

THE SIGNIFICANCE OF DESTINATION IMAGE IN TOURIST RETENTION (THE CASE OF TAMAN SARI HERITAGE SITE)

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Abstract. Cultural tourism is one of the important components of economic independence in the tourism sector. This cannot be separated from the tourist satisfaction when they pay a visit to a tourism destination. This study focuses on the image of tourist destinations in order to increase the tourist visits in Taman Sari. The approach of this study was qualitative, in-depth interviews with 10 informants who visited Taman Sari. It aims to discuss the heritage site concept which played an extraordinary role in making the tourist visit. Meanwhile, the data analysis of this study is using Atlas Ti-9. The results of the study show that the image of a tourism destination is measured based on three factors such as Culture, history and art, as well as recreation facilities and tourist activity. It can be seen that culture, history and art in Taman Sari do not only have a direct and positive influence on tourist behavior but also indirectly influence towards the tourists' memory. Furthermore, recreation facilities support the tourists' activities while they are visiting Taman Sari. It is suggested that Taman Sari management should put their innovation toward the heritage content product to increase their market and to attract the tourists to revisit the site again.

Keywords: cultural tourism, destination image, heritage, tourist retention tourist revisit.

BACKGROUND RESEARCH

Taman Sari is one of the heritage destinations in Yogyakarta, which is located around the Yogyakarta Palace. Taman Sari was chosen as a tourist destination because it has history that is interesting to study and also has exotic buildings. Choosing a heritage destination is very important (Chu et al., 2022; Pahrudin et al., 2023; Palmas et al., 2015) because of the curiosity of tourists. This curiosity and curiosity will have an impact on one's own preferences. These preferences include coming back because of satisfaction, comfort and interest or just one visit. These two things have provided various points of view on the heritage destination image. This can be seen from the interest in aspects of history that are interesting to study. Heritage destination image from Taman Sari can be seen from history and architecture image. On the other hand, you can see local wisdom from the people surrounding Taman Sari. Residents and tour guides are able to provide explanations that are interesting and easy for tourists to understand.

This is able to provide an overview of how tourists see objects, events and behavior driven by impressions, feelings and beliefs (Crompton, 1979). In tourism destination image, the image is given a different meaning and is often referred to as "destination image". Most researchers consider destination image as an individual's expectations, impressions, and emotions about a place (Assaker, 2014), and architecture is an overall assessment of tourists' psychological and emotional perceptions of the destination image. Based on this background, this paper provides an overview of how destination image can make an impression on tourists to come back.

LITERATURE REVIEW

1.1 Destination image

At the beginning of destination image research, the definition proposed by Crompton in 1979 was widely used. According to Crontron(Crompton, 1979), destination image consists of the number of opinions, concepts and perceptions a person has about a destination. This goal is to encourage the desire to do something or try to do something, such as traveling. Destination image is defined as an individual's overall perception of a place(Jalilvand et al., 2012).

This individual perception is usually done by finding out destination information before visiting. This information is obtained from books, magazines and people who have visited it, so it will provide opportunities for the development and progress of the destination. The development and progress of this destination image has gone through several decades involving various aspects(Marine-roig, 2021). And one aspect of destination image can be defined as an evaluation construction of the overall impression of all tourists towards a destination related to recreation facilities and tourist activity(Echtner & Ritchie, 1993).

1.2 Heritage sites

Heritage is formed from the history of the past as a response to current needs. Important cultural, ecological, historical, economic and social values are possessed and can be inherited in heritage sites. Heritage sites contain interpretations of history through monuments and artifacts, combined with memory to respond to current needs, for example for tourism (Ashworth, G.J., & Tunbridge, 2000). And a heritage site is a collection of history and traditions that are interrelated between the past, present and tomorrow(Balmer, 2011). This is the reason tourists visit and learn about it. Things learned from heritage sites are usually related to old buildings, history and culture(Madden & Shipley, 2012). And this is one of the reasons for the development of heritage sites as a form of tourism that is increasingly popular in many destinations globally(Rogerson & van der Merwe, 2015)

1.3 Revisit intention

Destination image has a positive influence on revisit intention. Because this is one of the important prerequisites for increasing the number of tourists. Because destination image and visitor retention are interrelated and have a significant effect on visitor loyalty to a destination(Kanwel et al., 2019). The desire to revisit a place is called revisit intention(Akbari et al., 2020).

