



Memorable Tourist Experience and its Impact on Tourist Engagement

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Abstract

This research aims to analyze the influence of memorable tourist experiences on tourist engagement among tourists visiting glamping destinations in Bandung and West Bandung Districts. The research methods used are descriptive and verificative. The data were collected by distributing questionnaires to 107 domestic tourists who had previously been guests at glamping sites in Bandung and West Bandung Districts. Convenience sampling was used as the sampling technique. The data analysis technique employed classical assumption tests and simple regression analysis. The research results indicate that memorable tourist experiences have a positive and significant influence on tourist engagement. Creating memorable experiences is crucial for destination managers to enhance tourist engagement. Memorable experiences tend to lead to higher levels of tourist involvement with the destination. This research provides theoretical implications for understanding the relationship between memorable tourist experiences and tourist engagement, as well as practical implications for destination management.

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1. INTRODUCTION

The COVID-19 pandemic has had a significant adverse impact on the global tourism and hospitality industry (Purba et al., 2021). The spread of the Coronavirus led to a sharp decline in tourists visiting world destinations (Gossling et al., 2021). Travel restriction policies and lockdowns which were implemented by governments in various countries caused financial crises for tourism industry players (Škare et al., 2021). Worldwide, travel bans and lockdown enforcement were implemented to curb the spread of COVID-19 (Fotiadis et al., 2021). Since early 2020, travel numbers have drastically declined as many tourists have cancelled their travel plans, and the global tourism industry has experienced a decline of over 50% in that year (Canh & Thanh, 2020).

In 2021, the number of tourist attractions in Indonesia reached 2,563. Based on their geographical distribution, there were 414 tourist attractions located in West Java, making it the province with the most tourist attractions in Indonesia in 2021



(dataindonesia.id, 2023). West Java province offers a diverse range of tourist attractions with a sufficient number. All destinations are as diverse as those found in Figure 1.

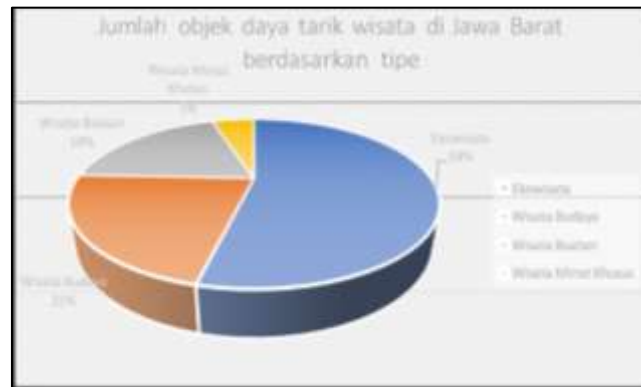


Figure 1. Number of Tourist Attractions in West Java by Type
Source: DataIndonesia.id (2023)

Reflecting on the new trends characterized which are by *low touch, less crowd, hygienic, and low mobility*, one innovative tourism that is highly sought after now is Glamour Camping (Glamping). Glamping is a relatively new phenomenon in the camping world, where essentially, tourists can enjoy the natural environment with facilities equivalent to or more than regular hotel rooms. According to Brooker and Joppe (2013), Glamping is a form of camping that combines accommodations, facilities, and services that are more luxurious than those traditionally associated with camping, to enhance the comfort aspects of camping. The glamping phenomenon has become very popular worldwide, including in Indonesia. With its beautiful natural scenery and diverse tourist destinations, Indonesia has become an ideal place for glamping development. One of the main glamping hubs in Indonesia is West Java, especially in the Bandung and West Bandung Districts.

Competition in the glamping industry in the districts of Bandung and West Bandung is intensifying with the increasing number of glamping service providers and the growing interest of consumers in unique and different holiday experiences. Glamping providers are competing to offer unique and attractive experiences to capture consumer attention. A number of factors such as location, facilities, design, and the concept of natural experiences are key in this competition. Data in Table 1 shows the occupancy rates of Glamping in the districts of Bandung and West Bandung over the past 5 years.

