

Perceived Priority and Potential of Cultural Heritage Tourism Attractions in Toraja, Indonesia: An IPA-Kano Perspective

Abstract

In the realm of cultural tourism, cultural heritage destinations offer something distinctive and authentic. Cultural heritage tourism destinations, as niche-market tourism, face many challenges from mass tourism. To ensure the sustainability of cultural tourism attractions, it is essential to recognise the potential of various cultural tourism resource assets to increase tourist visits. This study investigates, from a demand-side perspective, the priority and potential attributes of Toraja cultural tourism destinations perceived by tourists, using an integrated Importance-Performance Analysis (IPA)-Kano model. The integration of the IPA and Kano model consistently demonstrated that attributes of cultural heritage tourism in Toraja can be classified into two main categories based on importance-performance and satisfied-dissatisfied. The findings revealed distinct categories and implications for enhancing cultural tourist attractions. Attributes related to performing arts, social practices, rituals, festive events and cultural sites consistently fell into these categories, indicating their significance in enhancing tourist satisfaction. By contrast, some attributes within oral traditions, expressions, knowledge of nature and the universe, and certain aspects of traditional craftsmanship were perceived as indifferent by tourists. Further information from the IPA-Kano analysis regarding strategic priorities and potential attributes of cultural heritage tourism that need to be improved and maintained was discussed.

Keywords: cultural tourism, potential attributes, intangible cultural heritage, IPA matrix, Kano's model

1. Introduction

Indonesia has gained global recognition for its abundant cultural diversity and rich traditions. In the realm of cultural tourism, cultural heritage offers a distinctive and authentic destination. However, cultural heritage tourism, which is rooted in local knowledge, ritual and traditions, remains relatively underrepresented in the scholarly literature. In contrast, numerous empirical studies have focused on natural, culinary, and sports tourism (Pérez Gálvez et al., 2017; Sharma & Nayak, 2018; Wei et al., 2020). Cultural tourism is inherently shaped by each destination's local wisdom and historical context, where indigenous knowledge, cultural practices, and traditions embody ethnic heritage and differentiate destinations from mass tourism (McKercher & Ho, 2006; Nanggong & Mohammad, 2020; Pandey & Sahu, 2020; Scheyvens et al., 2021). Consequently, the sustainable development of cultural tourism depends on prioritising the quality of both visitor experiences and the knowledge conveyed at each destination.

Tourism management has traditionally emphasised a supply-driven approach rather than a demand-oriented one (Esichaikul & Chansawang, 2020; Wang & Fong, 2016). However, sustainable development requires

Ardiwansyah Nanggong, Corresponding Author, Department of Management, Faculty of Economics, Universitas Ichsan Gorontalo, Gorontalo City, Indonesia; ORCID ID: <https://orcid.org/0000-0001-8726-2908>; e-mail: ardiwansyah@gmail.com

Rahmat Syarif, Department of Retail Management, Institut Teknologi dan Bisnis Kalla, Makassar, Indonesia; ORCID ID: <https://orcid.org/0000-0002-0156-2393>; e-mail: rahmat.sy@kallainstitute.ac.id

Yumanraya Noho, Department of Tourism, Faculty of Letter and Culture, Gorontalo State University, Gorontalo, Indonesia; ORCID ID: <https://orcid.org/0000-0002-3306-8111>; e-mail: yumanraya@ung.ac.id

balancing this perspective with greater attention to consumer-driven demand (Chang et al., 2020; Law et al., 2017). Sustaining cultural tourism also involves revitalising intangible cultural heritage in ways that align with visitor interests and expectations (Youn & Uzzell, 2016). Nevertheless, limited integration between supply and demand, along with misconceptions surrounding co-created experiences, constrains a comprehensive understanding of cultural tourism's value (Richards, 2018). This challenge is further compounded by the nonlinear and asymmetrical relationships between destination attributes and overall tourist satisfaction (Basfirinci & Mitra, 2015; Christou & Pericleous, 2023; Mikulić, 2007). Therefore, incorporating tourists' perspectives is essential for developing distinctive and sustainable cultural tourism destinations.

While cultural and heritage assets play a vital role in tourism, their forms vary widely and serve multiple cultural, historical, entertainment, and aesthetic functions that shape tourists' experiences and activities (Qiu & Zuo, 2023). Toraja, for example, is one of Indonesia's most renowned cultural heritage destinations, celebrated for its rich traditions, rituals, ethnic customs, dances, architecture, and cultural landscapes. The traditional Toraja settlements featuring burial sites, traditional houses (tongkonan), granaries, and cultural landscapes are included on UNESCO's World Heritage tentative list, enabling developing countries to leverage cultural heritage as a vital tourism asset (Adams, 2006; Kausar & Gunawan, 2018; Timothy & Nyaupane, 2009). Given the diversity of cultural tourism attractions, understanding both visitors' explicit and implicit motivations is essential. Consequently, tourism providers must explore tourists' implicit requirements to ensure satisfaction (Kuo et al., 2012; Sahoo et al., 2024). However, cultural heritage management often overlooks visitor experiences. Greater emphasis should therefore be placed on service quality and personalized experiences that align with tourists' cultural expectations, while strategically leveraging diverse cultural resources to enhance satisfaction, destination appeal, and competitiveness (Bustamante Martínez et al., 2024; Cheng et al., 2019; Liu et al., 2022; Pandey & Sahu, 2020; Wang & Fong, 2016).

Although many studies examine quality attributes and tourist satisfaction, few assess the effectiveness of diverse cultural heritage attributes in enhancing satisfaction. Accordingly, this study underscores the importance of identifying key cultural heritage destination attributes that align with visitor expectations to connect tourism services with tourist needs and ensure sustainable destination appeal. To address this gap, an integrated analytical approach is required to identify the critical and potential attributes of cultural and heritage destinations that attract tourists. Therefore, this study integrates Importance–Performance Analysis (IPA) and the Kano model to identify and prioritise key cultural heritage and tourism resource attributes in Toraja, thereby supporting more effective destination management by aligning cultural tourism potential with visitor preferences.

2. Literature review

2.1. Intangible cultural heritage tourism (ICH)

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO, 2020, p. 5), intangible cultural heritage is defined as the “practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith”. Intangible cultural tourism is widely regarded as a means of preserving community-based practices and sustaining cultural landscapes that support tourism development (Katelieva & Muhar, 2022; Ruhanen & Whitford, 2019). Notably, intangible cultural heritage is inherently people-oriented and encompasses traditional nature-related knowledge, reflecting a profound interface between humans and their environment within cultural landscape heritage (Du Cros & McKercher, 2015; Katelieva et al., 2020).

UNESCO's intangible cultural heritage (ICH) framework comprises five main domains: 1) oral traditions and expressions; 2) performing arts; 3) social practices, rituals, and festive events. 4) knowledge and practices

concerning nature and the universe; and 5) traditional craftsmanship. This framework has become widely adopted in the literature and tourism studies, reflecting a broader shift in cultural research from tangible to intangible heritage (Qiu et al., 2022; Su, 2020). Furthermore, Su (2018) argues that the characteristics of ICH reside in people rather than in inanimate objects, marking a transition from material culture to subjective human experiences as the primary source of ICH value. Consequently, intangible cultural heritage can be conceptualised as a dynamic constellation of identities and values shaped through cultural activities that integrate traditional knowledge, skills, and community practices.

