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Building Destination Competitiveness Through Memorable Tourism Experience

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Abstract

Destination competitiveness is a challenge for the development of tourist attractions. Tourist destinations do not only discuss what attractions tourists can enjoy but are more broadly interpreted as what tourists can experience. This research aims to prove the mediating role of memorable tourism experiences on the relationship between tourist perception and destination competitiveness. The population in this study were tourists who were travelling or had travelled to the Ijen Blue Fire Crater. The population in this study is infinite because valid data was not obtained. The sampling technique used was the purposive sampling method with 150 respondents. The analytical tool used in the research is SEM-PLS with SmartPLS 4 software. The research results prove that tourists' perceptions have a positive and significant effect on the memory tourism experience, and the memory tourism experience has a positive and significant impact on the destination's competitiveness. The urgency of this study is an essential experience for tourists in determining their desire to visit a destination repeatedly. Thus, this research shows that destination competitiveness can be built with methods that arouse emotions and influence tourists with triggers from memorable tourist experiences.

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INTRODUCTION

Tourism is one of the fastest-growing industries in the world. International organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) have recognized that tourism is an essential part that is inseparable from human life and involves social and economic activities. According to data from Badan Pusat Statistik, in 2019, visits by domestic tourists to tourist sites decreased by 6.74% from the previous year. The low number of visits by domestic tourists is due to the unfavorable image of the area, especially in terms of regional accessibility, in the form of inadequate road infrastructure and public transportation to the area (Dagustani et al., 2018). For this reason, cooperation from the Government is needed to develop the tourism sector so that the number of domestic tourist visitors can continue to increase yearly.

The tourism sector has grown and developed, especially after Covid 19, as a form of resilience after the crisis (Streimikiene et al., 2021). Various efforts during post-pandemic in the tourism sector have been made to build and develop various destinations. Tourism is a relatively easy sector for Indonesia to develop because Indonesia has the potential to diverse nature and culture from west to east. However, because of so much potential, residents and local people ignore how to guarantee the continuity of something destination. The definition of theoretical tourism has progressed and developed rapidly on one side; however, on the other hand, tourist destinations managed in Indonesia generally run in place, and only a few are managed professionally and display the impression of a luxurious and memorable tour.

Tourism in Indonesia can grow quantitatively fast. Acceleration of the tourism sector is considered a shortcut in upgrading income, although many destinations of impressed forced and only as a form of program implementation alone without the existence of more government goodwill area locally and without a more precise sustainability strategy.

The risks that will arise are increased quantity but only as a tool satisfaction rather than guaranteed continuity. Though building Destinations are seen as physical investments and as investments in humans, the hospitality mindset is one crucial factor and must be used for community and tourism management.

Sustainability is essential (Kristiana et al., 2021; MacKenzie & Gannon, 2019; Moliner-tena et al., 2021) because the continuity characteristics period is long and multidimensional, which pays attention to the number of visits and profits, sustainability impressions, and the environment in tourist destinations. Building and maintaining a destination inevitably leads to creating competitive power. Competitiveness Destination tourism is significant to a destination to gain a favorable position in the world tourism market and maintain superiority competitive. Reality changes suitable microenvironment nor macro create power competitiveness becomes fundamental. Destination competitiveness is not a matter of a tagline that discusses how the destination competes, but how to take advantage of impression consumers and become a force and characteristic of a destination. Competitive characteristic is collaborative, multi-sector, and contains a multiplier effect. According to Crouch and Ritchie, several researchers agree with the definition of destination competitiveness (Kovacevic et al., 2018). Namely, the ability to increase the amount spent on a destination to interest tourists by providing experiences and impressions that are positive, satisfying, and memorable later will impact the well-being community and managers and maintain a sustainable environment around the destination. Depart from such theory, building destination competitiveness is building a memorable tourism experience.

