

# To create the value of indigenous tourism in multicultural market based on tourists' cultural experience

The value of  
indigenous  
tourism

Yin-Ju Chen

*Department of Cultural Resources and Leisure Industries,  
National Taitung University, Taitung, Taiwan*

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## Abstract

**Purpose** – Tourism development can reduce the economic disadvantages of indigenous tribes; however, it is also reproached for the destruction of local culture. The challenge for tourism and culture is to reach those diverse audiences through a multicultural marketing perspective for managers to make decisions. Therefore, learning the activity preferences of tourism experiences and creating the value of indigenous tourism by strategies are essential indicators of this research.

**Design/methodology/approach** – The knowledge lacks cultural understanding and the acceptance of prices concerned with indigenous tourism. This research introduces the value of cultural experience into indigenous tourism experiences and establishes a link between the attributes of tourists' preferences and tourism. The data mining methods are used to analyze relevant indigenous tribal data on the cultural experience.

**Findings** – By providing a different quality of service for various tourists, it is expected to improve the sustainable tourism of the tribe through the experiential value of different attributes and strategies of push-pull factors.

**Research limitations/implications** – The experiential activities are based on second-hand data collected from Taitung's indigenous tourism activities, and sample data are the domestic tourism experiences of tourists over the past year. Through empirical analyses, the attributes of tourists' preferences can create the value of the cultural experience for indigenous tourism.

**Originality/value** – This research explores how indigenous cultural experience can be communicated via learning the value of cultural experience to formulate effective strategies.

**Keywords** Indigenous tourism, Cultural experience, Multicultural marketing, Activity, Data mining

**Paper type** Research paper

## 1. Introduction

Culture is not only an attraction for visitors but also a characteristic that influences visitor behavior, so it is an essential dimension of tourism (Kang and Moscardo, 2006). Due to cultural differences, the user experience of the same product in different regions of the world may be varied (Zhang *et al.*, 2018). Tourism based on cultural issues is growing fast in recent years; with tourists engaged in cultural activities, it has become a key product in the international tourism market (Artal-Tur *et al.*, 2018). Tourism is a relatively new activity in the long history of indigenous communities in Taiwan (Tao and Wall, 2009). According to statistics from the Taitung County Government (2020), the number of tourists to Taitung amounted to 10,333,218. In 2020, it increased by 24.78% over 8,281,101 in 2019. Taitung is a place with lovely mountains and great rivers. There are 16 indigenous groups in Taiwan (Hunter, 2011), with Taitung having seven indigenous groups. It has been estimated that the development of aboriginal tourism would entice over one million tourists, and tourism would become the most important industry for the native inhabitants in Taiwan (Council of Indigenous People, 2003; Chang *et al.*, 2006). It indicates that Taitung has significant research value. Therefore, in the context of the growth of Taiwan's overall tourism industry, this research explores the demands of indigenous tourism for tourists who are willing to interact in the indigenous culture.



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The most noticeable differences are experiential activities (Hunter *et al.*, 2010). For tourists, the value of experiences is the initial motivation to travel. Cultural experiences, in particular, attract an ever-larger share of tourists (Armbrecht, 2014). Experiences are crucial for value creation in service companies or tourism companies, which often remain underused (Barnes *et al.*, 2020). Industry managers need to view the visitors' experiences holistically rather than focusing on one or two service constructs (Oriade and Schofield, 2019). The empirical research reveals that tourists' influence on Australian tourism experiences is the preferences of tourists (Ruhanen *et al.*, 2015a). Ethnic culture, the special attraction of indigenous tourism and exotic culture playing different roles in tourism experiences reflect distinct meanings and values. Their preferences for indigenous activities affect destination development, making culturally acceptable products possible (Wu *et al.*, 2020). Indigenous tourism sometimes involves experiential activities; cultural experience is also included based on cultural tourism. However, experiential activities, indigenous tourism activities and tourism are tangible products created by the intangible views of tourists. Suppose that traditional cultural elements become one of the sources of the tourism economy rather than the objects consumed by the aboriginal tourism industry; in that case, it is an essential indicator of this research. Most visitors to aboriginal sites in Taiwan tend to be novelty seekers; many visitors in Hainan are incidental cultural tourists, and the relative importance of culture and natural settings to different market segments may be worthy of investigation (Chang *et al.*, 2006). Therefore, we segment tourists' preference for participating in the agricultural, traditional outdoor or cultural experiential activities and explore cultural experiential activities, attitudes and behavior of tourists' preferences based on the indigenous culture.

