CHAPTER I

INTRODUCTION

A. Research Background

Travel and tourism were among the businesses hardest hit by the health crisis. The COVID-19 pandemic has significantly impacted the global tourism industry, with revenue declines of up to 42% in 2020. The US and the Asia Pacific region have been the most affected by the decrease in revenue and international tourist arrivals (Statista, 2023). Following the start of the coronavirus (COVID-19) pandemic, the number of international tourist trips worldwide recovered in 2022. By 2022, international travelers increased to more than 900 million, although they were still below pre-pandemic levels. The Middle East saw the most significant increase with 83%, while Europe reached almost 80%. Africa and the Americas recovered around 65% of visitors, while Asia and the Pacific only got 23%. Some destinations recovered from 2019 levels (UNWTO, 2023).

Tourism is the largest industry in the world and is predicted to continue growing. In Indonesia, the tourism industry has become one of the most critical sectors. In December 2022, the total number of foreign visitors from the tourism industry reached 952.469, while in December 2021, the total number of visitors from the tourism industry reached 163.619. This shows that there is a very significant increase in visitors (Kemenparekraf, 2022). The Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, stated that spontaneous travel or unplanned vacations increased by 14% in 2022. additionally, the speaker noted that

Spiritual and Cultural Destinations have emerged as a compelling draw in this spontaneous travel phenomenon (Kemenparekraf, 2022).

Cultural tourism is an activity in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions or products in a tourist destination (UNWTO, 2019). Cultural tourism is a substantial and rapidly expanding global tourism industry (Su et al., 2020). The Cultural tourism market has experienced rapid growth, with hundreds of millions of visitors each year (Kempiak et al., 2017). Culture and creative industries are progressively employed to endorse places and augment their competitiveness and allure (Boix Domenech et al., 2022).

Cultural heritage has value in various aspects of life, economically, socially, politically, and scientifically. With the development of cultural tourism, travelers' interest in cultural heritage and its cultural values is growing (Kumar & Gilitwala, 2019). Cultural heritage tourism has begun to receive attention in tourism research and is usually defined in terms of supply and demand. The supply perspective focuses on what we put down, such as historical buildings, artworks, or scenic views. Meanwhile, the demand perspective involves ttravelers' motivations regarding the cultural heritage characteristics of a place and their desire to engage in a "cultural heritage experience" (Xu et al., 2022). The tourism industry has a vital role in contributing to the country in several ways, such as increasing the country's GDP, encouraging private sector investment, creating jobs, and increasing exports (UNWTO, 2019).

Travel motivation is a crucial concept in tourism and has been widely studied by researchers. It is considered a driving force behind understanding tourist behavior and decision-making. Travel motivation refers to the internal factors that push individuals to choose a particular destination and engage in leisure activities to obtain desired benefits and satisfaction (Kara & Mkwizu, 2020). Researchers have applied travel motivation to assess individual satisfaction levels and to determine the relationship between travel motivations and behavioral intentions (Bayih & Singh, 2020). Travel motivation plays a significant role in shaping tourists' decisions, satisfaction levels, and behavioural intentions; understanding and effectively managing travel motivation can help tourism professionals and theorists develop strategies to attract and satisfy tourists (Su et al., 2020).

Tourist engagement is an essential aspect of tourism that has recently attracted more attention in research. Tourists' engagement can result in revisitation, satisfaction, and loyalty (Kheiri, 2023). Tourist engagement has been studied in various tourism contexts, such as sports tourism, cultural events, cruise tourism, visitor attractions, and UNESCO World Heritage sites (Taheri et al., 2019). Tourist engagement is a crucial concept in the tourism industry that plays a significant role in driving tourists' perceptions and behavioural intentions toward tourism destinations (Melón et al., 2021). To understand the interplay of engagement with other factors, such as authenticity and destination image, tourism professionals can develop effective strategies to attract and satisfy tourists.

From a marketing perspective, the concept of tourism experience continues to evolve (Melón et al., 2021). Memorable Tourism Experience (MTEs) is an

essential concept in the tourism industry. In recent years, the issue of MTEs has garnered increasing attention from scholars and tourism practitioners (Hosseini et al., 2023). MTEs are "a tourism experience remembered and recalled after the event " (Hosseini et al., 2023). MTEs are considered a key driver of competitiveness in the tourism industry and contribute to overall tourist satisfaction; by understanding the factors contributing to MTEs, tourism professionals can develop effective strategies to attract and satisfy tourists (Rasoolimanesh et al., 2021).

