

How reputation bridging nowness service and memorable tourism experience to achieve tourism sustainable development goals

Bagaimana reputasi menjembatani layanan kekinian dan pengalaman wisata yang berkesan untuk mencapai tujuan pembangunan pariwisata berkelanjutan

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ABSTRACT

Social media will be an integral part of any digital marketing strategy for the tourism industry, but it's important to remember that this medium produces content with wide variations. Tourist hotspots need to keep a positive online reputation so that positive word-of-mouth spreads among locals. This research aims to fill this knowledge gap by proposing an integrated model to investigate the impact of destination reputation and nowness service on visitors likelihood to return and by extension, on sustainability. Assessment of the measurement model in this study used SEM PLS, and data were collected from 70 people in Central Java province. A positive correlation between Nowness service and destination reputation was found, suggesting that the more popular a destination is, the more positive its reputation will be perceived to be. Having a positive impact on the visitor's perception of the destination, a memorable vacation is a great marketing tool. The ability to provide visitors with a memorable experience and excellent service while also considering the concept of sustainability in terms of the economy, environment, and society is essential to a destination's reputation, which in turn generates a sustainable competitive advantage in the tourism industry. The following section discusses the implications and the agenda for future research.

ABSTRAK

Media sosial akan menjadi bagian integral dari strategi pemasaran digital apa pun untuk industri pariwisata, tetapi penting untuk diingat bahwa media ini menghasilkan konten dengan variasi yang luas. Hotspot turis perlu menjaga reputasi online yang positif sehingga kata-kata positif menyebar di antara penduduk setempat. Penelitian ini bertujuan untuk mengisi kesenjangan pengetahuan ini dengan mengusulkan model terintegrasi untuk menyelidiki dampak reputasi destinasi dan layanan kekinian terhadap kemungkinan pengunjung untuk kembali dan selanjutnya, terhadap keberlanjutan. Penilaian model pengukuran dalam penelitian ini menggunakan SEM PLS, dan data dikumpulkan dari 70 orang di provinsi Jawa Tengah. Korelasi positif antara layanan Nowness dan reputasi destinasi ditemukan, menunjukkan bahwa semakin populer suatu destinasi, semakin positif reputasinya. Berdampak positif pada persepsi pengunjung tentang destinasi, liburan yang tak terlupakan adalah alat pemasaran yang hebat. Kemampuan untuk memberikan pengunjung pengalaman yang tak terlupakan dan layanan terbaik sambil juga mempertimbangkan konsep keberlanjutan dalam hal ekonomi, lingkungan, dan masyarakat sangat penting untuk reputasi destinasi,

yang pada gilirannya menghasilkan keunggulan kompetitif yang berkelanjutan dalam industri pariwisata. Bagian berikut membahas implikasi dan agenda untuk penelitian masa depan.

INTRODUCTION

Pandemic is a very long adventure, the plague practically stops mobility and forces people to stay at home or many call it "the death of mobility". The COVID-19 crisis brought humans back to ancient times where their life was only in caves, namely homes. The coronavirus (Covid-19) pandemic is one of the most impactful events of the 21st century. Even at an early stage, the impact on tourism was enormous. The World Travel & Tourism Council (WTTC) represents estimates of tourism development during pandemic, it showed that 75 million tourism jobs at immediate risk and industry losing more than US \$ 2.1 trillion in turnover. Borders are closed, cruise ships are anchored, the entire air fleet is grounded, and hotels, restaurants and tourist attractions are closed. The corona virus pandemic is a disaster that physically affects the system as a whole and threatens its existence.

Social media in the tourism industry has a strong impact on consumers, businesses and destinations (Leung, Sun, and Bai 2019). Social media has revolutionized how destinations interact with consumers (Pratiwi, Wardhani, and Kusumaningrum 2020). Social media encourages customer engagement (Leung, Sun, and Bai 2019) and experiences co-creation (Neuhofer et al., 2015), facilitating personalized real-time services (Dimitrios Buhalis and Sinarta 2019). Social media have increased the importance of word of mouth (WOM), making it more efficient and visible (Pratiwi et al. 2020). Consumers increasingly turn to user-generated content (UGC), such as reviews, to organise their travel ((Widiyati 2012). Reviews are sometimes motivated by commercial goals, which can affect consumer trust. Social media and review sites are useful and entertaining sources of information with important influence on consumer decision-making processes (Leung, Sun, and Bai 2019). Millennial tourists decide to choose tourist destinations through reviews, ratings and recommendation. Tourism marketing will not be separated from digital marketing with social media, but it should be realized that social media is content that has high disparities. Tourist destinations must maintain a good reputation so that reviews on social media can provide a good image to the community. Private tourism is a type of tourism where tourists prefer to explore a destination and expect experiences that provide emotional bounding, thoughts and imagination with the uniqueness that exists in tourist destinations. Quality experience can be realized through hospitality, comfort and emotional touch by involving elements of local wisdom and heritage owned by the destination.

