# Journal of Environmental Management and Tourism

# Contents:

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# Memorable Tourism Experience. Antecedents and Destination Image Outcome in Indonesia

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**Abstract:**

This paper seeks to examine additional components of a memorable tourism experience (MTE) in the improvement of social relations and its impact on the establishment of destination image for a special tourist area of interest in West Java, Indonesia. The population in this study comprises tourists visiting the special interest tourist area of the southern coast of the West Java province of Indonesia. Three-hundred respondents were selected based on cluster random sampling at four beaches in December 2016 to February 2017. Data analysis of the variables was by structural equation modeling done in twos stages: a) model measurement; and b) structural model testing of the relationship between the variables. Findings indicate that improving social relationships can explain the concept of memorable tourism experience (MTE) and that MTE positively and significantly affects image. Limitations for the study are that it was conducted by taking samples in four coastal tourist areas of the special interest tourism area of West Java Province, Indonesia. This empirical study's implications are that it can be used as a reference or as a model to develop tourist areas' tourism image through a tourism development model based the memorable tourism experience (MTE) concept.

**Keywords:** revisit intentions; tourism; memorable tourism experience; image of destination; brand personality; and brand equity.

**JEL Classification:** Z3; Z32; Z33; L83; M30; M37.

## Introduction

Tourism is an industry that has enormous potential and widespread impact for a nation's economic welfare. The future of tourism prospects is expected to be brighter as global indicators show that the contribution of the world's tourism industry to GDP is 9%, or about $6 trillion annually, and creates 260 million jobs worldwide, growing at an average of 4% from 2011 to with 2021 (Tsiotsou and Goldsmith 2012).

By 2015 Indonesia's tourism growth at 10.63% exceeded the world tourism growth average, but Indonesia must keep working hard to keep the tourism industry as a motor of economic development and catch up, especially with neighboring countries such as Thailand, Malaysia, and Singapore. The situation is indicated by some of the main indicators of tourism that are most easily seen, like the number of foreign tourists visiting.

Table 1. Arrival of foreign travelers to ASEAN countries.

| Rank | Country | 2014 (Million Tourist) | 2013 (Million Tourist) |
|------|---------|------------------------|------------------------|
| 1 | Thailand | 24.8 | 26.5 |
| 2 | Malaysia | 27.4 | 20.9 |
| 3 | Singapore | 15.1 | 14.2 |
| 4 | Indonesia | 9.4 | 8.8 |
| 5 | Vietnam | 7.9 | 7.6 |

*Source*: Government Performance Report (LAKIP) Ministry of Tourism Indonesia 2014/2015.

The potential of Indonesia's good tourism is not reflected in the proportion of foreign tourists visiting the Association of Southeast Asian Nations (ASEAN), Asia Pacific, and the world and it does not show encouraging results, as Table 2 shows.

Table 2. Proportion of tourist visits to regions.

| Regions | 2013 | 2014 |
|---------|------|------|
| World | 0.81% | 0.83% |
| Asia Pacific | 3.52% | 3.59% |
| ASEAN | 9.33% | 9.77% |

*Source:* LAKIP Ministry of Tourism Indonesia 2014/2015.

Given the current conditions, the projected growth of Indonesia's tourism industry in the future is good, but it all depends on the stakeholders in the tourism industry to seize the national and world tourism market.

It is important to develop leading and special interest tourism areas based on tourism products whose themes are drawn from several unique tourist attractions within different administrative areas across districts/cities, which have an advantage and are expected to compete at the regional, national, and even the international level. The potential to be developed and promoted in a special interest tourism area include natural beauty and support to special interest tourism activities, such as trekking, camping, caving, rafting, off-roading, surfing, diving, etc.

The focus of tourism management emphasis lies in the empowerment of tourism destinations through the creation of competitive tourism products. A tourism product is a combination of products that offer an integrated experience to the consumer, meaning that emphasis on a tourism product marketing lies in the unique, remarkable and a memorable tourism experience (MTE) (Chandralal and Valenzuela 2013), forming a destination image with the ultimate goal of increasing the competitiveness of tourism destinations. The results of preliminary observations indicate that the tourism products offered have not been packaged according to product-defined themes and have not been based on impressive memorable tourist experiences (MTE). Currently, research practitioners believe the tourist experience is essential for the tourism industry and MTE has attracted an interesting discussion for researchers because when a consumer wants to decide to travel and seek information, they recall the previous experience which is a predictor to shape the behavior of tourists mediated by the tourism image (Zhang, Wu, Buhalis 2017, Chandralal, Rindfleish, and Valenzuaela 2015, Kim, Ritchie, and McCormick 2012)

In other parts of a destination's attributes is a combination of some elements that are useful in attracting tourists. This is important because tourists compare several destination attributes when they want to choose a tourism destination; the destination attribute, itself, is a significant indicator of the image performance of the tourism destination (Kim 2014).

