

CHAPTER 1

INTRODUCTION

1.1. Research Background

Over the past six decades, tourism become one of the largest and fastest-growing economic sectors in the world. Many destinations worldwide have opened up and attract international visitors. According to UNWTO (2016), international tourist arrival has increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000 and 1186 million in 2015. Indonesia is the fourth of the top destinations in South East Asia which has 10,408 international tourists (Table 1.1).



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	27,437	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)

West Sumatera is well-known by its beautiful nature which is attracted the visitor. It can be seen by the growth of the visitor that rapidly increase from 2010-2015. West Sumatera has the highest number of visitor in 2015 which is 6.973.678 visitors.

Table 1.2

Growth of Domestic Visitor of West Sumatera

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

Source: Badan Pusat Statistik, 2017

Padang city is a capital of West Sumatera. Meanwhile, the growth of visitor in Padang is fluctuating (Table 1.3). In order to keep the visitor of Padang increase, Padang has to harden its effort to attract more visitor. In order to do it, local government has to understand the visitor's behavior. One of the underdeveloped approaches to understanding tourist behavior is the use of personality theories (Jackson, White, & White, 2001). One of the personality is sensation seeking which is a personality traits that willing to take physical, legal or financial risks to satisfy the desire. Usually sensation seeker tends to seeks for varied, novel, complex, and intense sensory stimulation (Zuckerman,1994). Sensation seeker frequently associated with high risk activities.

Table 1.3
The Growth of Padang's Visitor

Year	Visitors of Padang		Total
	International	Domestic	
2011	47,609	2,252,336	2,299,945
2012	139,119	2,965,807	3,104,926
2013	53,057	3,001,306	3,054,363
2014	54,967	3,199,392	3,254,259
2015	57,318	3,298,454	3,355,772

Source: Badan Pusat Statistik, 2017



After understanding the personality, it is important to help the visitor create the memorable tourism experience. The advantages of memorable tourism experience are word-of-mouth (WOM) and behavioral intention. Memorable tourism experience is how the visitor memorize, feel and think about the tourism experience. According to Hoch and Deighton (1989) there are three reasons behind the significance of past experiences stored in the memory. First, the product involvement and motivation to purchase the product are high when the information is drawn from their past experiences. Second, consumers tend to perceive past experiences as valuable and credible information sources and third, there is great influencing power of past experiences on future behavioral intentions.

According to Marschall (2012) tourists like to revisit destinations linked with positive memories of previous visits. The revisit intention is similar to the concept of repurchase which has become significant enough to serve as the main body in modern-day marketing strategies. In many studies, the concept of

repurchase is often mentioned with several positive outcomes: (1) keeping existing customers is more cost effective than trying to attract new customers. (2) keeping 5% of existing customers increase 25% to 85% of profit. And (3) existing customers often recommend the store or product through word-of-mouth marketing (Luo & Hsieh; 2013). Before a customer makes an actual purchase, they often recall their past experience and makes active attempts to establish a connection between their sentiment and the lead target object because a consumer's cognition leads to behaviors (Luo & Hsieh, 2013). Thus, it is really important to help the visitor get the memorable tourism experience to make him or her revisit the destination.



Indonesia offered many tourism attractions to the visitors. Among all of the attractions, the most famous attractions are islands, lakes, mountains, national parks, lake, and religious places. (*Touropia*). In President Joko Widodo's era, marine tourism is being a top priority to develop Indonesia's tourism. According to Arief Yahya, Indonesia's Tourism Minister, Indonesia has total coastline of 80 thousand km and vast ocean which reaches about 3.1 million km². In addition, Indonesia has approximately 50,875 km² of coral reefs. Then, Indonesia has 51 percent of the coral reefs in the South-East Asia and 18 percent (284,300 km²) of coral reefs in the world. Therefore, Indonesia has become the heart of the world's coral triangle consisting of several countries, Indonesia, Malaysia, East Timor, the Philippines, Papua Nugini and Solomon (*e-Maritim*). In West Sumatera, there are Pagang Island, Pasumpahan Island, and Suwarnadwipa Island that can be visited for marine tourism. The visitors can visit those three islands and enjoy the marine

activities there. Such as enjoying the warm breeze or the beautiful ocean, diving or snorkling into the ocean, or playing banana boat or other games.

Based on the description of the background that have been outlined above, researcher interested to analyze the effect of sensation seeking, memorable tourism experience and revisit intention. So, researcher interested in conducting research with the heading **“The Effect of Sensation Seeking towards Memorable Tourism Experience and Revisit Intention of Marine Tourism in West Sumatera. (case: Pagang Island, Pasumpahan Island, Suwarnadwipa Island)”**

1.2. Problem Statement

This research is purposed to answer the following question:

1. How does the Effects of Sensation Seeking towards Memorable Tourism Experience?
2. How does the effects of Memorable Tourism Experience toward Revisit Intention?
3. How does the effects of Sensation Seeking towards Revisit Intention?

1.3. Research Objectives

The purposes of study which want to offer by author are:

1. To analyzed the effects of sensation seeking towards memorable tourism experience.
2. To analyzed the effects of memorable tourism experience towards revisit intention.
3. To analyzed the effects of sensation seeking towards revisit intention.

1.4. Research Contribution



1. For Academic

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

2. For Practitioner

This research is expected to provide input, information and references which can be used as consideration or inputs for the practitioner that are related to effects of sensation seeking to memorable tourism experience and behavioral intention.

1.5. Scope of the Research

This research has a limited scope of analysis in terms of numbers of variables and object of the research. The researcher limits the research context by focusing to marine tourism in West Sumatera.

1.6. Research Outline

This thesis is prepared using the following systematic:

CHAPTER I INTRODUCTION

The first chapter contains background of the research, problem statements, objectives of the research, contribution of the research, scope of the research, and outline of the research

CHAPTER II LITERATURE REVIEW

The second chapter contains the literature, theories and last research about sensation seeking, memorable tourism experience and revisit intention.



CHAPTER III RESEARCH METHODOLOGY

The third chapter conducts about research design, population and source of samples, type of data and variable measurement, research variables, operational definition, data analysis, test of instrumental (reflective indicators), structural model test and hypothesis testing.

CHAPTER IV RESULTS AND DISCUSSION

The fourth chapter contains the explanation about results and consists of characteristic of respondent, descriptive analysis, structural measurement indicators of sensation seeking, memorable tourism experience, and revisit intention (reflective indicators) and hypothesis testing.

CHAPTER V CONCLUSION

The fifth chapter conducts the conclusion of the research that discussed based analysis that has been carried out, limitation and recommendation of the research.