Heritage destination image has been studied in various research contexts, such as archaeological parks and cultural destinations (Huete Alcocer & López Ruiz, 2020). Destination image is "an individual's overall perception or the total set of impressions of a place" (Mehmood et al., 2018). Destination image has been widely recognized as an essential construct influencing tourist behavior, tourism-related decisions, and destination marketing (Jebbouri et al., 2022). A positive destination image can enhance tourists' satisfaction levels and increase their likelihood of returning to the destination. Tourism professionals can improve the overall tourist experience and satisfaction by managing and promoting a favorable destination image (Melón et al., 2021)).

Further research is needed to explore the factors contributing to tourist satisfaction, such as memorable tourism experience components and destination image (Rasoolimanesh et al., 2021). While satisfaction has been found to trigger destination choice and affect revisit and word-of-mouth intentions, there needs to be more research on how satisfaction can be effectively managed and improved (Su et al., 2020). Higher satisfaction levels will likely lead to positive behavioral

intentions, such as repeat purchases, recommendations, or loyalty. By enhancing customer satisfaction, businesses can increase the likelihood of positive behavioral outcomes from their customers (Bayih & Singh, 2020).

Behavioral intention refers to the willingness of tourists to return to a destination and actively share travel-related information (S. L. Chen et al., 2023). Understanding the factors that drive recommendations can provide insights into the behavioural intentions of heritage tourists. Recommendations to visit: A study examined the influential variables on recommendations to visit heritage sites and destinations (Kaur & Kaur, 2020). Revisit intention: The components of memorable tourism experiences (MTE) impacting heritage tourists' behavioural intention, specifically revisit intention, have been investigated (Rasoolimanesh et al., 2021).

Based on data provided by the Central Bureau of Statistics (BPS), there was a 37.11% increase in the volume of international tourists visiting the Special Region of Yogyakarta (DIY) through Yogyakarta International Airport (YIA) compared to May 2023. There was an increase in the number of visitors from 8,160 in February to 11,188 in March. On Tuesday, 8 August 2023, Herum Fajarwati, Head of BPS DIY, delivered the information at the Official Statistical News session held at the BPS DIY Office in Kasihan, Bantul. During January-June 2023, countries that significantly influenced foreign tourist arrivals were Malaysia, Singapore, the United States, India, China, Germany, the United Kingdom, Japan, South Korea, and France. As many as 76.50 percent of foreign tourists came from these ten countries (BPS Yogyakarta, 2023).

Yogyakarta has gained international recognition as a significant player in the tourism market. Cultural, natural, and culinary tourism is popular among domestic and international travelers. Cultural tourism can contribute to sustainable development. It is crucial to implement cultural tourism initiatives to protect local culture and traditions and prevent any negative impacts (Anggraeni, 2019). Yogyakarta (often shortened to Yogya or Jogja) is known for its historical and cultural richness and a dynamic contemporary city with an incredible portfolio of festivals (Tom Feming, 2021). Yogyakarta has a very diverse cultural heritage and tourist attractions. The variations in cultural heritage result from the prehistoric, Hindu, Buddhist, Islamic, and Dutch colonial periods that are unique to this area (Wijayanti & Damanik, 2019).
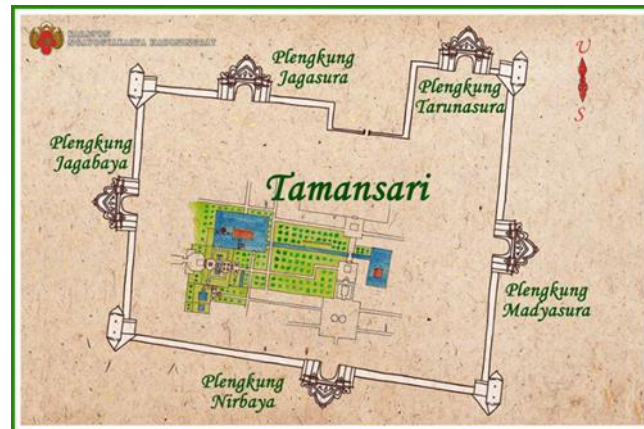
Figure I.1
Tamansari Map

The researcher wants to use Tamansari in Yogyakarta as a research object. The reason why researchers use Tamansari as a research object is that Tamansari has a unique building structure and has many functions, among others, as a place of recreation, defense, and religion that can give visitors a memorable experience from

visiting Tamansari (kratonjogja, 2018). Tamansari Water Castle, which used to be the royal garden of the Sultanate of Yogyakarta, has four main areas. Located within the Kraton complex, Tamansari was built in the mid-18th century. The area consists of a large artificial lake with islands and pavilions in the west, a bathing complex in the centere, a complex of pavilions and swimming pools in the south, and a small lake in the east. Today, only the central bathing complex is still well-preserved, while the rest of the area is primarily occupied by the residential Kampung Taman (Tom Feming, 2021).