Urška et al. (2020) explain the tourist experience as one part that plays a vital role in a competitive tourist destination. Yoo et al. (2018); Cho et al. (2021); Nugraha et al. (2021) added that if in competition and survive in the tourism market, something mandatory for tourist destinations to share a unique and un-

forgettable tourism experience for tourists. A tourism experience that is not easily forgotten as well. Keep going remembered by the person for the long term until the tourist can state if the person has obtained a memorable tourism experience (MTE) through visiting one tourist destination (J. H. Kim et al., 2012). Memorable tourism experience gained by travelers will produce a positive image of services and tourism and encourage the creation of loyalty To the tourist's archipelago in the future, so in the end, it will have a very significant contribution to the thriving development sector of tourism (Verinita, 2016).

Murphy et al. (2007); Reitsamer & Brunner-Sperdin (2017); and Zamani-Farahani & Musa (2008) confirm that perceptions of tourists to tourist destinations have a significant impact on sustainability as well as the success of tourist destination survival in competing with other tourist destinations. Experience tourists also influence tourists towards tourist destinations during the tour. Various research in tourism has used perception visitors to evaluate performance destinations (Beerli & Martin, 2004; Carter et al., 2015) and visitor behavior (Rajaratnam et al., 2015; Streimikiene et al., 2021). Understanding tourists' perceptions provides tools for tourist destinations to develop methods for maintaining, developing, and presenting their core tourism products and services. For destinations to be competitive, they have to offer tourist products or services that match the characteristics of their target market.

In general, studies from several researchers stated that a memorable tourism experience has seven dimensions (J. H. Kim et al., 2012). Elements from memorable tourism experiences include hedonism, novelty, culture and social interaction, refreshment, Meaningfulness, involvement, and knowledge. An exciting and essential point of a memorable tourism experience is the dimension used. Some

researchers use the MTE dimension with the reflective approach, while others use the formative approach. Difference corner this view makes MTE attractive For research. In addition, in several studies discussing MTE, many researchers use MTE as a trigger for behavioral and psychological variables consumers, such as behavioral intention, revisit intention, and desire to tell other people. However, the essential thing in marketing studies is the angle view consumers and the angle view continuity of something destination (MacKenzie & Gannon, 2019; Streimikiene et al., 2021).

Destination competitiveness is not just about Consumer wishes to visit return or tell others (Akkus & Guluce, A., 2016), but how to manage destinations holistically by utilizing aspects of the environment and potential and mixing with capabilities so that old markets are maintained, and new markets continue to grow (Mukherjee et al., 2018).

One place enough travel is famous in Indonesia, namely Crater Ijen. Crater ijen Alone is located in the western part of Banyuwangi. Crater Ijen is famous for its beautiful lake, crater, blue fire, and miners' sulfur tradition that is extraordinarily up and down slope Crater Ijen and covers plantations slope the crater. Based on the data obtained from visitors, Crater Ijen, on an average day, 100-200 people, and in days, holidays Can reach 4000 people (www.banyuwangikab.go.id, 2020). Crater Ijen was closed because exists the Covid-19 pandemic. However, in July 2020, Crater Ijen's return opened.

Crater Ijen is a special interest tour that requires an excellent physique to enjoy the uniqueness not offered by other similar tours, such as sightings of blue fire and mining activity sulfur, even though the crater tour Ijen enters the category in particular. However, many visitors came and enjoyed the existing uniqueness Because the facilities and infrastructure are more friendly to travelers without skill and

unique for the climb. In addition, the Blue Fire Crater tour Ijen is also a lot reviewed by social media influencers on YouTube or Instagram. Based on the results of observation of a good start on the field, neither social media content found that because it needed great effort to enjoy a blue fire, then demands tourists to be high, the risk of dissatisfaction among tourists is also high. So, in this case, the manager must truly prepare various scenarios to make an impression on cheerful mind tourists and simultaneously increase Power competitive destination.

