

CHAPTER I

INTRODUCTION

1.1 Background

In recent year the effect of globalization have made tourism sector become one of the main attention of every country because it is one of the largest growing sectors in the world (Tabash, 2017). For that reason, every developing country will have promising opportunity to evolve their country in that sector. Development for tourism field is significant for developing country where a meaningful role play for them. Significantly, by paying more attention to the tourism field in developing country it can increase foreign exchange income, creates employment opportunities, and trigger the economic growth (Samimi, Sadeghi, & Sadeghi, 2011). However, overall benefits from development of the tourism sector do not only occur from economic environment, but it will also lead to advantages gain from political, social and cultural environment (Tabash, 2017). Therefore, developing country who wants to construct tourism sector to gain all the benefits should give more effort. Giving more efforts means how the countries can create a great tourism destination to attract them from the perspective of the tourist itself. The best way to create an attractive destination for the tourist is about how to understand what they want, perceived, and enjoy (Tan, et al., 2013).

The World Travel and Tourism Council (WTTC) made a report of the rank country in the world regarding tourism sector based on total travel and tourism GDP, foreign visitor spending, domestic spending and travel and tourism capital

investment. Surprisingly, one of developing countries included in that report and ranked nine is Indonesia (World Travel & Tourism Council, 2018). Indonesian is one of developing countries who can manage the tourist field in a right way. Not only manage well enough, but Indonesia also have eight tourism destination approved by UNESCO as world heritage list (UNESCO, 2019).

Among eight tourism destination from Indonesia that included in UNESCO list, there are two of the destination which are temples. Those temples are Borobudur temple and Prambanan temple. Those two temples have attracted many tourists to come and enjoy the destination which is proved by the number of visitors during holiday month. Moreover, Borobudur temple succeeded to have 248.203 tourists from December 22, 2018 until Januari 1, 2019 (Badan Usaha Milik Negara, 2019). In comparison, Prambanan Temple succeeded to attract 367.000 from December 22, 2018, until December 31, 2018 (Badan Usaha Milik Negara, 2019). From those number of visitor during holiday month, both temples succeeded to have 615.203 local and international tourist.

Indonesia succeeded to attract tourism to come by giving a creative destination which was supported by an extraordinary campaign. Indonesia proclaims a campaign called “wonderful Indonesia” that is very popular (CNN Indonesia, 2018). Those remarkable campaigns were also supported by many activities held in some tourist destination which attracted many tourists to come. One of the examples shown by Prambanan temple, there was supporting events called “Prambanan Jazz Festival,” which attracted many tourists to come (CNN Indonesia, 2016). This activity combined modern activities and heritage culture,

which offered high-quality entertainment for local and international tourists. This Prambanan Temple festival succeeded to have tourist enjoyed the festival. This was precisely what tourist wanted to have modern activities, heritage combination and boosting their emotional by experiences.

Understanding a tourist perspective is helpful to attract tourist to visit the destination. This proved that Indonesia can manage tourist to come in Prambanan and Borobudur Temple. Furthermore, understanding the tourist perspective can also boost their emotional experience after visiting the destination. Boosting the emotional experience can be very important to make the tourist feel satisfied and help them to have various feeling through experience by visiting the destinations (Hosany et al., 2014). To make the tourist get the emotional experience, the destination should have a distinct experience from other similar destination. Those distinctive experience can be obtained by creating a creative destination for the tourist. By having those creative destinations, it can make tourists feel attracted to visit the destinations and boost the number of visitors (Chen, & Chou. 2019). They also added that creative destinations attract tourists and make them feel “Cool” for visiting the destinations, namely perceived coolness. Making the tourist to have the experience atmosphere of “cool” to choose and visit the destinations can be significant to influence the effect of visiting destinations. Chen & Chou. (2019), proved that Coolness can lead to further satisfaction and place attachment. Furthermore, in their study, “Coolness” is affected by some elements, namely uniqueness, identification, and attractiveness.

One of the strategies to make a successful tourism destination is about how to maintain a competitive strategy. This competitive strategy is obtained by using the term of relationship marketing, which can be said as activities that lead to destination loyalty of tourist (Shirazi & Som, 2013). By maintaining tourist's destination loyalty, there will be a higher chance of tourist revisit destinations and recommendation of destination. To get these sequences, tourist destinations should pay attention to the overall satisfaction of tourist. After all, delight of tourists for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle at al., 2006 and Sangpikul et al., 2017). Another determinant subject that should be the underlying attention is place attachment. Place attachment feeling by the tourists make them have a higher chance to be loyal to specific destinations (Patwardhan et al., 2019).

Consequences of tourist experience can lead to many advantages for the destination. By creating a pleasing experience for tourist after visiting a destination, it can lead to the success of a tourism destination (Yao, 2013 and Mendes et al., 2010). Previous research has shown that experience is one of the primary critical points for the success of a destination. Furthermore, the experience felt by the tourist will be connected to the feeling of satisfied or dissatisfaction. Arguably, the satisfaction of the tourist is the main point to reach success in creating tourism destinations and boost the number of visitors. Satisfaction feeling appears after the tourist visited tourist destination and this experience met the expectation of the tourist (Aliman et al., 2016). Therefore, the critical success as tourist destination is

about how to make the tourist feel satisfied with the destination and once it is reach, it can give advantages to the tourism destination (Sadeh et al., 2012).

