

CHAPTER I

INTRODUCTION

1.1 Background of Research

Nowadays, tourism became one of the most important parts of economic development, also as the one of the fastest growing economic sector in the world. According to the UNWTO (2017), the volume of tourism business even surpasses that of oil exports, food products or automobile. Nevertheless, global tourist has increases globally, in 2015 the number reach 1186 million in total. This also accidentally to the destination increases.

For now, Indonesia is the top fourth of international tourist arrival in South-East Asia (UNWTO, 2015) under Singapore. Many of them became tourism destinations that would attract visitors. Statistical Agency Centre (2015) Mention that total of foreign tourist arrival in the year of 2015 reach 10 million, the increasing number of more than 2 million in 5 years.

Tourism in Indonesia plays an important role which is approximately 4% towards the country's gross domestic product (GDP). Also it is providing employment opportunities to the Indonesian people (SAC, 2015). It is estimated that nearly nine percent of the total national workforce employed in the tourism sector. As mentioned before 10 million is not big number if we see trough number of tourism destinations. Indonesia needs to increase number of visitors and attract more tourists to come by. Tourism is one of the fastest growing sectors of the global economy and small island states are highly dependent on tourism as a means for employment (United Nation World Tourism Organization, 2012).

In particular, the heritage may need more novel attributes. Without changing the authentic and original value, heritage tourism could be attractive and deliver knowledge for future generation. Moreover, the interesting thing about heritage tourism destination is the cultural value and hidden explanation of the history. The curiosity of tourist may help the destination to be more respected and expected as joy experience. It indicates that an acquaintance to historical objects and its past becomes motivation for tourists (Ismagilova et al., 2015).

West Sumatera government has been straining to develop the tourism sector. This region has many culture, history, and rich of natural resources. There are many heritages in Indonesia that can attract travelers. One of the object is located in West Sumatra province, the exact location is in Pagaruyung, Batusangkar. It shows the majestic Minangkabau royal palace, traditional architecture of one of the most iconic traditional homes, Rumah Gadang (Minangkabau; “big house”). Each of the design had its own meaning. Currently, the visitors of West Sumatera is increasing trough the years.

Table 1.1

Number of Tourist that Visited West Sumatera

| Year | Number of Visitor |
|-------------|--------------------------|
| 2010 | 4,575,601 |
| 2011 | 5,106,321 |
| 2012 | 5,850,033 |
| 2014 | 6,605,738 |
| 2015 | 6,973,678 |

Source: (Lenggogeni, Central Statistical Agency, 2017)

Moreover, the pursuit of an aesthetic sense and historical, cultural, and educational value is the motivation for visiting intangible cultural attraction (Sun & Shi, 2012). The statement shows that motivation can expect to increase the number of tourist. The desire to maintain one's identity of the heritage's oneself and the desire for authentic experience are crucial motivations (Biran, Poria, & Oren, 2011). In order to create a competitive advantage, destination marketers should emphasize that their destination offers something new to target markets (Toyama & Yamada, 2012).

In order to increase visitors, it is necessary to improve the tourism destinations. Especially in West Sumatera, a new and memorable tourism is necessary to attract more tourist. To be more innovative in the attributes. It can be achieve by understanding the behavioral intention. Studying the behavioral of visitor (Supriatna, et al. 2016) presume can predict the revisit intention of the tourism.

Nowadays, memorable tourism experience (MTEs) is more important as a result of the phenomenal growth of destination competition (Kim & Ritchie, 2014). For instance, stressed that destination competitiveness is delivery of such memorable experiences (Ritchie & Crouch, 2003). According to Lee et al. (2005), individual with a more favorable destination image perceived higher experience, that lead to higher satisfaction and the more positive behavioral intention. Afterwards, revisiting behavioral intention is an important predictor of future travel (Lee, 2009; Severt, Wang, Cheng, & Breiter, 2007).

Based on the description above this research is purposed to examine the effect of novelty seeking and memorable tourism experience (MTEs) towards revisiting intention. So, the author entitled the research as **“Analyzing The Effect of Novelty Seeking in Memorable Tourism Experience and Revisist Intention of Heritage Tourism in West Sumatera (Case: Istanos Basa Pagaruyung, Jam Gadang, and Lobang Jepang)”**.

1.2 Problem Statement

This research is purposed to answer the following question:

- 1) How Novelty-Seeking Effects Memorable Tourism Experience?
- 2) How Memorable Tourism Experience Effects Revisit Intention?
- 3) How Novelty-Seeking Effects Revisit Intention?

1.3 Objective of the Research

- 1) Analyze novelty seeking effect toward memorable tourism experience
- 2) Analyze memorable tourism effect toward revisit intention
- 3) Analyze novelty seeking effect toward revisit intention

1.4 Contribution of the research

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 behavioural intention.

1.5 Scope of Analysis

The researcher limited the scope of analysis in novelty seeking, memorable experience, and revisiting intention and object of the research. It limits the research context by focusing to the domestic tourist who visit Istano Basa Pagaruyung, Jam Gadang, and Lobang Jepang.

1.6 Outline of the Research

CHAPTER I INTRODUCTION

The first chapter contains background of the research, problem formulation, the objective, benefits, and outline of the research.

CHAPTER II LITERATURE REVIEW

This chapter are includes the theoretical explanation about the variable used on this research. The variables are novelty seeking, memorable tourism experience, and behavioral intention.

CHAPTER III RESEARH METHOD

This chapter contains the explanation about research method which are research design, population and source of sample, type of data and variable measurement,

research variables, operational definition, data analysis, test of instrumental, structural model test, and hypothesis testing.

CHAPTER IV RESULT AND DISCUSSION

This chapter is contain the explanation about results and consist of characteristic of respondent, descriptive analysis, structural measurement of the influence of service quality to behavioural intention by using customer satisfaction as mediator on restaurant in Padang.

CHAPTER V CONCLUSION

This chapter explain about conclusion of research, implication, limitation and recommendation for further research.