This research analyzed the role of tourist perception and memorable tourism experience on the destination competitiveness of the Blue Fire Ijen Crater, located in the Banyuwangi. Even though the research is quite simple, it is hoped that it will fill the gap in the study of destination competitiveness, which often differs for each type of destination and changes in tastes, as well as the development of marketing science in general. Research discussing destination competitiveness is generally limited to one goal and difficult to generalize (Andrades & Dimanche, 2017; Kovacevic et al., 2018). Another challenge for tourism in Indonesia is that it has a high diversity of destinations, uneven infrastructure, inaccurate information data and still unequal destination management. Meanwhile, demands for evaluation and development regarding destination competitiveness continue to be carried out and become an essential point for tourists. Therefore, it becomes necessary to continue researching the competitiveness of tourist destinations and understanding current research. Reviewing the different perspectives explored on this topic will provide an alternative facet for further investigation of destination competitiveness. The study makes it possible to develop perceptions that allow a more holistic perspective on the research topic.

METHODS

The population in this study is travelers medium travel or once travel to Blue Fire Crater Ijen. For tourists ever travel, a restricted time maximum of One month after visiting the Blue Fire Crater Ijen at the time this data collection is done. This has become a consideration due to the time limit. The respondent Still retains memories and impressions of the destination Blue Fire Crater tour Ijen. Study This uses non-probability sampling with the technique of purposive sampling. This technique is taken to obtain information from respondents about specific problems based on objective research and specified criteria. Due to the amount of the population, no one is known, so to determine the amount of sample, the researcher used the opinion of Hair Jr et al. (2014); should the sample size be 100 or more significant? However, this researcher did not limit the number of respondents in the study because the more respondents, the better. Collected data from as many as 163 respondents; however Thus, eight questionnaires were No complete in charging all statement items, and five respondents had No returned questionnaires, so the amount of data that can be processed is as many as 150.

This type of quantitative research is because the data is obtained later in the form of data with the characteristics of a variable whose values are expressed in numerical form using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The data collection tool is done by using a questionnaire.

The research used three variables, namely tourist perception (TP), memorable tourism experiences (MTE), and destination competitiveness (DC). Third, the variable adapts from research that had existed before and adapted to the conditions in the crater Ijen.

Table 1. Research Variables and Dimensions

Variable	Dimensions	Source
Tourist perception (TP)	Access	(Reitsamer & Brunner-Sperdin, 2017)
	Amenities	
	Attractions and activities	
	Entertainment	
	Local communities	
Memorable tourism experiences	Hedonism	(Žabkar et al., 2010) (JH Kim et al., 2012); (Zatori et al., 2018)
	Novelty	
	Local culture	
	Refreshment	
	Meaningfulness	
	Involvement	
	Knowledge	
	Support	
Destination competitiveness	Support	(Akkus & Guluce, A., 2016)
	Accessibility	
	Climate, culture, and activities	
	Image and location	
	Entertainment	
	Price	