Table 1. Occupancy Rate of Glamping in Bandung and West Bandung Districts (In Percentage)

No.	Glamping Destination	2018	2019	2020	2021	2022	2023
1	Green Hills park	42	46	33	31	29	32
2	Lakeside Rancabali	47	48	41	32	36	37
3	The Lodge Maribaya	43	47	36	34	41	54
4	Grafika Cikole	54	59	44	45	59	61
5	Dusun Bambu	53	52	47	46	52	63

Source: Data collection results (2024)

Although consumer interest in glamping is relatively high, there are still several challenges faced by the glamping industry. One of which is the limited infrastructure in some locations, such as poor road access or a lack of clean water supply. This can affect consumer experiences and hinder the growth of the glamping industry in certain areas. Even though, the current tourism trend is providing direct experiences to tourists. The main issue in the tourism industry is the low intention to revisit, which can be caused by a lack of perceived experience by tourists (Ferns & Walls, 2012; Park et al., 2019; Um et al., 2006; Weisstein et al., 2017).

Occupancy rates that do not meet the targets are certainly concerning for glamping management companies. The issue faced by glamping is the lack of desire among tourists to

revisit tourist destinations due to the lack of experiences they have encountered (Ferns & Walls, 2012; Park et al., 2019). Research findings by Ali et al. (2016) are indicated that the experiences encountered are good predictors of memories, satisfaction, and behavioural intentions of tourists which can influence revisiting tourist destinations. Surely, maintaining customer satisfaction will positively impact loyalty and ultimately the visitation rates at tourist attractions (Chi & Qu, 2007). By having loyal tourists, tourist attractions will gain visitors to return to their tourism location.

Satisfying customers is a highly important activity for destination managers because, according to numerous studies, satisfied visitors are more likely to be loyal. The benefits gained from customer loyalty are that they will make repeat visits, increase their visitation frequency or retention (increasing spending, length of stay, etc.), and recommend to others in their network (referral) (Konuk, 2019; Park et al., 2019; Sugathan & Ranjan, 2019). Conversely, when customers are dissatisfied, the most dangerous scenario is they spread their dissatisfaction to the public, resulting in a negative image of the destination, especially in today's era where it can easily spread through social media.

The impact of low tourist engagement can lead to a decrease in the number of tourist visits (Abubakar et al., 2017), and a decrease in company profits (Abdullah et al., 2016). Another impact of low tourist engagement that reduces visitor numbers to a destination is a decrease in the level of consumer satisfaction with a tourist attraction (Meng & Han, 2018).

There are factors that influence tourist engagement including tourist experience, service quality, motivation, perceived value (Wang et al., 2012; Chang et al., 2014), satisfaction, and destination image (Lin & Kuo, 2016; Tan, 2016). Previous research has shown that tourist experience has a direct relationship with tourist engagement (Cole & Chancellor, 2009; Hosany & Witham, 2010; Hsu & Crostts, 2006).

The increasing number of competitors in the Glamping industry poses both challenges and opportunities for glamping tourist destinations. The glamping tourism businessmen see this situation as a challenge to continuously improve themselves and innovate in order to compete better and maintain the existence of the company while enhancing tourist engagement. This impacts the decrease in visitation rates when considering the potential of glamping sites that are currently highly competitive, leading tourists to shift from one glamping site to another to experience new things such as tourist destinations that are Instagrammable. Therefore, the aim of this research is to analyze the influence of memorable tourist experiences on tourist engagement among tourists visiting Glamping destinations in the districts of Bandung and West Bandung.

Literature Review

Tourist Engagement

Essentially, tourist engagement refers to the relationship and interaction between customers and a product or company. As defined by Vivek et al. (2012), engagement encompasses the dimensions of "cognitive processing, affect, and activation." In other words, engaged customers are those who think positively about the brand, feel an emotional connection to the brand, and are motivated to uphold the reputation of the brand, demonstrating attachment and loyalty.

Several studies correlate high tourist engagement with optimal business outcomes. Loyal customers are not too sensitive to prices and are willing to pay more because they perceive greater value from the brand (Pansari & Kumar, 2017). Loyal customers also provide greater value to the company through word-of-mouth promotion, ratings/reviews, social media sharing, and referrals that can help attract other customers. Indeed, reviews, word of mouth, and related social media activities from engaged customers are estimated to drive growth potential 2.5 times more than what can be generated by the company itself (Kumar & Pansari, 2016). Empirically, customer loyalty behaviour has been proven to positively influence customer retention rates. As found in a study across various industries, "engaged customers buy more, stay longer, and are more desirable.