2.2. Importance-performance analysis (IPA)

The importance-performance analysis (IPA) is an effective method for prioritising features for improvement by considering users' evaluations of the importance of service-related attributes and the provider's performance in delivering those attributes (Kuo et al., 2012). This approach enables a systematic assessment of the perceived significance of multiple attributes, allowing organisations to focus on areas that are critical to users but exhibit relatively low performance. IPA is operationalised through a two-dimensional matrix that plots importance and performance levels, dividing attributes into four distinct quadrants based on their mean scores. IPA has gained widespread recognition and is applied in various research contexts, including but not limited to tourism (Cheng et al., 2019), hospitality (Pai et al., 2018), and business (Wang & Fong, 2016). Overall, IPA offers a user-friendly and practical tool for decision-making and policy planning.

The horizontal and vertical axes represent consumer perceptions of performance (or satisfaction) and importance, respectively. Based on the intersection of average importance and performance values, attributes are classified into four categories: (1) Keep up the good work, where both importance and performance are high; (2) Concentrate here, where attributes are perceived as highly important but demonstrate low performance; (3) Low priority, referring to attributes considered less important and performing poorly; and (4) Possible overkill, where performance is high despite low perceived importance. Once attributes are categorised, tourism providers can strategically allocate resources and formulate improvement priorities based on the relative importance and performance of destination attributes (Boley et al., 2017).

2.3. Kano model

The Kano model is a well-established approach for measuring visitor satisfaction by evaluating different components of consumer requirements. It is an extension of Herzberg's two-dimensional theory, originally proposed by Kano et al. in the 1984s. The model offers distinctive insights into consumer needs and provides an alternative framework for prioritising customer requirements (CR) (Pandey et al., 2022; Shahin & Zairi, 2009; Tseng, 2020). The Kano model has been widely applied in service quality research to support decision-making and guide future improvements that may lead to increased satisfaction or dissatisfaction (Pai et al., 2018).

A key strength of the Kano model lies in its ability to explain the asymmetric and nonlinear relationship between service or product attributes and customer satisfaction. In tourism research, the model is used to evaluate tourists' satisfaction with destination attributes and classify them into distinct categories (Shen et al., 2021). By categorising customer requirements, the Kano model facilitates the prioritisation of attributes, enhances understanding of essential service components, and supports multi-criteria decision-making processes (Bilgili et al., 2011; Wu et al., 2020).

The Kano method is highly effective in determining the relative importance of customer requirements (Madzik, 2018). It commonly employs paired functional and dysfunctional questions, which are systematically analysed using an evaluation matrix. The results classify attributes into six domains, including "Attractive," "One-dimensional," "Must-be," "Indifferent," "Reverse," and "Questionable." Each domain

carries specific implications depending on whether the attribute is present or absent. According to Cheng et al. (2019), the interpretations for each attribute are as follows: (1) Attractive attribute, generates satisfaction when present but does not cause dissatisfaction when absent. (2) One-dimensional attributes bring pleasure to customers when present and increase satisfaction proportionally with their level of fulfilment. (3) Must-be attributes lead to dissatisfaction if absent but do not increase satisfaction when fulfilled. (4) An indifferent attribute is one that does not cause sentiments of satisfaction or unhappiness when present or absent. (5) Reverse attribute reduces satisfaction when this feature is present, but is more satisfying when it is absent. Shahin and Zairi (2009) further group these attributes into three overarching requirement types, including: expected (must-be or basic), one-dimensional (revealed, performance or normal) and attractive (exciting or delight).

In this study, the integrated IPA–Kano approach was selected to identify the priority and potential attributes of cultural and heritage tourism destinations. This integration model offers clear advantages over single-method quality assessment frameworks. While IPA assumes a linear relationship between attribute importance and performance, the Kano model captures non-linear and asymmetric relationships between attribute performance and satisfaction (Li & Xiao, 2020; Mikulić & Prebežac, 2016). As such, the Kano model addresses a key limitation of the IPA approach, which focuses primarily on one-dimensional quality attributes. Integrating the Kano and IPA models overcomes the weaknesses of each when applied independently and enhances analytical robustness (Kuo et al., 2012; Li & Xiao, 2020; Löfgren & Witell, 2008), making the IPA–Kano framework particularly suitable for analysing cultural and heritage tourism attributes.

Compared with other alternative models, SERVQUAL primarily emphasises expectation–perception gaps across general service dimensions, rendering it less sensitive to the unique and specific characteristics of cultural tourism. Its standardized dimensions limit its ability to prioritise improvement areas and to capture nuanced visitor needs (Gregory & Parsa, 2013; Pandey et al., 2022). Similarly, QFD focuses on product development and quality system design, requiring extensive production planning (Beheshtinia & Azad, 2019). It assumes a linear relationship between performance and satisfaction translated into technical or operational requirements (Tontini, 2007). However, its complexity and resource-intensive nature reduce its practicality for evaluating tourist perceptions. Consequently, the IPA–Kano model provides a more comprehensive, flexible, and contextually relevant approach for improving the quality of cultural and heritage tourism experiences.

2.4. Strategic priority and potential attributes

Priority and potential attributes in cultural tourism destinations are determined by integrating the results of the importance–performance level and the Kano model for each attribute. This strategic priority category refers to the framework as suggested by (Chen & Chen, 2015; Tseng, 2020; Yang, 2005). The priority order of cultural destination attributes is ranked as follows: must-be (M) > one-dimensional (O) > attractive (A) > indifference (I). The attributes that need to be maintained must fit the following order: Keep up the good work (high importance; high performance) takes precedence over "possible overkill" (low importance but high performance). Conversely, the attributes that need to be improved should align with the sequence "concentrate here" (high importance; low performance) before "low priority" (low importance, low performance). As noted by Wu et al. (2013) and Yang (2005), attributes perceived as important by customers must be adequately fulfilled. Quality attributes influencing satisfaction are further classified based on their importance level, such as extremely or less attractive, high or low value-added, critical or necessary, and potential or carefree (Shahin et al., 2013; Yang, 2005). Ultimately, decisions regarding which attributes to maintain or improve are guided by their relative importance, with priority rankings expressed as a numerical sequence indicating optimal attribute priorities.

3. Methods

This research was conducted in Toraja, South Sulawesi, Indonesia, a region and ethnic community that continues to preserve strong traditions and customary norms. Geographically and administratively, Toraja culture spans two districts, namely Tana Toraja and North Toraja regencies. These areas encompass several prominent cultural heritage sites, including Ke'te Kesu (burial site), Londa (cave burial site), Kalimbuang Bori' (megalithic burial site), Buntu Burake (cultural-religious village), and Tongkonan (traditional house). The population comprised tourists who had visited Toraja destinations, with data collected through an online questionnaire and on-site direct interviews. Snowball and purposive sampling techniques were employed to increase the response rate and obtain a representative sample. A total of 181 valid questionnaires were completed and deemed suitable for further analysis.

The research instrument was developed based on an extensive literature review and operationalised using UNESCO's Intangible Cultural Heritage (ICH) framework, which has been widely adopted in previous studies (Du Cros & McKercher, 2015; Nguyen & Cheung, 2014; Qiu et al., 2023; Qiu & Zuo, 2023). In addition, historical and cultural landscape attributes were incorporated to capture tangible cultural resource assets at the destination, as ICH encompasses not only intangible elements but also objects and cultural spaces (Qiu et al., 2022). Finally, the framework designed in the questionnaire includes the attribute dimensions of oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship, and the historical and cultural landscape. In total, 20 measurement items were used and subsequently grouped into six components representing tourism and cultural heritage attractions in Toraja.

The questionnaire was designed in three sections, namely the demographic profile, importance-performance measurement, and Kano model items. A five-point Likert scale was applied in the IPA section, ranging from very unimportant to very important and from very dissatisfied to very satisfied (1–5 points). Meanwhile, for the Kano model, paired functional and dysfunctional questions were used, with response categories including I dislike it that way, I can live with it that way, I am neutral, it must be that way, and I like it that way.

