

## What Drives Memorable Rural Tourism Experience: Evidence from Indonesian Travelers

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### ABSTRACT

This study aimed to examine the effect of Arousal on Memorable rural Tourism Experiences and social media trip sharing experiences that can moderate memorable rural tourism experiences and tourist behavioral intention. This research is quantitative research with SEM-PLS software. The technique of data collection is done by the survey method. The instrument for data collection is in the form of a questionnaire distributed online to 470 tourists who have visited tourist villages in Indonesia at least once a year. The results showed that all hypotheses could be accepted. The arousal variable significantly and positively affects the Memorable Tourism Experience. Authenticity, Entertainment, and Escapism variables significantly and positively affect Arousal. Memorable rural tourism experience variables significantly and positively affect Tourist Behavioral Intention, memorable rural tourism experience, and behavioral intention moderated by social media trip sharing experiences. The results of the study have implications for consideration for increasing sustainable tourism. As for the planning and development strategy of the domestic tourism industry, we can create sensational experiences and introduce sustainable travel themes to stimulate the desire for in-depth travel and to live in tourist destinations.

## 1. INTRODUCTION

The United Nations World Tourism Organization (UNWTO) reported that the global tourism industry grew for the tenth consecutive year in 2019, with 1.5 billion tourists, a 4% increase from the previous year. It is anticipated that the trend will persist through 2022. However, the rapid spread of COVID-19 poses a severe risk to the tourism and entertainment industries. According to the UNWTO, the number of global tourists will decrease by 850 million to 1.1 billion in 2020, costing the global tourism industry between \$910 billion and \$1.2 trillion [1]. Rural tourism refers to tourism activities in rural areas that utilize rural natural and humanistic features as tourist attractions. Our nation's rural tourism has experienced the emergence, initial development, and management standardization. It has shifted from its initial resource characteristic dominance, agricultural industry dominance, and government support dominance to its present market dominance [2]. In addition to domestic and international travel, tourism is a multibillion-dollar industry. Millions of dollars are annually spent on marketing and advertising travel and tourism-related goods. The journey was challenging, inconvenient, expensive, and frequently hazardous for most of recorded history. Of course, the route undertaken entails some significant motivating aspects [3].

Attention to rural development is an essential and undeniable need of regional and national development in any country because there is a fundamental relationship between rural and urban development, which will not succeed in regional and national development without special attention

[4].

The Indonesian tourism industry contributes significantly to economic growth. The tourism sector's contribution trend is increasing [5]. Tourism development as an industry cannot be separated from demand and supply. Future tourism trends include widespread interest in tourism. Tourists increasingly want real experiences with tourism and lifestyle, and consumers are increasingly looking for active entertainment with educational elements [6]. Tourism policy in Indonesia also encourages the existence of tourist villages following this trend; the Ministry of Tourism and Creative Economy's policies promote the tourism village program. Tourism activities can improve and advance the social and economic development of the community and creative tourism [7-9].

Rural regions' economic, social, functional, and physical structures can all be significantly impacted by tourism [10-12]. A tourism business can be offered to design and manage products and services for a rural tourism experience. Rural tourism experiences are in high demand and heterogeneous, based on authentic adventures, activity experiences, local food & beverage experiences, accommodation experiences, local souvenir experiences, testimonies of wildlife rehabilitation, transportation experiences, and negative experiences [13].

Due to the relationship between tourists and nature, culture, and the environment, tourists are attracted to rural areas for vacation purposes (connecting with nature, resting and avoiding daily routines, breathing clean air, open spaces and a healthy environment, gastronomy, agricultural activities, etc.) discover other cultures, the presence of kindness and friendliness of the locals and places where architectural,

cultural and material heritage meets and the opportunity to travel back in time while taking advantage of modern conveniences [13].

According to Lemy et al. [14] Tourism Villages have local wisdom that has become part of the community's life. Rural tourists are also formed from minor community groups based on rural natural resources [15]. Rural tourism is considered a tourism diversification [16], due to high levels of urbanization, lack of government support, and low awareness of rural communities about the importance and potential of rural tourism [17]. The tourist village is one of the tourism developments involving the village community. The experiential marketing strategy develops deeper connections based on the personalization of customer needs through emotional impulses, turning the act of consumption into an unforgettable experience [18]. Marketing theory gave rise to the concept of marketing memorable experiences [19]. A memory of tourism experiences contains sources that regulate mood states and travel desires. Since the introduction of the concept of memorable tourism experiences, autobiographical memory (i.e., the memory of personal experience) has been viewed as a vital predictor of an individual's affective state and future behavior [20, 21]. Creating a memorable experience is one of the main product activities in tourism. The urgency of the research is an unforgettable experience with the limitation that there is a research gap that has not included the emotional arousal variable as a mediator.

