1.284	Moderate	.116	.791	.005**

Remark: ** Significant at 0.01; * Significant at 0.05

As shown in the table 2, it demonstrated the analysis results of perceived value in the level of importance and performance of personal interpretation. According to the comparison, both functional value and social value were high importance whereas they were moderate in performance. Otherwise, emotional value was moderate importance and high performance. Therefore, the result was analyzed the perceived value on importance and performance of personal interpretation. To clearly compare overall with techniques of Important-Performance Analysis (IPA), it was illustrated in the figure 2.

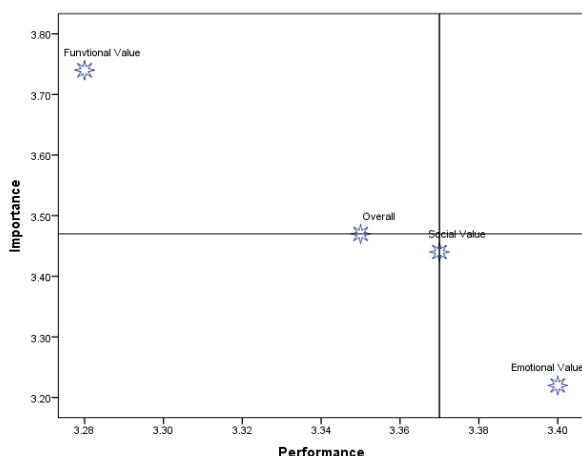


Figure 2: Comparison of Perceived Importance Level and Performance Level of Interpretation by Personal

The comparison between perceived importance level and performance level of interpretation by personal in terms of functional value, social value, and emotional value was shown

in the figure 2. Based on Importance-Performance Analysis, the result revealed that the data could be classified into three Quadrants that are described below.

Quadrant A concentrates on the functional value and overall perceived value. It demonstrated that the majority of tourists are concerned about functional value for personal interpretation. Tourist perceived low performance effectively towards the functional value. Therefore, this implied the weak points in the community and must take serious action to improve the functional value and overall aspect into the perceived value for the visitors.

Quadrant C defined as low priority that included social value. The results indicated that the visitor focused a very low concern over social value in personal interpretation and also perceived very low effectiveness of performance concerning personal interpretation. Hence, these social values can be amended as less important when compared with other aspect.

Quadrant D was considered as a possible overkill that included emotional value. It revealed that common respondents concentrated less emotional value on the personal interpretation in community. Then, they could perceive a very high-performance concerning effectiveness for emotional value in personal interpretation.

DISCUSSION

This research emphasizes on exploring the interpretation model of tourism activities that can lead to a memorable experience aimed at the millennial generation tourists to visit the community-based cultural destinations in Chiang

Mai Province. The interpretation through non-personal media must be able to provide for the tourists with full appreciation. Also, the interpretation needs to be managed in order to generate awareness into the tourists. Perceived value should be formatted to create a memorable experience for tourists in various fields including perceived functional value that needs to be easily understood in cultural tourism activity and tourism cultural activity that needs to be valuable for money. Community-based cultural tourism destination in rural areas are sparked by dynamic individuals with an entrepreneurial spirit and build on the social, natural, and cultural capital already there. On the other hand, endeavors can be at risk due to stumbling blocks from local governments or sustainability concerns (Nagy & Segui, 2020). In contrast, Panupat, Gulthawatvichai, and Karnjanakit (2019) was found that lack of budget for managing, lack of understanding of tourism in the community as well as the lack of continuous cooperation to support tourism from local authorities/government were guideline to develop community-based tourism. However, perceiving in social value requires a well-managed form of communication. For example, using the interpretation of cultural tourism activities in community can be appreciated by others. Using the interpretation of cultural tourism activities in community makes it possible to fit into one's own society as well as using the interpretation in cultural tourism activities in community to gain acceptance from others. When the experiences they have from visiting attractions like theme parks or festival sites are not worth the money spent, travelers are hesitant to pay an admission price at those places (Song, Lee, Park, Hwang, & Reisinger, 2015). At the same time, emotional value is a good expression for tourists. The interpretation of cultural community-based tourism activities is impressive. The interpretation of cultural tourism activities by the cultural community makes them feel enjoy/happiness. The interpretation of cultural community-based tourism activities consists of their own lifestyles. Jamal, Othman, and Muhammad (2011) stated that the results indicate that functional, emotional and experiential factors are important determinants of the perceived value of community-based homestay tourism. These values can lead to a memorable experience for tourists in areas such as happiness, enjoyment and excitement that has used non-personal communication in cultural tourism activities in community. Tourists have an experience that the way of life and culture in depth