Table 1
Kano evaluation table

Customer requirements		Dysfunctional question				
		<i>I like it</i>	<i>It must-be</i>	<i>I am neutral</i>	<i>I can live</i>	<i>I dislike</i>
Functional question	I like it	Q	A	A	A	O
	It must-be	R	I	I	I	M
	I am neutral	R	I	I	I	M
	I can live	R	I	I	I	M
	I dislike	R	R	R	R	Q

Note. A, Attractive; O, One-dimensional; M, Must-be; I, Indifferent; R, Reverse; Q, Questionable
Source: (Kuo et al., 2012; Shahin & Zairi, 2009).

4. Results

4.1. Respondent profiles

Table 2 presents an understanding of the socio-demographic profile of the respondents. The results indicate a predominance of male respondents (70%), while 29.9% are female. Most respondents are aged between 25 and 34 years (59.7%). In terms of education, 56.7% hold a bachelor's degree, and 28.8% possess a master's degree, indicating that cultural tourism visitors are generally highly educated. Respondents represent a wide range of occupations, with private employees (28.8%) and entrepreneurs (19.5%) comprising the largest groups. Income levels also vary, with approximately 20.6% of respondents classified as middle-to-high-income earners. Most respondents visited Toraja destinations primarily for leisure purposes.

Table 2
Respondent profiles (N=181)

Variables	Items	Percentage	Variables	Items	Percentage
Gender	Male	70.10	Income (IDR)	< 1 million	16.49
	Female	29.90		1 – 1,9 Million	6.19
Age	18 – 24	17.52		2 – 3,9 Million	20.62
	25 – 34	59.79		4 – 5,9 Million	18.56
	35 - 44	17.53		6 – 7,9 Million	17.53
	45 – 54	5.15		8 million and above	20.62
Education	High school	14.43	Visit number	First time	34.02
	Bachelor's degree	56.70		Second time	18.56
	Master's degree	28.87		Third time and more	47.42
Profession	Entrepreneur	19.59	Purpose	Holiday	67.01
	Civil servant	18.56		Business	8.25
	Private employee	28.87		Event visits	10.31
	Freelancer	9.27		Family/Friend visits	6.19
	Students	12.37		Other	8.25
	Others	11.34	Total		100

Source: Own research.

4.2. Importance-performance categorization

In accordance with the research objectives, Importance–Performance Analysis (IPA) was employed to identify priority attributes of cultural tourism destinations from the tourists' perspective. To assess the importance and performance of destination attributes, mean scores were calculated. These mean values were then compared with the overall average scores to determine relative importance and performance levels. The results indicate that all intangible cultural heritage (ICH) attributes had an average importance score of 4.18, while the average performance score was 4.28. Subsequently, the importance and performance ratings were plotted on a two-dimensional matrix, generating four quadrants: (1) Keep Up the Good Work, (2) Concentrate Here, (3) Low Priority, and (4) Possible Overkill.

The mean results for importance-performance (Table 3) reveal that the intangible cultural heritage attributes related to oral tradition and expression fall within quadrant 3 (low priority). Specifically, attributes such as language, folklore, traditional games, rhymes and poetry, and traditional songs were perceived by tourists as having both low importance and low performance, indicating that these elements are currently considered lower priorities. In contrast, other ICH attributes, particularly performing arts, social practices, and ritual activities, were perceived as highly important and well performed, placing them in the keep up the good work quadrant. This finding suggests that tourists highly value these cultural elements and are satisfied with their current presentation at the destination. Therefore, destination managers should maintain and further strengthen these attributes.

Table 3
Result of Importance-performance analysis

Attributes ICH	Code	Importance	Performance	Category
Oral traditions & expressions				
Language	1	3.670	3.918	Low Priority
Folklore	2	3.907	4.010	Low Priority
Traditional game	3	3.588	3.825	Low Priority
Rhymes, poetry	4	3.515	3.804	Low Priority
Traditional folk song	5	4.093	4.134	Low Priority
Performing arts				
Traditional dance art	6	4.299	4.371	Keep up the good work
Carving and sculpture	7	4.278	4.412	Keep up the good work
Social practices, rituals and festive events				
Norms/traditional legal systems	8	4.443	4.526	Keep up the good work
Ceremonies and rituals	9	4.485	4.567	Keep up the good work

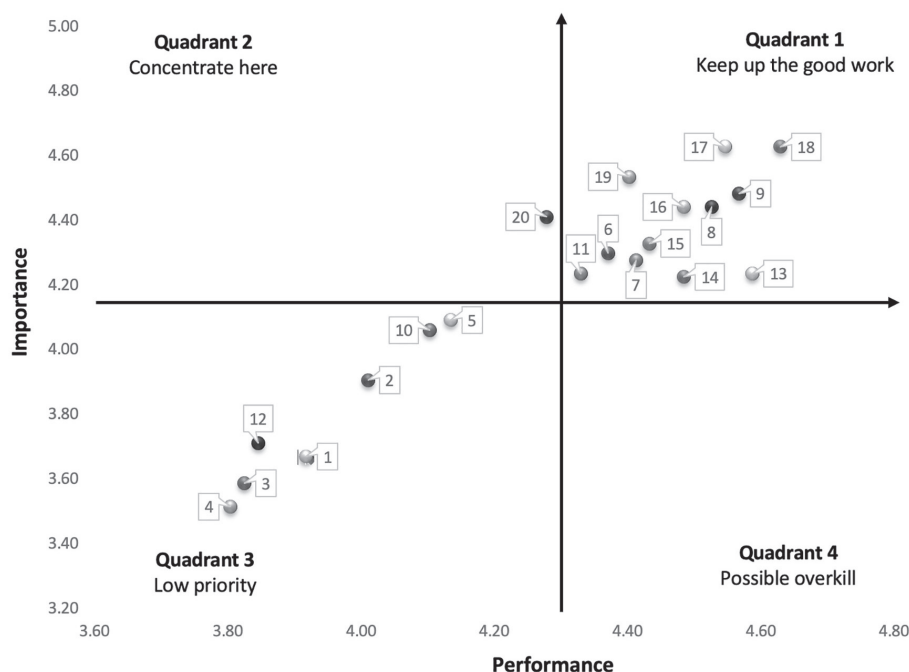
Table 3 (continued)

Knowledge and practices concerning nature and the universe				
Indigenous knowledge	10	4.062	4.103	Low Priority
Traditional wisdom	11	4.237	4.330	Keep up the good work
Traditional healing systems	12	3.711	3.845	Low Priority
Traditional craftsmanship				
Traditional architecture	13	4.237	4.588	Keep up the good work
Traditional craft carving	14	4.227	4.485	Keep up the good work
Traditional culinary	15	4.330	4.433	Keep up the good work
Weaving craft & traditional clothing	16	4.443	4.485	Keep up the good work
Historical cultural landscape				
Tourism village	17	4.629	4.546	Keep up the good work
Natural landscape	18	4.629	4.629	Keep up the good work
Stone burial site	19	4.536	4.402	Keep up the good work
Museum and monument	20	4.412	4.278	Concentrate here
Overall Average		4.187	4.285	

Source: Own research.

Attributes within the ICH dimension of knowledge and practices concerning nature were distributed across two quadrants. Indigenous knowledge and traditional healing systems were perceived as "low priority", reflecting relatively low importance and performance. Conversely, traditional wisdom was rated as both highly important and highly performed, placing it in the "keep up the good work" category. Similarly, high importance and performance scores were observed for traditional architecture and culinary practices, weaving, traditional carving crafts, and traditional clothing. Regarding historical and cultural landscape attributes, most items were also rated highly in both importance and performance. However, museum and monument attributes were perceived as slightly underperforming and were therefore classified within the concentrate here quadrant, indicating areas requiring managerial attention and improvement.