A destination's image (Rajesh 2013) is influenced by: infrastructure and facilities, heritage attractions, natural attractions, hygiene and the security of destinations, friendly local communities, and the affordable price of services. The south coast of West Java Province in Indonesia would be a leading tourist interest region, but the

image of the destination has not been formed strongly in terms of consumer perception. Instead, there is a negative image of shortage of tourists in the area arising from the perceived shortage of basic infrastructure and facilities to support tourism such as accessibility to the area, destination area arrangements, hotel and lodging quality, banks and ATMs, health clinics, as well as other tourism support infrastructure.

## 1. Theoretical Background

### 1.1. Memorable Tourism Experience

Oh, Fiore, and Jeoung (2007) cite Pine and Gilmore's opinion that, in situations of economic emergence, consumer experience seeks a unique experience of buyer and seller interactions when consuming products or services due to the consistency of a high level of quality for the product or service offered by the manufacturer, there will no longer be a differentiation in choice by consumers. New demand for something that results in a unique and memorable experience for consumers or tourists causes the company to develop new added value from its achievements in terms of consistency, from high quality products and services (Oh, Fiore, and Jeoung 2007).

Ritchie and Hudson (2009) undertook an evolutionary study of the tourism experience that leads to extraordinary experiences and memorable experiences. This study clarifies the concept of experience: the next extraordinary experience becomes a memorable experience. Tour destination managers already recognize that their customers are consumers of the experience of the destinations on offer. If you want to compete in an increasingly competitive marketplace, the destination is not enough to offer only satisfactory visits, but must create a truly memorable experience (Kim, Ritchie, and Tung 2010).

Although the importance of a memorable experience is widely acknowledged, research has not succeeded in uncovering the essence of what exactly makes the experience special, spectacular, appropriate and memorable, the basic building block of *memorable* has not been successfully revealed. Tung and Ritchie (2011) discussed, in a structured and theoretical way, about what makes an experience special, spectacular, and memorable. The study was conducted with an in-depth interview method of 208 respondents spread over the ages of 18 to 80 years from various backgrounds at several major universities in Canada. Based on tourism as a function of memorable experience, this research found four key dimensions of memorable experience: effect; expectation; consequentiality; and recollection. In the consequence dimension there are four sub-dimensions: enhancing social relationship; intellectual development; self-discovery; self-development. Tung and Ritchie (2011) argue that the component of social relationship-related outcomes of social interaction during travel with friends or family is not a dominant or essential element in determining or making an impressive experience.

Kim, Ritchie, and Mc Cormick (2012) developed a *memorable tourism experience scale* since 2010 in the form of an online publication prior to publication in the Travel Research journal, SAGE in 2012. The research method was conducted with an open-end interview of 62 students as respondents and a survey on 536 students at Midwestern State University in the United States (USA). From 16 potential collections, only seven are valid constructs: they are hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. The rest, considered invalid, among others are: the increase in social relations in this case in the form of feelings of connection or connected with travel partners or the local community.

The theory of a memorable tourism experience originates from the influence of memory power of the past when making decisions on tourist destinations, some experts say that the importance of past memory as the single source of information when tourists are deciding to revisit the main destinations (Chandralal and Valenzuela 2013).

Kim and Ritchie (2013) conducted cross-cultural validation on impressive measurements of tourism experience constructs, on 593 respondents in Taiwan, the results reaffirm that there are seven valid dimensions that form an impressive construct of tourism experience: hedonism, refreshment, novelty, interaction with local culture, knowledge, meaningfulness, and involvement. The use of these seven-dimensional forms of MTE is still used in research. Tsai, Chen Tsang (2016) conducted research on an impressive model of tourism experience, placing attachment and behavioral intentions on local food consumption in Taiwan. Zhang, Wu, and Buhalis (2017) conducted research on the causal model of the image, impressive tourism experience and re-visit intention, research was conducted in Huangshan City China. Sthapit, and Coudounaris (2017) conducted the research by spreading the antecedents of the impressive tourism experience construct done in the city of Rovaniemi Finland in 2016 in the winter of November to April on 202 respondents. Kim (2014) redeveloped the antecedents of an impressive construct of tourism experience and added a new dimension of adverse feeling or feelings of frustration gained during the journey from the previous seven dimensions to 8 dimensions of impressive tourism experience.

