

CHAPTER I

INTRODUCTION

A. Research Background

Tourism development is proliferating, so it can affect several essential aspects of life. Tourist destinations significantly influence the economy, affecting small-scale and large-scale economic entities as they undergo substantial changes or transitions (Jovicic, 2016). The development of tourism sites has multifaceted effects on various aspects such as economics, ecology, culture, and social dynamics. The relationship between tourism expansion and environmental sustainability is widely recognized as being mutually reliant (Azam et al., 2018). Tourism destinations are one of them that can change business actors around the world, including in Indonesia.

The rapid growth of tourism destinations in Indonesia significantly impacts the economy. Augmentation in tourism development and the influx of tourists immediately influence the sustainability and environmental friendliness of the tourism industry (Hassan et al., 2020). The primary goal of tourism destination development in Indonesia is to establish tourist villages to enhance the socioeconomic conditions of the local people (Adams, 2021). Tourism development catalyzes attracting travelers to particular destinations, thus fostering the growth and longevity of the tourism industry (Baloch et al., 2023). The government employs tourist attractions as a means to augment both domestic and international tourist arrivals. Indonesia exhibits substantial potential as a host for many tourist

attractions, spanning its expansive geographical territory (Parlindungan et al., 2021).

Tourism marketing consists of strategies and actions used to promote tourist destinations to attract tourists and positively impact their economy, culture, and environment. The concept of tourism marketing and the broad definition of the term includes a rational administrative way of providing and positioning tourism products in the market to optimize business profits due to tourism demand (Tzioras, 2018). Tourism marketing is an effort to increase tourists' awareness, interest, and desire to visit certain places. Promotion is a process in which tourism companies, using appropriate marketing strategies, try to find potential customers for existing products and services (Dolnicar & Ring, 2014). The main focus of tourism marketing is tourism service planning.

The significance of this research lies in the necessity for tourist destinations to implement innovative marketing that substantially impacts the growth of established destinations. Consequently, marketing efforts must be tailored to devise specific strategies to ensure visitor satisfaction with the services provided by tourist destinations, thereby functioning as an effective marketing program. In this study, there is also a research gap to previous research where Zhou et al., (2023), Rasoolimanesh et al., (2021) have a destination image result that significantly affects revisit intention. In contrast, Zhang et al., (2018), Seyfi et al., (2020) states that the destination image has no significant effect on revisit intention. The difference in the results of this study is one of the reasons for choosing the topic

regarding visitor engagement, authenticity, and destination image to revisit intention through memorable tourism experience being reviewed.

In previous studies on tourism marketing, many variable variants were used. Existing variable variants can be used as a reference for this research. Research conducted by Rasoolimanesh et al. (2021) uses several variables, including Visitor engagement, authenticity, Destination Image, Memorable Tourism Experience, Revisit Intention, and e-WOM. Several variables are used in Zhang et al., previous research (2018), such as Country Image, Destination Image, Memorable Tourism Experience, and Revisit Intention.

Visitor engagement is an essential aspect of the tourism industry, as it directly influences destination loyalty, satisfaction, and environmentally responsible behavior (X. Zhou et al., 2020). A tourism business can create memorable experiences, increase customer satisfaction, and promote sustainable development by understanding and fostering visitor engagement. Visitor engagement is critical to the success of cultural heritage management, marketing, and destination development (Taheri et al., 2014). Strategies such as creating authentic experiences, implementing interactive marketing campaigns, and utilizing storytelling techniques effectively engage tourists and contribute to the success of the tourism industry.

Authenticity is the nature or characteristics of something that illustrates that it is genuine, authentic, or by actual traits. Authenticity involves the quality of being unaffected by replica or fabrication and reflects the integrity, truthfulness, and sincerity of an object, experience, or concept. Authenticity is a destination's heritage

and preservation of its culture (G. Zhou et al., 2022). An active intangible cultural heritage and trends of constructivism and existentialism define authenticity (Lu et al., 2015). Authenticity helps build trust, establish credibility, and build long-term relationships with visitors. Authenticity has become an essential factor in the tourist experience, influencing tourist behavior, satisfaction, and destination loyalty. By creating authentic experiences through cultural interactions, engaging local communities, and showcasing unique aspects of destinations, tourism businesses can attract quality tourists and enhance their reputations.

