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Antecedents and Consequences of Unforgettable Tourist Experiences in Natural Tourist Destinations

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Abstract

Tourism is a sector that greatly boosts the economy of a region. The existence of tourism that can give visitors a deep impression is an important task that must be answered. So far, tourism research that combines experience as a key factor is still limited. Research was conducted to solve these limitations by placing the Memorable Tourism Experience (MBTE) as an antecedent and consequential. This study combines the involvement of Destination Image (DI), People Characteristic Image (PCI), Tourist Satisfaction (TS), and Revised Intention (RI) in looking at MBTE. The research was conducted on 134 tourists in Baturaden natural tourism destinations, Central Java Province, Indonesia, through the distribution of questionnaires. Based on the results of hypothesis testing, it was obtained that all the hypotheses proposed were accepted. However, the influence of DI and PCI on TS when going through MBTE was much more significant than the influence of DI and PCI on TS directly. Thus, this study reveals that MBTE contributes to TS, subsequently impacting Indonesia.)

Keywords: destination image; people character image; memorable tourist experience; tourist satisfaction; revisit intention.

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Introduction

Tourism has become one of the key economic sectors in various countries (Khan et al., 2020). Along with the development of technology and accessibility, tourism destinations are increasingly getting attention from domestic and foreign tourists, but to increase the attractiveness of tourism destinations, not only physical factors such as natural beauty or adequate facilities must be considered, but also abstract aspects such as destination image and people's character image. The image of tourism destinations is a topic that has often been researched because of its very crucial role in the choice of destinations for tourists (Tasci & Gartner, 2007), Satisfaction in Tourism (Prayag & Ryan, 2012), and the intention of tourists to come back to the same destination in the future (Hernández-Mogollón et al., 2018). Meanwhile, at the same time, the existence of local residents is an integral part of the destination image, so it has an important role in the success of tourism (Xu et al., 2015) and the presence of locals in building interaction with tourists (Kirillova et al., 2015). Residents responded to this by making one of them a tourism ambassador in order to attract tourists (Hudson & Hawkins, 2006), so this is indirectly expected to have an impact on the image of the destination and tourist behaviour in the future (Papadimitriou et al., 2018). The image of the destination is an antecedent in the selection of destinations and tourist trips (Tasci & Gartner, 2007), Satisfaction (Assaker et al., 2011; Jeong & Kim, 2019), and the intention to revisit with relatives or colleagues (San Martín et al., 2019). The existence of local residents, who are considered an integral part of tourism, plays an important role in placing the image of the destination in the eyes of tourists. The quality of tourist interaction with locals from tourist destinations encourages an increase in positive reactions between cultures (Kirillova et al., 2015), interpreting the places visited in the destination (Aleshinloye et al., 2020), and emotional closeness with the locals (Joo et al., 2018). The proximity of tourists to local residents, local community activities, and destinations makes tourists reluctant to look for other tourist destinations (Tasci et al., 2022). Tourists will consider the next plan based on the response of the social environment and tourist destinations. Interaction between tourists and locals can provide helpful suggestions to tourists regarding the condition of the destination (Vygotsky, 1978). So far, the view of the role of local people in the image element of local tourist destinations and the destination image of tourism itself is still based on conceptual propositions and research indications regarding its influence on tourist destinations (Woosnam et al., 2020). Research on the influence of population interaction on tourist behaviour is still limited (Stylidis, 2020). Locals are one of the keys to the destination's image (Xu et al., 2015) because of the existence of local residents who attract tourists (Konecnik & Go, 2008). The emotional bond between tourists and locals is the basis for tourists to return to visit, to add to their experience and get closer to the locals (Woosnam et al., 2020). This study expands the understanding of the influence of tourist experience in natural tourism destinations by combining the concept of destination image and local community character image on future tourist behavior. Previous research was dominated by separating the two concepts of destination image with local residents in the context of tourist experience, so this study proposes a holistic approach by integrating the two. This is important because the image of the destination can provide information about the destination in general. In contrast, the image of the local community's character can provide a unique interpersonal experience for tourists. Thus, this study will fill the knowledge gap by examining the influence of the destination image and the character image of the local community on the memorable experience of tourists, as well as its impact on tourist satisfaction and the intention to return to natural tourism destinations.