Arousal has garnered considerable interest in consumer studies in response to external stimuli. Numerous researchers have examined the influence of Arousal on consumer evaluations of products, services, and shopping environments. They measured Arousal using a composite of several pairs of verbal descriptors. The Pleasure-Arousal-Dominance Scale [22] includes Frenzied-Sluggish, Jittery-Dull, Aroused-Unaroused, Stimulated-Relaxed, Excited-Calm, and Wide awake-Sleepy, among others. Nonetheless, results concerning the effects of Arousal have been inconsistent [23]. Several studies concluded that increasing arousal increases consumers' positive affect [22] and their spending and time in a store [24].

Nonetheless, some research has shown that Arousal has a negative impact on pleasure [25] and online shopping behavior [26]. Other researchers, viewing Arousal as a single dimension, have proposed that high arousal levels are related to both positive and negative affect [27]. The effects of advertisements were primarily driven by the tense arousal dimension for individuals who were more telic-oriented (i.e., planning) and by the energetic arousal dimension for individuals who were more paramedic-oriented (i.e., spontaneous) [28].

So that the research question can be explained: What are the antecedents of Arousal and memorable rural tourism experience? Can Arousal and amazing rural tourism experience mediate? The latest contribution in this study is to link the Arousal and extraordinary rural experience variables as a mediation that has not been widely studied in rural tourism, following the topic and theme of research regarding the creative economy development in creating sustainable tourism. Unforgettable experiences are at the core of the tourism industry and are considered a core aspect of destination competitiveness in the experiential marketing theory paradigm [29]. The arousal dimension is a fundamental and inherent property of numerous marketing stimuli frequently neglected in studies of general influence [30, 31]. Di Muro and Murray [31] examine the role of Arousal from both a consumer and stimulus perspective to address this issue.

Creative travel experiences positively impact Authenticity and memory. Two metrics that represent the quality of the tourist experience are how visitors perceive their recollections and the Authenticity of the encounter. Therefore, to maintain a competitive edge in the experience economy, satisfy the needs of tourists for learning and creativity, and provide visitors with unforgettable and authentic experiences, creative tourism service providers and managers should always regard recall and Authenticity as crucial factors. Creative tourist places should emphasize the values of escape, interaction, learning, recognition, and relaxation from novel encounters [32].

The way travelers behave has changed significantly because of social media, especially how they share their trip experiences. Expressive writing, sharing of pleasant travel experiences, and helpful criticism from online audiences all raise travelers' post-trip evaluations, and sharing positive travel experiences lifts travelers' spirits [33]. With online reviews from one traveler to another and tourist behavior at all points in the journey, online reviews on social media greatly influence travelers' decisions on overall travel planning. Online reviews and social media significantly impact traveler behavior, affecting the strategic and operational management and marketing functions and processes, such as marketing, sales, customer service, distribution, knowledge, branding, and reputation of tourism providers [34]. Topics of great interest in tourism include memorable tourist experiences and the connection between unique travel experiences and the desire to return. A meaningful travel experience is an experience that a tourist gets after a trip, is remembered, and can be recalled after the trip. The experience travelers have through interactions during their journey is different for everyone. In addition, the intention to return to a destination is essential in tourism. The antecedents of confirmed revisit intentions include travel satisfaction, destination image, tourist attitudes, and, most recently, a memorable travel experience [35]. Sustainable tourism development is significant for nature conservation and the preservation of indigenous cultures. The foundation of tourist destinations' attractions is frequently made up of natural and cultural/heritage resources, which are correlated with the health of nearby economies. When properly managed, sustainable tourism will offer a financial incentive to protect natural places for low-impact purposes. Central world-class locations are diversifying to draw the ecotourism segment to remain competitive, as this segment is developing rapidly [36]. Marketing strategies for tourist destinations must be based on consumers.

Marketing strategies for tourist destinations must be based on consumer behavior. When picking a travel destination, tourists consider security and safety, and the cost is also quite important. Younger travelers strongly prefer cultural attractions and adventure tourism [37]. Tourist satisfaction is the most significant factor influencing visitors' loyalty to tourist destinations, demonstrating the significance of the destination image in creating a new idea [13].

Previous research conducted by Carmo et al. [38] In this study, it tends to be more about the aspects of the services provided so that the assessment given is objective regarding what is in the tourist attractions. Experiential marketing consists of sense, feel, think, act, and a relation is a marketing approach that can evoke sensations and experiences, can be used to create tourist satisfaction, and become the basis for revisiting intentions. In this study, it contains a similar topic, but the researchers formulate different variables, namely this

study aims to find out the opinions of tourists in which; the variable tested from each research subject is passion and its relation to the travel experience, which will create the impression of traveling activities.

