

MEMORABLE TOURISM EXPERIENCE: INNOVATION MANAGEMENT IN INCREASING TOURIST IMAGINATION IN THE CULTURAL HERITAGE TOURISM AREA OF BATU JAYA ENSHRINEMENT SITE

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ABSTRACT

The imagination of tourists plays an important role in the tourism consumption process carried out by tourists. It makes tourists who visit tourist objects of the past feel as if they are traveling to the past. Thus, this of course creates a memorable tourism experience (MTE) that can make tourists feel satisfied and want to revisit tourist objects. This study aimed to analyze the potential of the Batu Jaya Enshrinement Site, Karawang Regency in increasing the imagination of tourists through indicators of the MTE. The method used in this research is descriptive qualitative with a case study of research strategy. Sources of data in this study came from interviews and observations and used data analysis techniques through content analysis. The results of this study indicate that the Batu Jaya Enshrinement Site has met seven indicators of the MTE, namely 1) hedonism, (2) novelty, (3) local culture, (4) refreshment, (5) meaningfulness, (6) involvement, and (7) knowledge that can be used as a management innovation in increasing the imagination of tourists at the Batu Jaya Enshrinement Site.

Keywords: Heritage Tourism; Memorable Tourism Experience; Tourist Imagination

1. INTRODUCTION

The Batu Jaya Enshrinement Site is one of the cultural heritage tourism that brings together tourists with traditions, history and culture and has historical values that are told (Rista et al., 2019). The historical value that is told of course includes narratives, myths, representations, discourses, and so on which are included in the concept of tourists' imaginations (Leite, 2014). The imagination of tourists has a role in tourism consumption carried out by tourists, because they can enjoy the beauty of the architecture of tourist attractions through visual interaction, build the economy and interact with local residents through verbal interaction and engage local culture through vocal interaction. Thus, when tourists visit historical tourist objects, tourists feel as if they are traveling to the past (Rista et al., 2019). It is in line with the concept of heritage tourism

according to (Hargrove, 2017) in (Rasoolimanesh et al., 2021) which offers travelers the experience of engaging with places, artifacts, and activities that authentically represent stories and people from the past and present. In addition argued that imagination changes the intellectuals of tourists who want to vacation and appreciates the intellectual stimulation obtained from travel experiences and becomes a source of tourist satisfaction. Nevertheless, the imagination of tourists is one of the important factors that influence tourists when visiting heritage tourist destinations.

One of the efforts that can be made to increase the imagination of tourists in heritage tourism is through memorable tourism experiences (MTE). (Kim et al., 2012), define MTE as “a tourism experience positively remembered and recalled after the event has occurred that is selectively constructed from tourism experiences based on the individual’s assessment of the experience”. MTE can increase competitiveness in the contemporary era of tourism because it can strengthen positive memories (Kim et al., 2012), (Zhang et al., 2018) something fun and this will be discussed by tourists after visiting (Knobloch et al., 2017).

Indonesia is a country that has a variety of heritage tourism, one of which is in the Karawang Regency. Karawang Regency is one of the regencies in West Java with an area of 1,753.27 Km² and a population of 2,439,085 (BPS, 2021). Based on the Regional Medium-Term Development Plan (RPJMD) of Karawang Regency, the largest area of this Regency is dominated by rice fields of 94,075 hectares so Karawang Regency is dubbed "the national rice warehouse or rice barn". At this current time, Karawang Regency is directed to be one of the gates for the development of Western Indonesia as a buffer for the State Capital. Thus, Karawang Regency becomes the largest industrial city in Indonesia and even Southeast Asia with an industrial land area of 13,756,358 hectares (knic.co.id, 2019). Karawang regency also has a variety of tourism potential ranging from natural tourism, culture to heritage. The tourism potential of Karawang Regency based on the RPJMD (2021) consists of natural tourism (Tanjung Baru Beach, Tanjung Pakis Beach, Pisangan Beach, Samudra Baru Beach, Sedari Beach), mountains (Sanggabuana), waterfalls (Cigentis Curug, Curug Bandung, Curug Cikoleangkap, Curug Lalay, Curug Santri, Green Canyon) as well as heritage tourism of the Rengasdengklok Monument, the Historical House of Ir. Soekarno at Rengasdengklok, Syech Quro Tomb, Cipule Lake, Walahar Dam, Leuweung Seureuh Waterpark, Rawagede Monument, Batu Jaya Enshrinement Site and Surotokunto Monument.

