

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The tourism industry is becoming one of the larger and faster growing economic sectors of the 21st century (WTO,2000). Tourism is an important driving force for regional economic development since it contributes to the employment generation and the enrichment of many related industries (Martin & Bosque, 2008). Being a multi-sectorial economic driver, tourism development has been perceived and promoted as a critical part of economic development and revenue generation, especially in the least development countries. In tourism industry has however recently been confronted with many challenges, complexities and issues, largely due to the potential negative impact of tourism on the environment and the society.



The tourism sector is the leading sector which is one of the important keys to the development of the region on a country and community to welfare improvement (United Nation World Tourism Organization,2017). Moreover, increasingly the quality of destination competitiveness and investment of tourism, made the tourism sector as a key factor in the contributors in export income, business development and infrastructure. UNWTO data shows that the contribution of the tourism sector to GDP in the world as much as 9% and contribution to the world export value of USD 1.4 trillion or equal to 5% of exports which occurs in the world. UNWTO forecast on 2030 the number of international tourists visiting the tourism destination of the world will reach the

amount of 1.8 billion people and the movement of the domestic tourists as much as 5 to 6 billion people.

In Indonesia, tourism is the leading sectors that become national priorities. Indonesia is the fourth of the top destinations in South East Asia that are members of ASEAN, which has considerable tourism resources potential.

Table 1.1
International Tourist Arrival in South-East Asia

Destinations	International Tourist Arrival (1000)		
	2013	2014	2015
Brunei	225	201	218
Cambodia	4,210	4,503	4,775
Indonesia	8,802	9,435	10,408
Laos	2,700	3,164	3,543
Malaysia	25,715	21,437	25,721
Myanmar	2,044	3,081	4,681
Philippines	4,681	4,833	5,361
Singapore	11,898	11,864	12,052
Thailand	26,547	24,810	29,881
Timor-Leste	79	60	(data is not yet available)
Vietnam	7,572	7,874	7,944

Source: World Tourism Organization (UNWTO)

Indonesia has attractions that can attract many tourists either domestic or overseas. One of the provinces in Indonesia that is currently very unceasing of developing the tourism sector is the province of West Sumatra. West Sumatra has natural resources and great scenery that certainly makes West Sumatra as one of tourism destination. Every year the numbers of tourist that visiting West Sumatra has increased.

Table 1.2
The Growth of Domestic Visitor West Sumatera 2010-2015

Year	Number of Visitor
2010	4.575.601
2011	5.106.321
2012	5.850.033
2013	6.261.363
2014	6.605.738
2015	6.973.678

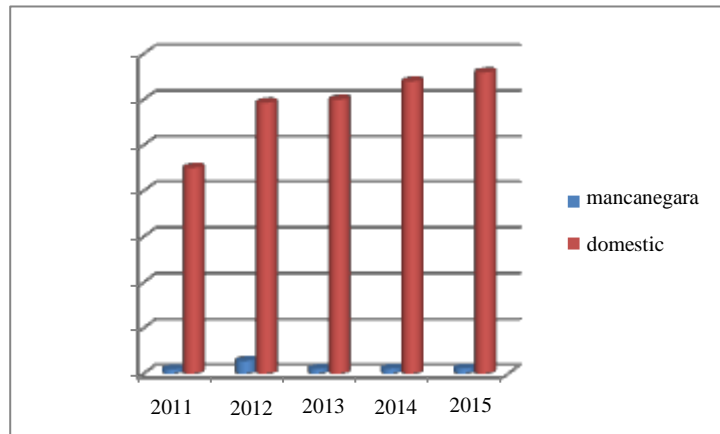
Sources: (Badan Pusat Statistik, 2017) in Lenggogeni

The province of West Sumatra has many differences and uniqueness compared with other provinces. The development of the tourism industry almost developed in all districts in West Sumatera, the one of city is Padang.