The tourist experience is at the core of the tourism and hospitality industry. With increasingly fierce competition, it is increasingly recognized that destinations must create and provide memorable tourism experiences to their consumers to increase their competitiveness (Chandralal and Valenzuela 2013). Consumers often remember their past travel experiences and seek information from other people's experiences when deciding to travel and choose a destination. Internal information search is the first step in the process of seeking tourist information, which is often called a memorable travel experience (MTE) that has attracted the attention of researchers and practitioners. Researchers argue that MTE is the best predictor of future behavior and represents a new benchmark for sustainable tourism development (Adhikari and Bhattacharya 2016; Beritelli and Laesser 2017; Chandralal and Valenzuela 2013; Christou et al. 2019; Kim 2009, 2014; Zhang, Wu, and Buhalis 2017).

A destination's reputation is an important, widely recognized construct that influences traveler decision making, destination choice, post-trip evaluation and future behavior. Memorable tourism experience (MTE) and destination reputation are all recognized as important antecedents of future behavior. However, there is a lack of an integrated model to investigate their relationship, and there is a gap in achieving sustainable tourism development. The best experience is obtained from how a tourist gets satisfying service. Contemporary services, which provide the needs of visitors according to their segmentation and their needs for fulfilling their desires to keep up with the times will be the driving force for an unforgettable experience (Adhikari and Bhattacharya 2016; Christou et al. 2019; Zhang, Wu, and Buhalis 2017).

Empirical research to investigate the antecedents and consequences of MTE is rare (Adhikari and Bhattacharya 2016; Christou et al. 2019; Zhang, Wu, and Buhalis 2017). However, no studies have investigated the effect of destination reputation and service nowness on MTE. This study intends to fill this gap by proposing an integrated model to explore the relationship between destination reputation and nowness service on memorable tourism experiences that can ultimately improve sustainability. The objectives of this study are: (1) to examine MTE in the context of tourism in Central Java in relation to the resilience of post-pandemic tourist destinations (2) to develop a causal relationship model to investigate how destination reputation and nowness service can increase memorable tourism experience and explore the effects of MTE on development sustainable tourism. This study adds to the knowledge of the antecedents and consequences of MTE, and enables a better understanding of the process of MTE formation and its importance in destination

competitiveness. This study analyzes how big data, based on contextual data, can facilitate instant value creation for stakeholders. It explores how social media and other technology platforms can enhance the consumer experience in real-time.

METHOD

This research is a quantitative research with a research population of tourism destinations in Central Java Province taken by census. Data collected from 70 Assessment of the measurement model in this research with a questionnaire tool that is processed with the SEM PLS software. To evaluate the reliability of the items their composite reliability (CR) were assessed to confirm the reliability of the scales, and average variance extracted (AVE) to confirm convergent validity.

Tabel 1. COMPOSITE RELIABILITY DAN AVERAGE VARIANCE EXTRACTED

	AVE	CR
Tourism Sustainability	0.698	0.780
MTE	0.690	0.791
Destination's reputation	0.597	0.813
Nowness service	0.916	0.956

Sources: *Primer Data; 2022*

The CR values were far higher than the recommended minimum value of 0.7, and the AVE values were higher than the recommended minimum of 0.5 confirming convergent validity.

RESULT AND DISCUSSION

To determine whether a hypothesis is accepted or not by comparing tcount with T table on the condition that if Tcount > Ttable, then the hypothesis is accepted. For more details, see Table 2 below.

