

Digital and Sustainable Tourism Experience: The Role of Government Support and Vivid Memories on Tourist Behavior Intentions in Indonesia

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1. INTRODUCTION

The consumer experience is a crucial aspect of the hospitality and tourism sectors. Research on consumer experiences continues to evolve, encompassing physical, spiritual, and emotional responses to these experiences (Kim & So, 2022; Kumar et al., 2023). Additionally, the tourism industry has recently emphasized sustainability (Lee & Xue, 2020; Sánchez-Fernández et al., 2019) and digitalization, advocating responsible and eco-friendly tourism practices while leveraging technology to enhance the tourist experience. The advent of digitalization in the tourism sector has facilitated greater access to information for tourists, enabling them to enjoy more personalized travel experiences through the Internet, mobile apps, and social media (Preko et al., 2023). Having these experiences is likely to create a vivid memory (Ahn et al., 2017; Ittamalla & Kumar, 2021) and are more inclined to revisit destinations when they enjoy unique and authentic experiences

Therefore, the combination of sustainable and digital tourism experiences not only boosts tourists' vivid memory but also positively influences their intention to revisit and recommend destinations (Lee & Xue, 2020; Preko et al., 2023). It is therefore clear that future tourism trends will increasingly emphasize digitalization and sustainability, contributing to the well-being of tourism businesses, governments, and local communities. Despite these advancements, there is still a lack of comprehensive literature that combines aspects of digital and sustainable tourism into the overall tourist experience (Saseanu et al., 2020). Moreover, most previous studies about sustainability tourism have focused on either residents' perspectives or business stakeholders and have predominantly assessed tourist behavior before their visits, often focusing solely on environmental aspects.

In Addition, it is evident that government support is crucial in monitoring and managing conditions at tourist destinations to ensure that tourists have a memorable experience and perceive the value of their visit (Ruan et al., 2020). This research aimed to investigate the impact of digital and sustainable experiences on tourist behavior through vivid memory moderated by government support, which is shown in Figure 1.

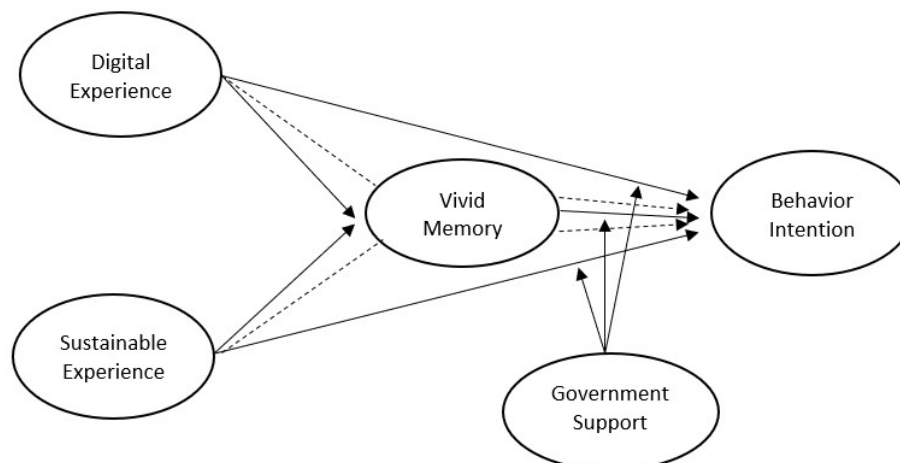


Figure 1. Research Model

2. METHODS

This study employs quantitative methods to assess the impact of sustainable and digital tourism experiences on tourists' vivid memory, behavioral intention, and the moderating role of government support. Data collection will be conducted through surveys of 150 foreign tourists in Bali, Yogyakarta, and Surabaya. The respondents are asked to rate the statements in the questionnaire using a scale ranging from 1, which represents strong disagreement, to 5, indicating strong agreement. The measurements were adapted from several previous research studies, including those on sustainable experience (Lee & Xue, 2020; Sánchez-Fernández et al., 2019), digital experience (Preko et al., 2023), vivid memory (Ahn et al., 2017; Ittamalla & Kumar, 2021), behavioral intention (Jokom et al., 2023; Zeng & Yi Man Li, 2021), and government support (Lee, 2016; Ruan et al., 2020). Data analysis will employ Smart-PLS to test the model.

Furthermore, the results will be validated through focus group discussions (FGDs) and interviews with tourism businesses and government organizations in one of the selected tourist destinations. The objective is to investigate the extent to which the Indonesian government is supporting the creation of sustainable and digital tourism experiences that can influence the behavior of foreign tourists.

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