Open Rubric

Literature review

Revisit intention

Experience is a factor that increases travelers' loyalty (Mathieu et al., 2016). Considering that experience is the strongest aspect that gives a chance to the intention to be able to visit again (Barnes et al., 2016). Remembering the travelers' experience is an aspect that is considered in determining the choice of destination in the future (Zhang et al., 2017). If a destination can provide a memorable memory of the tourist experience, it can increase the intention of tourists to visit again (Zhang et al., 2017). Tour managers want visitors who travel more than once because it will be easy to get satisfaction, stay in tourist attractions longer, and do not require greater promotional costs than first-time visitors (Zhang et al., 2014). Previous research has shown that the memory of travelers' experiences significantly influences travelers' behaviour in various backgrounds (Zhang et al., 2017). The influence of tourists' experience memory on visiting intentions has a direct influence and can bypass the moderation factor of the identity of tourist attractions (Tsai, 2016). Without attractions, there is no motivation to come to destinations (Ejikeme & Okonkwo, 2022).

Tourist satisfaction

The image of the destination has been researched with satisfaction and gives the meaning that the two are interconnected (Chen & Phou, 2013; Chi & Qu, 2008; Jeong & Kim, 2019), so that either directly or indirectly, it can increase satisfaction (Stylidis, 2022). Such as through the expectations of tourists (del Bosque & Martín, 2008) and value (Chen & Tsai, 2007). Satisfaction is often described as a product/service answer that meets consumer expectations (del Bosque & Martín, 2008). In more detail, tourist satisfaction is a deliberative phase in assessing the experience obtained with the expectations held (Suliyanto et al., 2023). Meanwhile, tourism satisfaction is a comparison of the shadow in the minds of tourists with the reality of tourist destinations. Satisfaction is a predictor of future consumer behaviour. Because satisfaction is a strong consideration in the intention to buy, repurchase, or communicate with others (Oliver, 1980).

H1: Tourist satisfaction has a positive effect on revisit intention.

Memorable tourist experience

Several studies conducted in recent decades show that customer experience memory is a topic of interest to researchers (Flacandji & Krey, 2020; Kim et al., 2012; Prentice et al., 2022; Roggeveen & Rosengren, 2022; Sharma et al., 2022; Stone et al., 2022). The identification of the service experience aspect has been clearly shown to be memorable by customers. It is an aspect that businesses must consider to be able to attract customers in the future (Sharma et al., 2022). Customer experience is dynamic, so it is a challenge in research to find out the causes of experiences that are easy for customers to remember (Pekovic & Rolland, 2020). Important memories accumulate in the visitor's memory and can be revived later (Sharma et al., 2022). There are seven dimensions in customer experience memory: hedonism, meaningful meaning, local culture, engagement, novelty, refreshment, and knowledge (Kim et al., 2012). The interaction between visitors and the physical aspects of a place's environment is memorable and triggers personal importance, novelty, surprise, and alluring learning (Bustamante & Rubio, 2017). Experiences involving emotional states can trigger vivid memories and impressions (Cooper et al., 2019). The human experience is proposed as a concept that seeks connections between each person's ambitions, beliefs, and values, providing understanding between consumers and emotions that others can feel (Roggeveen & Rosengren, 2022). Meaningful tourism is composed of emotional aspects that impact satisfaction and become a precursor to memories, intentions, and future behaviours (Di-Clemente et al., 2019). This is based on the demand from tourists that tourism can present experiences and feelings, so experience is an important component in every activity presented in tourist destinations (Moreno-Lobato et al., 2023). Human activities can be supported by meeting food needs when illustrated in life. In contrast, in the view of tourism, these needs are replaced by impressive and memorable experiences that have implications for satisfaction and memory (Di-Clemente et al., 2019). The experience stored in the visitor's memory can trigger the emotional side of the visitor (Madzharov et al., 2015).

H2: Memorable tourist experience has a positive effect on tourist satisfaction.

Destination image

Image is a subjective truth that believes something is justified according to each individual (Boulding, 1956). The dimensions inherent in the image include cognition, which refers to individual knowledge of an object (Baloglu & McCleary, 1999). Affective refers to the individual's feelings about a particular object (Hallmann et al., 2015), and conative refers to a person's attitude towards the information received (Pike & Ryan, 2004). Tourist destinations in the context of tourism are a compilation of individual beliefs, ideas, and impressions of the most popular destinations (Crompton, 1979). The advantage of a direct visit to a destination is the interaction between tourists and locals (Pearce & Stringer, 1991). However, these interactions are subjective things interpreted by each individual that impact their feelings and views regarding the image of the destination (Tasci & Gartner, 2007; Veasna et al., 2013). The conative dimension of the destination image is understood as the behavior of tourists after visiting, either the intention to return the data or recommend tourist destinations to others (Gartner, 1993; Pike & Ryan, 2004; Tasci & Gartner, 2007), on social media, community, or beyond both (Kislali et al., 2020).