Based on the above phenomenon, the core problem in this research is whether the passion and experience of rural tourism have a relationship so that it creates a fantastic feeling. What is the impact of the rural tourism experience? The variables that support answering these problems are tourists' travel experience, peace of mind, and emotions tourists feel. Those that will be tested are Authenticity, Entertainment, escapism, arousal, memorable tourism experience, social media trip sharing experience, memorable tourism experience and social media trip sharing experience, and tourist behavioral intention. So that the results obtained later are more of a subjective feeling to be used as a benchmark for assessment to improve service to antecedent tourists, this will form the impression of tourists on rural tourism. This study examines Arousal and memorable rural tourism experiences that influence tourist behavior.

The independent variable in this study is passion [29] and the dependent variable is the impression of an unforgettable experience. The moderator that affects the relationship between variables is the condition/tourist place that is a place for tourists to visit. From it created an unforgettable travel experience. Academics have recognized this as the primary driver of tourism business competitiveness.

The author proposes a research model with independent variables as follows Entertainment [39] The arousal variable, which can produce expertise [29], and the dependent variable, which is the impact of a memorable experience creating an unforgettable travel experience, has been recognized by academics as the primary driver of tourism business competitiveness. Still, this study looks at each component of the experience. Tourists remember, including hedonism, participation, novelty, local culture, refreshment, meaning, and relative [39, 40]. In doing memorable rural Tourism wants to have fun in the open air by enjoying fresh air, beautiful scenery, a comfortable natural atmosphere, enjoying enchanting landscapes in beautiful village attractions [41]. Arousal is a combination of physiological and psychological activity within a person and refers to the dimension of motivational intensity at a given moment [42]. Therefore, factors attract tourists to take advantage of holidays, free time, and rest to restore physical and spiritual freshness. And eliminate all tension, thoughts, and energy from routine activities [6]. By doing memorable rural tourism in a village, a person will be able to enjoy it directly by actively participating in the activities he likes, for example, sailing, swimming, water bikes, and fishing [6]. The latest contribution to this research is to connect the arousal variable and memorable rural tourism experience as a liaison or mediation from the independent to the dependent variable, which has not been widely studied so far (there is still a lack of research, especially in the context of rural tourism in shaping tourist behavior. Unforgettable is the core of the tourism industry and is considered a core aspect of destination competitiveness in the Experiential Marketing Theory paradigm [29]. This study examines the Arousal and memorable rural tourism experience that affects tourist behavioral intention.

## **2. LITERATURE REVIEW**

### **2.1 Experience marketing**

According to Pangastuti [43] strategic experiences produce social identity through the five senses, creative thinking, body, behavior, lifestyle. According to Diallo and Siqueira Jr [44], and Yang [45] define experience as the experience of events caused by certain stimuli from marketers before or after the purchase of a product or service. Experiential marketing is a useful process for identifying and satisfying consumer needs and wants.

Experiential marketing is an opportunity created by experience and being able to feel customers when traveling through feelings, thoughts, actions and references [43]. Customer experience is the core that shows why customers need to buy from a broader perspective, because experiences are generated through encounters, life or life through certain events [46].

### **2.2 Escapism and arousal**

Escapism has been described as a driving factor, which refers to factors predisposing a person to travel, where a person feels alert, excited, or in an active situation. Verbal arousal is considered as a respondent's report, such as when stimulated, opposed, or relaxed (enthusiastic as opposed to calm, furious as opposed to lonely, restless/nervous as opposed to confident) [40]. It is supported by research conducted by Güzel [47] that Escapism positively affects Arousal.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H1: Escapism has a positive and significant impact on arousal

### **2.3 Entertainment and arousal**

Entertainment is the part that prioritizes time for fun. There is a significant relationship between Entertainment and Arousal. Because Arousal is the extent to which a person feels excited, alert, aroused, awake or active in a particular situation [48] If tourists are conditioned to feel a pleasant atmosphere while watching Entertainment, positive feelings will be channeled into Entertainment while being entertained while traveling [47].