Emotional engagement between tourist and the destination has also the critical aspect to consider creating destination loyalty. Furthermore, visitors emotional is driven from perceived experiences obtained from tourist visiting the destinations (Chiang, Y. J, 2016). Those emotional feeling contribute to the place attachment in which driven to the destination loyalty. Recalling previous research from Bricker and Kerstetter (2000), they stated that place attachment could appear after there is emotions attribute between tourist perceptions and the specific destination. Considering the importance of emotions engagement from tourist and destinations which resulting in the place attachment, it is very wise to pay attention to it. After all, the consequences of place attachment from tourist resulted in destination loyalty.

According to previous literature, satisfaction and place attachment are the contributors to the destination loyalty (Valle at al, 2006; Sangpikul et al., 2017 and Patwardhan et al., 2019). To get those two variable destinations, it should be attractive enough to make tourist to visit it and give a pleasant experience. Recalling previous research where favorable experience was supported with the emotional feeling of cool which made with creativity resulted in satisfaction and place attachment (Chen, & Chou. 2019). Arguably, the attractive destination which is cool enough to make tourist develop emotional experience is the main target where they seek a favorable experience. Consequently, this research focused on heritage destinations which were attractive enough to attract those tourists.

Favorable experience of feeling “Cool” has become one of the terms that often expressed by people nowadays as the result of their experience for visiting destinations. It is important to study about the consequences feeling of “Cool” by the tourist and what antecedents comes out to make tourist get feeling of “Cool”. Therefore, the purpose of this research is to investigate how the terms of perceived coolness by the antecedents such as uniqueness, identification, and attractiveness affected the consequences of visiting destinations that were satisfaction, place attachment, and destination loyalty.

1.2 Research Problems

Based on the research background above, the researcher has decided several research problems that arise in this research. The problem formulations of the research are as follow:

1. Does uniqueness of destinations influence perceived coolness of tourists destination?
2. Does identification of destination influence perceived coolness of tourists destination?
3. Does attractiveness of destination influence perceived coolness of tourist destination?
4. Does perceived coolness influence satisfaction of tourist destination?
5. Does perceived coolness influence place attachment of tourist destination?
6. Does perceived coolness influence destination loyalty of tourist destination?
7. Does satisfaction influence destination loyalty of tourist destination?

8. Does place attachment influence destination loyalty of tourist destination?

1.3 Research Objectives

Based on the formulation of the problems above, the researcher concludes the objectives of this research. The objectives of this research are as follow:

1. To prove that uniqueness of destinations influence perceived coolness of tourists destination.
2. To prove that identification of destination influence perceived coolness of tourists destination.
3. To prove that attractiveness of destination influence perceived coolness of tourist destination.
4. To prove that perceived coolness influence satisfaction of tourist destination.
5. To prove that perceived coolness influence place attachment of tourist destination.
6. To prove that perceived coolness influence destination loyalty of tourist destination.
7. To prove satisfaction influence destination loyalty of tourist destination.
8. To prove place attachment influence destination loyalty of tourist destination.

1.4 Research Contribution

1.4.1 Theoretical Benefit

. This research explains tourist antecedents and consequences towards tourism destination. It focused on tourists which were influenced by perceived coolness of tourism destination and resulting on destination loyalty. Therefore, this research can help future research in terms of providing additional literature in the tourism field.

1.4.2 Practical Benefits

. The result of this research can help PT. TWC (Taman Wisata Candi) who manage the tourism destination for creating a marketing strategy for attracting tourism for visiting the destination. Besides, PT. TWC can make a strategy to maintain the competitive advantage of the destination

1.5 Systematics of Writing

This thesis consists of five chapters. The detail explanation of systematics of writing in this paper is described below.

1) Chapter I: INTRODUCTION

This chapter exhibits the background of this research, the problems formulation of this research, the limitations of this research, the objectives of this research, the benefits of research both theoretical and practical, and the systematics of the research.

2) Chapter II: LITERATURE REVIEW

This chapter explains theoretical basis of each variable used in this study such as destination image, perceived quality, perceived value and word-of-mouth. This chapter also provides the detail of hypotheses generated from each variable and provides the research framework.

3) Chapter III: RESEARCH METHODOLOGY

This chapter explains the methods used in this research which contains information in terms of population, sample, sampling technique, variables of the research and the testing methods used in this research.

4) Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows data analysis and discussion of the results based on statistical computations by using theoretical concepts. This chapter also shows the interpretation of the research which is based on theories that have already been existed.

5) Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains conclusions about the results of the analysis of the research that has been done. In addition, this chapter also shows the limitations of the research conducted which is very useful for future research.