Source: Processed Data, 2023

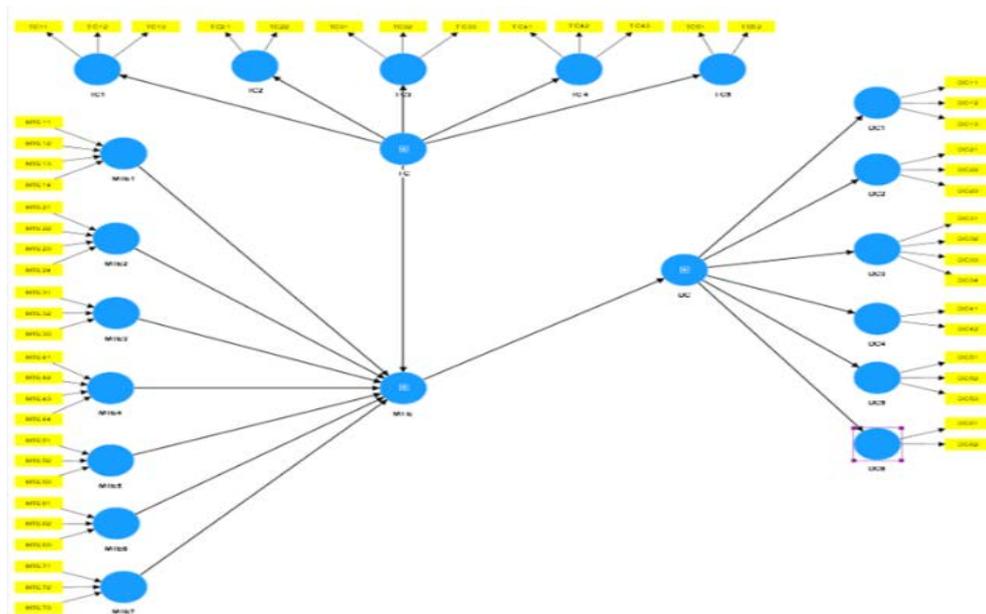


Figure 1. Research Model

The analysis in this study uses a structural equation model (SEM-PLS) that can correct measurement errors by including the effects of interactions in the model (Hair et al., 2017) with the SMARTPLS 04 software. In studying this, the method research used in processing the data is the partial least square structural equation modeling (PLS-SEM) because it will test the research model with different constructs from the previous study. SEM-PLS is used to test the estimation and significance of the Resampling (Bootstrap) method. SEM-PLS Estimation aims to make the best score component of endogenous variables. Also, 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, namely the relationship between indicators and their latent variables (Hair et al., 2017).

RESULTS AND DISCUSSION

The goodness of Fit is carried out by using the evaluation of the outer model and inner model. Outer model in convergent validity can explained the level of valid convergent validity or not indicators can be seen based on the loading factor value. One criterion used is the value of the loading factor ≥ 0.70 ; even for early-stage research from development, a loading value of 0.50 to 0.60 is considered sufficient (Ghozali, 2014).

Table 1. Convergent Validity

Variable	Dimensions	Indicator	Loading Factor	α	Information
Tourist perception	Access	TP1.1	0.946	0.50	Valid
		TP1.2	0.915	0.50	Valid
		TP1.3	0.898	0.50	Valid
	Amenities	TP2.1	0.966	0.50	Valid
		TP2.2	0.955	0.50	Valid
	Attractions and activities	TP3.1	0.771	0.50	Valid
		TP3.2	0.882	0.50	Valid
		TP3.3	0.872	0.50	Valid
	Uniqueness	TP1.1	0.958	0.50	Valid
		TP1.1	0.852	0.50	Valid
		TP1.1	0.967	0.50	Valid
	Local communities	TP1.1	0.927	0.50	Valid
TP1.1		0.926	0.50	Valid	
Memorable tourism experiences	Hedonism	MTE2.1	0.854	0.50	Valid
		MTE2.1	0.829	0.50	Valid
		MTE2.1	0.896	0.50	Valid
		MTE2.1	0.987	0.50	Valid
	Novelty	MTE2.1	0.766	0.50	Valid
		MTE2.1	0.747	0.50	Valid
		MTE2.1	0.728	0.50	Valid
		MTE2.1	0.789	0.50	Valid
	Local culture	MTE2.1	0.931	0.50	Valid
		MTE2.1	0.942	0.50	Valid
		MTE2.1	0.964	0.50	Valid