According to Huang (2017), the concept of tourist engagement originates from a combination of the ideas of customer participation and customer involvement, rather than from a standalone concept. So et al. (2014) conceptualized engagement as a multidimensional construct consisting of enthusiasm, attention, absorption, identification, and loyalty in the context of tourist experiences. Enthusiastic tourists demonstrate curiosity and high interest in gaining knowledge about destinations (Yaoyuneyong et al., 2016), as well as increased attention to details during travel planning (Harrigan et al., 2017). The condition of tourist-related absorption is a state in which tourists immerse themselves in comprehensive planning, also indicating engagement (Csikszentmihalyi, 2000). Although So et al. did not focus on identification, other researchers argue that visitors' sense of ownership and affiliation with the tourist community strengthen engagement (Kim & Fesenmaier, 2017). Ultimately, converting engaged tourists into repeat visitors is the ultimate goal (Yuksel et al., 2010). Evaluating engagement across the dimensions of enthusiasm, attention, absorption, identification, and loyalty provides a comprehensive understanding of tourists' relationship with destinations and experiences. Enhancing these aspects of tourist experiences will foster long-term sustainable relationships. The dimensions of tourist engagement are: 1) enthusiasm, 2) attention, 3) absorption, 4) interaction, 5) identification, and 6) loyalty (Rasoolimanesh et al., 2020). Tourist Engagement according to Palmatier et al. (2018) consists of dimensions 1) Enthusiasm, 2) Social Interaction, 3) Word of Mouth, and 4) Customer Helping Journey.

Memorable Tourism Experience

Memorable Tourism experience is a condition where the experiences during travelling are subjectively remembered by tourists and have emotional, physical, spiritual, and intellectual elements (Tung & Ritchie, 2011). With memorable tourist experiences, visitors may be inclined to revisit and even spread word of mouth about the destinations they visited (Kim & Fesenmaier, 2017). From the previous two studies, it can be concluded that there are two important points about memorable tourist experiences: Firstly, the tourism experience itself must provide a significant and positive impression that causes tourists to remember and reflect on their experiences long after the trip ends. Secondly, memorable tourist experiences can drive important marketing outcomes such as repeat visits and recommendations, contributing to the competitiveness and sustainability of destinations.

The tourism experience must have seven elements to become a memorable tourism experience. The seven elements of a memorable tourism experience (Kim et al., 2012) are as follows:

a. **Hedonism**

The hedonistic focuses on pleasure and enjoyment as the primary drivers of consumer behaviour (Alba & Williams, 2013). In the tourism industry, providing visitors with enjoyable hedonistic experiences can make their journeys more memorable. Leveraging hedonistic motivation through pleasure-oriented experiences will enhance satisfaction and memories for tourists during the journey itself, as well as in the long term as they reminisce about the enjoyable adventures and attractions.

b. **Refreshment**

Experiences that provide recovery, revitalization, or relief from stress or mental fatigue are referred to as refreshments (Chen & Petrick, 2013). In the tourism industry, experiences with refreshment aspects are associated with positive memories. Tourists have very positive memories of recreational activities that make them feel refreshed, relaxed, or stress-free during the journey (Kim et al. 2012). Refreshing holiday experiences essentially restore energy and improve mood, thereby keeping visitors connected to their location for a long time.

c. **Novelty**

Muhammad et al. (2018) defined novelty as the experience that tourists encounter when they perceive something new during their vacation, and it is different from their experiences at other tourist destinations.

d. Culture and Social Interaction

Experiencing local culture and interacting with the local residents are key factors that make tourism activities memorable for visitors. As identified by Kim et al. (2012) in developing the Memorable Tourism Experience (MTE) scale, culture is the top dimension associated with memory retention. Activities such as attending cultural festivals/events, learning traditions, or exploring cultural heritage sites instil positive memories. Essentially, cultural appreciation and interpersonal relationships make destinations more meaningful and memorable in the minds of tourists. As found by Wang et al. (2016) based on interviews with visitors, outstanding memories are created when "tourists feel they have learned something special about the local culture and community" (p. 57). Deep cultural encounters will leave a lasting impression on unique special events that strengthen loyalty to the destination.