Australian indigenous entrepreneurship barriers can be divided into economic barriers, resource barriers, industry barriers and cultural barriers, and there is no standardized approach to development (Lemelin *et al.*, 2015). Tourism can positively affect the well-being of travelers by exposing them to new experiences and cultures (McCabe and Johnson, 2013; Pyke *et al.*, 2019). Benoit *et al.* (2020) have highlighted how managers might benefit by altering their price-setting practice. Therefore, individual income levels may affect perceived cost. If the tourists are notified that it is a paid experiential activity, they may change the decision under the conditional attributes, such as the reasonable burden of the cost of the activity. Indigenous tourism has a variety of experiential activities in culture, and the diversity of tourists' preferences is worth considering in planning tourists' activities to create experiential value. A consumer's perceived value influences satisfaction, and satisfaction influences revisit intention (Luna-Cortés, 2017). However, the impact of indigenous tourism experiences has been neglected. The highest levels of interest in aboriginal culture are shown only by a minority of tourists visiting Central Australia for specific groups who can be identified by socio-demographic variables. (Ryan and Huyton, 2002). Depending on the characteristics of tourists, the identification of tourism is an essential factor in cultural tourism-related research studies. To find the factors categorized by the push and pull factors that influence the satisfaction level of the visitors, can tackle the visitors' satisfaction (Mohamed and Othman, 2012). Furthermore, cultural and socioeconomic differences may also play a role and be explored further (Misiune *et al.*, 2021). The experiential activities that tourists like are also a preference since the tourism experiences would be affected by numerous factors. Motivations based on the concept of push and pull factors in outdoor recreation have been accepted (Mohamed and Othman, 2012). The push and pull factors have been successfully applied in the satisfaction level of the visitors, outdoor recreational areas or tourist attractions. Therefore, this research uses the push–pull factor as the theoretical basis to explore the value of indigenous tourism and the value of preferable experiential activities based on different cultural experiences of tourists.

This research is organized as follows. Section 2 reviews relevant indigenous tourism, cultural experience and multicultural markets. Section 3 focuses on the methodology,

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including questionnaire design and data mining, to understand the preferences of tourists. [Section 4](#) presents the results of data mining. Discussion and conclusion are shown in [Section 5](#) and [Section 6](#).

## 2. Literature review

### 2.1 *Indigenous tourism*

When culture and tourism are discussed, most scholars in the past studied have distinguished ethnic groups (cultures) on behaviors of tourists ([Gelbman and Collins-Kreiner, 2018](#)). Cultural tourism that combines leisure and cultural assets has become a popular recreation activity under the tourism boom ([Lin et al., 2021](#)). But [Vong \(2016\)](#) has suggested that the relevant research should not focus only on tourists' primary motives but should attempt to induce or arouse their secondary interests and suggest aboriginal communities seeking to develop robust and sustainable cultural tourism in their own settings ([Lynch et al., 2010](#)). A complicated relationship exists amongst the indigenous people, indigenous tribes and policymakers ([Situmorang et al., 2019](#)).

In tourism, cultural representations of indigenous destinations are problematic ([Hunter, 2011](#)). Many indigenous places have reformed their economies and provided benefits by introducing tourism ([Wu et al., 2017](#); [Pratt et al., 2013](#)). Yet, the tourism product of Australia is in decline in both domestic and international markets for indigenous tourism ([Ruhanen et al., 2015b](#)). [Ranasinghe and Cheng's research \(2018\)](#) suggested that indigenous cultural tourism causes losing the inherited meaning of their cultural values. [Holder and Ruhanen \(2017\)](#) have used a qualitative ethnographic approach to explore the significance of tourist attractions on the cultural elements of an indigenous tourism experience. Because of a political rift between support for a religion vs support for an original indigenous culture in South Taiwan Paiwan and Rukai communities, the articulation between syncretism and tourism in indigenous tribes is tenuous ([Hunter, 2020](#)). Tourism development is a strategy to create economic benefits for socioeconomically disadvantaged indigenous citizens in remote indigenous places ([Taylor et al., 2015](#)). Tourism experiences are acquired through encounters with the ethnic community, playing a key role in the social and cultural life of the ethnic areas ([Su et al., 2016](#)). [Shaw et al. \(2000\)](#) have discussed that tourist motivation and decision-making impact local communities. Cultural differences in customer attitudes and behavioral patterns are of utmost importance for tourist destinations, and push and pull variables were analyzed in motivational factors ([Soldatenko and Backer, 2019](#)). It is important to find out the demands of indigenous tourism for tourists who are willing to interact in the indigenous culture.