Variable	Dimensions	Indicator	Loading Factor	α	Information
Memorable tourism experiences	Refreshment	MTE2.1	0.946	0.50	Valid
		MTE2.1	0.729	0.50	Valid
		MTE2.1	0.864	0.50	Valid
		MTE2.1	0.887	0.50	Valid
	Meaningfulness	MTE2.1	0.880	0.50	Valid
		MTE2.1	0.874	0.50	Valid
		MTE2.1	0.857	0.50	Valid
	Involvement	MTE2.1	0.937	0.50	Valid
		MTE2.1	0.943	0.50	Valid
		MTE2.1	0.935	0.50	Valid
	Knowledge	MTE2.1	0.990	0.50	Valid
		MTE2.1	0.955	0.50	Valid
MTE2.1		0.957	0.50	Valid	
Destination competitiveness	Support	DC3.1	0.948	0.50	Valid
		DC3.1	0.917	0.50	Valid
		DC3.1	0.977	0.50	Valid
	Accessibility	DC3.1	0.912	0.50	Valid
		DC3.1	0.982	0.50	Valid
		DC3.1	0.922	0.50	Valid
	Climate, culture, and activities	DC3.1	0.856	0.50	Valid
		DC3.1	0.844	0.50	Valid
		DC3.1	0.832	0.50	Valid
		DC3.1	0.890	0.50	Valid
	Image and location	DC3.1	0.926	0.50	Valid
		DC3.1	0.926	0.50	Valid
	Entertainment	DC3.1	0.976	0.50	Valid
		DC3.1	0.952	0.50	Valid
		DC3.1	0.965	0.50	Valid
	Price	DC3.1	0.868	0.50	Valid
		DC3.1	0.839	0.50	Valid
		DC3.1	0.859	0.50	Valid

Source: Processed Primary Data, 2023

Table 1 shows that the value of the loading factor is from all research indicators greater than .70. Thus, all research variable indicators are valid.

Discriminant validity is carried out with compares the square root of the average variance extracted (AVE) value for each construct with the correlation between other

constructs in the model, and are recommended mark measurement must be greater than 0.50 (Solimun, 2011). While composite reliability is an index that shows the extent to which a tool is a reliable gauge. For reliability, a latent variable has reliability is a good composite if it has composite reliability with a cut-off value of 0.7.

Table 2. Discriminant Validity and Composite Reliability

Variables	Discriminant Validity		Composite Reliability		
	AVE		Cronbach - α	CR	
Tourist perception	0.825	Valid	0.887	0.954	Reliable
Memorable tourism experiences	0.748	Valid	0.878	0.940	Reliable
Destination competitiveness	0.860	Valid	0.817	0.912	Reliable

Source: Processed Primary Data, 2023

Table 3. Results of R^2

Information	R Square
Memorable tourism experiences	0.806
Destination competitiveness	0.842

Source: Processed Primary Data, 2023

Based on the results in Table 2 show that the overall average variance extracted (AVE) score variables in this study > 0.50 . So that can be said whole valid variable. In addition, all variables in this study have a Composite Reliability score of > 0.70 . So, the instrument study whole research is reliable and can be used to test hypotheses. The Cronbach Alpha value in all variables > 0.70 indicates that it is consistent answer respondents in one latent variable are excellent or consistent.

Testing of the inner model or structural model is tested to see the connection between the construct, value significance, and R-square of the research model. Evaluation of the inner model can be done three ways away. Third,

the way is to look at the R-square, Q-square, and Goodness of Fit.

Further testing of the inner model by observing Q 2 value (predictive relevance), Q 2 magnitude has a value with a range of $0 < Q 2 < 1$, where closer to 1 means the model is improving. Q-Square can be done using the formula:

$$Q 2 = 1 - (1 - R_1^2) (1 - R_2^2) \cdot (1 - R_p^2)$$

$$Q 2 = 1 - (1 - 0.806) (1 - 0.694) (1 - 0.753)$$

$$Q 2 = 0.985$$

They obtained a predictive relevance value of $Q 2 = 0.985$ or 98.5%. This indicates that the model can explain the research phenomenon by 98.5%. Therefore, the model can be said to be good or have value good predictive so it can be used for testing the hypothesis.

Table 4 shows that tourist perception is significant against MTE with a mark coefficient track of 0.529 and a p-value of 0.034, so H1 is accepted. Likewise, H2 states that MTE has an effect significant against DC with a mark coefficient track of 0.659 with a p-value of 0.000, so H2 is accepted.