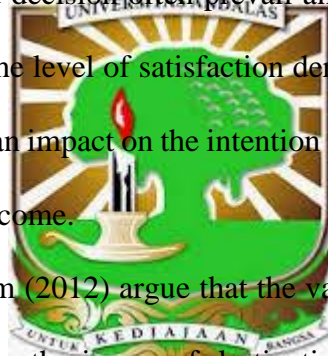


Padang city is a one of urban tourism in West Sumatera. Urban Tourism is a term describing multiple tourist activities in which city is main destination and place of interest. Urban tourism offer variety of products or services which become objects demanded by people on the tourist market. Product, which city has to offer for tourists, can be anything material or non material and specific location, particular place such as museum, cultural, religious, entertainment, city services or even specific city development (transport, building, architecture). Padang City has the availability of adequate tourism attributes such as natural tourism products in the form of the beach, river and the waterfall, hill, landmark, entertainment and many more cause this city always many coming of tourists both domestic and foreign tourists. So that it makes Padang as a tourist destination. Every year the numbers of tourist that visiting Padang city has increased.

Table 1.3
Number of International and Domestic Visitors in Padang 2011-2015



In tourism, understanding experiential phenomena is particularly important as emotional reactions and decision often prevail among consumers. Chan and Tsai (2007) argue that the level of satisfaction derived from different activities has been found to have an impact on the intention to revisit a destination, which could result in higher income.



Kim, Hallab, & Kim (2012) argue that the various aspects of attributes of destination can influence the image of destination. The strongest images of destination can influence future behavior and tourist experience. Tourist experience at the destination are more powerful driver of future behavior because these experience determine customer satisfaction and memorable experience. This indicates that individuals may change their perceptions of the destination after the trip based on these on site experience. Furthermore, tourists are initially attracted by destination's attributes engage in tourism related activities and travel within the destination. Therefore, knowing the importance of the experiential components of a destination attributes, it is important to

deliver pleasant memorable tourism experience (MTE). So, the aim of this study is to identify the effect of destination attributes toward memorable tourism experience and revisit intention.

From the explanation above the researcher want to explore more about this research object with the title: **“The Effect Of Destination Attributes Toward Memorable Tourism Experience (MTE) and Revisit Intention In The Context of Urban Tourism”**

1.2 Problem Statement

1. How does destination attributes can influence memorable tourism experience?
2. How does memorable tourism experience can influence revisit intention?
3. How does destination attributes can influence revisit intention?



1.3 Research Objectives

Based on the formulation of the problem, by using a reference point to solve the problem, researcher are trying to get and achieve the goals:

1. To analyze the influence of destination attributes toward memorable tourism experience
2. To analyze the influence of memorable tourism experience toward revisit intention
3. To analyze the influence of destination attributes toward revisit intention

1.4 Contribution of Research

1. For Academic

This research is expected to train and develop another reference, as well as add some insights and knowledge about destination attributes, memorable tourism experience and revisit intention.

2. For Practitioner

Practically, the results of this research is expected to become inputs for the government and related agency and for tourism entrepreneurs in marketing tourism potential to increase the number of visitors to visit West Sumatra specially Padang city.

1.5 Scope of Research

This reseach has limited scope of destination attributes, memorable tourism experience, and revisit intention. This researcher limits the research context by focusing on Urban Tourism in West Sumatera.



1.6 Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapter:

CHAPTER I INTRODUCTION

Contains about background to the research, problem statements, objectives of research, contribution of research, scope of research, and outline of research.

CHAPTER II LITERATURE REVIEW

This chapter contains the literature about destination attributes, memorable tourism experience, and revisit intention. This chapter also contains theoretical framework of this research and previous studies that supported the research.

CHAPTER III RESEARCH METHODOLOGY

The chapter raise about frame of mind, population, samples, and sampling, the operational definition of variables, sources and types of data and technique of data collection, and data analysis technique used.

CHAPTER IV RESULT AND DISCUSSION

This chapter contains the explanation about result and consist of characteristics of respondent (demographic profile company), descriptive analysis, structural measurement indicators part of destination attributes, memorable tourism experience, and revisit intention, and hypothesis testing.

CHAPTER V CONCLUSION

This chapter explain about conclusion of research, implication, limitation and recommendation for futher research.