### 2.2 *Cultural experience*

In tourism literature on Western cultural experience, the history of tourism focuses on the activities of the affluent ([Towner, 1995](#)). More and more modern travelers seek not only the sun, sea and sand but also an enriching and educational, cultural experience through their travels ([Si \(Clara\) and Couto, 2020](#)). [Shi et al. \(2019\)](#) have found that tourists' culture and authentic tourism experiences are positively related to their cognitive and affective perceptions of the destination image. Customers increasingly focus on experiential value; destination-based tourism providers create experiences rather than delivering plain destinations ([Barnes et al., 2020](#)). Furthermore, the polycultural mindset heightens the preference for culturally mixed experiences ([Cho et al., 2017](#)). The attraction is an essential factor in attracting tourists, and the different sites visited in the destination and the resulting mix of experiential elements would influence the overall destination experience ([Wei et al., 2020](#)). Owing to cultural differences, the user experience of the same product in different regions of the world may be varied ([Zhang et al., 2018](#)). [Pérez-Belmont et al. \(2021\)](#) have used

semi-structured interviews to conceptualize the push and pull factors of peri-urban agriculture. [Misiune et al. \(2021\)](#) have designed a questionnaire to assess the push and pull factors that attract or deter people from using green spaces. The push and pull factors have been successfully applied to a wide range of domains. However, the push and pull factors are rarely applied to cultural experiences.

Neither cultures nor tourist groups are homogeneous ([Cui et al., 2017](#)); culture is a pervasive construction of human existence ([Liu and Fellows, 2013](#)). Leisure and play are like human behavior, still based on culture ([Hunnicut, 1998](#)), and leisure researchers must use anthropological resources ([Chick, 1998](#)). Globalization brings new cultural experiences and choices ([Cho et al., 2017](#)). Segmentation has always been considered paramount, as marketers would be more effective if they better understood their audience ([Amaro et al., 2016](#)). Managers are unaware that visitors do not objectively present different seasonal travel patterns as a potential problem. It is suggested to provide opportunities for quality experiences to resolve the situation faced by managers ([Peterson et al., 2020](#)). The value creation is an antecedent by which the customer perceives greater destination brand equity ([Jamilena et al., 2016](#)). Tourists are more likely to explore the value of an event experience when it corresponds with their interests. Tourist perception of economic value represents a key tourism concern ([Xie et al., 2020](#)). [Iwasaki et al. \(2009\)](#) aimed to express aboriginal culture and suggested that leisure-like pursuits are engagement in enjoyable activities that are a meaningful expression of lived culture. Therefore, this research further discusses the cultural experience that includes leisure value, economic value and consumption value of cultural goods.

### *2.3 Multicultural markets*

Local festivals and special events provide economic, social and cultural benefits to the local community ([Vajirakachorn and Chongwatpol, 2017](#)) and contribute to event tourism and destination marketing ([Tanford and Jung, 2017](#)). Through an innovative approach, the potential of cultural tourism can be created ([Stratan et al., 2015](#)). Festivals often compete directly with one another and therefore have to introduce new and innovative elements to their programs to capture the audiences' attention ([Richards and Wilson, 2006](#)). Many scholars have suggested that the festival, events and tourism are good for the local economy. However, indigenous tourism transforms its cultural character through anthropological approaches causing the loss of the inherited meaning of its cultural values ([Ranasinghe and Cheng, 2018](#)) and fuel tensions and conflicts in contemporary life communities ([Cassel and Maureira, 2017](#)). Culturally diverse societies encompass various coexisting cultural meanings represented by people and artifacts of different cultural origins or characteristics, including ethnicity, age and gender ([Demangeot et al., 2019](#)). Therefore, the local authorities and residents expect tourists to learn more about the culture by participating in the experiential activities. However, whether there is a mutual influence between activities and culture is an issue worthy of discussion. This research identifies the demographic profile of cultural experiences of tourists from a multicultural marketing perspective.

## **3. Methodology**

### *3.1 The questionnaire design and collection*

The predictable behavior of consumers in modernity could be explained by traditional variables such as income, and demographics ([Burton, 2002](#)). Visitors have stated that the cultural experience is the primary reason for travel, which is recommendable ([Armbrecht, 2014](#)) to assess individuals' willingness to pay for a specific scenario ([Mitchell and Carson, 1989](#)). Therefore, nine questions are developed based on the sociodemographic profiles of respondents, including gender, age and education. The differences between paid and free

activities in tourists' choices are found out to explore the preference of experiential activities for diverse cultural groups via quantitative analysis, meeting the needs of tourists and improving satisfaction. The value of various types of tourists has the experiences of particular places differently. Thus, the paid and free experiential activities have been listed as questions, and the content of relevant experiential activities is designed as options in the questionnaire. To effectively depict the outline of the tourists and highlight how cultural tourists show specific characteristics in regards to leisure noncultural via not pursuing any cultural activity tiers, the experiential activities are divided into agricultural, traditional outdoor and cultural activities. A growing number of tourists are then drawn to cultural experiences. Therefore, the questionnaire should set acceptable fees for experiential activities to recognize the price range that passengers are willing to pay and to be used as a reference for future experiential activities' planning.

Major visitor attractions stand out as the most substantial pull factors of a destination and are considered vital destination resources for development and marketing (Ram *et al.*, 2016). Hence, facilitating the tribe to promote indigenous tourism and the perception of value has been listed as issues. An online survey has been applied to the tourists who had domestic tourism experience in the past year, have ever gone to the related store or participated in shopping trip tours. The survey has used a convenience sampling approach for the distribution of questionnaires. A total of 250 questionnaires are administered in this research. In total, 210 questionnaires were returned, 13 of which were disqualified because they were incomplete or invalid. A total of 197 valid questionnaires resulted in a valid completion rate of 93.81%. The detailed content of the questionnaire has been shown in Table 1.