The Batu Jaya enshrinement site is one of the Cultural Heritage Tourism Areas recognized by the Ministry of Education and Culture of the Republic of Indonesia as a national cultural heritage object in 2019. in addition, it is being proposed by the Karawang Regency Government to be recognized as a UNESCO World Heritage Site. This site is a relic of the past during the Tarumanegara Kingdom which was used as the center for the spread of Hinduism and Buddhism on the north coast of Java, this temple has 10 artifacts from the ruins of a temple that was built around the 2-7 century AD. Thus, it has been named the oldest temple in Indonesia (Rahadhian & Richard, 2012). The Batu Jaya enshrinement site was originally a mound of earth found in the middle of the rice fields and settlements of the residents of Segaran Village in 1984, and after demolition in 2000 found two temples called Candi Jiwa and Blandongan (Rasha & Mashabi,

2019), (Rasha & Mashabi, 2019). The Batujaya Temple has a stupa building architecture that is identical to the stupa in Bandung in the monastic settlements of Thailand and the Muara Jambi complex in Sumatra (Rahadhian & Richard, 2012). The uniqueness of the temple architecture combined with the panoramic view of the beautiful rice fields makes this site a tourist attraction with the highest number of visits when compared to other tourist attractions in Karawang Regency, especially on Vesak Day, because it is a place of worship for Buddhists from all over the country (Rasha & Mashabi, 2019).

Study on Tourist Imagination through Travel Experience has been carried out by (Rista et al., 2019). The data analysis carried out is descriptive qualitative. The results of the study indicate that in general tourists can imagine the myths conveyed by tour guides and can imagine the beauty of Tamansari in the past. The factors that influence the imagination of tourists from travel experiences are (1) external accessibility, (2) myths contained in attractions, and (3) nearby attractions.

In addition, the second study was investigated by (Kim et al., 2012). The results of the study showed that the impressive experience contained in the impressive tourist experience or MTE. The dominant scale defined in the memorable travel experience consists of seven domains, namely 1) hedonism, (2) novelty, (3) local culture, (4) refreshment, (5) meaningfulness, (6) involvement, and (7) knowledge. The similarity of the research carried out is to analyze the travel experience in tourism activities. However, the difference in this study is the indicators used in measuring the factors that influence the tourist experience, namely indicators based on travel experiences and impressive tourist experiences.

Based on the description above, this study focuses on developing the imagination of tourists through memorable travel experiences at the Batu Jaya Enshrinement Site. The purpose of this study was to analyze the Batu Jaya Enshrinement Site in increasing the imagination of tourists through the MTE concept.

2. LITERATURE REVIEW

2.1 Tourist Imagination

The imagination of tourists has a role in tourism consumption carried out by tourists, because they can enjoy the beauty of the architecture of tourist attractions through visual interaction, build the economy and interact with local residents through verbal interaction and engage local culture through vocal interaction. Thus, when tourists visit historical tourist objects, tourists feel as if they are traveling to the past (Rista et al., 2019). it is in line with the concept of heritage tourism according to (Hargrove, 2017) in (Rasoolimanesh et al., 2021), which offers travelers the experience of engaging with places, artifacts, and activities that authentically represent stories and people from the past and present. (Rista et al., 2019) added that imagination changes the intellectuals of tourists who want to vacation and appreciates the intellectual stimulation obtained from travel experiences and becomes a source of tourist satisfaction.

2.2 Memorable Tourism Experience (MTE)

According to the KBBI (2021), experience is defined as something that has been experienced (lived, felt, borne, and so on). Meanwhile, tourist trips are activities carried out by individuals or groups to move from one place to another to visit tourist objects/attractions that utilize the 4 tourism components (accessibility, amenities, accommodation, and ancillary in line with (Sangpikul, 2018), who explains the travel experience refers to a psychological condition felt by tourists when visiting and enjoying several attributes that create a travel experience which refers to the exposure of tourists to the tourism environment, the interaction of tourists with service providers and the involvement of tourists in a destination. Based on the literature, travel experience is a very crucial factor because it is related to tourist satisfaction (Cruz Ruiz et al., 2018). If tourists get a good travel experience and provide satisfaction with their trip, then tourists have the potential to make a visit return to the same destination. However, if tourists get a bad travel experience then this will have an impact on tourists' travel plans in the future (Kim et al., 2012). A memorable tourism experience can be a strategy to create a good travel experience. (Tung & Ritchie, 2011) argue that MTE is a memorable experience that is always remembered and reconstructed by tourists when describing the travel experience. There are seven dimensions in designing MTE according to (Kim et al., 2012) namely (1) hedonism, (2) novelty, (3) local culture, (4) refreshment, (5) meaningfulness, (6) involvement, and (7) knowledge.