The destination image plays a vital role in visitor intentions and experiences. Perception of destination image significantly shapes the overall tourist experience (Zhang et al., 2018). This is caused by the tendency of visitor behavior at tourist destinations. First, be sensitive to the image of authenticity of tourist attractions while still prioritizing tourist sites. Second, they prefer to avoid the benefits of the exact nature as visitors who want something more unique and different. Third, their needs shift from tangible to invisible. They always wanted something experimental. Destination image is a term that refers to the process by which people try to create a picture of a particular vacation spot (Jebbouri et al., 2022). Destination characteristics include knowledge about a destination in addition to direct and indirect knowledge acquired during the trip, such as through associations, tourism channels, social platforms, and internet facilities.

Memorable tourism experience refers to a deep and lasting encounter during a trip that leaves a deep impression on someone. Memorable tourism experience consist of key moments about what travelers do, how they feel, and what they think

about a destination (Hosany et al., 2022). Memorable tourism experiences refer to experience that tourists remember long after their trip has ended; these experiences are characterized by emotional engagement, immersion, and meaningful interaction with the destination and its offerings (Servidio & Ruffolo, 2016). A memorable travel experience is an essential factor in the growth and success of a tourism business. By considering factors such as emotional involvement, authenticity, novelty, and social interaction, companies can develop effective strategies to encourage memorable experiences.

Revisit intention is a decision that gives a visitor valuable experience when traveling to a place. Revisit intention is an individual's willingness to revisit a destination (Abbasi et al., 2021). The three characteristics mentioned are the first experience, the second ambiguity, and the third uncertainty. These are the three fundamental characteristics of tourism products and services (Domínguez-Quintero et al., 2019). Factors influencing intention to return include destination image, tourism authenticity, visitor participation, unforgettable experiences, etc. They create an unforgettable travel experience that is recorded in his mind and becomes a powerful desire, which, in the end, when a visitor has to fulfill his needs, will manifest what is in his mind.

The Special Region of Yogyakarta is one of the cities that has a variety of tourist destinations in it. Some tourist destinations offer smells of nature, and some even provide tourist destinations rich in history. A tourist destination is a specific location or place that attracts the attention of tourists to visit and explore. The World Tourism Organization (WTO) views tourism as an activity undertaken by persons

traveling outside their home environment for leisure, business, or medical purposes for a period not exceeding one year (Lopes et al., 2022). One of the tourist destinations in Yogyakarta is Prambanan Temple, a national cultural icon recognized by UNESCO in the World Culture Heritage in 1991. Prambanan Temple is known as Roro Jonggrang Temple. Prambanan Temple, built around the 9th century, is Indonesia's largest Hindu temple complex.

The Prambanan Temple complex is located near Bokoharjo Village, Prambanan, Sleman. A place can be considered a tourist destination if it has characteristics related to the tourism industry, such as its natural diversity, social and cultural richness, ease of transportation, support services, special events, and government program support (Kozak & Kozak, 2019). In contrast, the access points are around Tlogo Village, Prambanan, and Klaten. Prambanan Temple is widely regarded as one of the most majestic and towering temples in Southeast Asia, thus attracting visitors from all over the world. Prambanan Temple is the largest Hindu temple complex in Indonesia. It has high historical value and is included as a cultural heritage that needs to be preserved. Prambanan Temple is also a destination that contributes to Yogyakarta's most significant regional income. With great potential, this tourist attraction has a reasonably high level of visits.