### 3.2 Data mining exploration concept

Data mining extracts information, obtains the knowledge of potential value and finally discovers association rules (Yu, 2021). There has been considerable research on using association rules for data mining, and the most famous algorithms in the study of association

Topic	Contents
<i>First – tourist profile</i>	
Demographic profile	Age, gender, education, career, residence tourism companions over the past year
<i>Second – indigenous tourism</i>	
Accepting the cost of a single experiential activities	Below 250, 251–500, 501–750, more than 751
Tourists' considered factors for indigenous tourism	Attractions are storytelling; attractions have cultural, characteristics convenient accommodation
The most important for leisure value	To enhance each other's feelings, to release all kinds of pressure, to enrich the tourism experience, to enjoy the scenery
The most important for experiential economic value	To satisfy curiosity and to try new things, to learn local culture and to experience local life, to get new knowledge
The most important for consumptions value of cultural goods	Commodities are associated with indigenous culture; commodities can increase personal taste, to experience local culture
Participated in the free or paid agricultural experiential activities	Pounding millet/mocha, making rice wine/vinegar
Participated in the free or paid traditional outdoor experiential activities	Making candied fruit, poking roselle, making abai Firecrackers, catching a boar, hitting gyro boar, archery, fishing
Participated in the free or paid cultural experiential activities	Dyeing cloth, indigenous child play producing, indigenous dancing, making ceramic beads

**Table 1.**  
Selection content of the  
questionnaire survey

rules are the Apriori algorithm; thus, many researchers use the Apriori algorithm (Liao *et al.*, 2012). The algorithm of association rules generated is based on two measurement standards – support and confidence. Lift is the simplest way to judge the standard. The flow chart of the Apriori algorithm is shown in Figure 1 (Yu, 2021). The formula used to calculate these measures is shown as follows (Lai and Lu, 2018):

$$\text{Support}(X \rightarrow Y) = P(X \cup Y) \tag{1}$$

$$\text{Confidence}(X \rightarrow Y) = \frac{P(X \cup Y)}{P(X)} \tag{2}$$

$$\text{Lift}(X \rightarrow Y) = \frac{P(X \cup Y)}{P(X)P(Y)} \tag{3}$$

Market segmentation in tourism has a long tradition. If tourists with different motivations decide to go to the same destination, the destination has various meanings for each tourist group (Valls *et al.*, 2018). The different expectations, needs and attitudes of travelers make human behavior difficult to understand. It is needed to find general criteria with experiential value (Groenendijk *et al.*, 2018). This research investigates the push and pull factors to segment the value of experiential activities in determining domestic tourism experiences of tourists over the past year. This research hopes to mine out the following information by data mining.