This study used nine dimensions of MTE:
- hedonic, feeling very happy and fun;
- novelty, the psychic feeling towards something new from a travel experience;

- local culture, involvement with local residents as well as their culture;
- refreshing, a fresh physical and spiritual feeling after a travel experience;
- meaningfulness, to attain something meaningful in personal life;
- involvement, to be physically involved in a tourism experience;
- knowledge, increased individual knowledge in the form of information, facts, results from a tourism experience;
- adverse feeling, a sense of negative emotions, frustration, as a result of bad experiences during the trip;
- improvement of social relationships.

## 1.2. Destination Image

The image of a destination has been a tourism research area for the last four decades (Svetlan and Juline 2010). From a cognitive perspective, destination image of a tourism area is judged by a group of attributes that correspond to the resources or attractions that a tourism destination has. A tourist attraction is an element of a destination that can be an attraction for tourists, such as beautiful scenery, activities that tourists can get involved in, or a memorable experience (Beerli and Martin 2004a). The image of a destination is a summation of trust, ideas and impression, a person gains from a destination and this image has an impact on the behavior of tourists (Kim 2014).

A study process of image formation before and after travel (Kim and Joseph 2015). How to measure the image of a destination is generally related to the activities and needs of tourists such as attractions for tourists, transportation, accommodation, food, services and travel costs, so the destination image is defined as the core of tourism products related to tourist attractions, and tourism facilities that directly meet the needs of tourists (Zhang, Wu, Buhalis 2017). Chi and Qu (2008); Rajesh (2013) measure the image of a destination using:

- destination environment;
- the natural appeal;
- the opportunity to be in an adventure tour;
- tourism supporting infrastructure;
- accessibility;
- entertainment and events;
- price and value;
- affective.

## 1.3. Impressive Tourism Experience and Image of Destination Relationship

A study showing experiencing a tourist destination as an influence on the formation of image destinations is developed by Kim, Hallab and Kim (2012). The relationship between the two constructive variables is supported by Beerli and Martin (2004) who examine the stimuli that affect the perception and evaluation of the image of a destination, before and after the visits, generated by motivation, accumulated from tourist experiences and socio-demographic characteristics.

The influence of tourist experience during a vacation on destination image is shown by Beerli and Martin (2004), who developed a model in the form of influencing personal factors that consist of a holiday experience, motivation, and socio-demography on the whole image (affective image and cognitive image). The hypothesis to be tested is if previous experience on a tour has a significant effect on the cognitive and affective components of the overall perceived image. Results show that the level of experience has a significant positive effect on the cognitive image dimension for first-time guests and an affective dimension on image for returning guests. Another study developed by Kim, Hyangmi, and Chen (2015) shows that the image of a tourism destination is different according to the different times of visit; prior to the visit, when visiting, and after the visit. In stages during and after the visit by tourists, they obtain experiences that are the result of the destination image.

## 2. Methodology

The aim of this study is to obtain an overview of impressive tourist experiences, to examine the validity of the increasing dimension of social relationships, the image of tourism destinations, and the interrelationships between variables that shape the model of destination image development through the creation of MTE. The research design is explanatory survey method and descriptive survey. Questionnaires were distributed on four beaches (Santolo Beach, Sayang Heulang Beach, Cipatujah Beach, and Rancabuaya Beach) on the south coast of West Java province of Indonesia. The sampling method was by cluster random sampling. Data was collected by distributing questionnaires to 350 respondents, of whom 302 respondents returned the questionnaires. The survey was conducted from December 2016 to February 2017. Questionnaires were designed in the form of a bipolar adjective

scale of 1 to 10.1, from strongly disagree to strongly agree (Ferdinand 2014). The scores category used a five-box method, for scores of the MTE variable from the lowest to the strongest feeling. For the destination image variable scores were rated from the lowest to the highest as not very good, not good, less, good, and very good.

The testing of the model was conducted in two stages:
- model measurement was conducted to determine the level of validity of the dimensions that form the MTE construct and destination image using the analysis tools of confirmatory factor analysis;
- structural modeling was conducted to determine the relationship of each variable in the model.