and reduce the rush in travelling. This helps to meet the needs of current tourists who wish to see the beauty of things very closely. They will gain knowledge, wisdom, pride, and experience something new and different from what they have seen or perceived before. Also, it is an important factor in determining tourist's satisfaction including future behavior (Salazar, 2012). The novelty aspect is the exposure to something new or a new, non-personally interpreted experience in tourism community activities. According to Magill (2017), they noted that the tourists in new generation are interested in attractions, traditions and cultures that are different from their own because they are different and evolve new values gradually such as appreciating the strange and exotic experiences as well as integrating spirituality in the context of tourism local culture. Thus, the tourists gain the impression of local culture through the use of non-personal communication in cultural tourism activities in the community. Moreover, non-personal communication in cultural community-based tourism activities creates a friendly social interaction between tourists and people in the community. It was consistent with Wu, Guan, Han, and Ma (2017) that more tourists also pursue physical experience and travel satisfaction to improve travel experiences. Therefore, travel experiences significantly affect travellers' satisfaction with a focus on experiential tourism. Experiential tourism is created by those involved in an experienced situation such as social interactions with the inhabitants of a tourist attraction. Interestingly, the tourists have a greater understanding of local people. While the freshness aspect can provide the tourists as a sense of independence during using interpretation in cultural tourism activities and a sense of exhilaration with the use of non-personal interpretation in community activities which was consistent with Croce & Perri (2010). It was believed that freshness is considered a psychological benefit of the traveler's travel experience. Travel is defined as moving away from familiar surroundings and traveling to unknown destination or creating risks. At the same time, it can release a lot of feelings and feel free. Also asserted that the traveler's distance from the general environment allowed the travelers to suppress an energy and satisfaction in daily life and society in different perspectives. The empirical research supports the importance of escapism and immersion in experiential tourism to achieve emotional freshness. The tourists who engage in

local tourism activities and consumption of goods may find ways to learn different perspectives in different aspects of life (Dimova, 2015). Tung and Ritchie (2011) explained that many people discover traveling as a valuable experience for self-discovery. Being meaningful can lead to development and transformation for the tourists. The participatory aspect is the selection of non-personal communication model in the cultural tourism activities by the community as desired. Furthermore, the tourists who participate in the cultural tourism activities use the non-personal communication as required. It was consistent with the study of Kim (2010) found that the degree to which a person's involvement with travel experiences increases their ability to remember past experiences and draw or recall their feelings more clearly and in terms of knowledge. Also, tourists gain new knowledge from non-personal interpretation in cultural tourism activities. According to Tung and Ritchie (2011), they found that the intellectual development is one of key elements on the most memorable experience. There are several respondents stated that experiential tourism where tourists gain new knowledge in destinations visited were among the most memorable travel. Therefore, learning is an important dimension of experiential tourism. Hung & Petrick (2011) explained adverse feelings that they must deal with whether tourists are afraid and nervous to use non-personal communication in cultural tourism activities. These must be managed to achieve Millennials' memorable travel experiences through the use of interpretive tourism activities in a tourist destination.