H3: Destination image has a positive effect on memorable tourist experience.
H4: Destination image has a positive effect on memorable tourist satisfaction.

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People character image

Residents are aware of their area as a tourist destination for tourists, but studies that discuss this are still limited. The image of residents needs to be known because it helps to be able to analyse the advantages and disadvantages of tourist destinations so that it can provide benefits to the lives of residents themselves, an image that is closely related to satisfaction, pride, and a sense of belonging is something that cannot be underestimated, residents sometimes become a tourist in their area by visiting various rides provided and inviting their colleagues and relatives to be able to visit, residents are also referred to as local tourism ambassadors because residents can provide a variety of complete information and determine tourists to intend to visit again in the future, so it dramatically affects the tourism planning that occurs in their area. The role of those who have the capacity as "employees" of the destination gives them a key role in distributing the quality of their visit to a destination (Stylidis, 2020). The presence of residents over tourists in cruise tourism can be a means for residents to get acquainted and educate visitors about the destinations visited (Stewart et al., 2011). Residents often assess the impact caused by the presence of tourists in their area. As in the research, Olsen et al. (2019) obtained observation results that residents consider cruise ship tourists do not pose much risk to the tourist destination environment because the number of tourists can be counted, garbage is controlled, and there is a safe distance between the area where the residence and the place where the ship is docked.

H3: People's characteristic image has a positive effect on the memorable tourist experience.
H6: People's characteristic image has a positive effect on the memorable tourist experience.

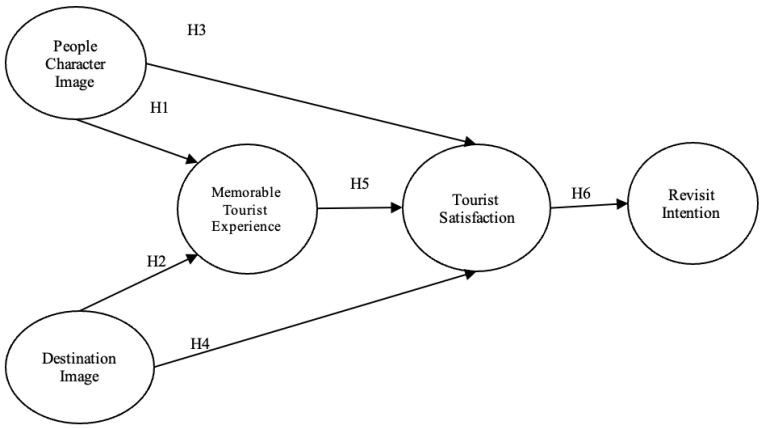

Figure 1 Research model

Research method

This research was conducted on people who had visited Baturaden in Banyumas, Central Java Province, Indonesia. The sample consisted of 134 respondents, who were obtained through the distribution of questionnaires online. Before the questionnaire was distributed, the instruments in this study were adopted from previous studies. The instrument in this study has 29 statements in the questionnaire, each of which was obtained from the results of the adoption of instruments from previous research. The Revisit Intention variable has five items from the study (Oh et al., 2007; Zeithaml et al., 1996), Tourist Satisfaction 7 Items from Research (Oh et al., 2007; Quadri-Felitti & Fiore, 2013), Memorable Tourist Experience 6 items from research (Kim et al., 2012), Destination Image 5 Items from Research (Zhang et al., 2016), People Character Image 6 Items from Research (Heslop et al., 2004; Wang et al., 2012). The hypothesis in this study was tested by Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach (Chin, 1998), which was done with SmartPLS 3.2.9 software. The data in this study was analyzed in two stages, namely analysis and interpretation of the results of the structural testing of the model (Hulland, 1999). This study's convergence validity was tested to determine the value of the loading factor and average variance extracted (AVE) (Hair et al., 2014). Then, the validity of the discrimination was tested by cross-loading. Internal consistency in the study was analyzed with Cronbach's Alpha (Cronbach, 1951; Nunnally, 1978), and the validity of discrimination with the Heterotrait-Monotrait (HTMT) approach, which is considered to be able to provide higher accuracy compared to the Fornell & Larcker (1981), This happens because HTMT measures the correlation ratio on each different latent variable (Henseler et al., 2015).