Hedonism is a positive emotional atmosphere such as the pleasure that tourists feel when enjoying the tourism component which has a hedonic dimension (Kim et al., 2012) which is different from novelty, (Chandralal & Valenzuela, 2013) describe novelty as an attitude that indicates a unique experience with a different style of tour, from cultural aspects, accommodation to food. (Lisyanto, 2019) defines local culture as the involvement of tourists with local culture and society in tourist destinations, while Kim's refreshment in (Lisyanto, 2019) is a psychological condition tourist experience by tourists such as feeling freedom and freshness when traveling. (Mahdzar, 2015) identified meaningfulness as a factor that determines tourists to travel back, carried out by traveling that gets a meaningful experience and can meet their needs both from the emotional, spiritual, and physical aspects of the tour. Involvement according to (Melani & Verinita, 2020) is a travel experience that can improve tourists' memories with trips that have been made which are obtained through the involvement of tourists in a tourist destination, in contrast to knowledge (Chen-Tsang (Simon) Tsai, 2016) which is a factor that influences tourists to make return visits, and recommending tourist attractions in the future, because the tourist experiences that have been carried out provide new knowledge of the destinations visited and become an experience that is difficult for tourists to forget.

2.3 The Batu Jaya enshrinement site as Heritage Tourism

Heritage tourism according to (Gravari-Barbas et al, 2016) is a tour that provides experiences with authentic places, artifacts, and activities that include cultural and customary history, stories of natural resources, as well as historical buildings and events. (Muzaini, 2017) adds that heritage tourism then becomes a social phenomenon that can create heritage through personal narratives and discourses that are present during a visit to heritage sites, one of which is

a cultural amusement park. The Batu Jaya enshrinement site is one of the heritage tourist attractions recognized by the Ministry of Education and Culture of the Republic of Indonesia as a national cultural heritage object in 2019 as a Cultural Heritage Tourism Area and is being proposed by the Karawang Regency Government to be recognized as a UNESCO World Heritage Site. This site is a relic of the past during the Tarumanegara Kingdom which was used as the center for the spread of Hinduism and Buddhism on the north coast of Java, this temple has 10 artifacts from the ruins of a temple that was built around the 2-7 century AD so that it has been named the oldest temple in Indonesia (Rahadhian & Richard, 2012). The Batu Jaya enshrinement site was originally a mound of earth found in the middle of the rice fields and settlements of the residents of Segaran Village in 1984, and after demolition in 2000 found two temples called Candi Jiwa and Blandongan (Rasha & Mashabi, 2019). The Batujaya Temple has a stupa building architecture that is identical to the stupa in Bandung in the monastic settlements of Thailand and the Muara Jambi complex in Sumatra (Rahadhian & Richard, 2012). The uniqueness of the temple architecture combined with the panoramic view of the beautiful rice fields makes this site a tourist attraction with the highest number of visits when compared to other tourist attractions in Karawang Regency, especially on Vesak Day, because it is a place of worship for Buddhists from all over the country (Rasha & Mashabi, 2019).

3. METHOD

The method used in this study is descriptive qualitative with data collection of observations, interviews, and documentation studies. Data validation was carried out using analysis techniques using content analysis. Interviews and observations were carried out with two participants as a tourism management group at the Batu Jaya Enshrinement Site on November 19, 2021.

4. RESULTS

The Batu Jaya enshrinement site is a tourist attraction that brings together tourists with traditions, heritage, and culture attached to historical values. In order for the historical value to be maximally accepted by tourists, it is necessary to develop the imagination of tourists that can help the process of tourists receiving verbal, visual, and vocal interactions that can change the emotions of tourists as if they were traveling to relics of the past.

This study shows that there are MTE components in the heritage tourism of the Batu Jaya Enshrinement Site which includes the seven dimensions of (Kim et al., 2012) namely (1) hedonism, (2) novelty, (3) local culture, (4) refreshment, (5) meaningfulness, (6) involvement, and (7) knowledge. These components are used as a strategy to increase the imagination of tourists which can determine tourist satisfaction after visiting.

5. DISCUSSION

In this study, the seven components of MTE are described as follows: (1) hedonism is seen from the atmosphere of tourism objects that can affect the positive emotions of tourists so that they

feel happy when enjoying hedonic tourism activities in a destination. The Batu Jaya Enshrinement site has several instagramable photo spots that are included in the hedonic dimension, these photo spots can be found in the Blandongan Temple area with contrasting red stone panoramas combined with green or yellow rice fields and clear blue skies. There is also another instagramable spot, namely a tree in the Blandongan Temple area which has a unique shape resembling a mushroom with shady leaves. With the availability of attractive photo spots, tourists who visit the Batu Jaya Enshrinement Site can meet Instagramable concept photos and when tourists are happy with the results, tourists will upload their photos on social media so that this becomes part of the hedonism.