## 3. Analysis of Results

### 3.1. Characteristics of Respondents

Table 3. Demographics and trip characteristics.

| Variable | Category | Distribution |
|---|---|---|
| Gender | Male | 70% |
| | Female | 30% |
| Age | <18 years | 12% |
| | 18 - 25 years | 62% |
| | 26 - 35 years | 17% |
| | 36 - 55 years | 8% |
| | > 55years | 1% |
| Activities done | Enjoy the natural beauty | 41.5% |
| | Playing at the beach | 25% |
| | Water games | 10% |
| | Camping | 6% |
| | Cultural tourism that is unique/rural | 3% |
| | Off- roading | 2% |
| | Enjoyed wildlife/bird watching | 2% |
| Average spending Per visit | <1000.000,00 (Rupiah) | 69% |
| | 1,100,000.00 - 3,000,000.00 | 23% |
| | > 3,100,000 - | 8% |
| | Home residents | 19% |
| Accommodation type | Hotel and Hostel | 55% |
| | Villa | 14% |
| | Camping | 12% |
| | Own vehicle | 92% |
| Mode of transportation | Rental vehicle | 17% |
| | Tour bus | 0.75% |
| | General regular | 1% |
| | Alone | 2% |
| Travel Party | Spouse | 11% |
| | Family | 28% |
| | Friends | 51% |
| | Entourage from the office | 8% |
| | 1 day | 32% |
| Long time visit | 2 days | 18% |
| | 3 days | 46% |
| | > 4 days | 4% |
| | 1 time | 26% |
| Number of visits | 2 times | 31% |
| | 3 times | 20% |
| | > 4 times | 23% |
| | TV | 11% |
| Know the destination | Radio | 1.5% |
| Variable | Internet | 38% |
| Gender | Newspapers/magazines | 3% |
| | Others | 46% |

*Source:* data processed.

Researchers asked visitors to fill out the questionnaires and successfully collected as many as 302 responses exceeding the number of samples required for this study. The full results can be seen in Table 3.

Visitors to the south coast resort destinations in the province of West Java were dominated by men by 70%. This is due to the difficulty in accessibility to this region, which takes extra effort to achieve; it is more easily done by men. The average age range of visitors is 18–25 years, which is 62%, an age range of those who enjoy seeking new adventure sensations. Most visitors come to enjoy the beauty of nature and play on the beach. Since the attendees are in the younger age range it is normal that the average expenditure per visitor is less than 1 million rupiah for a visit represented by 69%. Visitors mostly stay at inns or hotels, up to 55%, although quite a large number of tourists also use other low-cost facilities like the houses of residents, as there are no star hotels. Regular public transportation to the area is still very little, so it becomes natural that many visitors who use private transport amount to 92% travelling by car or motorcycle. Visitors who most often come with friends make 51% and families 28%, those who rarely come to the place make up only 2%. Visits who stay for three days and two nights account for 46%. This is because tourists want to visit existing attractions, which requires more time coupled with time spent on the long journey to the place, so only two days, and one night is not an appropriate time span. From the data visitors who come twice to enjoy the tourist area make up 31% and those who come there or more times comprise 20%. This can be perceived as a tourist area with a very large potential despite all the limitations of the facilities, as the potential natural beauty is very high with a strong attraction to tourists. Visitors who obtain the area's information from friends or relatives make up 46% and those supported by Internet information comprise 38%.

## 3.2. Descriptive Analysis Results

The frequency is tabulated with the weight of the score so that each dimension of the variables is given a score and a category, as in the following table.

Table 4. Score analysis results.

| Variables | Dimensions | Score (%) | Category |
|---|---|---|---|
| MTE | Hedonism | 79.57 | Feel |
| | Novelty | 63.70 | Less |
| | Local Culture | 68.00 | Feel |
| | Refreshment | 66.75 | Feel |
| | Meaningfulnes | 63.94 | Less |
| | Involvement | 76.44 | Feel |
| | Knowledge | 61.40 | Less |
| | Adverse feeling | 61.04 | Less |
| | Improved Social relations | 69.15 | Feel |
| | Average | 67.7 | Feel |
| Destination Image | Destination Environment | 67.2 | Good |
| | The natural appeal | 81.6 | Good |
| | Adventure Tour | 63.7 | Less |
| | Supporting Infrastructure | 66.1 | Good |
| | Accessibility | 63.44 | Less |
| | Entertainment and Events | 63.54 | Less |
| | Price and Value | 65.7 | Good |
| | Affective | 75.21 | Good |
| | Average | 68.31 | Good |

*Source*: Data processed.

In the MTE variables high scores exist in the dimensions of hedonism, involvement and improvement of social relations, the lowest score is in the dimensions of knowledge and adverse feeling. On the destination map variables high scores are in the natural attractiveness dimension with low scores in the dimensions of supporting infrastructure, accessibility, entertainment, and events. A category without a dimension that gets a very good score, it has the potential to create powerful or extraordinary experiences that are very impressive.