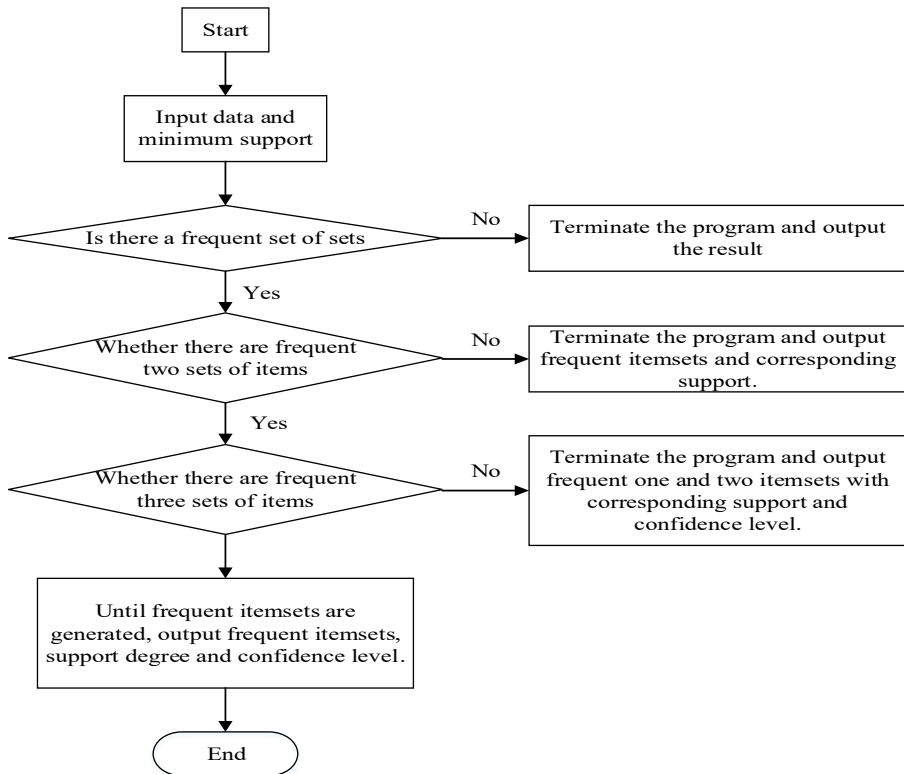


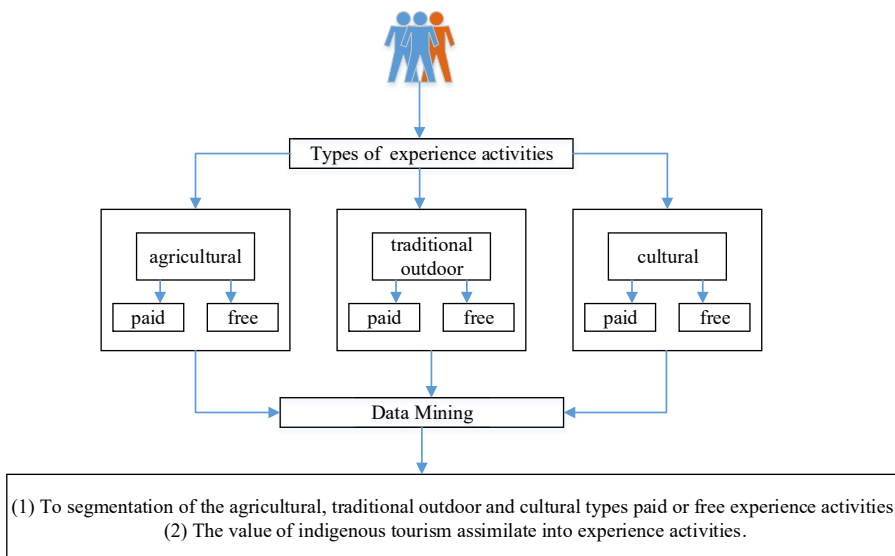
Figure 1. Flow chart of the Apriori algorithm

- (1) The segmentation of the agricultural, traditional outdoor and cultural paid or free experiential activities.
- (2) Preference for differences in experiential activities, factors considered by the tourists and the push and pull factors for indigenous tourism among tourists.
- (3) The value of indigenous tourism assimilated into experiential activities.

The exploration concept of data mining is shown in Figure 2.

Based on a five-point Likert scale, the factors are investigated to be a positive or negative bearing on their decision on whether to pursue a career in general surgery, which they rated as “pull” or “push” respectively (Ng et al., 2020). It would be more efficient to deal with the problems encountered by the ranking rules (Chen and Lo, 2021). The following eight types of experiential activities are summarized using the second-hand data collected at Taitung to promote indigenous tourism activities. Therefore, this research explores the relative relationship among eight activities to find the ranking rules. The options of the questionnaire are as follows:

- (1) Making ceramic beads,
- (2) Making candied fruit,
- (3) Soaking feet (hot spring),
- (4) Poking roselle,
- (5) Riding a bicycle to visit the tribe,
- (6) Archery,
- (7) Road running and
- (8) Indigenous dancing.



**Figure 2.**  
Data mining process

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The tourist who has had domestic tourism experience in the past year can complete the eight experiential activities according to their personal preference. The most liked experiential activity has been filled in the first slash; the most disliked experiential activity has been filled in the eighth slash and then filled it with their personal preference to identify “pull” or “push,” respectively, for indigenous tribes promoting indigenous tourism. Please indicate your preference while participating in experiential activities in the following space.

#### 4. Data mining and result

##### 4.1 *Preference for paid or free experiential activities*

This research investigates the antecedent (the experiential activity ranking) and consequent (the experiences of the agricultural, traditional outdoor and cultural activities) factors of paid or free attributes in tourist experiential activities. Association rules are generated using the Apriori algorithm by maintaining minimum support of 20% and minimum confidence of 20%: the lift is greater than 1. The result is presented in [Table 2](#).

This research sets the ranking of experiential activities as the antecedent; meanwhile, tourism experiences in the agricultural, traditional outdoor and cultural paid or free experiential activities are set as the consequent. For the profile of tourists who participated in the agricultural experiential activities of tourists' preference, ranking one is poking roselle, and ranking eight is the road running; there is no difference between paid or free experiential activities. For the profile of tourists who participated in the traditional outdoor experiential activities of tourists' preference, ranking one is poking roselle, and ranking eight is the road running; there are differences between the paid or free experiential activities. But, for the profile of tourists who participated in the agricultural, traditional outdoor and cultural experiential activities of tourists' preference, the ranking one is making ceramic beads; there are slight differences in free experiential activities and no difference in paid experiential activities. For the tourists who participated in the cultural experiential activities, the ranking four is indigenous dancing; all contained indigenous dancing for paid or free experiential activities.

