

Smart Tourism Strategy in Increasing the Number of Tourist in Indonesia

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Abstract—The number of tourists in Indonesia are increasing rapidly. Tourism programs from Indonesian government plays an important role in numerous parts of tourism. One of Indonesian government tourism program is by implementing smart tourism. Smart tourism program is potentially increasing experience of the tourist, as the impact, the tourist will return to the destination. The purpose of this research is to finding the model from the correlation between smart tourism experience, perceived value, memorable tourism experience, and revisit intention. The observed data was composed in 7 smart tourism destinations in Indonesia, particularly Jakarta, Bandung, Surabaya, Yogyakarta, Malang, Bali, and Makassar. The methodology employed is by examining 400 tourists who visited the destinations. Furthermore, the research employs 52 question items. The data were analyzed by using Structural Equation Modelling (SEM). The results showed that smart tourism experience positively influences perceived value and memorable tourism experience; perceived value has a positive effect on memorable tourism experience; memorable tourism experience has a positive effect on revisit intention. This study contributes to the academia, local government, and tourism industry stakeholders to more completely recognize what tourists need during the travel. This paper may be the first study in finding the model from the correlation between smart tourism, perceived value, memorable tourism experience, and revisit intention.

Keywords—*smart tourism; perceived value; memorable tourism experience; revisit intention*

I. INTRODUCTION

Revisit intention is an important concept in understanding tourists towards the assessment of a tourist destination so that the revisit intention becomes a major concern in research destination marketing [1]. Revisit intention has an impact on long-term benefits because the cost of maintaining a revisit intention is much more efficient than attracting new travelers. Revisit intention is also a representation of the great success for tourism managers [2]. Revisit intention has four dimensions, namely 1) future visits in the future; 2) the intensity of recommending the destination; 3) the intensity of promotion from tourists to the general public; 4) the main choice for tourists [3,4].

Memorable tourism experience is a selective construct of individual travelers based on how they evaluate their tourism experience. Specifically, memorable tourism experience is

defined as the subjective and psychological perception of tourists towards tourist destinations [5]. The experience of tourists is an important factor in the tourism and hospitality industry. To win the competition, managers of tourism destinations must create and deliver memorable tourism experience to enhance competitiveness. When prospective travelers decide to travel and find information about destinations, they always remember the previous travel experience. The search for internal information is the first step in the information seeking process [6]. Qualitative and quantitative research has been conducted by several researchers to find the most important element of memorable tourism experience. The result is that there are four dimensions of memorable tourism experience, namely educational, esthetics, entertainment, and escapist [7,8].

Perceived value is what is gained during the travel experience. Perceived value that is well perceived by tourists has the potential for tourists to re-visit in the future [3]. Perceived value is what tourists get from the overall experience when traveling [9]. Perceived value has three dimensions, namely the emotional dimension, functional dimension, and overall perceived value dimension [3].

Smart tourism experience is an experience in innovative tourism destinations, with the presence of infrastructure, technology that guarantees sustainable tourism, accessible to everyone, facilitating visitor interaction, integrated around it, enhancing the quality of travel experience, and improving the quality of life of nearby residents. Smart tourism experience consists of three dimensions namely, smart destination, smart experience, and smart business ecosystem [10].

Memorable tourism experience has an important role in determining the revisit intention. Designing a tourist destination by providing memorable experience is essential for sustainable tourism, it affects a revisit intention for tourists [11]. Most of the tourists want to feel the memorable tourism experience in tourist destinations. If tourists get a memorable tourism experience, they will make a return visit [12-14]. Memorable tourism experience has attracted the attention of both researchers and practitioners. The researchers acknowledge that memorable tourism experience is the best predictor of resorting to a return trip to destinations [2].

The advantage of tourism managers by paying attention to the perceived value of tourism managers can understand the behavior of tourists in conducting revisit intention and become an effective tool to predict tourists in conducting revisit intention [15,16]. Perceived value may affect the revisit intention [17-21]. In addition, perceived value can be a proper predictor of linking with revisit intention [9]. Perceived value can affect the revisit intention through memorable tourism experience [3,22]. Perceived value and memorable tourism experience together may influence the revisit intention [2].