Figure 1
Importance-performance analysis (IPA) matrix



Source: Own research.

Based on the Kano model categorisation of attributes at Toraja cultural tourism destinations, the attributes are grouped into two primary categories: one-dimensional and indifferent (see Table 4). In the Kano framework, one-dimensional categories are those for which tourist satisfaction increases when performance improves, and dissatisfaction arises when performance falls short of expectations. In the context of Toraja's Intangible Cultural Heritage (ICH) attributes related to performing arts, social practices, rituals, and festive events are classified as one-dimensional. This indicates that attributes such as traditional dance performance, carving and sculpture, customary norms or traditional legal systems, and ritual ceremonies at Toraja tourist destinations significantly enhance tourist satisfaction when adequately presented. These findings suggest that celebrations and events showcasing Toraja's arts, rituals, and socio-cultural practices constitute core attractions for visitors. The absence of these attributes will lead to disappointment.

In contrast, the ICH attributes related to oral tradition and expressions are classified within the indifferent category. Tourists perceive that elements such as language, folklore, rhymes and poetry, and traditional songs at the destination neither elevate satisfaction nor reduce their dissatisfaction. A similar pattern is observed for ICH attributes related to knowledge and practices concerning nature and the universe. Tourists tend to be indifferent to the presence of indigenous knowledge, traditional wisdom, and health systems in Toraja's cultural tourism destinations. Overall, all attributes within the oral traditions and nature-related knowledge dimensions are categorised as indifferent, indicating that their presence or absence does not significantly influence tourist satisfaction.

Table 4
Result of Kano evaluation analysis

No.	Attributes	Quality attributes (%)						Category
		A	O	M	I	R	Q	
1.	Language	11.90	22.62	17.86	46.43	1.19	0.00	Indifferent
2.	Folklore	13.10	27.38	11.90	45.24	1.19	1.19	Indifferent
3.	Traditional game	7.14	21.43	11.90	51.19	5.95	2.38	Indifferent
4.	Rhymes, poetry	13.10	14.29	20.24	46.43	2.38	3.57	Indifferent
5.	Traditional folk song	11.90	32.14	13.10	36.90	2.38	3.57	Indifferent
6.	Traditional dance art	15.48	39.29	8.33	33.33	0.00	3.57	One-dimensional
7.	Carving and sculpture	17.86	36.90	11.90	28.57	1.19	3.57	One-dimensional
8.	Norms/traditional legal systems	13.10	38.10	14.29	29.76	2.38	2.38	One-dimensional
9.	Ceremonies and rituals	19.05	36.90	10.71	27.38	1.19	4.76	One-dimensional
10.	Indigenous knowledge	13.10	20.24	17.86	45.24	1.19	2.38	Indifferent
11.	Traditional wisdom	14.29	25.00	16.67	36.90	3.57	3.57	Indifferent
12.	Traditional healing systems	9.52	13.10	13.10	60.71	2.38	1.19	Indifferent
13.	Traditional architecture	20.24	34.52	13.10	29.76	0.00	2.38	One-dimensional
14.	Traditional craft carving	20.24	32.14	10.71	33.33	1.19	2.38	Indifferent
15.	Traditional culinary	15.48	22.62	11.90	40.48	7.14	2.38	Indifferent
16.	Weaving craft & traditional clothing	14.29	38.10	10.71	30.95	1.19	4.76	One-dimensional
17.	Cultural tourism village	16.67	50.00	5.95	26.19	0.0	1.19	One-dimensional
18.	Natural and cultural landscape	17.86	48.81	4.76	26.19	0.0	2.38	One-dimensional
19.	Stone burial site	13.10	44.05	9.52	28.57	3.57	1.19	One-dimensional
20.	Museum and monument	13.10	45.25	5.95	32.14	1.19	2.38	One-dimensional

Source: Own research.

Regarding traditional craftsmanship, tourists' perceptions divide these attributes into one-dimensional and indifferent. Traditional architecture, weaving craft, and traditional clothing are perceived as one-dimensional, suggesting that their presence plays a substantial role in enhancing tourist satisfaction. Conversely, traditional craft carving and culinary arts are classified as indifferent and seem to have a less prominent effect on either increasing or reducing tourist satisfaction. Furthermore, attributes related to the historical and cultural

landscape, such as cultural tourism villages, natural and cultural panoramas, stone burial sites, museums, and monuments, are consistently classified as one-dimensional. Among these, panoramic landscapes and place-based attractions are perceived as particularly important relative to other ICH attributes.

Table 5
IPA-Kano strategic priority

No.	Attributes	Importance	Performance	Kano	Kano Refined	Priority	
						Improve	Maintain
1.	Language	Low	Low	I	Care-free	-	-
2.	Folklore	Low	Low	I	Care-free	-	-
3.	Traditional game	Low	Low	I	Care-free	-	-
4.	Rhymes, poetry	Low	Low	I	Care-free	-	-
5.	Traditional folk song	Low	Low	I	Care-free	-	-
6.	Traditional dance art	High	High	O	High valued-added	-	7
7.	Carving and sculpture	High	High	O	High valued-added	-	8
8.	Norms/traditional legal systems	High	High	O	High valued-added	-	5
9.	Ceremonies and rituals	High	High	O	High valued-added	-	4
10.	Indigenous knowledge	Low	Low	I	Care-free	-	-
11.	Traditional wisdom	High	High	I	Potential	3	-
12.	Traditional healing systems	Low	Low	I	Care-free	-	-
13.	Traditional architecture	High	High	O	High value-added	-	9
14.	Traditional craft carving	High	High	I	Potential	4	-
15.	Traditional culinary	High	High	I	Potential	2	-
16.	Weaving craft & traditional clothing	High	High	O	High value-added	-	6
17.	Cultural tourism village	High	High	O	High value-added	-	2
18.	Natural and cultural landscape	High	High	O	High value-added	-	1
19.	Stone burial site	High	High	O	High value-added	-	3
20.	Museum and monument	High	Low	O	High value-added	1	-

Source: Own research.

Based on Table 5, the combined IPA–Kano analysis identifies priority attributes at the importance–performance level that fall within the one-dimensional category. The cultural destination attributes are listed in order as items 18, 17, 19, 9, 8, 16, 6, 7, and 13, indicating the need to maintain and further enhance the high quality already achieved. Ensuring consistent performance, upholding those attributes classified as one-dimensional, and continuing the good work can strengthen destination attractiveness and generate positive impressions among tourists, thereby supporting the sustainability of cultural tourism destinations. Meanwhile, attribute items 20, 15, 11, and 14 are identified as priorities for improvement. Museums and monuments (20) emerge as the highest priority due to their perceived importance and added value, although their performance still requires enhancement to fully meet visitor expectations. Traditional culinary, traditional wisdom, and craft carving also exhibit high development potential, as respondents perceive them as important and well-managed (high performance). However, tourists respond with an attitude that does not really care or is indifferent. Even though these attributes are regarded as good, service providers can still conduct continuous evaluation and improvement. Focusing on quality enhancements or small innovations may help increase tourist satisfaction. For attributes categorized as low priority and indifferent (items 1, 2, 3, 4, 5, 10, and 12), it is necessary to re-evaluate their relevance to the destination’s strategic objectives and core values.

