

Conference Paper

City Image Model in Creating Tourist Engagement

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The problem in this study is the decline in tourist visits to hot spring natural tourist destinations in Indonesia during the Covid-19 pandemic. City image and nostalgic emotion play an essential role in influencing tourist engagement through memorable tourism experiences as mediation for visiting tourist destinations. This study aims to determine the effect of city image and nostalgic emotion on tourist engagement within memorable tourism experiences as a mediation. The research subjects were tourists in natural hot spring tourist destinations in West Java Province. The method used in this research was the explanatory survey. Respondents in this study were visitors to hot spring natural tourist destinations in Indonesia accidentally, totaling 400 people. The sampling technique used in this research was proportional random sampling.

Keywords: city images, nostalgic emotions, memorable tourism experiences, tourist engagement

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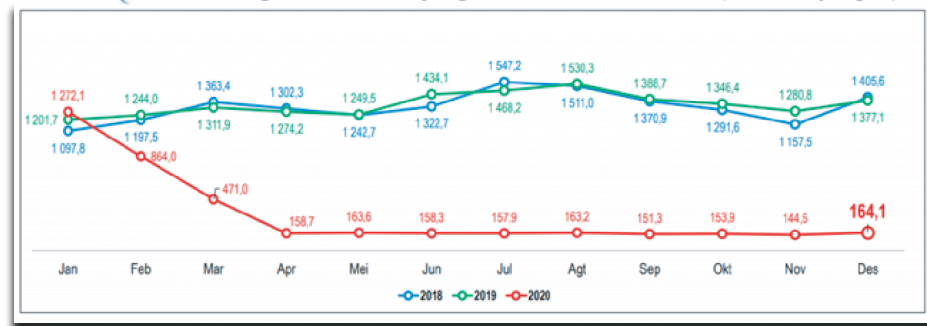
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1. Introduction

In March 2020, the World Health Organization (WHO) declared the 2019 Corona virus disease, commonly known as Covid-19, to be a global pandemic [1,2]. This action was made to express concern for the global spread of the virus and its unsettling effects and to warn all nations to engage and enhance their emergency response systems [3,4]. At the same time, the Covid-19 sickness has the capacity to infect any person on the planet [5]. Travelers to popular tourist locations throughout the world have drastically decreased as a result of the Corona virus outbreak [3,6]. Making visitors believe in the security of their destinations requires a lot of work on the part of destination managers [7,8]. In the face of concern and the need to travel, it is imperative to regain the trust of travelers [9,10]. Hotels and other tourism-related industries will be impacted by the corona virus [11,12]. Restaurants and retail business owners will also be impacted [13,14]. The lack of tourists also has an impact on restaurants where most of the consumers are

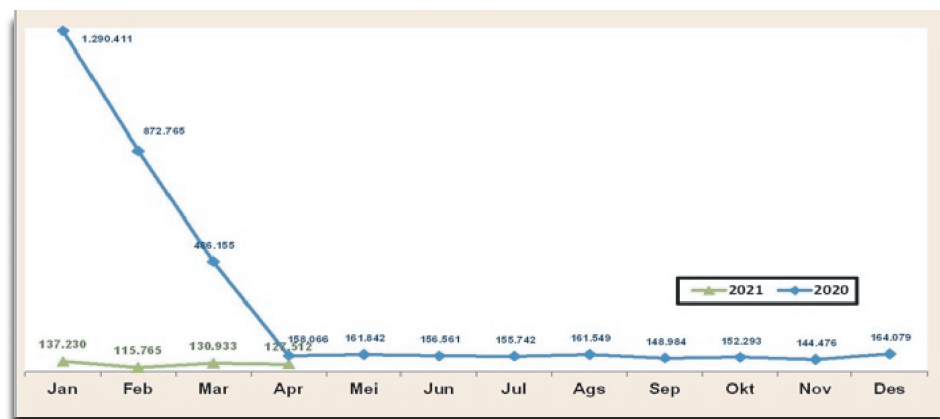
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tourists [15]. Hot spring natural tourism destinations in Indonesia are one of the tourist destinations that are affected by existence of the covid-19.



Source: kemenparekraf.go.id

Figure 1: The Development of the Number of Foreign Tourists Visiting Indonesia 2018-2020 (Thousand Visits).



Source: kemenparekraf.go.id

Figure 2: Number of International Visitor Arrivals in Indonesia from January 2020 to January 2021.