e. Knowledge

Tourist activities that appeal to visitors lead to them acquiring new knowledge. Studies show that learning experiences or intellectual stimulation during travel greatly influence positive and reflective memories of the destination. For example, Kim et al. (2012) found that knowledge acquisition is a key point associated with memorable tourism experiences (MTE). They found that learning about history, nature, culture, and people helps in remembering and providing broader perspectives, which will be remembered by tourists in the long term.

f. Meaningfulness

Meaningful experiences that are personally relevant, resonant, or have symbolic significance for tourists also tend to leave a lasting impression in long-term memory associated with the destination. Several studies have linked meaningfulness with memorable tourism experiences. According to Callanan and Thomas (2005), visitors typically seek experiences that fulfill physical, emotional, and spiritual needs while traveling. According to Chandralal and Valenzuela (2015), "meaningfulness indicates travelers' engagement in personally significant activities."

g. Involvement

According to Sthapit and Coudounaris (2017), involvement can be defined as the extent to which visitors are interested in specific activities and the affective responses generated from those activities. For some, involvement is considered a crucial component of travel and holiday experiences. Subramaniam et al. (2019) stated that high involvement with a good travel experience is an indication of engagement. This suggests that the more people engage in activities at tourist destinations, the ability to recall experiences they have previously encountered increases. Therefore, these memories can easily be transformed into unforgettable experiences.

Memorable Tourist Experience (Kim et al., 2012) consists of Dimensions: 1) Hedonism; 2) Local Culture; 3) Meaning; 4) Involvement; and 5) Knowledge Exploration.

The connecting theory between Memorable Tourist Experience and Tourist Engagement

From the above description, there is a connection between Memorable Tourism Experience and Tourist Engagement. According to Kim et al. (2012), memorable tourism experiences tend to be extraordinary and emotional events involving a high level of participation and rapport with tourists. These experiences combine elements of surprise, learning, and meaning creation that make them memorable for tourists. On the other hand, Chen and Rahman (2018) defined tourist engagement as enthusiasm, attention, and active interest in ongoing tourism activities, driven by intrinsic motivational factors. Various studies have linked good engagement with memorable tourist experiences, finding that novelty, the unexpected, and tourist participation make their travel experiences memorable and can generate higher levels of attention and enthusiasm from tourists (Rather, 2021). At the same time, engaged tourists tend to find deep meaning in their experiences (So et al., 2016). This indicates a reciprocal relationship, where memorable tourism experiences

enhance engagement, while engaged tourists are also more likely to develop lasting memories.

Tourist experience coefficient significantly indicates its influence on tourist engagement, as evidenced by the research conducted by Chang et al. (2014). Memorable experiences will be linked to specific moments and remembered as moments of truth, consistent with the findings of Kim et al. (2012) and Rasoolimanesh, Seyfi, Hall, & Hatamifar (2021), which subsequently attract tourists to revisit intention (Komppula et al., 2016). The concept of tourist engagement represents a form of behavioural intention or customers' desire to return, provide positive word of mouth, stay longer than expected, and spend more than anticipated (Lin & Kuo, 2016), influenced by travel motivation, past experience, perceived constraints, and attitude (Lin, 2014).

A study carried out by Abdullah et al. in 2016 even stated that tourist destinations rely on visitors for repeat visits. With memorable experiences encountered by tourists, they will feel inclined to revisit the tourist site (Komppula et al., 2016). This aligns with the theory of memorable tourist experience, which states that with a good experiential basis, tourists are influenced by their memories that make them want to revisit the destination (Ali et al., 2016).

2. METHODS

The analysis method used in this research is descriptive and verificative analysis. The descriptive research aims to obtain an overview of the Memorable tourist experience and its impact on tourist engagement of glamping visitors in Bandung and West Bandung Districts. Meanwhile, the verificative research aims to test hypotheses and understand the influence of memorable tourist experiences on tourist engagement.

Memorable tourist experience is measured by using indicators of hedonism, local culture, meaning, involvement, and exploratory knowledge, while tourist engagement is measured using indicators of Enthusiasm, Social Interaction, Word of Mouth, and Customer Helping Journey (Palmatier et al 2018).