Tourists who visit smart tourism destinations, potentially affect the perceived value of tourists [23]. Smart tourism raises some issues about managing information and getting the information right. All information is highly valuable to the business and will be freely available to travelers looking to enhance their travel experience. The key areas of important research on smart tourism are the management of information and privacy. Smart tourism experience is an experience in smart tourism-based tourist destinations that create tourist conditions more easily, safely, attractively, and provide sustainable living for local people and tourists, more emphasis on the individual, hence more focused on the tourist experience. Smart tourism experience can add value to the memorable tourist experience of tourists [10]. Smart tourism experience can influence the revisit intention of tourists who visit smart tourist-based tourist destinations. When tourists plan to make a return visit, travelers will recall previous tourist destinations rather than finding information on new tourist destinations. Searching for internal information is the first step for travelers in the information search process [8].

Based on the above framework, then the paradigm of research is arranged as follows in Figure 1:

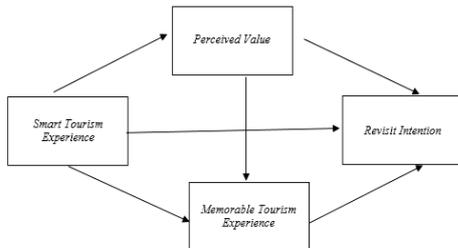


Fig. 1. Paradigm of research.

Based on the existing theory, this research proposes the following research hypothesis:

H1. Smart tourism experience has a positive effect on perceived value.

H2. Smart tourism experience has a positive effect on memorable tourism experience.

H3. Smart tourism experience has a positive effect on revisit intention.

H4. Smart tourism experience positively affects the revisit intention with perceived value mediation.

H5. Smart tourism experience positively influences the revisit intention with the mediation of memorable tourism experience.

H6. Perceived value positively affects the memorable tourism experience

H7. Perceived value positively affects the revisit intention.

H8. Memorable tourism experience positively affects the revisit intention.

Originality and novelty in this research is investigating the correlations between smart tourism experience variable, perceived value, memorable tourism experience, and revisit intention. The research that discusses the relationship of smart tourism experience, perceived value, memorable tourism experience, and revisit intention has not discussed yet in any research.

II. METHOD

This type of research is quantitative research. The research method used is descriptive and verification method because the nature of this research is explanatory and causal. The type of investigation in this study is causality. Unit of analysis in this study are tourists who visit smart tourism destinations in Jakarta, Bandung, Surabaya, Yogyakarta, Malang, Denpasar, and Makassar. Time horizon in this study is cross-sectional. Sampling technique in this research is simple random sampling. The number of samples used in this study is 400 samples. Data collection techniques were conducted with questionnaires. This research uses structural equation model (SEM).

III. RESULTS

A. Validity and Reliability Test

The research applied validity and reliability test. The purpose is to measure how valid and reliable all of the indicators from the variable of smart tourism experience, perceived value, memorable tourism experience, and revisit intention. As the consequence, the valid and reliable indicators are able to apply in the structural test.

TABLE I. INITIAL VALIDITY AND RELIABILITY TEST OF SMART TOURISM EXPERIENCE

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/ Reliable
STE1	0,305	0,093	0,906			-
STE2	0,476	0,226	0,773			-
STE3	0,571	0,326	0,673			Valid
STE4	0,132	0,017	0,982			-
STE5	0,121	0,014	0,985			-
STE6	0,175	0,030	0,969			-
STE7	0,661	0,436	0,563			Valid
STE8	0,677	0,458	0,541			Valid
STE9	0,773	0,597	0,402			Valid
STE10	0,710	0,504	0,495			Valid
STE11	0,705	0,497	0,502			Valid
STE12	0,685	0,469	0,530			Valid
STE13	0,564	0,318	0,681			Valid
STE14	0,535	0,286	0,713			-
Total	7,09	4,275	9,724	0,837	0,305	-

Table 1 shows that 5 indicators are not valid and the test is not reliable as the consequence. Therefore, the 5 indicators must be eliminated from validity and reliability test.

TABLE II. FINAL VALIDITY AND RELIABILITY TEST OF SMART TOURISM EXPERIENCE

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
STE3	0,562	0,315	0,684			Valid
STE7	0,686	0,470	0,529			Valid
STE8	0,676	0,456	0,543			Valid
STE9	0,806	0,649	0,350			Valid
STE10	0,710	0,504	0,495			Valid
STE11	0,680	0,462	0,537			Valid
STE12	0,664	0,440	0,559			Valid
STE13	0,575	0,330	0,669			Valid
STE14	0,530	0,280	0,719			Valid
Total	5,889	3,911	5,088	0,872	0,500	Reliable

Table 2 demonstrates that all indicators are valid and reliable. All of the indicators are able to apply in the structural test.