Güzel [47] shows that Escapism, Entertainment, and beauty favor Arousal. Tourists desire to get away from their regular lives and adopt a different persona in the dimension of Escapism, which has the most substantial connection between people and experience. Customers have pleasant sensations and feelings in the entertainment realm. Customers experience a different location in the aesthetic dimension, shaped by the sensory content and surroundings. These characteristics will be linked to emotional arousal. Impressions and emotions can both be impacted by memorable events.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H2: Entertainment has a positive and significant impact on arousal

### **2.4 Authenticity and arousal**

There is a significant relationship between Authenticity and arousal, where if someone has experience on tour, then tourists

will be excited and feel enthusiastic about the time. This is also done by research conducted by Ahsanah and Artanti [48], Nugraha et al. [49], Cetin and Dincer [50], showing the results that there is a significant relationship between Authenticity and arousal.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H3: Autenticity has a positive and significant impact on arousal

## **2.4 Esthetic and arousal**

Esthetics can be defined as the attractiveness of a tour that can create personal considerations in terms of design and beauty [50] where a person feels excited or is in an active situation during tourism. It is supported by research conducted by Lee et al. [51] showing a positive relationship between Esthetics and Arousal.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H4: Esthetic has a positive and significant impact on arousal

## **2.5 Arousal and memorable rural tourism experience**

Research conducted by Ahsanah and Artanti [48] shows a strong relationship between Arousal and the Memorable Rural Tourism Experience, where the more experienced, the more aroused the tourist village. It is supported by research conducted Kastenholz et al. [40], Fauziah and Irwanto [52], and Scuttari [53] showing the results that there is a significant relationship between Arousal and Memorable Rural Tourism Experiences.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H5: Arousal has a positive and significant impact on memorable rural tourism experience

## **2.6 Memorable rural tourism experience and behavioral intention**

Memorable Rural Tourism Experience is a meaningful experience that is positively remembered after the event [40, 48, 52-54]. According to Kastenholz et al. [40], repeat visit intention is a behavioral intention when a customer wants to review a place or purpose by doing positive word of mouth, staying longer, and buying more than expected. This is supported by research conducted by Soo-Youn et al. [54]. The compatibility between the self-conceptions of rural tourism visitors and rural imagery can increase the likelihood of tourists visiting the village again, so in his research, the village image has a direct positive influence and can affect the intention to visit again.

The following hypotheses can be advanced based on previous research's theoretical foundation:

H6: memorable rural tourism experience has a positive and significant impact on behavioral intention

## **2.7 Memorable rural tourism experience and behavioral intention moderated by social media trip sharing experiences**

Tourists use social media to find information when making travel plans [48, 49], which shows that there is a positive relationship between memorable rural tourism experiences

and tourist behavioral intention with social media trip sharing experience as moderator variable.

An adequate balance between these three dimensions must be established to maintain the long-term sustainability of tourist growth. Sustainability principles pertain to tourism development's environmental, economic, and sociocultural components. Ecological protection, cultural Authenticity, and democratic profitability of tourist-related activities are the cornerstones of sustainable tourism development. Only this tourism acknowledges priority locations of social return as an inverse welfare index on the areas visited, as well as exclusive economic returns, or whether tourism can produce enough revenue for locals in terms of jobs, wealth, and resources accessible [55].

The following hypotheses can be advanced based on previous research's theoretical foundation:

H7: memorable rural tourism experience and behavioral intention moderated by social media trip sharing experiences

## **3. METHOD**

This research was conducted using an explanatory research approach to see consumers' intention to revisit [56]. This research is quantitative because the data is a variable whose value is numerical (Likert scale 1-5). The sampling technique is purposive sampling which selects 470 tourist who has experience visiting tourist villages at least once a year.

The research analysis uses a structural equation model (SEM-PLS) to correct measurement errors by including the effect of interactions in the model [57]. SEM-PLS is used to test the estimation and significance of the Bootstrap method. In addition, SEM-PLS is used to predict the relationship between variables and indicators through the inner model, namely the relationship between latent variables and the outer model, which is known as the relationship between indicators and latent variables [57].

This outer model is intended to test the reliability and validity of the indicators as a measuring tool for constructs in the research model. The second is the inner model, also known as the structural model. The results of this internal model are obtained from the bootstrapping process on non-parametric data [58]. The next step is to assess  $Q^2$  or the predictive relevance of a research model. Evaluation of the predictive relevance of this research model can also be done using a more advanced method, namely the  $Q^2_{\text{predict}}$  value [58]. Testing the hypothesis data is obtained from the bootstrapping menu or re-sampling with the device Smart PLS software, first, by testing the significance of the relationship between the variables by comparing the T-table value with the T-statistic value generated in the empirical test. If the T-statistic value is higher or exceeds the T-table value, then the effect of the variable can be said to be significant. The path coefficient is a path analysis model that systematically compares various paths that can directly or indirectly affect the independent variable and the dependent variable [57].

In that case, it can be concluded that the hypothesis is supported; furthermore, path analysis was carried out to analyze the influence of variables on each path through the mediating variable. It is done to assess the mediating ability of the mediating variables in the research model. This analysis stage can be done by looking at the value of the specific indirect effect [59]. It must be emphasized once more that theoretical justification, not statistical significance, is required

for the inclusion of moderating effects [60].