According to the practical implication of model for interpreting memorable experiential tourism activities for millennial generation tourist in cultural community, designing interpretation through personals must require the qualification of knowledge to understand the community. Also, it can transfer knowledge to the tourists. The interpreter must be trained as a guide and participate in interpretive guide training. Moreover, they must have an ability to express the information content to reflect the identity and cultural values of the community. Interesting content must be presented in the enjoyable way and the information can relate the content to culture history, history of the community's culture as well as create an emotional for tourists to be novelty with a new thing. As a result, it can stimulate the curiosity of tourists. These are important skills that must be strengthened frequently.

In addition, there are insufficiency for interpreters in the community. Therefore, it is absolutely necessary to have an inheritance and transfer knowledge inherited from the past until now for the new generation of interpreters in the community in order to obtain and know the information of the community to forward. It is considered as the transfer of knowledge from one generation to the next generation. So, the community's information is not lost to the older generation. While the design of the non-person interpretation acquires the features such as modernity, convenience, response into needs quickly. The produced information must be accurate, concise and relevant to tourist attractions provided in the cultural community. The presented content must be arranged in descending order and there is content that can create awareness of the conservation of tourism resources in attractions. Interpretation developments must be supported by an expenditure budget which is in the part of development. There may be people who are involved in activities and related to tourism in order to be modern and convenient mostly within the community.

According to the study of memorable travel experiences among the millennial generation tourist through the use of meaningful interpretation of tourism activities in tourist attractions in cultural communities, it is creating an awareness in various aspects such as generating tourists' feeling to enjoy while they are traveling in the community. To obtain the information through communicating the new information, it must be updated all the time to keep the information latest and parallel with the communication through the creation of knowledge about the local culture that derives from the capital in various aspects of the community. For example, it comprises of cultural capital, tradition, the way of life, local wisdom, human resource capital and tourism resources capital. These things will be able to create excitement to refresh gaining new knowledge that can convey meaning and result in the participation of tourists to join and practice the tourism activities in community. These can create an engagement and interaction between tourists and host.

CONCLUSION

The summary results of this study compare the level of perceived value in importance and performance of interpreting tourism activities that create memorable experiences among millennials in cultural tourism community.

Table 3: A comparative study of the level of perceived value importance and performance of non-personal interpretation.

<p>The perceived value of non-personal tourism activities create memorable experiences among millennials is very low. Quadrants A (Concentrate Here)</p> <ul style="list-style-type: none"> • Use the interpretation activities in community with cultural understanding. • Use meaningful activities through community-oriented culture to generate praised others. • Interpretive activities in community to create the cultural impression. 	<p>The perceived value of non-personal tourism activities create memorable experiences among millennials is the highest. Quadrants B (Keep up Good Work)</p> <ul style="list-style-type: none"> • Using the interpretation of activities can meet the tourists needs. • Using the interpretation of activities can gain the appreciation for others. • Using the interpretation of activities in the cultural tourism is popular with many people. • The interpretation of cultural tourism activities in community makes them feel satisfied with the experience.
<p>The perceived value of non-personal tourism activities create memorable experiences among millennials is low. Quadrants C (Low Priority)</p> <ul style="list-style-type: none"> • Using the interpretation of cultural activities is worth for the money. • Using the interpretation of cultural activities makes them to fit in their own society. • Using the interpretation of cultural activities makes tourists are accepted by others. • Interpretation of cultural community tourism activities makes them feel enjoy/happiness. • Interpretation of cultural community tourism activities is in accordance with lifestyle. 	<p>The perceived value of non-personal tourism activities create memorable experiences among millennials is the highest. Quadrants D (Possible Overkill)</p> <ul style="list-style-type: none"> • Overall to perceive in functional value • Overall to perceive social value • Overall to perceive emotional value

To summarized above the table, is showed Quadrants A (Concentrate Here) is considered a weakness of community-based cultural tourism destination that need to be focused on and needs urgent improvement. Quadrant B (Keep up Good Work) is considered to show the strengths of community-based cultural tourism destination for maintain the quality to high level. Quadrant C

(Low Priority) is an issue that should be secondary importance. This issue can be improved even further by changing the attitudes of tourists, and the last of Quadrant D (Possible Overkill) showed that the success of the development that the community-based cultural tourism destination should do is to maintain the standard of various types of tourist attractions.