Tabel 2. BOOTHSTRAPPING RESULTS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Nowness service → Destination Reputation	0.653	0.661	0.047	13.835	0.000
MTE → Destination Reputation	0.554	0.574	0.091	6.103	0.000
Destination Reputation → Tourism Sustainability	0.347	0.331	0.094	3.684	0.000

Sources: *Primer Data; 2022*

Nowness service has a significant positive effect on destination reputation, meaning that the higher the nowness service will increase destination reputation. Enabling a nowness service can benefit from real-time co-creation. To ensure that service nowness is achieved, several real-time service drivers are identified that lead to value for the brand, consumers and potential customers (Dimitrios Buhalis and Amaranggana 2015). Nowness service emerges through the ability to interact with consumers dynamically today, both physically and digitally. "Current service" or "uniqueness" reflects the immediate and agile nature of the brand's performance in increasing presence (Dimitrios Buhalis and Sinarta 2019). Nowness started a paradigm shift to a new era where every service practice was carried out using digital media to hack time and distance. nowness service is consumer centered, personalized and contextualized and proactive and reactive. Consumers look for travel information on social media and make purchase decisions after reading customer reviews and then use it to share their post-consumption opinions (Dimitrios Buhalis 2019). The impact of online image and reputation on social media is not limited only to the hospitality and tourism businesses but also affects the overall business performance (Buhalis and Foerste 2015). Online consumer reviews have been shown to have a strong influence on market share and firm value. Social media has revolutionized the traditional way of stakeholder communication, transformed strategic management and reconstructed human resource management (Wardhani et al. 2020). Preparations for dealing with the new normal include always preparing a new normal kit such as hand sanitizers, eating and drinking utensils and independent worship tools, personal helmets, wet and dry tissue, masks, plastic to wrap used masks, hand gloves to be used if forced to touch public facilities. coat / jacket, toiletries and personal medicine. Hotels are one of the important amenities in the tourism industry, where hotel management requires prospective guests who stay to comply with health protocols. This covid 19 health protocol-based service will bring back a sense of trust and comfort for visitors.

Memorable tourism experience has a significant positive effect on Destination reputation. The transformation of the world economy in the book Experience Economy by Pine & Gilmore in 1999 emphasized that the world economy is undergoing a transformation from a service economy to an experience economy (Kim 2009). This initiates the observers of the economy that the experience will shape consumer behavior. A

memorable tourist experience for visitors will be very meaningful to increase its competitiveness (Chandralal & Valenzuela, 2013). tourists often remember their past travel experiences and make the experience they feel the reputation of the destination visited. tourists are looking for information about the destination's reputation from the experiences of others when deciding to travel and choosing a destination. visitors will feel the extraordinary sensation of traveling for the first time after being cooped up for a long time due to the pandemic. This experience will become memorable experiences that will not be forgotten by having a trip that must be accompanied by a health protocol, becoming a risk averse in the middle of the trip. Managers in the tourism sector industry can take advantage of this moment to prepare amenities that can engage the emotions of visitors and make it an unforgettable experience.

Destination reputation has a significant positive effect on Tourism Sustainability Competitive Advantage, meaning that the higher Destination reputation will increase the Tourism Sustainability Competitive Advantage. The online reputation construct includes every element that may have an impact on overall reputation and can be found online. Electronic Word-of-Mouth promotion is very important in the tourism sector as it represents a "mixture of facts and opinions, impressions and sentiments, experiences, and even grounded and ungrounded rumors" (Su, Lian, and Huang 2020). consumers are an essential element in achieving a sustainable competitive advantage. The reputation of a tourist destination that meets the needs of tourists for a memorable experience and the best service, but at the same time being able to think about the concept of sustainability in the economy, environment and society will produce a sustainable competitive advantage

Assessing the inner model is evaluating the relationship between latent constructs as hypothesized, where the relationship of each construct is measured by 2 latent constructs.

Tabel 3. R-SQUARE (R²)

	<i>R Square</i>
<i>Tourism Sustainability Competitive Advantage</i>	0,755

Sources: Primer Data; 2022

Based on the R square value, it shows that the variations of Tourism Sustainability Competitive Advantage can be explained by Destination reputation, Memorable tourism experience and Nowness service by 75.5%, the remaining 24.5% is explained by variations in other variables not included in the model.

CONCLUSION

Enabling a nowness service can benefit for increase *destination reputation*. Nowness service is consumer centered, personalized and contextualized and proactive and reactive will have a strong influence on market share and firm value. Memorable tourism experience will shape consumer behavior and increase its competitiveness.

Destination reputation which represents a mixture of consumers are an essential element in achieving a sustainable competitive advantage. The reputation of a tourist destination that meets the needs of tourists for a memorable experience and the best service, but at the same time being able to think about the concept of sustainability in the economy, environment and society will produce a sustainable competitive advantage. A tourism destination with a good reputation will be considered more credible and reliable compared to destinations with a bad reputation. The good reputation of tourism destination will lead to the tourist revisit intention and facilitate the tourism destinations to achieve sustainability.

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