## 3.3. Confirmatory Factor Analysis Results

The results of the factor analysis to determine the dimensions that form the latent MTE variable and destination image can be used as a factor to measure these variables by the CFA method. Destination managers have an interest in knowing the factors or dimensions that make up the MTE, which has an impact on the destination image. Although some studies have been conducted, for Indonesia it is still necessary because there are differences in

Indonesian cultural characteristics with other destinations in the world, allowing tour operators can make a more appropriate experience-based tourism marketing strategy.

Table 5. CFA results for variable memorable tourism experience.

| Factors | Loading Factors | t | VE | CR |
|---|---|---|---|---|
| Hedonism | 0.633 | | 0.702 | 0.954 |
| Novelty | 0.888 | 8.172 | | |
| Local Culture | 0.946 | 8.844 | | |
| Refreshment | 0.698 | 6.319 | | |
| Meaningfulness | 0.878 | 7.406 | | |
| Involvement | 0.911 | 7.733 | | |
| Meaning fullness | 0.899 | 7.86 | | |
| Adverse Feeling | 0.823 | 7.564 | | |
| Enhancing Social Relationship | 0.813 | 7.588 | | |

*Source:* Data processed.

The results in Table 4 shows the loading factor of the manifest variable (dimension), the MTE variable is already well above the 0.5 factor average loading which ranges from 0.6 to 0.9. The $t_{count}$ value obtained for each manifest variable is more than 1.96, so it can be said that the manifest variable (dimension) used is significant in measuring the MTE variable used. The value of the construct reliability (CR) variable tourism experience impresses above 0.7, at 0.955. This value shows that the latent variables formed have a relatively high degree of reliability and the indicators used in the latent variables have good conformity. Results of variance extracted (VE) calculations for latent variables of impressive tourism experience are 0.704. The values obtained indicate that the manifest variable size that has been included in the constructed construct (latent variable) is relatively high (more than 0.5). The expressed construct formed (latent variable) is precisely constructed from the indicator.

The dimension of social relations improvement is a new dimension included in this model and novelty in this study is able to explain the latent variables of impressive tourism experience with the loading factor value of 0.821, and the value of $t_{arithmetic}$ obtained 7.683 > the value of $t_{table}$ 1.96 so significant, explaining the latent variable of impressive tourism experience. Thus, the dimension can be used to measure and explain the MTE latent variables primarily through indicators of feeling better relationships with partners, family, or with friends. This research confirms that traveling with spouses, friends, and family for tourists who are dominated by domestic tourists and visiting the special interest tourism area on the southwest coast of West Java gives a very deep impression, always remembered and not easily forgotten. The interview results show that the respondents feel that they had a memorable experience when visiting the destination because they go with friends or family. This is in accordance with most people in Southeast Asian countries, especially Indonesia, which has high-end kinship ties.

Table 6. Results of CFA for destination image variable.

| Factors | Factors | $t_{count}$ | VE | CR |
|---|---|---|---|---|
| Destination environment | 0.916 | | 0.717 | 0.953 |
| The natural appeal | 0.878 | 9.971 | | |
| Adventure tourism opportunities | 0.713 | 9.207 | | |
| Tourism Facility | 0.858 | 10.419 | | |
| Accessibility | 0.917 | 12.533 | | |
| Entertainment and Events | 0.863 | 11.323 | | |
| Price and Value | 0.911 | 11.245 | | |
| Affective | 0.685 | 9.585 | | |

*Source:* data processed.

The results in table 5 shows the loading factor of the manifest variable for the image of tourism destinations variable is well above the average loading factor of 0.5, which ranges from 0.6 to 0.9. The $t_{count}$ value obtained for each manifest variable is more than 1.96 so it can be said that the manifest variable used is significant in measuring the image variable of the tourism destination used. The construct reliability (CR) value of the image variable of tourism destinations at 0.7 is 0.952. This value shows that the latent variables formed have a relatively high degree of reliability and the indicators used in the latent variables have good conformity. The variance extracted (VE) calculation results for the latent variable image of tourism destinations is 0.715. The values obtained indicate that the manifest variable size that has been included in the established construct (latent variable) is relatively high

(more than 0.5); as a whole, the expressed construct formed (latent variable) is precisely constructed from the indicator.