##### 4.2 *Price acceptance of different cultural groups to experience activities*

Accepting the cost of a single experiential activity is an interval variable option based on the second-hand data collected from Taitung's indigenous tourism activities. The needs and wants of tourists and the acceptable price of activities are not the same. For actual consumer perspectives on price acceptance, the option is designed. This research sets the experiences of the agricultural, traditional outdoor and cultural paid or free experiential activities as the antecedent; the acceptable price is the consequent. Under the condition of minsup 12% and minconf 18%, the lift is greater than 1. The result is shown in [Table 3](#).

In [Table 3](#), the common factors in which tourists have participated in the paid or free experiential agricultural activities are pounding millet/mocha and making candied fruit. The common factor in which tourists have taken part in the traditional outdoor paid or free experiential activities is archery. The common factor in which tourists have participated in the cultural paid or free experiential activities is indigenous dancing.

The differences between the agricultural and the cultural paid experiential activities are making abai and dyeing cloth. The differences between the agricultural and the traditional outdoor free experiential activities are making rice, wine/vinegar and firecrackers.

##### 4.3 *Acceptable price related to the experiential activity ranking of tourists' preference*

Under the condition of minsup 30% and minconf 20%, the lift is greater than 1. [Table 4](#) shows that the acceptable price is related to the experiential activity ranking of tourists' preference.

In [Table 4](#), the ranking of experiential activities that the tourists like or hate is evident. For their favorite activity, the higher cost of a single experiential activity can be accepted.



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Types of experiential activities	Consequent	Antecedent
Participated in the agricultural experiential activities	Paid Pounding millet/mocha Making rice wine/vinegar Making candied fruit	Ranking 1 = poking roselle
	Free Pounding millet/mocha Making rice wine/vinegar Making candied fruit	
Participated in the traditional outdoor experiential activities	Paid Firecrackers catching a boar Hitting gyro boar	Ranking 1 = poking roselle
Participated in the cultural experiential activities	Paid Dyeing cloth Indigenous child play producing	Ranking 1 = poking roselle
	Free Indigenous dancing	
Participated in the agricultural experiential activities	Free Pounding millet/mochi	Ranking 1 = making ceramic beads
Participated in the traditional outdoor experiential activities	Free Archery	Ranking 1 = making ceramic beads
Participated in the cultural experiential activities	Paid Dyeing cloth Indigenous dancing	Ranking 1 = making ceramic beads
	Free Dyeing cloth	
Participated in the traditional outdoor experiential activities	Free Firecrackers	Ranking 4 = indigenous dancing
Participated in the cultural experiential activities	Paid Making ceramic beads Indigenous dancing Indigenous child play producing	Ranking 4 = indigenous dancing
	Free Indigenous dancing	
Participated in the agricultural experiential activities	Paid Pounding millet/mocha Making rice wine/vinegar Making candied fruit	Ranking 5 = soaking feet (hot spring)
	Free Poking roselle Pounding millet/mocha Making rice wine/vinegar	
Participated in the cultural experiential activities	Paid Dyeing cloth Indigenous dancing	Ranking 5 = soaking feet (hot spring)
	Free Dyeing cloth Indigenous dancing Indigenous child play producing Dyeing cloth Indigenous dancing	
Participated in the agricultural experiential activities	Paid Pounding millet/mocha Making abai Making candied fruit	Ranking 8 = riding a bicycle to visit the tribe
	Free Pounding millet/mocha Making rice wine/vinegar Making candied fruit	
Participated in the traditional outdoor experiential activities	Paid Archery	Ranking 8 = riding a bicycle to visit the tribe
	Free Archery firecrackers Catching a boar	
Participated in the agricultural experiential activities	Paid Pounding millet/mochi	Ranking 8 = road running
Participated in the traditional outdoor experiential activities	Free Pounding millet/mochi	Ranking 8 = road running
	Paid Firecrackers	
	Free Archery	

**Table 2.**  
The profile of paid or free experiential activities related to the experiential activity ranking of tourists' preferences

Types of experiential activities	Consequent		Antecedent	
Participated in the agricultural experiential activities	Paid	Accepting the cost of a single experiential activity = more than 751	Pounding millet/mocha Making abai Making candied fruit	
		Accepting the cost of a single experiential activity = below 250	Pounding millet/mocha	
	Free	Accepting the cost of a single experiential activity = 501~750	Pounding millet/mocha Making rice wine/vinegar Making candied fruit	
		Accepting the cost of a single experiential activity = 251~500	Pounding millet/mocha Making rice wine/vinegar Making candied fruit	
	Participated in the traditional outdoor experiential activities	Paid	Accepting the cost of a single experiential activity = below 250	Pounding millet/mocha
			Accepting the cost of a single experiential activity = below 250	Archery
Free		Accepting the cost of a single experiential activity = below 250	Firecrackers	
Participated in the cultural experiential activities	Paid	Accepting the cost of a single experiential activity = below 250	Archery	
		Accepting the cost of a single experiential activity = 251~500	Dyeing cloth Indigenous dancing	
	Free	Accepting the cost of a single experiential activity = below 250	Indigenous dancing	