5. Discussion

Drawing on the combined IPA and Kano model analyses, several important implications emerge. Among the various items related to the intangible cultural heritage (ICH) attributes of the Toraja tourist destination, the domains of performing arts, social practices, rituals, and festive events consistently fall within the

keep up the good work and one-dimensional categories. Likewise, most attributes related to the historical and cultural landscape are classified similarly across both analytical frameworks. In contrast, only two traditional craftsmanship attributes, such as traditional architecture, weaving and clothing, are included in this category. This suggests that these attributes function as basic features, whereby their absence would lead to tourist dissatisfaction. This classification is quite reasonable, as these attributes represent the core attractions that distinguish Toraja from other cultural tourism destinations. For instance, the ritual-related attractions such as *Rambu Solo'* (funeral), *Tongkonan* (traditional house), *Passura* (carving and sculpture), *Ke'te Kesu* and *Buntu Burake* (traditional village), and *Londa* (cave burial site) have become iconic cultural landmarks of Toraja. Thus, to sustain tourist interest, these attributes must not only be maintained at high standards but also actively promoted. Attributes in this quadrant are considered high-value-added elements, as they simultaneously enhance satisfaction and reduce dissatisfaction. These findings reinforce those of Qiu (2023), from a place-making perspective, which highlights that social practices, rituals, and festive events are excellent for tourists visiting cultural heritage destinations. This is thought to be because the cultural tourism market segmentation is still dominated by escapist motives and pleasure seekers.

Meanwhile, the Kano model reveals that most attributes related to oral traditions and expressions, knowledge and practices concerning nature or the universe, and some traditional craftsmanship items fall into the indifferent category. Tourists perceive that the presence or absence of these various attributes has no discernible impact on their level of satisfaction or dissatisfaction when visiting Toraja destinations. Specifically, attributes such as oral traditions, folklore, and traditional games (e.g., *ma'sengo*, *silondongan*), as well as indigenous knowledge systems and traditional wisdom (e.g., *Aluk Todolo* and *Aluk Masiallo*), are not of primary concern to visitors. These findings suggest that tourists are relatively indifferent to oral and knowledge-intensive cultural attributes in the Toraja destination context.

An examination of the Toraja tourism destination indicates that oral expressions have not become a core component of the destination; instead, emphasis is placed on cultural celebrations and ritualized practices. Similarly, when dealing with intangible and abstract aspects of indigenous knowledge, tourists encounter challenges in locating them, only being able to witness the manifestation of cultural knowledge through ritual practices. A study by Adams and Sandarupa (2018), drawing on an ethnotourism perspective, likewise describes Toraja as a destination known for combining burial sites, funeral rituals, traditional architecture and natural scenery. Consistent with this, the results of this study show that oral tradition and indigenous knowledge attributes are perceived by tourists as indifferent, suggesting that their presence or absence does not significantly affect tourist satisfaction. Although these attributes exist within the destination, tourists do not regard them as determining factors of their experience. Consequently, destination providers should carefully consider whether allocating additional resources to promote or enhance these attributes is justified or whether greater emphasis should be placed on elements with a stronger influence on satisfaction. Overall, the IPA–Kano results identify the core components attracting tourists to Toraja as both tangible and intangible cultural heritage. In particular, Toraja offers distinctive human-made attractions such as performing arts, ritual and death ceremonies, and traditional architecture alongside its natural landscape. These results slightly confirm the findings of a study Liu et al. (2022) on cultural tourism in Hong Kong, where tourists are most interested and have special preferences in heritage destination areas that feature performing arts and cultural attractions.

In the findings of the IPA-Kano analysis, careful consideration was given to identifying priorities and potential improvements to attributes. In general, key intangible cultural heritage (ICH) dimensions, such as performing arts (items 6, 7) and ritual practices (items 8, 9), as well as certain traditional craftsmanship (items 13, 16) and historical cultural sites (items 17, 18, 19), are categorised as keep up the good work and one-dimensional. This indicates that maintaining their quality is a critical priority, as these attributes make a substantial contribution to destination appeal and tourist satisfaction. Furthermore, specific items,

namely 20, 15, 11, and 14, emerge as the primary priorities for improvement. These attributes are perceived by some tourists as underperforming, yet their enhancement has the potential to increase satisfaction, or they are currently well managed but elicit indifference from visitors. Considering their level of importance, ICH attributes like museums, traditional cuisine, wisdom, and craft carving hold high added value and potential for enhancement by making them focal points for improvement. Therefore, Toraja cultural tourism destinations must not only preserve existing high-quality attributes but also strategically improve selected elements to sustain their attractiveness. In this respect, the study complements and extends previous research on cultural heritage tourism from the tourist perspective, where the findings of a previous study by Kausar and Gunawan (2018), which emphasized the roles of local communities and government participation in heritage tourism planning in Toraja.

Overall, among the diverse cultural heritage attributes of the Toraja destination, elements of performing arts, ritual practices, and historical cultural landscapes provide high added value for tourists in increasing their interest and satisfaction with the destination. These findings differ slightly from those of Qiu (2023), who found that heritage tourism elements such as folk literature, religious beliefs, and traditional cuisine were the primary preferences in attracting tourists. This means affirming that each cultural tourism destination must develop a unique strategy based on its characteristics, as quality attribute requirements vary across destinations. Therefore, destination managers should adopt an integrated quality model to effectively combine the most relevant attributes. This research provides strategic priorities for maintaining and improving quality attributes within limited resources, offering practical guidance for destination managers to enhance tourist satisfaction while minimizing investment in less critical attributes.

6. Conclusion

Aligned with the research objectives of uncovering the cultural tourism potential and identifying priority categories of cultural heritage tourism resources in Toraja destinations that appeal to tourists. This study employs Kano's model to analyse these cultural tourism destinations and concludes that all attributes of intangible cultural heritage can be categorised into two main domains, one-dimensional and indifferent. Concurrently, the importance–performance analysis (IPA) results predominantly fall within the keep up the good work and low priority quadrants. The integration and alignment of the two IPA methods and the Kano model consistently yield relatively similar results, demonstrating that these two analytical approaches are mutually reinforcing. Their combination enhances the strengths of each method, resulting in a more robust and effective analytical approach for evaluating and improving the quality of cultural tourism destination attributes. This approach further bolsters the roles of both analytical methods in identifying priority attributes and potential requirements in cultural tourism destinations. The results confirm a study by Pandey and Sahu (2020) that there tends to be a pattern of indifferent and one-dimensional quality domains frequently dominating cultural heritage tourism contexts. Moreover, there are no destination attributes that are classified as possible overkill, which is in line with the findings of Üngüren et al. (2021), indicating that there are no attributes that are perceived by tourists as wasteful or excessively managed.

The implication of this study indicates that the integrated IPA–Kano results categorise destination attributes into several elements with varying capacity weights and priority levels based on tourists' perceptions. This classification assists stakeholders in clearly identifying the strengths and weaknesses of important cultural tourism attributes and developing targeted strategies. More than half of the ICH attributes are categorised as keep-up the good work and one-dimensional, such as performing arts, ritual events, traditional architecture, weaving craft, and historical and cultural sites. This indicates that Toraja tourist destinations must not only maintain the quality of these attributes but also continuously enhance them to remain competitive and appealing cultural tourism destinations. Notably, one attribute (monuments and museums) exhibits high added value but is vulnerable if poorly managed, making it a critical priority for improvement.

The integration of the Kano and IPA models provides critical insight into accurately capturing tourists' perceptions of cultural destination attributes. When combined, these approaches make up for the shortcomings of each when used separately. Although the IPA-Kano model has been widely applied across various tourism sectors, relatively few studies have examined its use in assessing service quality within heritage tourism contexts. This study extends the Kano–IPA framework to heritage tourism management, addressing a research gap in nonlinear service quality analyses predominantly focused on accommodation, food, transportation, and recreation sectors. The findings demonstrate that the integrated IPA–Kano model effectively classifies heritage tourism attributes within Kano's two-dimensional quality framework while simultaneously identifying potential value and priority areas for improvement. This enables a more precise assessment of which destination attributes should be maintained or enhanced to optimize visitor satisfaction. While tourists recognise certain attributes as strengths of the destination, service providers should prioritise the enhancement of high-value potential attributes to further improve overall visitor satisfaction. Furthermore, this study complements prior research that has largely emphasized the supply-side perspective of tourism management (see Esichaikul & Chansawang, 2020; Holgado-Ramos et al., 2022; Lagarensen & Walansendow, 2015), emphasizing the importance of incorporating tourist perspectives and preferences into cultural tourism management strategies.