Results and discussion

Respondent profile

Based on the data collection that has been carried out, it can be known that the respondents in the study are 134. The respondent's profile information is then used to understand the respondent's characteristics (Rachmawati et al., 2022). Based on the results of collecting respondent profile information, it can be seen that in this study, the majority of respondents are young people aged 18-29 years, as much as 72%, 30-45 years old as much as 15%, 46-64 years old as much as 11%, and there are 2% of respondents who are over 64 years old. Based on the level of education, the majority of respondents in this study are 46% undergraduates, 38% high school graduates, 10% junior high school graduates, and 1% elementary school graduates. Based on gender in the

study, the majority were women, as many as 62%, and men, as many as 38%. The respondents mentioned that most of their sources of information in visiting Baturaden were from family 34%, information from friends 27%, social media 23%, others 7%, the internet at 4%, electronic advertising at 3%, and print advertising at 1%. When visiting Baturaden tourist destinations, partners mostly travel with family, namely 53%, friends 42%, with husband or wife 3%, and traveling alone 1%. Tourism orientation in Baturaden almost entirely aims to eliminate boredom in daily activities, which is 81%, get new experiences by 13%, others by 3%, learn new things, and maintain their health by 1%. Most respondents, 87%, have traveled to Baturaden more than 4 times, as many as 28% have visited Baturraden 2-4 times, and 7% have only visited Baturadden. Information about the profile of the respondents in this study is shown in Table 1.

Table 1. Respondent profile

Information		Amount	Percentage
Age	**18 – 29 years old**	96	72%
	30 – 45 years old	20	15%
	46 – 64 years old	15	11%
	More Than 64 years old	3	2%
Education	**Elementary School**	1	1%
	Junior High School	13	10%
	High School	51	38%
	Diploma	8	6%
	Graduates	61	46%
	Post Graduate	0	0%
Gender	**Man**	51	38%
	Woman	83	62%
Source of Information	**Friend**	36	27%
	Family	46	34%
	Print Ads	1	1%
	Electronic Advertising	4	3%
	Internet	6	4%
	Social media	31	23%
	Others	10	7%
Travel Partners	**Alone**	2	1%
	Husband or Wife	4	3%
	Family	71	53%
	Friend	56	42%
Travel Orientation	**To Reduce Boredom**	109	81%
	To Gain New Experience	17	13%
	To Maintain Health	2	1%
	To Learn New Thing	2	1%
	Others	4	3%
Travel Frequency	**First Time**	10	7%
	2 - 4 Times	38	28%
	More than Four Times	86	64%

Validity and reliability testing

This study involves testing validity and reliability by measuring the values of loading factor, cross-loading, composite reliability, Cronbach alpha, and average variance extracted (AVE). Every indicator in the study that is stated to have exceeded the loading factor value of 0.5 and cross-loading more than 0.7 is acceptable (Hair et al., 2010), while in assessing Cronbach's Alpha rests on a minimum limit of 0.6 and composite reliability of 0.7 (Hair et al., 2010), while in assessing the appropriate AVE is if the value is above 0.5 (Hair et al., 2010). The results of the validity and reliability testing in this study are shown in Table 2.

Table 2. Validity and reliability test

Variable	Indicator	Loading Factor	Cronbach's Alpha	Cross Loading	Composite Reliability	AVE
Revisit Intention	RI_1	0.828	0.885	0.893	0.917	0.691
	RI_2	0.882				
	RI_3	0.898				
	RI_4	0.659				
	RI_5	0.868				
Tourist Satisfaction	TS_1	0.832	0.910	0.913	0.929	0.653
	TS_2	0.847				
	TS_3	0.763				
	TS_4	0.809				
	TS_5	0.845				
	TS_6	0.849				
	TS_7	0.701				
Memorable Tourist Experience	MTE_1	0.774	0.822	0.833	0.872	0.535
	MTE_2	0.813				
	MTE_3	0.835				
	MTE_4	0.671				
	MTE_5	0.700				
	MTE_6	0.562				
Destination Image	DI_1	0.792	0.765	0.781	0.849	0.585
	DI_2	0.671				
	DI_3	0.781				
	DI_4	0.808				
People Character Image	PCI_1	0.791	0.819	0.832	0.873	0.580
	PCI_2	0.738				
	PCI_3	0.697				
	PCI_4	0.789				