In addition to the PLS-SEM analysis, it is also possible to analyze the importance and performance of the target construct to provide input for tourist villages through the IPMA menu or Importance-Performance Map Analysis. This analysis combines descriptive analysis that uses the mean value with inferential analysis by using the total effect value as an indication of importance.

The combination of the two data is depicted in a map or mapping with two axes where the positions of variables and indicators can be mapped in the image [61]. Thus, IPMA can provide helpful input on what should be a priority for a tourism village.

4. ANALYSIS AND FINDINGS

4.1 Analysis

One must first look at the loading indications to evaluate the reflective measurement methodology. It is advised to load over the value of 0.708 since it demonstrates that the construct accounts for more than 50% of the indicator variance, resulting in adequate item reliability. Figure 1 displays the loading indicator for each variable in this study.

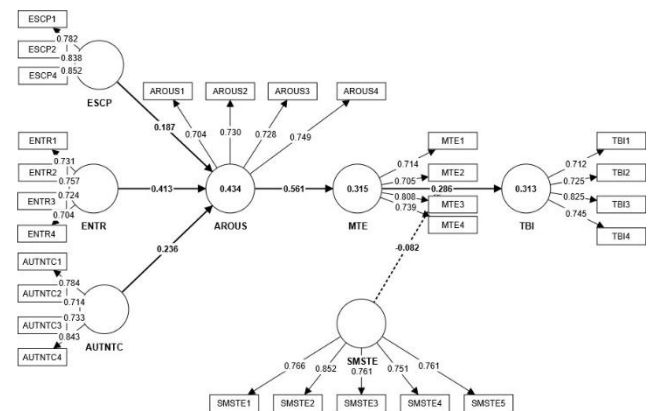


Figure 1. Loading indicator for each variable

The loading indicator value for each variable is displayed in Figure 1. The Escapism, Entertainment, arousal, and MTE variables' loading indicator values are below 0.708, but the average score is still higher than 0.708; therefore, this has no impact. It indicates that all the variables are valid and satisfy the requirements.

The dependability of internal consistency is evaluated in step two by examining the composite reliability value. In exploratory research, reliability levels between 0.60 and 0.70 are acceptable, and values between 0.70 and 0.90 range from adequate to good [58]. Table 1 displays the composite reliability values used in this investigation.

Table 1 variables have been examined, and their composite

reliability value is over 0.70, which is excellent. Looking at each construct measure's convergent validity is the next step. The level of convergence of the construct to account for item variance is known as convergent validity. The average extracted variance for each construct's entire set of items is used to assess the construct's concurrent validity. It is necessary to square the loading of each indicator on a build and get its average value to calculate the AVE. An AVE of 0.50 or higher implies that the construct explains 50% or more of the variance of the components that make up the construct; a value of 0.50 or higher is considered an acceptable minimum [58]. Table 1 shows the value of the AVE construct in this study, with each variable's worth being more significant than 0.5. The construct on each variable is therefore declared to be legitimate.

The endogenous construct's R<sup>2</sup> value will then be examined. The significance and magnitude of the coefficient of determination can be used to empirically evaluate the model's explanatory capacity, another crucial component in descriptive statistical modeling (R square or R<sup>2</sup>). However, PLS-SEM programs typically report R<sup>2</sup> values of endogenous components [62]. Higher numbers denote better explanatory ability. R<sup>2</sup> values vary from 0 to 1. R<sup>2</sup> values of 0.75, 0.50, and 0.25 are generally considered significant, moderate, and weak, respectively. Additionally, R<sup>2</sup> is a function of the number of predictor constructions; the more constructs there are, the higher the R<sup>2</sup>. R<sup>2</sup> values from comparable studies and similar complexity models should be used to interpret R<sup>2</sup> in the research [58]. The R square value of the arousal variable is 43.4%, meaning that the independent variables of escapism, entertainment, authenticity contribute to variable Arousal by 43.4% and the remaining 56% is the contribution of other variables not discussed in this study. The R square value of the memorable tourism experience variable is 31.5%, meaning that the independent variables escapism, entertainment, authenticity contribute to variable memorable tourism experience by 31.5% and the remaining 68.5% is the contribution of other variables not discussed in this study. The R square value of the tourist behavioral intention variable is 31.3%, meaning that the independent variable escapism, entertainment, authenticity contributes to variable tourist behavioral intention by 31.3% and the remaining 68.7% is the contribution of other variables not discussed in this study.