TABLE III. INITIAL VALIDITY AND RELIABILITY TEST OF PERCEIVED VALUE

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
PV1	0,403	0,162	0,837			-
PV2	0,380	0,144	0,855			-
PV3	0,333	0,110	0,889			-
PV4	0,306	0,093	0,906			-
PV5	0,380	0,144	0,855			-
PV6	0,415	0,172	0,827			-
PV7	0,385	0,148	0,851			-
PV8	0,564	0,318	0,681			Valid
PV9	0,582	0,338	0,661			Valid
PV10	0,636	0,404	0,595			Valid
PV11	0,646	0,417	0,582			Valid
PV12	0,666	0,443	0,556			Valid
PV13	0,655	0,429	0,570			Valid
PV14	0,442	0,195	0,804			-
PV15	0,536	0,287	0,712			Valid
PV16	0,619	0,383	0,616			Valid
PV17	0,468	0,219	0,780			-
PV18	0,412	0,169	0,830			-
PV19	0,352	0,123	0,876			-
PV20	0,477	0,227	0,772			-
PV21	0,480	0,230	0,769			-
PV22	0,457	0,208	0,791			-
Total	10,594	5,372	16,627	0,870	0,244	-

Table 3 presents that 14 indicators are not valid and reliable. Consequently, the 14 indicators must be deleted from the test.

TABLE IV. FINAL VALIDITY AND RELIABILITY TEST OF PERCEIVED VALUE

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
PV8	0,639	0,408	0,591			Valid
PV9	0,620	0,384	0,615			Valid
PV10	0,764	0,583	0,416			Valid
PV12	0,693	0,480	0,519			Valid
Total	2,716	1,856	2,143	0,774	0,500	Reliable

Table 4 shows that four indicators indicate valid and reliable. In consequence, the four indicators are potentially applying in the structural test.

TABLE V. VALIDITY AND RELIABILITY TEST OF MEMORABLE TOURISM EXPERIENCE

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
MTE1	0,518	0,268	0,731			Valid
MTE2	0,577	0,332	0,667			Valid
MTE3	0,875	0,765	0,234			Valid
MTE4	0,797	0,635	0,364			Valid
Total	2,767	2,002	1,997	0,793	0,500	Reliable

Table 5 demonstrates that all of the indicators from memorable tourism experience variable are valid and reliable. Thereof the indicators are able to implement in the structural test.

TABLE VI. INITIAL VALIDITY AND RELIABILITY TEST OF REVISIT INTENTION

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
RI1	0,359	0,128	0,871			-
RI2	0,495	0,245	0,754			-
RI3	0,693	0,480	0,519			Valid
RI4	0,710	0,504	0,495			Valid
RI5	0,806	0,649	0,350			Valid
RI6	0,759	0,576	0,423			Valid
RI7	0,745	0,555	0,444			Valid
RI8	0,638	0,407	0,592			Valid
RI9	0,386	0,148	0,851			-
RI10	0,248	0,061	0,938			-
RI11	0,182	0,033	0,966			-
RI12	0,220	0,048	0,951			-
Total	6,241	3,838	8,161	0,826	0,319	-

Table 6 presents six indicators that are not valid and reliable. Therefore, the six indicators that are not valid and reliable must be removed from the test.

TABLE VII. FINAL VALIDITY AND RELIABILITY TEST OF REVISIT INTENTION

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
RI3	0,812	0,659	0,340			Valid
RI4	0,769	0,591	0,408			Valid
RI6	0,759	0,576	0,423			Valid
RI7	0,543	0,294	0,705			Valid
Total	2,883	2,121	1,878	0,815	0,530	Reliable

Table 7 proves that all of the indicators are valid and reliable after six indicators are deleted from the test.

B. Structural Test

In structural test, Figure 2 presents that the value of smart tourism experience to revisit intention and perceived value to revisit intention is not eligible. Therefore, the correlation should be deleted from the model.