In the development of safe and healthy tourism, attention needs to be paid and needs to be empowered in the application of health protocols [2,5]. At tourist sites, it is necessary to pay attention to whether it is natural tourism, non-natural tourism, culinary tourism, or cultural tourism, or a combination of several tours [16-18]. Potential vulnerabilities that must be considered in tourist attractions are starting from parking areas, ticket booths, entrances to objects of interest, places of worship, bathrooms or toilets, canteens or restaurants, and exit doors [7,19]. In addition, you must also pay attention to the area of the tourist attractions [20], number of tourists [21], location of activity whether indoor or outdoor [22]. The health protocol that must be applied by tourism site managers is to carry out regular cleaning with disinfection, especially in areas of shared facilities and equipment, as well as other public facilities. The increasing

number of competitors becomes a challenge and opportunity for hot spring attractions [23,24].

Hot spring tourism business players make this condition a challenge to continue to improve themselves and innovate in order to compete better and be able to maintain the existence of their company and be able to increase tourist engagement [10,25]. This has an impact on decreasing the level of visits if you look at the potential of hot spring tourism objects in Indonesia, which are currently very competitive so that tourists will move from one hot spring attraction to another to experience new things such as tourist attractions that support instagramable. In the last ten years, both the business sector and academic circles in marketing have talked a lot about customer involvement. In 2014, it ranked as the seventh most popular buzzword in business [26-28]. This has been viewed in the business sector as a strategy, an investment, listening to the customer's voice, developing an emotional connection with the client, and engaging with the organization beyond what is necessary. Due to the growing importance of customer-derived advocacy and influence, which is more recently conceptualized as a manifestation of customer engagement behavior and refers to the contribution of customer voluntary resources to the firm's marketing functions outside of the core for transactions [29-31]. In business-to-business (B2B) industries, the influence of other consumers is increasingly acknowledged as a major element influencing purchase decisions as well [32]. The psychological state of the customer is emphasized by proponents of attitudinal and multidimensional understanding of CE (the customer's mental state, the customer's personal connection to an object, or the customer's connection to the object). Similar to how customer attitude is described, each definition of CE offered from a multidimensional perspective has an emphasis on cognitive, affective (emotional), and behavioral elements. *Image* has proven to be an important influence in the selection of tourist destinations [33,34]. City Image is the image of a city that is formed in the minds of the people because of the characteristics of the city [35]. According to Kenneth Boulding [36], destination image is a set of characteristics of a place that is inherent in its human perspective.

According to tourism management theorists, an image is a collection of sensations, ideas, expectations, and emotional thoughts that travelers have about a location and which stand for associations and bits of knowledge related to a specific objective [37]. Images convey the impressions of a place that travelers form in their memories [38]. Konecnik and Gartner [39] created attribute-based conception of the destination picture, which demonstrates that the objective image is made up of three parts: cognitive, emotive, and conative. No of your age, gender, social class, nationality, or affiliation with

another social group, you might experience nostalgia [40]. The idea of nostalgic emotion refers to both pleasant and painful recollections. The definition of nostalgic emotion is a fondness for a past event. According to Davis and Reisenwitz in Hwang and Hyun stated that the period of nostalgic emotion comes from psychology which describes the individual's psychological condition of longing (sentimental) in the past. Definition of tourism experience [41] can be defined as an important impression for individuals who make tourist visits that are subjective, affective, and long-lasting. If the tourism experience is not easily forgotten, and continues to be remembered by the person for a long time, it can be stated that the person has obtained a memorable tourism experience during a visit to a tourist destination [42]. Memorable tourist experience (MTE) as "a tourism experience positively remembered and recalled the event has occurred". Memorable tourist experiences are tourist impressions of tourist destinations that are continuously remembered after the visit is over [42]. The MTE concept is a new concept that reflects a new benchmark or standard, where tourism managers (destination managers and tourism businesses) in providing tourism services must know and convey the goals and programs that will be experienced by visitors. Various factors can cause high memorability of an event. In Kim et al. [42] states that affective thoughts are an important part of memory and that events related to emotions are more likely to be remembered. In addition, individual cognitive evaluations, such as meaningfulness and challenge, were also found to improve memory [42-44].

The impact of low tourist engagement can affect the decrease in the number of tourist visits [45], decrease in company profit [46]. There is another impact of low tourist engagement which reduces visitors to a destination, which is a decrease in the level of consumer satisfaction with a tourist attraction [47]. There are factors that influence tourist engagement, including Tourist Experience, service quality, motivation, perceived value [36,48] satisfaction and destination image [49,50]. Previous research has shown that tourist experience has a direct relationship with tourist engagement [36]. Several studies have found that tourist experience has a greater influence on tourist engagement and is positively related in other words tourist engagement can identify that tourists have a positive experience [17] this is in line with the research of Petrick et al. which shows If tourists are satisfied and have a positive experience during the activity, then tourists are more likely to repeat it [36].

2. Research Methods

Explanatory surveying is the method employed in this study. There were 400 respondents in this survey, all of whom had recently visited Indonesian hot spring tourism locations. Proportional random sampling is the method of sampling employed in this study. This study uses a questionnaire to collect data, and SEM (Structural Equation Modeling).