Figure 1. Test result of MTE structural model effecting destination image.
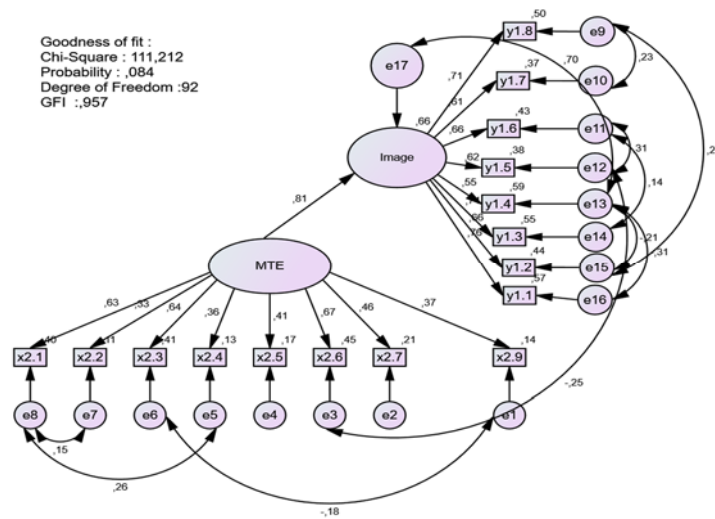


*Source:* Data processed.

Figure 2. MTE's structural model of image.
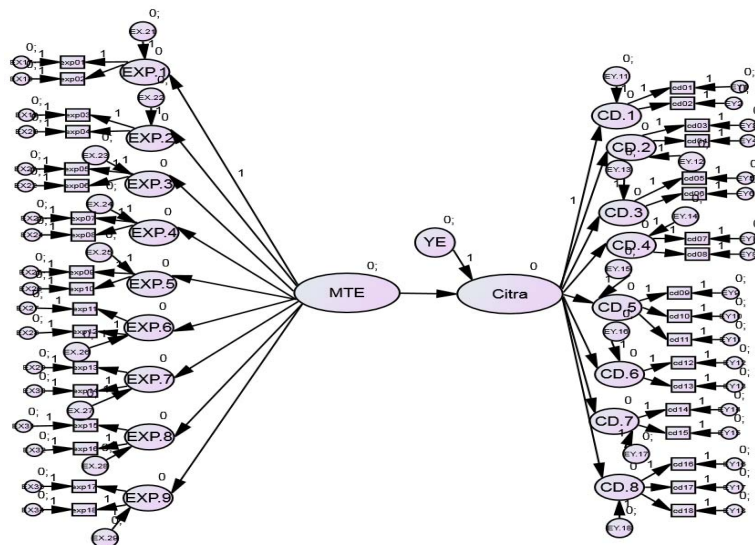


*Source:* Data processed.

### 3.4. Goodness of Fit of the MTE Structural Model Influencing Destination Image

Table 7. Goodness of fit.

| Criteria | Results | Critical Value | Evaluation |
|---|---|---|---|
| Probability (p) | Model | ≥ 0.05 | Model |
| CMIN/DF | 0.008 | ≤2 | Marginal |
| GFI | 1,694 | ≥ 0.9 | Good |
| AGFI | 0.957 | ≥ 0.9 | Good |
| TLI | 0.937 | ≥ 0.90 | Good |
| CFI | 0.925 | ≥ 0.90 | Good |
| RMSEA | 0.851 | ≤0.05 | Marginal |

*Source:* Data processed, Ferdinand (2014).

The hypothesis test is statistically expressed as follows:

$H_o.\gamma = 0$: Impressive tourism experience does not affect the image of tourism destinations.

$H_a.\gamma \neq 0$: Impressive tourism experience affects the image of tourism destinations.

Table 8. $t_{Influence}$ test of impressive tourism experience against tourism destinations image.

| Hypothesis | Path Coefficient | $T_{count}$ | P | $T_{critical}$ | Decision | Explanation |
|---|---|---|---|---|---|---|
| The tourism experience is impressive towards the image of tourism destinations | 0.736 | 7.195 | 0.000 | 1.96 | $H_0$ is rejected | Significant |

*Source:* Calculated Results (processed).

Based on the calculation results, the obtained $t_{count}$ for impressive tourism experience is 7.195. The $t_{test}$ statistic value obtained in the region rejected $H_0$ *i.e.* $t_{count}$ is greater than $t_{critical}$ = 1.96. ($t_{ct}$ = 7.195 > 1.96) and the significance (p) = 0.000 < 0.05 then $H_0$ is rejected. Thus, it can be concluded the results of statistical tests show that the MTE effect the image of tourism destinations. This means that MTE's influence model on tourism destination image can generally be applied to the tourist population in the special interest tourism area on south coast of West Java where MTE influences the image of tourism destination by (0.736 × 0.736 × 100%) = 45.9%. Thus, an impressive tourism experience has an effect of 45.9%.

## 4. Discussion

In recent years, the study of MTE has become a concern with competition in the tourism industry, especially in destinations. Giving holidaymakers a memorable experience during their visit is vital for achieving success in the tourist market (Ritchie *et al.* 2012, Kim 2014). One of the strategies of destinations when competing is to increase the expenditure on tourism destination image, so it is important to satisfy tourists, so that they have an impressive experience both before visiting, during the visit, and when returning to their place of origin. This study is expected to complement the understanding of the importance of an impressive experience for travelers who are still limited in research.