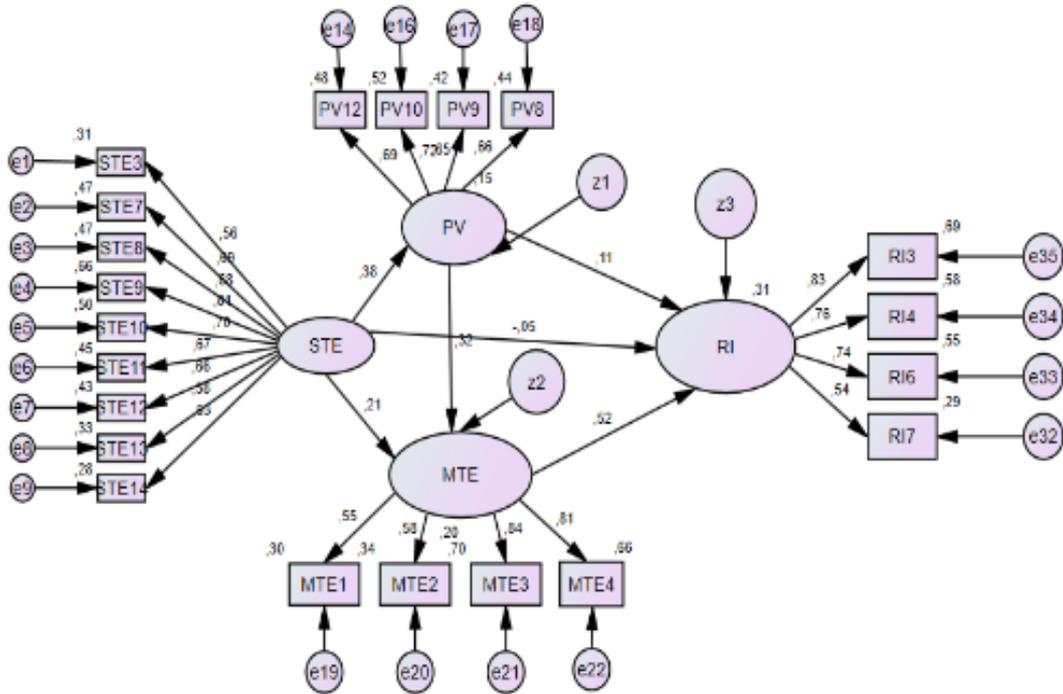


Fig. 2. Initial diagram of full model.

Figure 3 proves that all of the correlations from the variables are eligible. Thereof Figure 3 is the final diagram of full model that represents final correlation from smart tourism experience, perceived value, memorable tourism experience, and revisit intention.

It creates a new model from the correlations of smart tourism experience, perceived value, memorable tourism experience, and revisit intention in smart tourism destination.

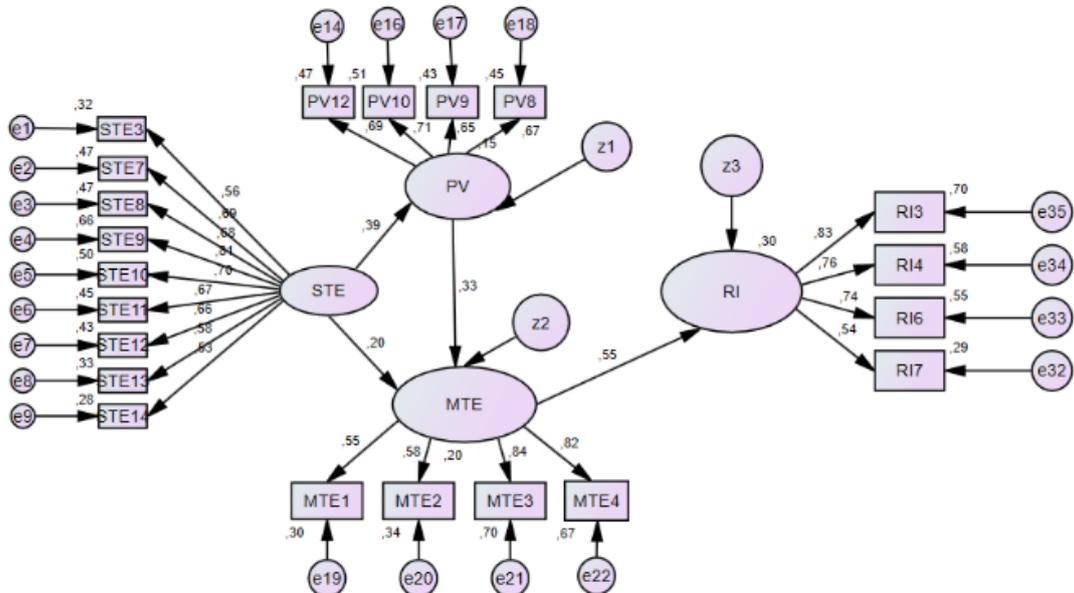


Fig. 3. Final diagram of full model.