Despite its contributions, this study has several limitations. The relatively small sample size may constrain the generalizability of the findings. Although Toraja is a well-known cultural tourism destination in Indonesia, the absence of a comprehensive sampling frame necessitated the use of snowball and voluntary sampling methods, which may introduce representational bias. In addition, many respondents were domestic tourists whose perceptions may be influenced by cultural proximity, as Toraja shares cultural similarities with other ethnic groups and attracts visitors primarily from nearby regions such as Makassar, Bugis, and Mandar within Sulawesi Island region. As suggested by Ahn and McKercher (2015) and Lee et al. (2018) regarding the influence of cultural distance on tourism, future research should incorporate comparative analyses across destinations with varying degrees of cultural distance. Moreover, future studies should consider tourists' situational contexts (e.g., onsite and post-visit) when evaluating cultural destination experiences, a factor not addressed in the current research.

Acknowledgement

The authors gratefully acknowledge the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia for supporting this project through domestic collaborative research grants (Grant No. 0557/E5.5/AL.04/2023) in 2023.

Declaration of Competing Interests

The authors declare that they have no known competing interests that could have appeared to influence the work reported in this paper.

References

- Adams, K. M. (2006). *Art as politics: Re-crafting identities, tourism, and power in Tana Toraja, Indonesia*. University of Hawai'i Press. <https://doi.org/10.1515/9780824861483>
- Adams, K. M., & Sandarupa, D. (2018). A room with a view: Local knowledge and tourism entrepreneurship in an unlikely Indonesian locale. *Asian Journal of Tourism Research*, 3(1), 1–27.
- Ahn, M. J., & McKercher, B. (2015). The effect of cultural distance on tourism: A study of international visitors to Hong Kong. *Asia Pacific Journal of Tourism Research*, 20(1), 94–113. <https://doi.org/10.1080/10941665.2013.866586>
- Basfirinci, C., & Mitra, A. (2015). A cross cultural investigation of airlines service quality through integration of Servqual and the Kano model. *Journal of Air Transport Management*, 42, 239–248. <https://doi.org/10.1016/j.jairtraman.2014.11.005>

- Beheshtinia, M. A., & Azad, M. F. (2019). A fuzzy QFD approach using SERVQUAL and Kano models under budget constraint for hotel services. *Total Quality Management and Business Excellence*, 30(7–8), 808–830. <https://doi.org/10.1080/14783363.2017.1340830>
- Bilgili, B., Erciş, A., & Ünal, S. (2011). Kano model application in new product development and customer satisfaction (adaptation of traditional art of tile making to jewelries). *Procedia Social and Behavioral Sciences*, 24, 829–846. <https://doi.org/10.1016/j.sbspro.2011.09.058>
- Boley, B. B., McGehee, N. G., & Tom Hammett, A. L. (2017). Importance-performance analysis (IPA) of sustainable tourism initiatives: The resident perspective. *Tourism Management*, 58, 66–77. <https://doi.org/10.1016/j.tourman.2016.10.002>
- Bustamante Martínez, A., Galvis Lista, E. A., & Gonzalez Zabala, M. P. (2024). Research profile on data science in the field of tourism. *Tourism: An International Interdisciplinary Journal*, 72(4), 673–686. <https://doi.org/10.37741/t.72.4.13>
- Chang, S.-H., Hernández-Díaz, R. J., & Lo, W.-S. (2020). The impact of low-carbon service operations on responsible tourist behavior: The psychological processes of sustainable cultural tourism. *Sustainability*, 12(12), Article 4943. <https://doi.org/10.3390/SU12124943>
- Chen, H. T., & Chen, B. T. (2015). Integrating Kano model and SIPA Grid to identify key service attributes of fast food restaurants. *Journal of Quality Assurance in Hospitality and Tourism*, 16(2), 141–163. <https://doi.org/10.1080/1528008X.2015.1013407>
- Cheng, Y.-S., Kuo, N.-T., Chang, K.-C., & Hu, S.-M. (2019). Integrating the Kano model and IPA to measure quality of museum interpretation service: A comparison of visitors from Taiwan and Mainland China. *Asia Pacific Journal of Tourism Research*, 24(6), 483–500. <https://doi.org/10.1080/10941665.2019.1591474>
- Christou, P. A., & Pericleous, K. (2023). Domestic tourism and the domestic tourist experience: complexities, idiosyncrasies, and understandings. *Tourism: An International Interdisciplinary Journal*, 71(4), 659–676. <https://doi.org/10.37741/t.71.4.1>
- Du Cros, H., & McKercher, B. (2015). *Cultural Tourism* (2nd ed.). Routledge.
- Esichaikul, R., & Chansawang, R. (2020). Importance-performance analysis of Phuket's cruise port in Thailand. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 9(2), 1–22.
- Gregory, A. M., & Parsa, H. G. (2013). Kano's odel: An integrative review of theory and applications to the field of hospitality and tourism. *Journal of Hospitality Marketing and Management*, 22(1), 25–46. <https://doi.org/10.1080/19368623.2011.641073>
- Holgado-Ramos, D., Alieva, D., & Maya-Jariego, I. (2022). Bridging tourist services and clients: A personal networks-based description of the roles of travel agents. *Tourism Management Perspectives*, 41, Article 100947. <https://doi.org/10.1016/j.tmp.2022.100947>
- Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). Attractive quality and must-be quality. *Journal of The Japanese Society for Quality Control*, 14(2), 147–156. https://doi.org/10.20684/quality.14.2_147
- Kateliava, M., & Muhar, A. (2022). Heritage tourism products based on traditional nature-related knowledge: assessment of cultural, social, and environmental factors in cases from rural Austria. *Journal of Heritage Tourism*, 17(6), 631–647. <https://doi.org/10.1080/1743873X.2022.2098040>
- Kateliava, M., Muhar, A., & Penker, M. (2020). Nature-related knowledge as intangible cultural heritage: Safeguarding and tourism utilisation in Austria. *Journal of Tourism and Cultural Change*, 18(6), 673–689. <https://doi.org/10.1080/14766825.2019.1693581>
- Kausar, D. R. K., & Gunawan, M. P. (2018). Managing heritage tourism in Toraja: strengthening local values and improving tourists' experiences. *Journal of Heritage Tourism*, 13(6), 550–561. <https://doi.org/10.1080/1743873X.2017.1411356>
- Kuo, Y.-F., Chen, J.-Y., & Deng, W.-J. (2012). IPA-Kano model: A new tool for categorising and diagnosing service quality attributes. *Total Quality Management and Business Excellence*, 23(7–8), 731–748. <https://doi.org/10.1080/14783363.2011.637811>
- Lagarense, B. E. S., & Walansendow, A. (2015). Exploring residents' perceptions and participation on tourism and waterfront development: The case of Manado waterfront development in Indonesia. *Asia Pacific Journal of Tourism Research*, 20(2), 223–237. <https://doi.org/10.1080/10941665.2013.877046>