Findings

In order to find out the value of the goodness of fit, this research uses Q-Square to determine the predictive relevance (Chin, 1998). The Q Square value in this study is known to several criteria, namely the Q2 value ≤ 0.2, which occurs in the Memorable

Tourist Experience variable of 0.178, which is relatively low, while in the other two variables, it is known that the Q Square value on Revisit Intention and Tourist Satisfaction $0.2 < Q^2 \leq 0.5$ are 0.229 and 0.398 respectively which are classified as moderate predictive ability (Sarstedt et al., 2022). This study found that one of the Q Square values was relatively low, but there were two other variables that showed better values so this situation did not have a bad impact on the established research model (Kulinskaya & Dollinger, 2015). Information about the details of Q Square in this study is presented in Table 3.

Table 3. R square and Q square test

Variable	R Squares	R Adjusted	Q-Square =1-(1-R_1^2)
Memorable Tourist Experience	0.422	0.413	0.178
Revisit Intention	0.479	0.475	0.229
Tourist Satisfaction	0.631	0.622	0.398

Based on the results of the discrimination validity test in this study shown in Table 4, it can be seen that each of the research variables is a different entity by not measuring the same concept, this is shown from the entire pair of variables in the discrimination validity test of this study is below 0.9 (Henseler et al., 2015). Thus, the results of this study are valid and reliable results.

Table 4. Discriminant validity test

Variable	Destination Image	Memorable Tourist Experience	People Character Image	Revisit Intention	Tourist Satisfaction
Destination Image					
Memorable Tourist Experience	0.694				
People Character Image	0.603	0.670			
Revisit Intention	0.617	0.658	0.463		
Tourist Satisfaction	0.751	0.837	0.665	0.768	

Based on the results of hypothesis testing on each hypothesis that has been proposed, it is proven that all hypotheses are accepted. The results received are shown by *a p-value*> 0.05. All the test results that have been carried out on each hypothesis show that in the original sample, tourist satisfaction has the greatest influence on revisit intention, which is 0.692, while Memorable Tourist Experience contributes to Tourist Satisfaction with an influence value of 0.461, Destination Image and People Characteristic Image have a direct influence on Tourist Satisfaction of 0.299 and 0.179 respectively, while if Destination Image and People Characteristic Image was able to have a stronger influence than directly on tourist satisfaction, which was 0.367 and 0.387, respectively. Based on the results of the T Statistics Test, it shows that the overall T Statistic value > 1.96 is meaningfully acceptable (Ghozali, 2016), while hypothesis testing uses structural equation modeling shown in Table 5 and Figure 1.

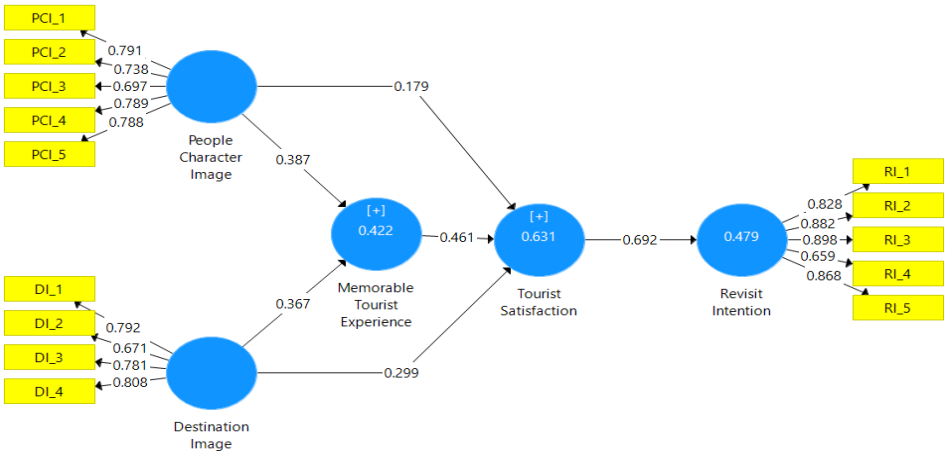

Figure 2. Hypotheses test result

Table 5. Hypotheses test result

Hypotheses	Independent variable	Dependent variable	Original Sample (O)	T Statistic	P value	Result
H_1	Tourist Satisfaction	Revisit Intention	0.692	12.055	0.000	Supported
H_2	Memorable Tourist Experience	Tourist Satisfaction	0.461	6.280	0.000	Supported
H_3	Destination Image	Tourist Satisfaction	0.299	3.679	0.000	Supported
H_4	People Characteristic Image	Tourist Satisfaction	0.179	2.182	0.030	Supported
H_5	Destination Image	Memorable Tourist Experience	0.367	4.812	0.000	Supported
H_6	People Characteristic Image	Memorable Tourist Experience	0.387	5.025	0.000	Supported

