

CHAPTER V

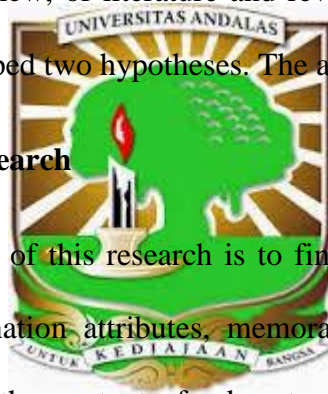
CONCLUSION

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in this study, implication and possible future directions for the research. This research is aimed to identify destination attributes, memorable tourism experience and revisit intention in the context of urban tourism. Then to find whether there is a significant difference between each other. Based on a review of literature and review of previous studies, this research has developed two hypotheses. The analysis of results is as follows:

5.1. Conclusion of the Research

The purpose of this research is to find out the validity and reliability of the construct for destination attributes, memorable tourism experience and revisit intention in the context of urban tourism. This research is using primary data collected by spreading 165 questionnaires to respondents who have visited Padang city. There are three hypotheses developed in this research. The SEM approach was used to test the construct framework that destination attributes, memorable tourism experience and revisit intention were influenced. Therefore, the analysis of results is as follows:

1. Destination Attributes has three dimensions which are *Hospitality, Value, and Activities*. The research found the effect of destination attributes toward memorable tourism experience on urban tourism. The result shows



the destination attributes has significantly effect on memorable tourism experience. It means destination attributes positively effect memorable tourism experience.

2. Memorable Tourism Experience has seven dimension which are Hedonism, Novelty, Local Culture, Refreshment, Meaningfulness, Involvement, and Knowledge. In this research found that the Memorable Tourism Experience has significantly effect to revisit intention. It means that the indicator of memorable tourism experience positively effect to revisit intention of tourist to visited Padang City.
3. The research finding the effect of destination attributes toward revisit intention. In this research found that the destination attributes has significantly effect to revisit intention. It means that the indicator of destination attributes toward memorable tourism experience has positively effect to revisit intention.

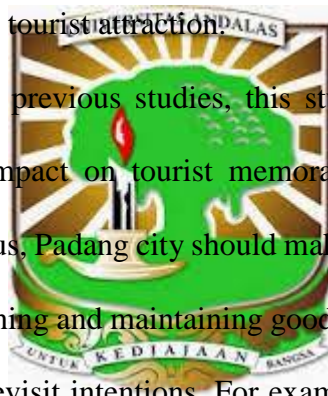


5.2 Implication of this Research

In this research, the researcher found some implications for some parties related to the tourists in the Padang City. For those respondents who are tourists out of the West Sumatera that has an experiences were quite good, it is proved that the respondents in this study have the experience which has been felt in the Padang City that is able to build memory that affect the revisit intention.

For the government, knowing the concept of destination attributes and memorable tourism experience, the government may pay more attention to

the attributes and indicators memorable tourism experience like adding new attributes and new experiences for tourists, so that it can make Padang City as unique tourism and different of travel. Facilities, infrastructure and attributes must also be Padang city is able to provide freedom for the traveler and also got new energy field while in town. Socialization also be given by the manager of the local community to be able to interact and give a good impression to tourists who visit Padang City. So, if the indicator memorable tourism experience applied by the manager or government agencies involved in the development of the Padang City, is expected to increase visits to the city as a tourist attraction.



In line with the previous studies, this study verified that destination attributes had an impact on tourist memorable tourism experience and revisit intention. Thus, Padang city should make an effort to enhance tourist experience by designing and maintaining good destination attributes, which leads to favorable revisit intentions. For example, padang city provide the unique experiences delivering and creating tourism product. This will make tourist feel very exited with the activities they prticipated in. For example, tourist may feel exited and beyond satisfaction if they have the chance to interect with local people and dress up as local inhabit used for the activities they are performing

5.3 Limitation of the Research

Research found some limitations when conducted this research. Some of the limitation and recommendation are as follow:

1. Size of sample

In this research, researcher only uses 165 respondents as sample. It could be more than that since the respondents are the local tourist. The respondents of this research only the local tourist, not involve foreign tourist so that this research not provide information from the foreign tourist.

2. Variable

The variables examined in this research are destination attributes, memorable tourism experience, and revisit intention. Hopefully, the next researcher will add more variables to be developed.

3. Research location

The location of research is Padang City. Hopefully, the next researcher can be done not only Padang city, but also West Sumatera.



5.4 Recommendation of the research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the further research, the number of samples used for the next research can be propagated.
2. For the further research, the location of research can be expanded to the other tourism location in West Sumatera.
3. For the further researcher, different variables can be added or encompassed regarding the topic of the research in order to create and find varieties of the result.