IV. DISCUSSION

A. The Influence of Smart Tourism Experience to Perceived Value

The amount of influence of smart tourism experience on perceived value of 0.387. Tourists who visited smart tourism destinations expect a good perceived value when traveling. Tourists who visit smart tourism destinations expect a good quality relationship between smart tourism experience with perceived value. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystems. Perceived value includes functional value, emotional values, and overall value. All of these components can meet the expectations of tourists if properly observed by stakeholders. The findings of this study are in accordance with the findings of Gretzel et al., in their research found that when tourists visit smart tourism destinations and gain proper smart tourism facilities, this can affect perceived value [23]. So the first hypotheses that states smart tourism experience positive effect on perceived value is accepted.

B. The Influence of Smart Tourism Experience to Memorable Tourism Experience

The amount of influence of smart tourism experience on memorable tourism experience that is equal to 0.205. Tourists who visit smart tourism destinations expect a good quality relationship between smart tourism experience with memorable tourism experience. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystems. Memorable tourism experience includes educational, esthetics, entertainment, and escapist. All of these components can meet the expectations of tourists if properly observed by stakeholders. The findings of this study are consistent with the findings of Gretzel et al. In his research, found that the influence between smart tourism experience with memorable tourism experience [23]. So the second hypothesis that states smart tourism experience has a positive effect on memorable tourism experience otherwise accepted.

C. The Influence of Smart Tourism Experience to Revisit Intention with Memorable Tourism Experience mediation

The amount of influence of smart tourism experience towards revisit intention through memorable tourism experience that is equal to 0,183. Tourists who visit smart tourism experience travel destinations expect a good quality relationship between smart tourism experience, memorable tourism experience, and revisit intention. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystem. Memorable tourism experience includes educational, esthetics, entertainment, and escapist. While the revisit intention includes plans for return visits, the intensity of recommending destinations, the intensity of promotion from tourists against, the main choice for tourists. All of these components can meet the expectations of tourists if properly observed by stakeholders. The research findings are in common with research findings conducted by Chang et al. which states that designing tourist destinations by providing memorable experience is important for sustainable tourism as this can make a revisit intention for tourists [2]. Tourism

managers should make this the ultimate mission and benchmark for the success of tourist destinations. So the fifth hypothesis that states smart tourism experience has a positive effect on revisit intention with mediation memorable tourism experience otherwise accepted.

D. The Influence of Perceived Value to Memorable Tourism Experience

The amount of influence perceived value to memorable tourism experience that is equal to 0.329. Tourists who visit smart tourism destinations expect a good quality relationship between perceived value and memorable tourism experience. Perceived value includes functional value, emotional values, and overall value. Memorable tourism experiences include educational, esthetics, entertainment, and escapist. All these components can meet the expectations of tourists if properly observed by stakeholders. The findings in this study are similar to findings from Kim's study which explains that perceived value can affect memorable tourism experience [16]. Then the sixth hypothesis which states that perceived value has a positive effect on memorable tourism experience otherwise accepted.

E. The Influence of Memorable Tourism Experience to Revisit Intention

The amount of influence of memorable tourism experience on revisit intention is 0,550. Tourists visiting smart tourism destinations expect a good quality relationship between memorable tourism experience and revisit intention. Memorable tourism experience includes educational, esthetics, entertainment, and escapist. While the revisit intention includes plans for return visits, the intensity of recommending destinations, the intensity of promotion from tourists against, the main choice for tourists. All of these components can meet the expectations of tourists if properly observed by stakeholders. The findings of this study are similar to those of previous studies by Zhang et al. which suggest that memorable tourism experience has attracted the attention of both researchers and practitioners [8]. The researchers acknowledge that memorable tourism experience is the best predictor in deciding the return of tourists to destinations. There is a link between the experience of traveling that has been done by tourists in the past with the behavior of future visits conducted in the future. In the research [14], it was found that memorable tourism experience had a huge impact on the behavior of future visits. If tourists have a positive perception of memorable tourism experience, travelers will plan a return visit to the same destination [11]. Tsai explains that memorable tourism experience has a positive effect on revisit intention [15]. Then the eighth hypothesis that states that memorable tourism experience positive effect on revisit intention is accepted.

V. CONCLUSION

The perception of tourists to smart tourism destination tourism with smart tourism experience, perceived value, memorable tourism experience, and revisit intention is on scale. The highest achievement on perceived value, while the lowest achievement in memorable tourism experience. The findings in this research that smart tourism experience has a

positive influence on perceived value; smart tourism experience has a positive influence on memorable tourism experience; perceived value has a positive influence on memorable tourism experience; then memorable tourism experience has a positive influence on the revisit intention.

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