**Table 3.** The acceptable price related to tourists participated in the paid or free experiential activities

Rule	Consequent	Antecedent
R1	Ranking 1 = poking roselle	Accepting the cost of a single experiential activity = 251~500
R2	Ranking 1 = making ceramic beads	Accepting the cost of a single experiential activity = below 250
R3	Ranking 4 = indigenous dancing	Accepting the cost of a single experiential activity = below 250
R4	Ranking 5 = soaking feet (hot spring)	Accepting the cost of a single experiential activity = below 250
R5	Ranking 8 = road running	Accepting the cost of a single experiential activity = below 250
R6	Ranking 8 = riding a bicycle to visit the tribe	Accepting the cost of a single experiential activity = 251~500

**Table 4.** The acceptable price related to the experiential activity ranking of tourists' preference

*4.4 The acceptable price related to tourists' considered factors for indigenous tourism*

Under the condition of minsup 30% and minconf 20%, the lift is greater than 1. Table 5 shows that the acceptable price is related to the ranking of the experiential activities based on the preferences of tourists.

In Table 5, the factors for indigenous tourism are the cultural characteristics of the attractions; the acceptable price of a single experiential activity is low. The factors considered by tourists for indigenous tourism are the attractions with stories and convenient accommodation; the acceptable price of a single experiential activity is relatively high.

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#### 4.5 Value related to the factors tourists' considered for indigenous tourism

Under the condition of minsup 15% and minconf 20%, the lift is greater than 1. Table 6 shows that the value of leisure is related to the factors considered by tourists for indigenous tourism. Table 7 presents that the economic value of the experience is connected to the factors considered by tourists for indigenous tourism. Table 8 shows that the consumption value of cultural goods is linked to the factors considered by tourists for indigenous tourism.

According to the data in Tables 6 and 7, the factors considered by tourists for indigenous tourism are convenient accommodation and that attractions are storytelling. The leisure value and experience economic value are the same. And tourists' considered factors for indigenous tourism are that attractions have cultural characteristics, which are different from the two. The consumption value of cultural goods related to the tourists' considered factors for indigenous tourism are more diverse and cannot see the rules.

Rule	Consequent	Antecedent
R1	Tourists' considered factors for indigenous tourism = attractions are storytelling	Accepting the cost of a single experiential activity = 251~500
R2	Tourists' considered factors for indigenous tourism = attractions have cultural characteristics	Accepting the cost of a single experiential activity = below 250
R3	Tourists' considered factors for indigenous tourism = convenient accommodation	Accepting the cost of a single experiential activity = 251~500

**Table 5.**  
The acceptable price related to tourists' considered factors for indigenous tourism

Rule	Consequent	Antecedent
R1	Tourists' considered factors for indigenous tourism = convenient accommodation	Leisure value = to enhance each other's feelings
R2	Tourists' considered factors for indigenous tourism = attractions are storytelling	Leisure value = to enhance each other's feelings
R3	Tourists' considered factors for indigenous tourism = attractions have cultural characteristics	Leisure value = to release all kinds of pressure

**Table 6.**  
The leisure value related to the tourists' considered factors for indigenous tourism

Rule	Consequent	Antecedent
R1	Tourists' considered factors for indigenous tourism = convenient accommodation	Experiential economic value = to satisfy curiosity and try new things
R2	Tourists' considered factors for indigenous tourism = attractions are storytelling	Experiential economic value = to satisfy curiosity and to try new things
R3	Tourists' considered factors for indigenous tourism = attractions have cultural characteristics	Experiential economic value = to learn local culture and to experience local life

**Table 7.**  
The experiential economic value related to the factors tourists' considered for indigenous tourism

**5. Discussion**

*5.1 Needing strategies to integrate the value of indigenous tourism into experiential activities, avoiding it to become the push of indigenous tourism*

Visual representations of culture, including dance, theatre and ethnic art, widely promote the sustainable use of cultural resources (Mason, 2004). In this research, to improve the local economy through tourists with relatively middle-ranking activities (indigenous dancing) for free or paid experiential activities, the effect would not be great. It should consider the comparatively top ranking of experiential activities preferred by tourists for the greatest effect.

The attraction has only cultural characteristics, and the tourists' acceptable price of experiential activities is low. The value of tourists (including leisure, experience economy and consumption) is shown in the factors considered by indigenous tourism. Especially, cultural attractions is different from convenient accommodation or storytelling attractions. This research infers that attracting tourists to participate in experiential activities through only cultural attractions is not helpful. However, storytelling, marketing, packaging and additional services would help promote the indigenous tourism experience. This research shows certain similarities with that of Chang et al. (2006). The tourists who have visited the Taiwanese Aboriginal Culture Park are not particularly interested in visiting the native culture.