Table 4: A comparative study of the level of perceived value importance and performance of personal interpretation

<p>The perceived value of personal tourism activities create memorable experiences among millennials is very low. Quadrants A (Concentrate Here)</p> <ul style="list-style-type: none"> • Using modern interpretations of cultural community-based tourism activities. • Using the interpretation of cultural tourism activities is popular with many people. 	<p>The perceived value of personal tourism activities create memorable experiences among millennials is the highest. Quadrants B (Keep up Good Work)</p> <ul style="list-style-type: none"> • The use of interpretive cultural tourism activities can meet their needs. • Using the interpretation of cultural tourism activities makes it possible to fit into their society. • The interpretation of cultural community-based tourism activities makes them feel satisfied with the experience.
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	<ul style="list-style-type: none"> • The interpretation of cultural tourism activities generates an impression.
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Table 4: Continued

<p>The perceived value of personal tourism activities create memorable experiences among millennials is low. Quadrants C (Low Priority)</p> <ul style="list-style-type: none"> • Using the interpretation of cultural tourism activities is worth for the money. • Using the interpretation of cultural activities gain acceptance from others. • Using the interpretation of cultural activities to gain appreciation. • Interpretation of cultural community-based tourism activities makes them feel enjoy/happiness. • Interpretation of cultural community tourism activities is in accordance with lifestyle. 	<p>The perceived value of personal tourism activities create memorable experiences among millennials is highest. Quadrants D (Possible Overkill)</p> <ul style="list-style-type: none"> • Using the interpretations of cultural community tourism activities are easy to understand. • Using the interpretation of cultural activities to gain appreciation.
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To summarized above the table, is showed Quadrants A (Concentrate Here) is considered to showed the weakness of community-based cultural tourism destination that must get importance and find method for solved and improved urgently. Quadrant B (Keep up Good Work) is considered that it shows the strength of the community-based cultural tourism destination, which is the use of interpretation in tourism activities by cultural communities that meet the tourists' needs and maintain the quality at a high level. Quadrant C (Low Priority) is considered an issue of secondary importance; however, it can still be improved further by changing tourists' attitudes, and the last of Quadrant D (Possible Overkill) showed that the success of community-based cultural tourism destination development should maintain the standard of its.

However, the study in the area of community-based tourism in a cultural model has under the COVID-19 situation would affect this type of tourism. The perceived value of personal tourism must be one way communication because of tourists used more non-personal communication due to distancing measures by reducing intimacy with other people, such as interpreting by using community-based tourism, tourists communicate without using a person who is easy to understand and impress. After that, it should be in this direction, such as application development. Using semantic technology that meets that needs of tourists according to Sigala (2020) noted that Covid 19 tourism can not stop technology advances. It made more interpretation for community-based tourists.

The limitation of this study focuses on the demand side which makes this study not as

comprehensive as it should be. Therefore, further studies should be undertaken to explore more ways to develop a model for interpreting memorable experiential tourism activities for millennials in cultural community-based tourism for new designs to keep up with the modern tourism situation, marketing strategy development as well as the development of cultural attractions by means of further in-depth research. For instance, additional studies on the supply side might focus on the study of stakeholders to the benefit as a whole and create strategies through participation in expression opinions of participants and stakeholders that can lead to future local deployment. Moreover, the results of this study focus on perceived value in only three main factors including functional value, social value, and emotional value. It is crucial to generate further contribution into the community and to provide a variety of dimension of perceived value and more comprehensive. Therefore, it is recommended for the next study to explore other factors such as perceived values in terms of economic value, novelty value, holistic value etc.

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