The number of samples used in this study is 107 respondents. The sampling technique used in this research is convenience sampling. According to Creswell (2018), convenience sampling is a nonprobability sampling design where researchers select samples from the population because they are willing and voluntary to be studied. The data collection technique in this study consists of literature review and questionnaire. Literature review involves collecting data from sources such as books, journals, and other literature related to the theory for research purposes, and the questionnaire is a data collection tool containing a number of questions or statements to be answered by respondents.

3. RESULT AND DISCUSSION

3.1. Results

Classical Assumption Test

This test is conducted at the initial stage after obtaining the data to obtain estimates and initial conditions so that the linear regression test can be performed. The stages carried out in this test are:

Normality Test

Normality Test is a test conducted to determine whether the dependent and independent variables, consisting of statements for each indicator in their dimensions, are normally distributed. When the significance value is greater than the probability value, the data can be considered normally distributed. Below is table 2 showing the results of the normality test.

Table 2. Normality test result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		107
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.1772145
Most Extreme Differences	Absolute	.078
	Positive	.058
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.119 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Processed (2024)

Based on the results of the normality test using the Kolmogorov-Smirnov test in Table 2, it is known that the p-value or Asymp. Sig. (2-tailed) is 0.119. Because the p-value, which is 0.119, is greater than the significance level, which is 0.05, this means that the normality assumption is met. In addition to using statistical analysis, normality can also be assessed using graphical analysis such as histograms and normal P-Plots. Below are the results of the graphical analysis.

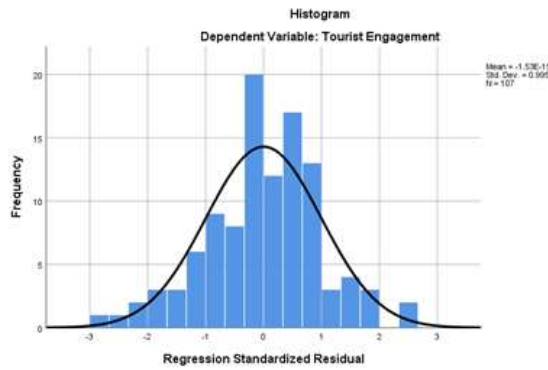


Figure 2. Histogram Graph
Source: Data Processed (2024)

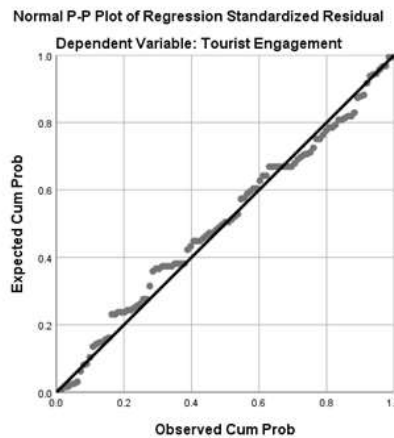


Figure 3. Normality Graph Test Results
Source: Data Processed (2024)

Based on the Figure 2 histogram graph, it can be seen that the data distribution is bell-shaped. Meanwhile, in Figure 3 normal p-plot graph, it can be seen that the sample points follow the diagonal line from the bottom left to the top right. Based on this, it can be concluded that the data is normally distributed and the normality assumption is achieved.

Heteroskedasticity Test

The results of the heteroskedasticity assumption test are presented in Table 3. Multicollinearity refers to the presence of a perfect or definite linear relationship among some or all variables that explain the regression model, indicating the existence of more than one definite linear relationship. To determine the presence of multicollinearity, researchers can use the values of VIF (Variance Inflation Factor) and tolerance. If the tolerance value is above 0.1 and the VIF value is below 10, then the regression model does not experience multicollinearity issues. In this study, VIF values are used to determine the presence of multicollinearity, analyzed using SPSS 3.

Table 3. The Results of the Heteroskedasticity Test

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error			
(Constant)	4.931	1.568		3.145	.002
Memorable Tourism Experience	-.060	.037	-.156	-1.615	.109

a. Dependent Variable: absres

Source: Data Processed (2024)

The probability value (Sig) of the Memorable Tourism Experience variable is 0.109. Since the probability value (Sig) of all variables is greater than the significance level of 0.05 or 5%, it can be concluded that the assumption of homoscedasticity is met, meaning there is no heteroscedasticity phenomenon.

Linearity Test

The linearity test is used to determine whether the model specification used is correct or not. It assesses whether the function used in an empirical study should be linear, quadratic, or cubic.