- Law, A., DeLacy, T., & McGrath, G. M. (2017). A green economy indicator framework for tourism destinations. *Journal of Sustainable Tourism*, 25(10), 1434–1455. <https://doi.org/10.1080/09669582.2017.1284857>
- Lee, C.-H., Chen, H.-S., Liou, G.-B., Tsai, B.-K., & Hsieh, C.-M. (2018). Evaluating international tourists' perceptions on cultural distance and recreation demand. *Sustainability*, 10(12), Article 4360. <https://doi.org/10.3390/su10124360>
- Li, S., & Xiao, Q. (2020). Classification and improvement strategy for design features of mobile tourist guide application: A Kano-IPA approach. *Mobile Information Systems*, 2020, Article 8816130. <https://doi.org/10.1155/2020/8816130>
- Liu, Z., Wang, A., Weber, K., Chan, E. H. W., & Shi, W. (2022). Categorisation of cultural tourism attractions by tourist preference using location-based social network data: The case of Central, Hong Kong. *Tourism Management*, 90, Article 104488. <https://doi.org/10.1016/j.tourman.2022.104488>
- Löfgren, M., & Witell, L. (2008). Two decades of using Kano's theory of attractive quality: A literature review. *Quality Management Journal*, 15(1), 59–75. <https://doi.org/10.1080/10686967.2008.11918056>
- Madzík, P. (2018). Increasing accuracy of the Kano model—a case study. *Total Quality Management and Business Excellence*, 29(3–4), 387–409. <https://doi.org/10.1080/14783363.2016.1194197>
- McKercher, B., & Ho, P. S. Y. (2006). Assessing the tourism potential of smaller cultural and heritage attractions. *Journal of Sustainable Tourism*, 14(5), 473–488.
- Mikulić, J. (2007). The Kano model—A review of its application in marketing research from 1984 to 2006. In *Proceedings of the 1st International Conference Marketing Theory Challenges in Transitional Societies* (pp. 87–96). Faculty of Economics and Business, University of Maribor.
- Mikulić, J., & Prebežac, D. (2016). The Kano model in tourism research: A critical note. *Annals of Tourism Research*, 61, 25–27. <https://doi.org/10.1016/j.annals.2016.07.014>
- Nanggong, A., & Mohammad, A. (2020). The impact of cultural tourism experience on electronic word-of-mouth (e-WOM) and destination image. *Diponegoro International Journal of Business*, 3(2), 68–79. <https://doi.org/10.14710/dijb.3.2.2020.68-79>
- Nguyen, T. H. H., & Cheung, C. (2014). The classification of heritage tourists: A case of Hue City, Vietnam. *Journal of Heritage Tourism*, 9(1), 35–50. <https://doi.org/10.1080/1743873X.2013.818677>
- Pai, F.-Y., Yeh, T.-M., & Tang, C.-Y. (2018). Classifying restaurant service quality attributes by using Kano model and IPA approach. *Total Quality Management and Business Excellence*, 29(3–4), 301–328. <https://doi.org/10.1080/14783363.2016.1184082>
- Pandey, A., & Sahu, R. (2020). Mapping heritage tourism service quality using the Kano model: A case study of Indian tourism. *International Journal of Services and Operations Management*, 37(2), 264–283. <https://doi.org/10.1504/IJSOM.2020.110339>
- Pandey, A., Sahu, R., & Joshi, Y. (2022). Kano model application in the tourism industry: A systematic literature review. *Journal of Quality Assurance in Hospitality and Tourism*, 23(1), 1–31. <https://doi.org/10.1080/1528008X.2020.1839995>
- Pérez Gálvez, J. C., Granda, M. J., López-Guzmán, T., & Coronel, J. R. (2017). Local gastronomy, culture and tourism sustainable cities: The behavior of the American tourist. *Sustainable Cities and Society*, 32, 604–612. <https://doi.org/10.1016/j.scs.2017.04.021>
- Qiu, Q. (2023). Identifying the role of intangible cultural heritage in distinguishing cities: A social media study of heritage, place, and sense in Guangzhou, China. *Journal of Destination Marketing and Management*, 27, Article 100764. <https://doi.org/10.1016/j.jdmm.2023.100764>
- Qiu, Q., Liang, X., & Zuo, Y. (2023). Identifying European and Chinese styles of creating tourist destinations with intangible cultural heritage: A comparative perspective. *International Journal of Tourism Research*, 25(2), 266–278. <https://doi.org/10.1002/jtr.2567>
- Qiu, Q., & Zuo, Y. (2023). "Intangible cultural heritage" label in destination marketing toolkits: Does it work and how? *Journal of Hospitality and Tourism Management*, 56, 272–283. <https://doi.org/10.1016/j.jhtm.2023.06.025>
- Qiu, Q., Zuo, Y., & Zhang, M. (2022). Intangible cultural heritage in tourism: Research review and investigation of future agenda. *Land*, 11(1), Article 139. <https://doi.org/10.3390/land11010139>

- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Ruhanen, L., & Whitford, M. (2019). Cultural heritage and indigenous tourism. *Journal of Heritage Tourism*, 14(3), 179–191. <https://doi.org/10.1080/1743873X.2019.1581788>
- Sahoo, D., Gnanamkonda, V., Siriguppi, D., & Ponnamp, A. (2024). Comprehending determinants and outcomes of cultural tourism to India: Foreign tourist's perspective using S-O-R theory. *Tourism: An International Interdisciplinary Journal*, 72(3), 301–313. <https://doi.org/10.37741/t.72.3.2>
- Scheyvens, R., Carr, A., Movono, A., Hughes, E., Higgins-Desbiolles, F., & Mika, J. P. (2021). Indigenous tourism and the sustainable development goals. *Annals of Tourism Research*, 90, Article 103260. <https://doi.org/10.1016/j.annals.2021.103260>
- Shahin, A., Pourhamidi, M., Antony, J., & Park, S. H. (2013). Typology of Kano models: A critical review of literature and proposition of a revised model. *International Journal of Quality and Reliability Management*, 30(3), 341–358. <https://doi.org/10.1108/02656711311299863>
- Shahin, A., & Zairi, M. (2009). Kano model: A dynamic approach for classifying and prioritising requirements of airline travellers with three case studies on international airlines. *Total Quality Management and Business Excellence*, 20(9), 1003–1028. <https://doi.org/10.1080/14783360903181867>
- Sharma, P., & Nayak, J. K. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41–52. <https://doi.org/10.1016/j.tmp.2018.07.004>
- Shen, Y., Kokkranikal, J., Christensen, C. P., & Morrison, A. M. (2021). Perceived importance of and satisfaction with marina attributes in sailing tourism experiences: A kano model approach. *Journal of Outdoor Recreation and Tourism*, 35, Article 100402. <https://doi.org/10.1016/j.jort.2021.100402>
- Su, J. (2018). Conceptualising the subjective authenticity of intangible cultural heritage. *International Journal of Heritage Studies*, 24(9), 919–937. <https://doi.org/10.1080/13527258.2018.1428662>
- Su, J. (2020). Managing intangible cultural heritage in the context of tourism: Chinese officials' perspectives. *Journal of Tourism and Cultural Change*, 18(2), 164–186. <https://doi.org/10.1080/14766825.2019.1604720>
- Timothy, D. J., & Nyaupane, G. P. (Eds.). (2009). *Cultural heritage and tourism in the developing world: A regional perspective*. Routledge. <https://doi.org/10.4324/9780203877753>
- Tontini, G. (2007). Integrating the Kano model and QFD for designing new products. *Total Quality Management and Business Excellence*, 18(6), 599–612. <https://doi.org/10.1080/14783360701349351>
- Tseng, C. C. (2020). An IPA-Kano model for classifying and diagnosing airport service attributes. *Research in Transportation Business and Management*, 37, Article 100499. <https://doi.org/10.1016/j.rtbm.2020.100499>
- United Nations Educational, Scientific and Cultural Organization. (2020). *Basic texts of the 2003 Convention for the safeguarding of the intangible cultural heritage*. <https://ich.unesco.org/en/convention>
- Üngüren, E., Tellioglu, S., & Türker, N. (2021). Determining the role of hotel attributes in building customer loyalty using importance-performance analysis: A study in the context of tourist nationalities. *Journal of Tourism and Services*, 12(22), 105–130. <https://doi.org/10.29036/jots.v12i22.237>
- Wang, C.-H., & Fong, H.-Y. (2016). Integrating fuzzy Kano model with importance-performance analysis to identify the key determinants of customer retention for airline services. *Journal of Industrial and Production Engineering*, 33(7), 450–458. <https://doi.org/10.1080/21681015.2016.1155668>
- Wei, C., Dai, S., Xu, H., & Wang, H. (2020). Cultural worldview and cultural experience in natural tourism sites. *Journal of Hospitality and Tourism Management*, 43, 241–249. <https://doi.org/10.1016/j.jhtm.2020.04.011>
- Wu, H.-H., Shieh, J.-I., & Lu, Y.-M. (2013). An integrated framework of refined Kano's and Kano-CKM models in classifying customer requirements. *Journal of Statistics and Management Systems*, 16(6), 349–362. <https://doi.org/10.1080/09720510.2013.846656>