Hypothesis testing is the final step. Researchers must use their imagination to creatively look for newer interpretations of spectacular and common place experiences, known and unknown occurrences, and accepted conceptualizations to do relevant and robust research. This viewpoint is ideally suited to the exploratory features of PLS-SEM, making it a proper data analysis method for researchers. An appropriate and rigorous theory must include hypothesis testing from the perspective of statistical explanatory modeling. The bootstrap is used for hypothesis testing in PLS-SEM [62]. Table 2 displays the outcomes of the testing of the hypotheses.

Table 1. Reliability and validity test

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach Alpha
Arousal	0.530	0.818	0.705
Authenticity	0.593	0.853	0.770
Entertainment	0.531	0.819	0.706
Escapism	0.627	0.870	0.807
Memorable Tourism Experience	0.552	0.831	0.729
Social Media Trip Sharing Experience	0.607	0.885	0.838
Tourist Behavioral Intention	0.567	0.839	0.743

**Table 2.** Hypothesis testing results

Hypothesis	Variable	Coefficient	Critical Value	P Values	Result
H1	Arousal -> Memorable Tourism Experience	0,561	9.305	0.000	Hypothesis supported
H2	Authenticity -> Arousal	0,236	4.910	0.000	Hypothesis supported
H3	Entertainment -> Arousal	0,413	8.478	0.000	Hypothesis supported
H4	Escapism -> Arousal	0,187	3.963	0.000	Hypothesis supported
H5	SMSTEx MTE>TBI -> Tourist Behavioral Intention	-0.082	2.810	0.002	Hypothesis supported
H6	Memorable Tourism Experience -> Tourist Behavioral Intention	0,286	5.619	0.000	Hypothesis supported
H7	Social Media Trip Sharing Experience -> Tourist Behavioral Intention	0,232	3.859	0.000	Hypothesis supported

## 4.2 Findings

Due to the appeal of these items to contemporary audiences looking for unique experiences, industrial tourism is frequently seen as a crucial component of development in underdeveloped rural areas [40]. As shown in Table 2, H1 stated that there is a significant positive relationship between arousal and memorable tourism experience with a path coefficient of 0.561 H1 has a t-value or critical value of 9.305 and p-value of 0.000. So, based on the restriction of limitation, it is proven that H1 is supported and the relationship between arousal and memorable tourism experience is stronger. The conclusion is that arousal positively affects the Memorable Rural Tourism Experience meaning that the higher the arousal felt by tourists, the more meaningful experiences they will get. It is consistent with [46] research, which found that local tourism stakeholders must comprehend the value and distinctiveness of particular local goods whose sales can be improved by expanding the variety and allure of stores open to tourists. Consider a scenario in which certain goods like cheese, bread, and agricultural products are the signature of a travel location. If so, they can be displayed to enhance a meaningful experience, such as by engagingly showcasing the production process and even allowing visitors to participate; they will also improve the overall experience of the location. They will understand something else, such as an object plus existential Authenticity.

Creative tourism is part of alternative tourism, a tourism concept that is more friendly to nature and local communities, which cannot be obtained when visiting tourist attractions—destinations in general. Tour packages prioritizing culture, nature, and the destination's uniqueness will be in great demand [63]. Tourists attracted to a destination not to seek insight or see cultural artifacts; instead, they leave for sociopsychological reasons that are not related to any particular goal Escapism, Entertainment, and aesthetics have favorable impacts on emotional arousal according to research by Güzel [47]. The results show that the constructs of sociopsychological factors such as Authenticity, Entertainment, and Escapism Authenticity have a positive and significant influence on Arousal, which means the higher the sociopsychological impact of Authenticity, Entertainment, and Escapism tourists, the higher the Arousal or positive Arousal to make a meaningful trip. H<sub>2</sub> stated that there is a significant positive relationship between authenticity and arousal with a path coefficient of 0.236. H<sub>2</sub> has a t-value or critical value of 3.963 and p-value of 0.000. Hence, based on the limitations, it is decided that H<sub>2</sub> is supported and the relationship between authenticity and arousal is stronger. The theory is accepted, and Authenticity has a positive impact on