*5.2 Providing different service quality for different tourists, creating experiential value positively and enhancing the opportunity of sustainable tourism*

The more experiential activities tourists participated in (whether paid or free), the higher the experiential activities' price they can accept. Furthermore, the traditional outdoor and cultural activities that tourists took part in are less than the agricultural activities. Unfortunately, there are fewer items of experiential activities presented in the rules. This research infers less promotion and recommendation to increase the experiential items of tourists through low-cost experiential activities. Consistent with Tao and Wall's (2009) study, when tourism is introduced into a community, it must complement rather than displace the existing activities. This research also identifies with Zeppel's (1998) study that culture is used for marketing the region, but it must be based on different tourists' preferable experiential activities or experiential activities attributes.

In this research, similarities and differences are found in three kinds of experiential activity: agricultural, traditional outdoor and cultural. It is similar to Lemelin et al.'s (2015) research. There is no standardized approach for developing and operating aboriginal tourism in remote areas of Canada because there are numerous similarities and differences.

**Table 8.**  
The consumption value of cultural goods related to the tourists' considered factors for indigenous tourism

Rule	Consequent	Antecedent
R1	Tourists' considered factors for indigenous tourism = convenient accommodation	Consumption value of cultural goods = commodities are associated with indigenous culture
R2	Tourists' considered factors for indigenous tourism = attractions are storytelling	Consumption value of cultural goods = commodities can increase the personal taste
R3	Tourists' considered factors for indigenous tourism = attractions have cultural characteristics	Consumption value of cultural goods = to experience local culture
R4	Tourists' considered factors for indigenous tourism = attractions have cultural characteristics	Consumption value of cultural goods = to feel the cultural meaning of the commodities

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### 5.3 Understanding the preferences of tourists through experiential activities would help increase price acceptance and then increase regional economy and popularity

The community did not appear to experience substantial economic or sociocultural benefits from the research of [Dyer et al.'s \(2003\)](#) results. But through the development of detailed strategies and consideration of cross-cultural interaction, it may improve. This research finds that the experiential activities that tourists liked the most (ranking 1 for poking roselle) and disliked the most (ranking 8 for riding a bicycle to visit the tribe) have higher price acceptance. This research infers that understanding preferences would help to increase price acceptance. It is suggested that the tourists who liked poking roselle the most can be regarded as the targeting, promote other experiential activities or promote other experiential activities for tourists who come to the tribe and travel on their own.

## 6. Conclusion

Whether indigenous tourism brings benefits or disadvantages to the tribe is a matter of opinion; better communication acknowledges cultural differences ([Soldatenko and Backer, 2019](#)). It will be an opportunity to develop differentiated indigenous tourism by understanding the relative ranking of preferred experiential activities by tourists and using appropriate strategies. This research suggests that tribes can use the strategic alliance with convenient accommodation hotels or homestays to promote experiential activities and boost local economic income. It can also attract tourists through storytelling or advertising, but not only cultural elements. Consistent with [Richards's \(2002\)](#) study, tourists and their motivations should also vary according to the attraction visited. Through the experiential activities to promote the community, indigenous people have diverse cultures that need to be respected. In the future, we will use cross-selling to package it into a packaged itinerary to increase the experience fee that tourists are willing to pay, for example, a one-day rural tour, a one-day cultural experience tour and other theme activities.

We provide different strategies for how the value of cultural experience can be created with indigenous tourism experience by analyzing the cultural experiential activities for tourists. In comparison with the uncontrollable factors of the macroeconomy, the needs of tourists' cultural experiential activities are expected to be an opportunity to improve the economy for the indigenous tribes. [Wu et al. \(2020\)](#), using in-depth interviews to discuss indigenous tourism experiences, have suggested that different pursuits can be expressed through experiencing indigenous tourism in various ways. The indigenous market is multicultural. Indigenous people have many cultures of their own. Exploring the differences in the cultural experience of tourists will help the tribes to develop cultural experiential activities. This research identifies with [Chen et al.'s \(2020\)](#) study that providing multichannel services satisfies all consumers' needs based on their experiences. The cultural experience will become the channel for the indigenous tribe to communicate with tourists. This research presents an empirical study to adopt a segmentation approach for indigenous tourism with the acceptable price of experiential activities, the experiential activity ranking of tourists' preference and the tourists' considered factors for indigenous tourism. But in the future, we need to think about the time of cultural introduction into consumption, as [Tang and Zaichkowsky \(2019\)](#) reminded us how long it might take to bring culture into thinking about ethics in consumer consumption when the market is still rather undeveloped commercially.

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### Corresponding author

Yin-Ju Chen can be contacted at: [sandychen1109@gmail.com](mailto:sandychen1109@gmail.com)

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