Revisit intention is determined by the tourist's first experience and impression when visiting the destination. Apart from that, revisit intention is also influenced by factors such as the quality of attractions, the friendliness of destination staff and local residents, as well as adequate infrastructure so that tourists are satisfied during their visit. This satisfaction will be a source of motivation for family and colleagues through persuasive invitations to visit the same destination(Su et al., 2020).

In increasing visitor retention, tourist destination managers can present the authenticity of the destination image(Shi et al., 2022). This can also grow visitor loyalty(Liu et al., 2012)by creating a visitor experience through destination images, thereby providing opportunities for revisit intention. Revisit intention can be balanced between suitability of expectations, desire to visit again and tourist satisfaction(Chang & Wang, 2019).

METHODOLOGY

The research was conducted for two months, namely September to October 2023, by conducting in-depth interviews directly with 10 informants consisting of 5 (five) domestic tourists and 5 (five) foreign tourists. The focus of in-depth interviews is to obtain information about the relationship between Culture, history and art, Recreation facilities and tourist activity for returning visits to Taman Sari. These informants are allowed to freely move from one subject to another, without necessarily following the order of subjects in the focus concept. Open questions are also used to explore informants' answers in order to increase the validity of their responses. Taman Sari was chosen because Yogyakarta is equipped with many tourist sites attracting both domestic and international visitors (Sukarno et al., 2019). **And one of the heritage destinations in Yogyakarta which is visited by many tourists.**

This research approach uses a qualitative approach with data analysis using Atlas Ti version 9. Analysis stages include:

1. Heurmeunistic Unit (HU), is collecting data from interviews. Interview recordings are collected according to selected themes so that they are coherent and make it easier to filter according to data needs.
2. Coding (CD) is identifying concepts, by grouping data by looking at similarities and differences and then connecting concepts according to focus. The interview results were separated according to focus, namely Culture, history and art, Recreation facilities and tourist activity which can support revisit intention
3. Analysis of coding results
4. Present with graphs according to the findings

ANALYSIS OF RESULTS

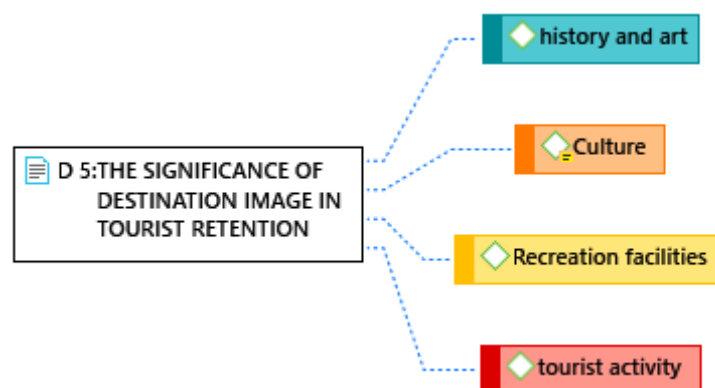


Figure 1 Source: Analysis Authors, 2023

Destination image has a positive effect on tourist behavior. This is in accordance with the results of in-depth interviews that the higher the reputation of a tourist location, the more profitable the heritage destination is in attracting tourists to revisit intention. Taman Sari not only has uniqueness and beauty in terms of culture and architectural arts but is able to accommodate the beauty of the landscape,

culture, recreation and entertainment for tourists so that tourists visit again. This revisit intention is due to the desire to feel satisfied again from the previous visit. This can be optimized by utilizing tourists' perception, touch, taste, sight and feelings by integrating local culture designed with innovative tourism products. For example, by presenting classical dance and historical performances of Taman Sari to welcome tourists who come.

The culture in Taman Sari is able to show how the existing culture is still well maintained combined with historical value. The historical value presented is able to provide its own knowledge for tourists who want to learn more deeply. Culture combined with tourist activity is displayed in the form of Grebeg Maulud ceremonies, Sekaten, Wayang performing arts and Javanese gamelan. This culture has been well maintained and is still practiced today, especially during the Grebeg Maulud and Sekaten cultural rituals. The local community mingles with tourists to take part in historical activities which have become one of the tourist attractions that tourists participate in. Some of these tourists are interested in participating because of curiosity and the belief that participating in this ritual (tourist activity) can bring blessings. However, this tourist activity has changed its meaning as culture, history and art for foreign tourists who follow it. This has had an effect on revisit intention for tourists.

The conclusion obtained from the results of interviews conducted in this research is that the components of Culture, history and art, Recreation facilities and tourist activity are well integrated so that they have an impact on revisit intention at Taman Sari.



Figure 2 Source: Authors, 2023



Figure 3 Source: Authors, 2023

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