Table 4. Path Coefficient and Test Results Hypothesis

Variable	Path Coefficient	P-Values	Information
TP -> MTE	0.529	0.034	Significant
MTE -> DC	0.659	0.000	Significant

Source: Processed Primary Data, 2023

Tourist Perception of Memorable Tourism Experiences

Experience is captured in the mind consumer (Kotler & Keller, 2016b). Quality customer experience is critical to a successful marketing strategy (Prebensen et al., 2013). Customer experience results from ratings and responses to customers internally due to interactions carried out: good direct or no direct. In context tourism, an experience embodies customer involvement at different levels, specifically emotional, physical, spiritual, and intellectual (Ragb et al., 2020). Memorable tourism experience with experience tour is two things that are mutually exclusive and related. However, own a difference in matter connotation (Seyfi et al., 2020) because No all experience travel can be translated into a memorable tourism experience. The key word is memorable tourism experience, memorable experience, remembered and reconstructed in a manner selected by tourists at the time to describe something trips and destinations tour (J. H. Kim et al., 2012; Seyfi et al., 2020). because that is, engagement in personal experience is an element creation mark experience Alone holistically. Kim in Zatori identifies memorability with seven aspects: hedonism, novelty, Meaningfulness, knowledge, involvement, refreshment, and local culture (Zatori et al., 2018). Experience is always noted. There is a thought that consumer; experience, positive or negative, will impact something business. Crompton (in Lee & Chang, 2014) recommends that in studying tourism, involvement and experience describe how travelers connected entirely with the activity tour. Points important in context traveler that is part extensive traveler want to involved in the exciting experiences, and therefore more Lots involvement will tend to create more experience effectively.

Research results show that tourist perception positively and significantly affects memorable tourism experiences. Findings This indicates that an activity tour with travelers involved actively inside will raise some attachment and feelings that will make something impressions and memories alone.

Travelers are involved and active in every formation experience offered by tour operators. The better-formed perceptions, the more MTE is inclined toward positive. Implications managerial looked that in tour interest unique like Climbing the Crater Ijen, involvement, and interaction traveler capable create something impressions and memories constructed positive in mind tourists. Tourist perception contributes significantly to forming a memorable tourism experience (Zatori et al., 2018) related to the extent to which destinations and activities inspire and activate the desire To learn. Products and services provided only facilitate the creation of mark customers; however, experiences and impressions create value. Interaction between user service tours with provider service tours will form a connection that will impact the formation of attitudes of travelers (Prebensen et al., 2013). The concept of tourist perception illustrates perception level involvement with experienced travelers' activity (Zatori et al., 2018). more tourist perception tall leads to aspects of psychology and personality. Because of emotional visitors, the formed experience becomes more profound and easy to remember. Farther, experiencing memorable travelers over a manner long period will raise impact positively, including the attitude of the traveler (Papadimitriou et al., 2015), frequency of visits (Zatori & Beardsley, 2017), and also performance positive management (Prebensen et al., 2013; Streimikiene et al., 2021).

Memorable Tourism Experiences on Destination Competitiveness

Some results research found that memorable tourism experience influences the intention behavior of traveler like intention For visit, come back, tell others, and recommend to others (Kim, 2017; Sharma & Nayak, 2019; Sthapit et al., 2020; Zhong et al., 2017), but most importantly that memorable tourism experience has an impact on destination competitiveness (Akkus & Guluce; A., 2016). impressions and experiences that tourists selectively reconstruct influence future travelers'

attitudes and memories. Travelers have a significant influence during the picking process and decision To visit, come back, and say to others (Seyfi et al., 2020). Many reasons for the importance of a memorable tourism experience namely, the information obtained from the experience was a very influential motivation For buyback and past experiences were considered as sources of credible information as well as very impactful experience intention behavior (Seyfi et al., 2020; Zatori & Beardsley, 2017; Zhong et al., 2017). Experience impressions felt by tourists at a particular time on a destination tour will lead to behavior loyalty, namely word of mouth and intention visit returns; even positive MTE will be the best predictor in making a decision (Yu et al., 2019). Experience memorable trips, especially on rural tours, is about activity outside habit every day. Generally, inhabitants of urban seldom see and feel Alone in activity the countryside, activity mining sulfur and exotica blue fire Ijen, however with tour interest particular This traveler gave various types final activity give mark alone in the mind tourists. Factor culture and engagement integrated local community in social interaction in the countryside become important in MTE development. Several researchers find that feeling affective, evaluation cognition, and events of new participants the memorable tourism experience. However, the aspect of more effective contribution Because it relates direct to the feelings and emotions of travelers (Kim et al., 2012). Thereby case, with cognitive thinking at its core, participants elaborate on feeling tourists and each other confirm for form something attitude positive about something destination.