Table 4. Linearities Test Results

Variabel	Sig.	Keputusan
Memorable Tourism Experience*Tourist Engagement	0.921	Linieritas Terpenuhi

Source: Data Processed (2024)

The probability value (Sig) of the Memorable Tourism Experience variable is 0.921. Since the probability value (Sig) of all variables is greater than the significance level of 0.05 or 5%, it can be concluded that the linearity assumption is met.

Coefficient of Determination

The coefficient of determination is used to measure how much the model explains the variance of the dependent variable (Ghozali, 2018). The coefficient of determination value ranges between zero and one. If the coefficient of determination approaches 1, then the influence of the independent variable on the dependent variable is higher. Below is the result of the coefficient of determination (R²) as presented in the table below.

Table 5. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.760	.757	3.19231

a. Predictors: (Constant), Memorable Tourism Experience

b. Dependent Variable: Tourist Engagement

Source: Data Processed (2024)

Based on the coefficient of determination test results above, the R^2 (R Square) value of the regression model is used to determine how much the independent variables can explain the dependent variable. According to Table 5, the R^2 value is 0.760, indicating that 76% of the variation in the dependent variable, Tourist Engagement, can be explained by the variation in the independent variable, Memorable Tourism Experience. The remaining 24% (100% - 76% = 24%) is influenced by other variables outside the scope of this study.

Simple Linear Regression Analysis

Simple linear regression analysis is a method used to measure the strength of the relationship between one independent variable and one dependent variable. It also indicates the direction of the relationship between the independent and dependent variables. Below are the results of the simple linear regression analysis presented in the table below.

Table 6. Simple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.407	2.465		4.221	0.000
	Memorable Tourism Experience	1.064	0.058	0.872	18.220	0.000

a. Dependent Variable: Tourist Engagement

Source: Data Processed (2024)

Based on the results of the simple linear regression analysis in the above table, the regression model obtained is as follows:

$$Y = 10,407 + 1,064 X$$

Which means:

Y = Tourist Engagement

X = Memorable Tourism Experience

Based on the simple linear regression model above, the following information is obtained.

- The constant value is 10.407, which means that if there are no changes in the value of the independent variable (Memorable Tourism Experience), then the value of the dependent variable (Tourist Engagement) is 10.407.
- The regression coefficient value for the variable Memorable Tourism Experience is 1.064, and it is positive. It means that if the Memorable Tourism Experience variable increases by 1 point significantly, the Tourist Engagement variable will increase by 1.064.

Hypothesis Testing

Hypothesis testing is used to determine whether there is an influence from the independent variable on the dependent variable, and how much influence the independent variable has in the regression model. In this study, simple linear regression analysis is used to predict the extent of the influence of Memorable Tourism Experience on Tourist

Engagement. This test is conducted using SPSS 26, and the results of the hypothesis testing are obtained through partial testing using the t-test. Below are the results of the hypothesis testing.

Partial Test (t-test)

Based on the t-test results presented in table 6, it is disclosed that the Memorable Tourism Experience variable has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t-value is $18.220 > t\text{-table} (1.982)$, indicating that the Memorable Tourism Experience variable significantly influences the Tourist Engagement variable. Therefore, the first hypothesis, H1: the Memorable Tourism Experience variable has a significant partial effect on the Tourist Engagement variable, can be accepted.

3.2. Discussions

From the analysis conducted, the majority of the demographics are between the ages of 24-29, female, residing in the Greater Jakarta area, employed in the private sector, whose monthly income ranges from Rp.10,000,000 to Rp.15,000,000, visiting a similar tourist destination for the first time, visiting similar tourist destinations less than three times a year, receiving information from peers, and seeking relaxation at glamping destinations.

The significance between variable x and variable y has been successfully demonstrated through hypothesis testing, proving a significant relationship between memorable tourist experiences and tourist engagement. Memorable tourist experience has a positive and significant influence on tourist engagement. Tourists who have memorable experiences during their travels tend to have greater engagement, both cognitively, affectively, and behaviorally. They are more likely to engage in destination activities, have strong emotional bonds, and participate in promoting the destination to others.