This opinion is supported by an explorative study by Chandralal, Rindfleish, and Valenzuela, (2014) which gives the theme of experience-sharing, in the form of describing the experience of tourists shared with close friends during the trip, which tends to create strong memories for tourists. The CFA results for the increased dimension of social relations shows a high value of 0.821, so this factor could explain the validly of the latent variables of MTE. This means that this dimension needs to be taken seriously by tourism business actors and tourism managers in packaging tourism products to meet the needs of tourists who come with family, friends, or certain community groups. Their involvement when consuming tourism products offered further strengthens their memories when after the visit.

The greatest effect of the dimension that creates MTE is in participation involvement with high scores on indicators of interest in key activities, such as enjoying the beauty of nature, indicators of physical and emotional involvement during major activities. The next greatest effect is on the hedonism dimension with high indicator scores on the sensation indicator when traveling and the sincerity of enjoying a tourist destination. Dimensions improving social relationships show a high score meaning that going with family, spouse, or friends is a memorable thing for tourists. Local culture with indicators of a good impression on local people and a close experience with local people also scored high. Observing the value of this greatest score it can be understood that if the preferred visitors to the destination enjoy the natural beauty of the area by involving the physical and emotional and together with family and friends during the trip, accompanied by a friendly welcome from the local community is perceived as a good experience, but not yet a remarkable peak experience.

On factors or dimensions of improvement, the social relationship indicator with spouse, family, or friends shows very good results. The smallest effect on MTE is on the novelty dimension where the "less" indicator is shown by respondents who do not feel a new experience. The meaningfulness dimension of the "less" indicator is shown by respondents not feeling or doing something important for inner peace. The smallest effect on the MTE dimension in the area is not yet developing a new tourism product especially when compared to other coastal tourist areas in Indonesia and the Southeast Asia region. This is indeed a challenge that must be addressed by tourism business actors to explore new products tailored to the direction of the tourism product theme of that area as a special interest area that rests on the excellence of the natural potential of the region, with the creation of MTE dimensions.

Destination Image variables were performed using 8 dimensions of tourism image developed by Chi and Qu (2008); Rajesh (2013). The goal is in the highest natural attractiveness score dimension on the beautiful scenic

indicators in the following beautiful scenery when going to a tourist destination, another dimension that has a high score is the affective indicated by feeling comfortable, and feeling happy and calm in the environment at tourist destinations, both dimensions on image that indicate a good condition is a natural potential that can become a tourist attraction. In the dimensions of accessibility, entertainment, and events, infrastructure supporting opportunities to undertake adventurous tourism, respondents assessed less, in the field, respondents showed the same thing, it is also realized by tourism businesses. The indicators of the quality of road infrastructure to destinations had the lowest value followed by tourism supporting infrastructure, such as tourist information centers, hotels, clinics, banks, public transport, and other accommodation. Both things are very important to make tourists comfortable to visit the tourist area. In addition, indicators on events are still considered low because interesting events are rarely held in the area in accordance with the theme of tourism products to increase the number of visits.

This quantitative study proves the significance of the proposed hypothesis, so it can be generalized that, for the tourist population visiting the south coast of West Java, improvements made to MTE variables will certainly have a positive impact on improving the image of the destination. The condition is expected to change the behavior of visiting intention in the future for tourists to consider the area for their next vacation.

The managerial implications of this concept for destination managers and local governments responsible is the development of tourism in these areas, to use the MTE dimensions as a reference in the development of competitive tourism products which, in turn, can lead to a good destination image in accordance with the theme of special interest tourism. Tourism product development is strongly recommended by involving the community in the region as business actors so as to improve the welfare of local people, along with the development of competitive tourism industry in the region. There are many examples that can be taken to create a tourism product based on natural beauty, but also creates a strong emotional involvement when enjoying it in the form of certain physical activities. The empowerment and introduction of indigenous local community culture, such as traditional housing and typical local food, can become a tourist attraction when packed based on the MTE dimension.