Research shows that a memorable tourism experience positively and significantly influences destination competitiveness. Based on the results of research, aspect impressions and memories must be polished and upgraded to produce extraordinary effects regularly so that touch side loyalty tourists. Memorable tourism can mean that impressions and memories positive about a destination tours touch directly with emotional and psychiat-

ric tourists. Experience travelers will become stories told to others (Lee & Chang, 2014); the memory of the destination tours will Keep going visualized by tourists although they have already left the place tour (Kim, 2018). Satisfaction is often defined as meeting expectations with performance (Kotler & Keller, 2016a); however moment this satisfaction is more touch with aspect emotion or dimensions affective (Sharma & Nayak, 2019), even more, much Sharma & Nayak also confirm that a level of high satisfaction is related to feeling optimistic and surprised as well as fun attractions. With this, memories about attractions and destinations tour is a must done, because traveler will bring go home experiences and memories as well as Possibly buy souvenirs that become characteristic typical something destination. Travelers always collect memorabilia to remind them about their experience of travel (Kim, 2018; Sthapit et al., 2020). Findings in the study This supports the results of research conducted by Zhong et al. (2017), Kim (2018), and Sharma & Nayak (2019). A memorable tourism experience can be interpreted as experiencing memorable tourism after the incident. Every experience is remembered. The is constructed to develop future intentions, including inside it tells experience to others (Coudounaris & Stapit, 2017). In research, tourists are influential in access. For going to Crater Ijen Good from direction Bondowoso and Banyuwangi, besides That beauty, The only blue fire Can be seen in the early day, bringing up sensation separate and activity mining sulfur traditional. Social interaction formed on tourism interest builds something new close to activity culture and desires. For follow-in activity, local people make the experience compelling and unique (Yu et al., 2019), so make visitors tell a story to others and No direct promote Blue Fire Crater Ijen.

CONCLUSION

This study proves that the perception of travelers influencing memorable tourism

experiences and memorable tourism experiences is a significant variable in building destination competitiveness. Whole findings in the study This proves that current tours and activities travel need strength, excellent physical need interaction, and a sense of belonging from tourists so they can grow and evolve with the needs and wants of tourists. Activity tour No only just a strolling course; however, you must find and feel something new to get refreshments and health tourists. Manager tour Crater Ijen furthermore has task central for can increase quality destination. Besides that, the manager of Crater Ijen's Tour must be capable of identifying the imagination and taste of consumers in context tour interest, unique in providing creative, innovative, and educative activities. Creation of outstanding experiences and memorabilia characteristic of the typical public countryside as well as an adventure and involve direct travelers in the consumption process service tourist in area Crater Ijen absolute be the leading focus Power competitive destination. From the side of tourists, the concept of time became an alternative to various choice destination tours as a reminder that tourists need what tourists need To can return passionate and at the same time get profit from travel tourism.

Tourism is a capable vital sector that provides a deep multiplier effect development of community and society. Tour utilizes beauty natural as one differentiation tour at a time as the motor of regional development is necessary to develop strategically and collaboratively. Provider service tours need to notice the excellent image because the image is an impression perception to be accepted by tourists. The most important thing from everything is the ability to provide service in designing based activity more experience effective to the visitors. With so, the manager of tour Crater Ijen needs to add activities or attractions. Suitable for exploring Crater Ijen or developing village tours around Crater Ijen, it can increase memory alone while still paying attention to the uniqueness of tourists.

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