PT. Prambanan Temple Tourism Park data, foreign and domestic tourists visiting Prambanan Temple can be seen in Table 1.1:

Table 1.1 Prambanan Temple Visitor Data

Months	Foreign	Domestic
January	10,072	160,149

Months	Foreign	Domestic
February	12,753	112,246
March	12,250	121,512
April	12,383	121,433
May	15,771	238,753
June	14,581	72,939
July	27,276	275,536
August	36,449	109,371
September	23,288	115,799
October	18,824	120,438
November	11,840	109,089
December	12,603	329,773
Total	208,090	1,887,038

Source: Central Agency on Statistics, 2022

This increase was due to the quality of attractions, facilities, infrastructure, and services (Baloch et al., 2023) in Prambanan Temple, which must be maintained, and the object's quality must be improved to attract more foreign tourists. A tourist attraction must enhance the quality of the object to be better to get a positive perception. Based on Table 1.1, 208,090 foreign tourists visit Prambanan temple, and 1,887,038 domestic tourists visit Prambanan temple. The number of visitors fell in December, bringing in 329,773 local tourists. Visits to the Prambanan Temple complex remain a magnet for tourists, especially locals. This is evident from the data on local tourist visitors 2022 of 1,887,038 people.

The selection of tourism visits carried out by visitors is seen from the information presented on tours provided by visitors. In determining tourist attractions, visitors always consider the attractions they want, known as visitor behavior. Therefore, the existing tourist attractions pay great attention to tourists for an unforgettable tourist experience and create an intention to return (Hu & Shen,

2021). The intention to visit again is obtained from the visit process and the experience of tourists who shape the intention to visit again.

The purpose of this research is to analyze the direct effect of analyzing visitor engagement, authenticity, and destination image on revisit intention through memorable tourism experiences. This research is the result of the modification of 2 reference research conducted by Rasoolimanesh et al., (2021) and Zhang et al., (2018) results of the respondents, where the previous journal had 350 respondents and 300 respondents but now only uses 224 respondents, and the place of research.

B. Research Questions

Based on the background above, there is a formulation of the problem as follows:

1. Does visitor engagement has affect on memorable tourism experiences among visitors to Prambanan Temple?
2. Does authenticity has affect on memorable tourist experiences among visitors to Prambanan Temple?
3. Does destination image has affect on memorable experiences among visitors to Prambanan Temple?
4. Does memorable travel experiences has affect on Revisit Intention among Prambanan Temple visitors?
5. Does visitor engagement has affect on revisit intention among visitors to Prambanan Temple?
6. Does destination Image has Influence on revisit Intention among visitors to Prambanan Temple?

7. Does memorable tourism experience mediate between visitor engagement and revisit intention of visitors to Prambanan Temple?
8. Does memorable tourism experience mediate between authenticity and revisit intention of visitors to Prambanan Temple?
9. Does memorable tourism experience mediate between destination image and revisit intention of visitors to Prambanan Temple?

C. Research Objectives

Based on the above background, the following research problems can be formulated:

1. To prove the effect of visitor engagement on memorable tourism experience among visitors to Prambanan Temple.
2. To inspect the effect of authenticity on memorable tourism experience among visitors to Prambanan Temple.
3. To examine the effect of destination image on memorable tourism experiences among visitors to Prambanan Temple.
4. To prove the influence of memorable travel experience on revisit intention to Prambanan Temple visitors.
5. To examine the effect of visitor engagement on the revisit intention of Prambanan Temple visitors.
6. To inspect the effect of the Destination image on the revisit intention of Prambanan Temple visitors.
7. To examine memorable tourism experience to mediate visitor engagement and revisit intention among visitors to Prambanan Temple.

8. To inspect memorable tourism experience to mediate authenticity and revisit intention among visitors to Prambanan Temple.
9. To prove memorable tourism experience to mediate destination image and revisit intention among visitors to Prambanan Temple.

D. Research Benefits

The benefits of this research are as follows:

1. Theoretical Benefits

It can provide benefits as a reference for developing science related to research topics similar to this research. It can be used as material for consideration in the preparation of further study.

2. Practical Benefits

Explain the characteristics that influence the intention of tourists to return to Prambanan Temple. The results of this study can provide input for companies developing temple tourism parks regarding the importance of improving marketing management.