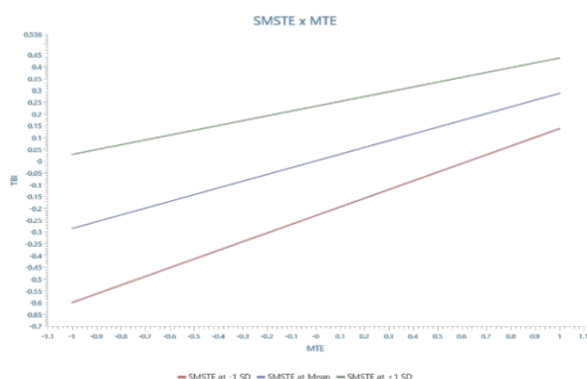
Arousal. It is consistent with the study by Agapito et al. [40], who found that tourists prefer rural areas as their travel destinations because they want to get a close-up look at rural life from their hosts and experience a special kind of hospitality. In addition, they also want to get the concept of Authenticity in the tourist experience mode that they aspire to. Despite cultural developments, the idea of Authenticity has not changed over time [48, 49]. H<sub>3</sub> stated that there is significant positive relationship between entertainment and arousal with a path coefficient of 0.413. H<sub>3</sub> has a t-value or critical value of 8.748 and p-value of 0.000. Hence, based on the limitations, it is decided that H<sub>3</sub> is supported and the relationship between authenticity and arousal is stronger. It is consistent with [64] research, which found that the most stressed aspect of the tourist experience in destination marketing is the personal experience associated with Entertainment. The pleasant arousal and sentiments of happiness that are significant aspects of the entertainment portion of the incident are what give destination shows and activities their ability to inspire travelers. Positive emotions while traveling might help travelers feel more capable of meeting obstacles at their destination because they are more adaptable, open-minded, and able to develop more innovative solutions. H<sub>4</sub> stated that there is significant positive relationship between escapism and arousal with a path coefficient of 0.187. H<sub>4</sub> has a t-value or critical value of 8.748 and p-value of 0.000. Hence, based on the limitations, it is decided that H<sub>4</sub> is supported and the relationship between escapism and arousal is stronger. It is consistent with research by Di Muro and Murray [31] which found that emotional arousal among visitors positively impacted post-experience behavior as a critical factor of satisfaction and intentions. Tourists seek to escape from their regular lives and adopt a different persona in the dimension of Escapism, which has the most substantial connection between individuals and experiences. Tourists often travel to far-off places to escape from their regular lives. Innovative tourism products strongly emphasize escape so travelers can realize escape locations and raise the standard of the travel experience. Along with attention to detail, expertise, service orientation, and friendliness, interaction is a crucial component of the creative process.

The first data is the T-statistic value of 2,810. This value exceeds the T-table value for the one-tailed test with a significance level of 0.05, which is 1.645, therefore it can be interpreted as having a significant moderating effect. The second data, can be seen from the standardized coefficient with a negative value of -0.082. Based on these data, it can be concluded that H<sub>5</sub> is supported, if the social media trip sharing experience increases it will weaken the effect of memorable tourism experience on tourist behavioral intention



(SMSTExMTE) or the positive relationship between memorable tourism experience and tourist behavioral intention becomes stronger if social media sharing trip experience is low or weak. The effect of moderating variables on social media trip sharing experience on village tourism can be seen from the slope analysis graph of the results of PLS-SEM data processing below.

From Figure 2, it can be seen that the distance between +1 SD and a -1 SD is getting wider at values below 0 and the meeting point between +1SD line and -1 SD is where the value of memorable tourism experience dan tourist behavioral intention. The greater the distance between +1 SD and -1 SD, this indicates a significant effect of the moderating variable. Thus, it can be seen that the greater social media trip sharing experience has a negative effect on the relationship between memorable tourism experience and tourist behavioral intention. The greater of social media trip sharing experience, the weaker the influence of memorable tourism experience and tourist behavioral intention will be. This finding shows that in the case of village tourism, the response of respondents to social media trip sharing experience can actually weaken the tourist behavioral intention or the positive relationship between memorable tourism experience and tourist behavioral intention becomes stronger if social media sharing trip experience is low or weak. This result is in accordance with the reference that social media trip sharing experience does not always have a positive effect but can also have a negative effect [65]. This can be related to the content posted, the frequency of posting or the level of likes given by social media platform users.



**Figure 2.** Simple slop analysis

The key to boosting consumer Behavioral Intention for Tourism must be a high-involvement procedure. In other words, every travel service or experience should support clients' favorable perceptions of and interest in their services. Kastenholz et al. [39] state that tourism experience may be critical in developing competitive and sustainable destinations. The most appropriate and distinctive endogenous resources, the most significant comparative advantages in the tourist destination area, can help provide unique and authentic rural images and meaningful tourism experiences while enhancing sustainable destination development. Examples include village history, legends, and traditional food production [39].