## Conclusion

Tourism products from tourist areas actually sell travel experiences. For tourism products to have strong competitiveness, a memorable approach needs to be applied to the tourism product offered. This approach is known as the construct of memorable tourism experience with the purpose of experience that occurs during the visit to be kept in mind by tourists so that the influence of embedded positive memory also creates a positive image. Both are expected to be major considerations when tourists are deciding to visit again and provide positive recommendations from tourists who visit for the first time. The research results show that, for the case of the south coast of West Java province of Indonesia being a special interest tourism area, MTE variables show good results with an average score of 67.7%, but not enough to create an impressive experience, and it needs a very good score on most dimensions to achieve this, while the results reflect four dimensions of novelty, meaningfulness, adverse feeling still shows less value. Other dimensions (hedonism, local culture, improvement of social relations, involvement, knowledge, and refreshment) indicate good grades or categorized feeling. The dimensions of social relationship improvement can be used to measure MTE variables in the context of tourism destinations in the special interest tourism area in West Java.

The destination image variable shows good results with a score of 68.31%, but there is still a dimension of destination image that falls in the 'less' category in the opportunity to do adventure tourism, accessibility and entertainment events, which has a major influence on the creation of the destination image constructs. The effect of MTE on the creation of destination image is 45.9% and significant so this structural model can be used for a traffic improvement strategy through the creation of MTE in the framework of lifting the image of the destination in front of tourists.

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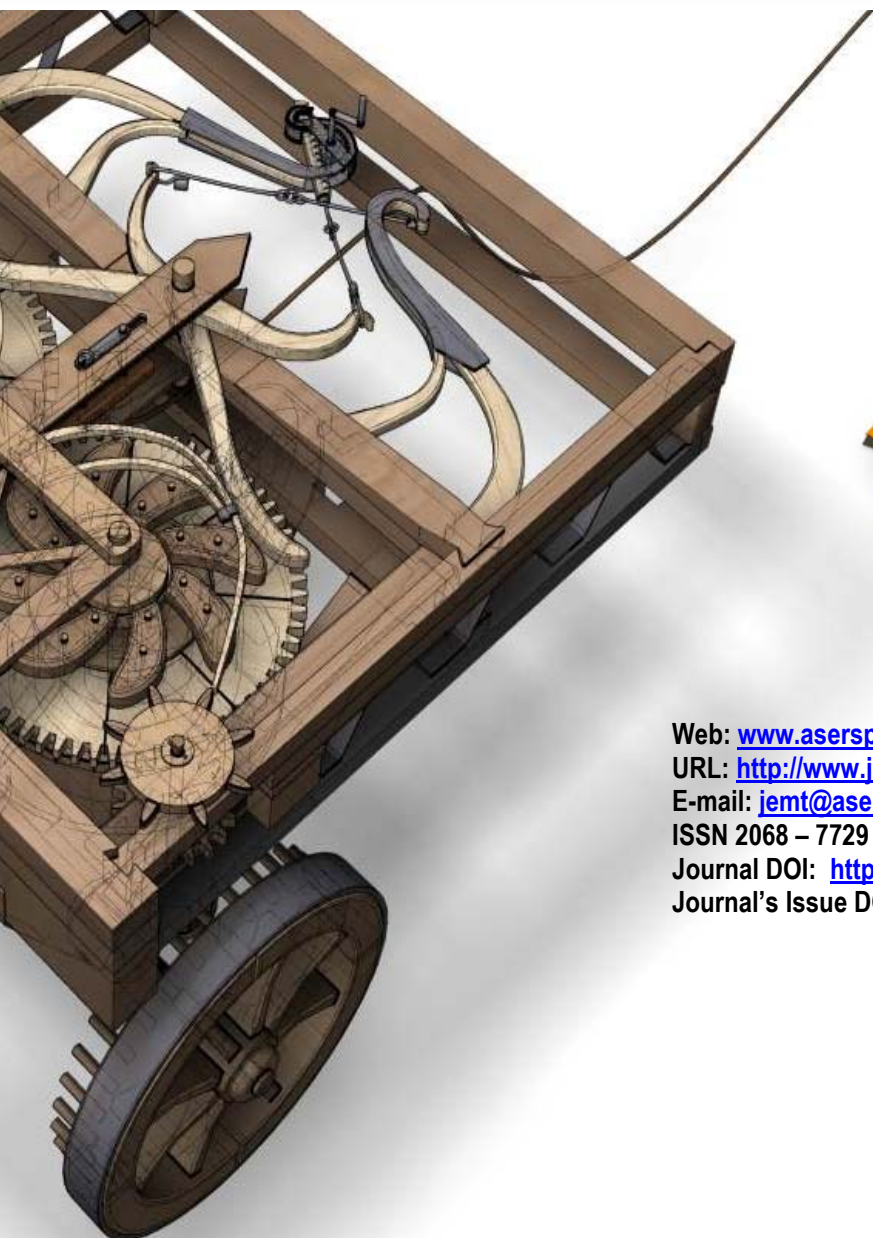
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