In the variable of memorable tourist experience, based on the research findings, indicators such as hedonism, local culture, meaning, engagement, and exploratory knowledge have a positive impact on tourist engagement. Respondents, when interested in their own tourism experience, feel pleased when visiting the destination because they have new experiences that meet their expectations (Hedonism). This can be further enhanced if the local population is warm and helpful to tourists (Local Culture). With meaningful activities, whether historical, personal, or otherwise, tourists are more likely to remember the destination longer (Meaning). Certainly, engaging in activities that immortalize moments, such as taking photos with family, will make tourists remember the destination and may lead to a return visit in the future (Engagement). Culture also becomes a primary focus in many tourist destinations, as it adds unique and memorable insights and knowledge to tourists (Knowledge and Exploration).

In the tourist engagement variable, indicators such as enthusiasm, social interaction, word of mouth, and customer helping company are influenced by the memorable tourist engagement variable. With the good experience gained by visitors, they may revisit the destination, be enthusiastic, and generally remain loyal to the tourist location (Enthusiasm). A welcoming environment for tourists, whether from employees, local residents, or even other tourists, visitors will have a pleasant experience and be more engaged with the tourist destination (Social Interaction). Because tourists feel that the tourist destination meets their expectations, they will recommend and endorse this tourism site to their friends, and even provide positive reviews on social media or available platforms (Word of Mouth). Studies by Maria, Loureiro, & Sarmiento, 2018, even suggest that tourists will contribute to the management of tourism if they are satisfied and loyal (Customer Helping Company).

Based on hypothesis testing, the variable Memorable Tourism Experience significantly influences the variable Tourist Engagement. Therefore, the first hypothesis, H1: the Memorable Tourism Experience variable has a significant partial effect on the Tourist Engagement variable, is accepted. This means that the more tourists perceive a tourist destination as memorable, the more engaged and loyal they feel to that destination.

Conversely, if tourists feel that the tourist destination they visited is not memorable, they will not be engaged and loyal to that destination.

Tourist experience coefficient significantly influences tourist engagement according to research conducted by Chang et al. (2014). Memorable experiences are correlated to specific moments and remembered as moments of truth, aligning with findings by Kim et al. (2012) and Rasoolimanesh et al. (2021), which then attract tourists for revisit the intention (Komppula et al., 2016). The concept of tourist engagement represents a form of behavioural intention, or the desire of customers to return, provide positive word of mouth, stay longer than expected, and spend more than anticipated (Lin & Kuo, 2016), influenced by travel motivation, past experience, perceived constraints, and attitude (Lin, 2014).

4. CONCLUSION

Based on the data analysis results obtained in this study, the following conclusions can be drawn: 1) Memorable tourist experience has been proven to have a positive and significant influence on tourist engagement. The higher the memorable tourist experience perceived by tourists during their travels, the higher their level of tourist engagement. 2) The indicators that constitute memorable tourist experience such as hedonism, local culture, meaning, involvement, and exploratory knowledge show a positive influence on tourist engagement. Creating memorable tourist experiences is a key factor for destination managers to enhance tourist engagement. The more impressive and unforgettable the travel experiences felt by tourists, the higher their cognitive, affective, and behavioural involvement with the destination. 3) There are several limitations in this study that need to be emphasized. This study only examines 2 variables, namely Memorable Tourist Experience and Tourist Engagement.

Based on the research findings and conclusions obtained, here are some recommendations that can be considered: 1) For destination managers: Managers need to design and provide unique, authentic, and memorable tourist experiences through innovative tourist attractions or activities. Additionally, integrating local cultural elements into tourism products and services to provide insights and knowledge to tourists can also be considered for implementation at the destination. Moreover, promoting tourist destinations by emphasizing certain aspects that can create unforgettable experiences for tourists using various available media channels is essential. For academics and future researchers: Conduct further research by incorporating other factors that may influence memorable tourist experience and tourist engagement. Develop a more comprehensive model or conceptual framework to understand the relationship between memorable tourist experience, tourist engagement, and other variables such as tourist satisfaction, tourist loyalty, and destination image. 3) For the government and tourism stakeholders: Developing policies and tourism strategies that support efforts to create memorable tourist experiences and enhance tourist engagement. Providing adequate support and facilities for destination managers to develop innovative tourism products and services. Enhancing promotional and marketing efforts for tourist destinations by emphasizing aspects that can create unforgettable experiences for tourists.

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