(2) Novelty in this study is observed as a style of the tour that can provide a unique experience for tourists from accommodation to food. In general, if a tourist wants to stay and eat in a tourist destination area, he can immediately enjoy it while on location. However, at the Batujaya Enshrinement Site, the service is still limited and not even commercially available, so if tourists want to enjoy this service, they must make a reservation in advance to the local tourism management group (KOMPEPAR). If you make a reservation in advance, tourists can enjoy accommodation services with the concept of staying in residential areas so that they can directly interact with residents. In addition, tourists can enjoy food service with the concept of local menus that are directly made by residents, such as processed milkfish. Thus, tourists can enjoy interesting things that are different from other tourism destinations and can provide a very unique experience for them.

(3) Local culture is seen as the involvement of tourists with local culture and society. The Batujaya enshrinement site is located very close to residential areas so that when tourists visit the location, they can immediately see the habits of the surrounding community, the majority of whom work as rice farmers. During the harvest season, tourists can participate in helping the community to harvest rice in the rice fields around the temple so that the involvement of tourists with the local community is very close. In addition, the surrounding community often holds annual Betawi cultural festivals, and tourists who visit the location at this time can of course directly see cultural performances and even taste traditional Betawi food so that cultural interactions with tourists look attached.

(4) Refreshment is seen as freedom and psychological freshness for tourists when traveling. The geographical location of the Batujaya Enshrinement Site which is in the middle of the rice fields accompanied by a panorama of green grass, shady trees on a wide expanse of rice makes the atmosphere in the temple area fresh accompanied by a breeze that can help psychologically tourists to feel free and fresh when visiting this location.

(5) the observed meaningfulness as a determining factor for tourists to revisit, can be filled with memorable experiences and meet the needs of tourists from emotional, spiritual, and physical aspects. On the emotional aspect, this impressive experience has been fulfilled in the refreshment dimension. While the spiritual aspect can be done or enjoyed by tourists on sacred days such as Thursday nights, the Batujaya Enshrinement Site has several spots that are glorified by certain circles, such as wells and ancient tombs which are said to bring good luck to people who bathe in wells and perform rituals in these spots.

(6) Involvement is considered as an activity that can improve the memory of tourists through the activities and involvement of tourists in tourist destinations, the activity lies in the dimensions of hedonism, novelty, local culture, refreshment, and

meaningfulness. If the five dimensions are met, the involvement dimension can automatically be obtained by tourists because it provides activities that increase tourists' memories when visiting the Batujaya Enshrinement Site. (7) knowledge in this study was observed as a factor that influences tourists to return based on experiences that are hard to forget and can add new knowledge to tourists in tourist destinations. The Batujaya enshrinement site has a very high historical value, a lot of information that tourists will get when visiting and observing the details of the delivery of information from tour guides such as the history of the discovery of the soul temple, the Blandongan temple which has existed since the Tarumanegara Kingdom to ancient tombs that have existed since the Neolithic era. This site also has a museum that stores evidence of artifacts and other historical relics that can convince tourists of the information provided by tour guides. By presenting complete and interesting information, of course, the Batujaya Enshrinement Site can provide new knowledge and impressive experiences for tourists.

These seven dimensions bring together tourists with traditions, history, culture, and historical values in tourism consumption by tourists through visual, verbal, and vocal interactions with artifacts and authentic on-site activities. Visual interactions can be found on the dimensions of hedonism and refreshment, while verbal interactions can be found on the dimensions of novelty, local culture, and meaningfulness. Lastly, vocal interactions can be found in the dimensions of involvement and knowledge. This interaction is in line with the concept of tourists' imagination which will affect their imagination so that they feel flashbacks to past history, especially the narratives and myths interpreted by local tour guides who provide new insights for tourists so that they can affect tourist satisfaction when visiting the Batu Jaya Enshrinement Site.

CONCLUSION

Based on the preceding discussion, it can be concluded that the Batujaya Enshrinement Site successfully embodies the seven dimensions of the MTE: hedonism, novelty, local culture refreshment, meaningfulness, involvement, and knowledge. Hedonistic experiences are offered through Instagrammable photo spots, while novelty is evident in the unique tour style that provides accommodations and food directly from the local community. The local culture is showcased by involving tourists in observing the daily lives of farmers in rice fields and participating in the annual Betawi festival. Refreshment is derived from the sense of freedom and psychological freshness experienced by tourists during their visit. Meaningfulness is established through an impressive experience that caters to tourists' emotional, spiritual, and physical needs throughout the tourism consumption process. Involvement is fostered through activities that enhance tourists' memories, and knowledge is gained through the interpretation provided by local tour guides, offering new insights. These seven dimensions collectively contribute to innovating the imagination of tourists, ultimately influencing their satisfaction when visiting the Batu Jaya Enshrinement Site.

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