- Wu, T.-H., Weng, S.-J., Pan, R.-B., Kim, S.-H., Gotcher, D., & Tsai, Y.-T. (2020). Exploring service quality combining Kano model and importance-performance analysis - Customer satisfaction of luxury housing service management. *International Journal of Services, Economics and Management*, 11(1), 71–95. <https://doi.org/10.1504/IJSEM.2020.107797>
- Yang, C.-C. (2005). The refined Kano's model and its application. *Total Quality Management and Business Excellence*, 16(10), 1127–1137. <https://doi.org/10.1080/14783360500235850>
- Youn, S. H., & Uzzell, D. (2016). The young generations' conceptualisation of cultural tourism: colonial heritage attractions in South Korea. *Asia Pacific Journal of Tourism Research*, 21(12), 1324–1342. <https://doi.org/10.1080/10941665.2016.1175486>

Submitted: February 10, 2024

Revised: January 08, 2026

Accepted: May 12, 2026

Appendix A

Basic personal respondents

Cultural and heritage tourism evaluation questionnaires (English translation from the original in Indonesian).

1. Gender: ☐ Male ☐ Female
2. Age: ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ Above 64
3. Education: ()
A. Junior High School B. Senior High School C. Bachelor D. Post Graduate
4. Employment status:
☐ Entrepreneur ☐ Civil servant ☐ Private employee ☐ Students ☐ Freelancer ☐ Others
5. How much income do you have a month: ()
A. < Rp. 1.000.000, B. 1 – 1.9 million C. 2 – 3.9 million D. 4 – 5.9 million E. 6 – 7.9 million F. 8 million and above
6. Visit number: ()
A. First time B. Second time C. Third time and more
7. What is your main purpose in visiting the Toraja destination??
☐ Holiday factors ☐ Business factors ☐ Events factors ☐ Visit family/friends

Appendix B

Importance-performance measurements

Toraja destination attributes:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Oral traditions & expression</i>	1	2	3	4	5	1	2	3	4	5
Toraja oral literary tradition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
There is a folklore	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Traditional games Toraja (e.g., Silondongan etc)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja poetry	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Traditional/art songs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja destination attributes:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Performing arts</i>	1	2	3	4	5	1	2	3	4	5
Toraja Destination displaying art dance (e.g., Dance Pa'gellu, Dance Ma'bandong etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Ornament form Passura carvings Toraja	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja destination attributes:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Social practice, ritual & festive event</i>	1	2	3	4	5	1	2	3	4	5
Maintaining norms traditions society (e.g., Aluk Todolo, Aluk Banua, Aluk Rambu Solo' etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
There are rituals / traditional ceremony (For example, Rambu Solo' Ritual, Rambu Tuka, Ma'badong, Mangrara Banua/Thanksgiving)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja destination attributes:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Knowledge and practices concerning nature and the universe</i>	1	2	3	4	5	1	2	3	4	5
Knowledge/beliefs of the universe (eg Aluk Todolo, To Massiallo etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Local wisdom of rock cave burial practices	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Existence of traditional healing knowledge	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja destination attributes:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Traditional craftsmanships</i>	1	2	3	4	5	1	2	3	4	5
Tongkonan architectural capabilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Carving/sculpting skills (Passura)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja traditional culinary (e.g., Deppa Tori cake, Coffee Toraja etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Woven crafts & Toraja traditional clothing (Pokko Clothes and Seppa Tallu; Passapu)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Toraja destination attribute:	How important is attribute ... to you?					How satisfied were you with ...?				
<i>Historical places/natural panoramas</i>	1	2	3	4	5	1	2	3	4	5
Tourist villages (e.g., Ke'te Kessu, Buntu Burake etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Natural Panorama landscapes (e.g. Lolai To'tombi, Batutomongga etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Stone cave burial sites (e.g., Londa, Bori Kalimbuang & Parinding, Kambira etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Buildings/Monuments/Menhirs (e.g. Ne'Gandeng Museum, Singki Hill Obelisk etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Appendix C

Kano evaluation measurements

Attributes	I dislike it that way	I can live with it that way	I am neutral	It must be that way	I like it that way
<i>How would you feel if the destination had/didn't have the attributes oral traditions & expressions below?</i>					
If Toraja destination provide oral tradition, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide oral tradition, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide folklore, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide folklore, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide traditional game, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide traditional game, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide poetry, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide poetry, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide traditional art/songs, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide traditional art/songs, how would you feel?	☐	☐	☐	☐	☐
<i>How would you feel if the destination had/didn't have the attributes performing arts below?</i>					
How would you feel if the destination had the attribute art dance?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the attribute art dance?	☐	☐	☐	☐	☐
How would you feel if the destination had the ornament art carvings?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the ornament art carvings?	☐	☐	☐	☐	☐
<i>How would you feel if the destination had/didn't have the attributes social practice, ritual & festive event below?</i>					
If Toraja destination provide norms traditions, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide norms traditions, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide rituals / traditional ceremony, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide rituals/ traditional ceremony, how would you feel?	☐	☐	☐	☐	☐
<i>How would you feel if the destination had/didn't have the attributes knowledge concerning nature & the universe below?</i>					
How would you feel if the destination had the knowledge/beliefs of the universe?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the knowledge/beliefs of the universe?	☐	☐	☐	☐	☐
How would you feel if the destination had the local wisdom of rock cave burial practices?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the local wisdom of rock cave burial practices?	☐	☐	☐	☐	☐
How would you feel if the destination had the traditional healing knowledge?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the traditional healing knowledge?	☐	☐	☐	☐	☐

How would you feel if the destination had/didn't have the attributes traditional craftsmanship below?					
If Toraja destination provide traditional house architectural, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide traditional house architectural, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide Carving/sculpting skills, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide Carving/sculpting skills, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide traditional culinary, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide traditional culinary, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination provide woven crafts & traditional clothing, how would you feel?	☐	☐	☐	☐	☐
If Toraja destination does not provide woven crafts & traditional clothing, how would you feel?	☐	☐	☐	☐	☐
How would you feel if the destination had/didn't have the attributes historical place/natural landscape below?					
How would you feel if the destination had the tourist villages?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the tourist villages?	☐	☐	☐	☐	☐
How would you feel if the destination had the natural panorama landscapes?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the natural panorama landscapes?	☐	☐	☐	☐	☐
How would you feel if the destination had the stone cave burial sites?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the stone cave burial sites?	☐	☐	☐	☐	☐
How would you feel if the destination had the museum, monuments/obelisk?	☐	☐	☐	☐	☐
How would you feel if the destination did not have the museum, monuments/obelisk?	☐	☐	☐	☐	☐