3. Results and Discussion

Tests using structural equation modeling are carried out in stages. If a fit model has not been obtained, then the originally proposed model needs to be improved. Based on the results of data processing, the results of the goodness of fit model are as follows:

TABLE 1: Results of Goodness of Fit.

No	Indicator	Criteria	Output	Result
1	DF	>0	182	Good Fit
2	GFI	≥0.90	0.937	Good Fit
3	AGFI	≥0.90	0.994	Good Fit
4	CFI	≥0.90	0.930	Good Fit
5	TLI	≥0.90	0.919	Good Fit
6	NFI	≥0.90	0.932	Good Fit
7	RMSEA	≤0.08	0.070	Good Fit
8	RMR	≤0.05	0.021	Good Fit
9	IFI	≥0.90	0.954	Good Fit
10	RFI	≥0.90	0.921	Good Fit
11	CMIN/DF	≤2.0	3,779	Marginal

Based on the Goodness of Fit test (table 1), it was found that the model used was acceptable, even though there were marginal criteria. However, other indicators show values that exceed the standard or good fit. Based on several tests the model is feasible because at least one model fits the size [51].

Characteristics of respondents by gender indicate that there are more female respondents than male, as many as 234 people or 58%. Furthermore, the characteristics of respondents classified based on their status showed that more respondents were married as many as 277 people (69%). The percentage of respondent characteristics determined by age shows that the majority of respondents are aged 26 to 30 years. Characteristics of respondents who were classified according to education level showed

that more respondents had a bachelor’s degree as many as 213 people (49%). Characteristics of respondents are determined by occupations which are dominated by entrepreneurs, teachers, lecturers, and others, with an average income of less than IDR 5,000,000.

TABLE 2: Hypothesis Testing Results.

Model	Estimates		Estimate	SE	CR	P	R2
	RW	RW					
TECI	0.267	0.733	.866	.225	3.856	***	0.536865
NECI	1.473	0.937	1,473	,113	12,995	***	0.878
MTECI	0.758	0.470	,532	,339	3,572	***	0.221
MTENAD	0.477	0.459	,477	,120	3,977	***	0.211
NEMTE	0.876	0.853	,876	,153	5,724	***	0.728
TEMTE	0.541	0.521	,541	,154	3,505	***	0.271

Hypothesis testing was carried out using ttable with a significance level of 0.05 (5%) and a degree of freedom n (sample). If the Critical Ratio (CR) value is 1.967 or the probability value (P) is 0.05, then H0 is rejected (the research hypothesis is accepted). The test results show that the CR value of the city image variable on tourist engagement is 3.856 (3.856 > 1.967), then H0 is rejected. This means that there is a positive influence of city image on tourist engagement. Furthermore, the overall probability value shows a significance value of < 0.001 so that it is declared significant. The parameter estimation results in the Nostalgic Emotion city image model as a whole obtain a CR value of 12,995. The probability value in this model obtains (***) which means the significance effect value is < 0.001, the value is P 0.05 (table 2).

Then the CR value on the city image variable on a memorable tourist experience is 3.572. The value is 1.967 so H0 is rejected, meaning that there is a positive influence of city image on memorable tourism experience. Based on the probability value showing a sign (***) which means that the influence value obtained is at the significance level < 0.001, the value is P 0.05, thus supporting the statement H0 is rejected and the relationship is at the significance level. The results of the estimation of the new attribute destination model parameters for memorable tourist experiences obtained a CR value of 3.572. The value is 1.967 so H0 is rejected, meaning that there is a positive influence of novelty attribute destinations on memorable tourist experiences.

The CR value of the nostalgic emotion variable in the memorable tourism experience is 3.572. The value is 1.967 so that H0 is rejected, meaning that there is a positive influence of nostalgic emotion on the memorable tourism experience. Based on the probability value of the nostalgic emotion model on the memorable tourism experience,

it shows a sign (**), which means that the influence value obtained is at a significance level of < 0.001 , the value is $P < 0.05$, thus supporting the statement H_0 is rejected and the relationship is at the level of tall. important. The CR value of the memorable tourist experience variable on tourist involvement is 3.505. The value is 1.967 so H_0 is rejected, meaning that there is a positive influence of the novelty attribute destination on the memorable tourism experience.

4. Conclusions and Recommendations

The owners of hot spring resorts in Indonesia have made an effort to draw more tourists while still observing safety precautions. At the start of the pandemic, there was a 75% reduction in tourists. It caused the number of tickets sold to decline. The number of visitors started to rise somewhat along with the adoption of new habits. An important factor in increasing the number of tourists visiting Indonesian tourism destinations is tourist engagement. Natural hot spring tourist locations in Indonesia will endure and see a rise in visitors with established initiatives to boost tourist involvement.

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