Previous research conducted by (Melón et al., 2021; Su et al., 2020) stated that cultural heritage tourism has become one of the fastest growing tourism markets, with hundreds of millions of visitors traveling each year and visitor satisfaction playing an important role in other behaviours. This study provides benefits by helping develop heritage tourism through the satisfaction felt by visitors, tailored to specific drivers that influence customers by fostering customer behavioral intentions by understanding the factors that drive travel motivation, tourist engagement, heritage destination image, memorable tourism experiences and tourist satisfaction in Tamansari Yogyakarta.

This research paper investigates the role of travel motivation and tourist engagement in cultural tourism, this research modifies and replicate the model of (Melón et al., 2021; Su et al., 2020) while explaining the marketing aspects. Tamansari Yogyakarta, as a tourism destination that was affected by the prolonged pandemic, experienced a decline in the number of visitors experienced by Tamansari tourism. This research aims to help improve marketing aspects through

analyzing travel motivation and tourist engagement in influencing heritage tourism image, memorable tourism experiences, satisfaction and behavioral intentions in Tamansari Yogyakarta.

B. Research Question

Given the previous context, the researchers of this study formulate the issue as follows.

1. Does travel motivation have an impact on the heritage destination image?
2. Does travel motivation have an impact on a memorable tourism experience?
3. Does tourist engagement have an impact on the heritage destination image?
4. Does tourist engagement have an impact on the memorable tourism experience?
5. Does satisfaction affected by heritage destination image?
6. Does satisfaction affected by memorable tourism experiences?
7. Does behavioral intention affected by satisfaction?
8. Does heritage destination image mediate travel motivation on satisfaction?
9. Does memorable tourism experiences mediate travel motivation on satisfaction?
10. Does heirage destination image mediate tourist engagement on satisfaction?
11. Does memorable tourism experiences mediate tourist engagement on satisfaction?
12. Does satisfaction influence the indirect relationship of heritage destination image on behavioural intention?

13. Does satisfaction influence the indirect relationship between memorable tourism experiences and behavioural intention?

C. Research Objectives

Given the previous context, the researchers of this study formulate the issue as follows.

1. To examine the impact of motivation for travel on the image of heritage destinations.

2. To investigate the impact of motivation for travel on memorable tourism experiences.

3. To explore the relationship between tourist engagement and the image of heritage destinations.

4. To analyze the relationship between tourist engagement and memorable tourism experiences.

5. To determine how the image of heritage destinations affects satisfaction.

6. To assess how memorable tourism experiences affect satisfaction.

7. To establish whether there is a correlation between satisfaction and behavioural intention.

8. To analyze whether heritage destination image mediates the effect of travel motivation on satisfaction.

9. To analyze whether memorable tourism experience mediates the effect of travel motivation on satisfaction.

10. To explore the indirect relationship of tourist engagement on satisfaction by heritage destination image

11. To explore the indirect relationship between tourist engagement on satisfaction through memorable tourism experiences

12. To examine the impact of satisfaction on the indirect relationship of heritage destination image on behavioural intention.

13. To examine the impact of satisfaction on the indirect relationship of memorable tourism experience on behavioural intention.

D. Research Benefits

Given the previous context, the author of this study formulates the issue as follows.

1. Theoretical Benefits

a. Academic Knowledge: Adding knowledge about the relationship between travel motivation, tourist engagement, heritage destination image, memorable tourism experiences, satisfaction, and behavioural intention in the context of Tamansari Yogyakarta.

b. Filling the Research Gap: Complementing previous research by focusing on these factors in specific cultural heritage tourism destinations.

2. Practice Benefits

This research provides practical benefits for the tourism industry in Tamansari Yogyakarta. Practitioners can use the results of this study to develop more effective marketing strategies, design engaging and interactive tourism experience programs, and increase overall visitor satisfaction. In addition, this study also contributes to sustainable tourism development by considering the relationship

between satisfaction and their behavioural intentions, such as repeat visits or positive recommendations to others.