H<sub>6</sub> stated that there is significant positive relationship between memorable tourism experience and tourist behavioral intention with a path coefficient of 0.286. H<sub>6</sub> has a t-value or critical value of 5.619 and p-value of 0.000. Hence, based on the limitations, it is decided that H<sub>6</sub> is supported and the relationship between memorable tourism experience and

tourist behavioral intention is stronger, which means that the higher the Memorable Tourism Experience perceived by tourists, the higher the Tourist Behavioral Intention. The tourist experience encompasses everything visitors do, perceive, think, and feel in a particular location, including both explicit and implicit behavior and emotions [54]. Due to their individuality, personalization, and economic diversity, experiences represent alternative financial offerings for commodities, goods, and services [19]. Rural tourism destinations must follow the fundamental tenets of sustainable development, such as emphasizing top-notch resources and services, to succeed in the domestic and worldwide tourism markets [11, 37]. In carrying out tourism development, one must pay attention to the six elements of tourism destinations (attractiveness, accessibility, facilities, available packages, activities, and additional services). In addition, it must also have good adaptability, innovation, and collaboration coupled with shifting tourism trends. The branding of tourism destinations is very influential on tourist interest. A tourism activity where visitors can tap into their creative potential by actively participating in learning about the artistic experience, heritage, or distinctive character of the locations visited is one of the main determinants of high-quality creative tourist attraction resources. Creative communities in tourist destinations must be based on local culture. Art and cultural activities are an essential part of this process so that the community will continue to develop when the time comes for tourists to leave their tourist destinations [63]. By applying these concepts, development and tourism can grow in line with innovative and sustainable development principles.

H<sub>7</sub> stated that there is significant positive relationship between Social Media Trip Sharing Experience and tourist behavioral intention with a path coefficient of 0.232. H<sub>7</sub> has a t-value or critical value of 3.859 and p-value of 0.000. Hence, based on the limitations, it is decided that H<sub>7</sub> is supported and the relationship between memorable tourism experience and tourist behavioral intention is stronger, which means that the higher the Social Media Sharing Experience perceived by tourists, the higher the Tourist Behavioral Intention. In line with research conducted by Carneiro et al. [66], which states that unusual experiences involve all senses (visual stimuli (e.g., photos), sounds, smells, tastes, contact with people, "nature"), besides selling the uniqueness of tourist destinations in the form of souvenirs, it will also create memorable experiences from time to time, can enrich stories which are then told to friends and family so that it affects the sustainability of a tourist destination. Sustainability and performance are key elements in managing and maintaining the competitiveness of tourist destinations. Vital resources and supply chains, security, alternative recreation, governance, events, natural attractions, political challenges, and public infrastructure are key aspects in achieving the sustainability of a tourist destination in terms of the performance attained. To maintain the competitiveness and sustainability of the objective, promote culture and history, and encourage the refurbishment of various hotel offerings, the government and strategic planning of the destination should be focused on strengthening resources and high-quality offerings. On the other hand, low-cost services can be carefully planned to maintain a sustainable performance without negatively impacting the social, economic, or environmental landscape. The right marketing strategy for marketing tourist destinations, for example, travel agents highlight the political stability of the goal when marketing it to clients and must ensure security such as the

## 5. CONCLUSIONS

The results of data analysis with PLS-SEM showed that all variables were declared valid and reliable. All proposed hypotheses were accepted. The arousal variable significantly and positively affects the Memorable rural Tourism Experience. Authenticity, Entertainment, and Escapism variables significantly and positively affect Arousal. The Memorable rural Tourism Experience, Social Media Trip Sharing Experience, and Social media trip sharing experience as a moderator has been proven to significantly weaken the effect of memorable tourism experience on tourist behavioral intention. The increasing social media trip sharing experience, the effect of memorable tourism experience on tourist behavioral intention will be weaker. Sociopsychological motives (escape from reality, Entertainment, and the desire to visit an authentic place) direct behavior to enjoy an arousal vacation, one of which is rural tourism. From that, pleasure creates a memorable or meaningful experience. Information shared on social media sites can serve as antecedents (factors that motivate and influence other tourists) and as a source of information about important factors that can influence travel decision making for other potential tourists who see it so that others want to go to that tourist destination. but must provide interesting content posted on social media, increase the frequency of posting on social media to increase the number of likes from social media users. Tourists use social media to obtain information before the trip, share memorable travel experiences, and store this information as a personal document during and after the trip. Information shared on social media sites can serve as antecedents (factors that motivate and influence other travelers) and as a source of information on important factors that can affect travel decision-making for other potential tourists who see it so that others want to go to that tourist destination. Tourism experience is crucial in developing a competitive and sustainable goal. The results of the study have implications for consideration for increasing sustainable tourism. As for the planning and development strategy of the domestic tourism industry, we can create sensational experiences and introduce sustainable travel themes to stimulate the desire for in-depth travel and living in tourist destinations. In the development of tourist villages in the form of a commitment to building tourist villages, collaboration and attention from local governments in developing tourist villages, being consistent in developing and managing tourist villages, there is access to digital-based tourism, good road access to tourist villages and infrastructure as well as resource support. human resources, infrastructure in the form of accessibility, attractions, amenities, readiness of natural resources, facilities and infrastructure, signage to tourist objects.

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