Discussion

This study highlights the role of the Memorable Tourist Experience; this research was conducted on people who have visited the Baturaden Tourist Destination by obtaining 134 respondents consisting of various groups from the youngest group, namely 18 years old, to the oldest age group, which is more than 65 years old. Based on the results of the series of tests that have been carried out, it is found that the data obtained is valid and reliable, and the hypothesis testing shows that all hypotheses are acceptable. The results of the analysis show that each hypothesis is acceptable. The test results on the first hypothesis of this

study, namely the influence of Tourist Satisfaction on Revisit Intention, are proven to have a significant impact. The position of tourist satisfaction contributes to the continuity of tourists' return. This study's results align with the findings (Acharya et al., 2023; Bam & Kunwar, 2020; Kim et al., 2017). The results of this hypothetical research mean that the success of tourists returning to tourist destinations is based on the satisfaction obtained by visitors. The increasingly satisfying nature of natural tourism destinations encourages visitors to come back. Testing the second hypothesis in this study gives meaning to the influence of memorable tourist experiences on tourist satisfaction, which is proven to have a significant influence. The results of the hypothesis test align with the research results (Chen & Rahman, 2018; Kim, 2014; Tung & Ritchie, 2011). The context of tourism is the role of the experience that is remembered by visitors, which is very important because it gives a valuable impression in the memory of visitors. Tourist involvement in interacting with the local culture and doing it in depth becomes a tourist experience that will always be remembered (Chen & Rahman, 2018), and the presentation of activities that involve emotional aspects is the key to a memorable experience (Tsai, 2016). The third hypothesis test in this study gives meaning to the destination image, which is proven to increase tourist satisfaction. This hypothesis's significant results align with the research conducted by Luvsandavaajav et al. (2022). This condition interprets that the existence of a destination image is closely related to the experience that tourists will never forget. The fourth hypothesis test in this study means that People's Characteristic Image has an important role in Tourist Satisfaction. The results of the fourth hypothesis test in this study align with the research results (Kim & Richardson, 2003; Stylidis et al., 2017; Zhang et al., 2018). The fifth hypothesis in this study has been proven to be positive, which means that the destination image can increase the memorable tourist experience. The results of the fifth hypothesis test in this study align with the research conducted by (Hosseini et al., 2023; Kutlu & Ayyıldız, 2021; Zhou et al., 2023). The sixth hypothesis in this study has proven to be positive in that using a characteristic image of people can increase memorable tourist satisfaction. The results of this positive test are in line with the findings of the study (Hu & Shen, 2021; Stylidis et al., 2017), which shows that the hospitality of the local people can provide a memorable experience to tourists. This study uncovers that the direct influence of destination image and people's character image on tourist satisfaction is relatively tiny. However, channelling this influence through the Memorable Tourist Experience makes it significantly more potent. This empirical evidence suggests that enhancing tourist satisfaction is more effective when the influence of destination image and people's character image is felt through a memorable tourist experience. This underscores the practical significance of memorable tourist experiences in tourism and hospitality.

Conclusion and implications

Based on the research that has been carried out, it can be known that the hypothesis in the study is proven to be wholly accepted. This study shows that although all hypotheses are accepted, there are differences in the dominant influence forces. If we look at the results of this study holistically, it can be seen that the direct influence given by the Destination Image and People's Characteristic Image is smaller; on the contrary, when these conditions have to go through the Memorable Tourist Experience, the influence increases very dominantly. This condition can be interpreted as the role of the Memorable Tourist Experience, which is vital to tourist satisfaction. Based on significant findings, this research emphasises the role of memorable tourist satisfaction in tourism, which is very important. Memorable Tourist Satisfaction is essential in increasing Tourist Satisfaction; tour managers are expected to be able to focus on interaction with residents in providing an impressive experience and building a positive image of tourist destinations, so that it can sustainably increase the intention of tourists to visit again.

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