

EFFECT OF CREATIVE TOURIST EXPERIENCE AND LEISURE ENJOYMENT TO BEHAVIORAL INTENTION ON MARINE TOURISM DESTINATION

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Abstract - This paper aims to review variables that affect behavioral intentions of environmental concerns tourist segment on marine destination tourism. The role of creative experience to improve behavioral intention has already been discussed by many scholars before, but the one that related to marine tourism destination in remote area such as Sabang, the reference is limited. Of the six hypothesis tested, all of them were accepted, hypothesis no 6 the effect of Creative Tourist Experience to Behavioral Intention has been rejected because it has Critical Ratio value <1.96 and P value > 0.005. Meanwhile, when viewed from estimate coefficient, the variable that has bigger contribution to increase behavioral intention of tourist is Tourist Satisfaction. The contribution is up to 40,6%

I. BACKGROUND

As a region that consists of small islands in the remote area, Sabang Zone is highly dependent on the tourism sector to drive the economy of the people. Sabang Zone, an area of economic growth that was formed based on the Law of the Republic of Indonesia No. 37 of 2000. Sabang Zone consists of several islands such as Weh Island, Rice Island, Rubiah Island, Teunom Island and several others (UU No 37/2000). As a marine tourism destination, Sabang has coral reef that is part of the fringing reefs lining the eastern and western coast of the Sumatra mainland. The reefs in Sabang were in good health in February 2009 with coral cover typically over 40% (Baird, Campbell, Fadli, Hoey, & Rudi, 2012)

Increasing numbers of tourists visit become the main goal of tourism development in Sabang Zone. The number of tourists who come and visit to a tourist area comes from two sources: first-time tourists and repeat tourists. The effort to bring a first-time tourist is much more difficult than the effort to bring repeat tourists, since repeat tourist have already familiar with tourism product offered (Rosenberg & Czepiel, 1984; Yim, Tse, & Chan, 2008).

But bringing in repeat tourists is also not an easy jobs (Berry, 1995; Flint, Blocker, & Boutin, 2011). Managers should improve tourist behavior intention, before they decided to go back or not going back to Sabang.

The managers should increase the enjoyment of their leisure. Enjoyment occurs as a result of the enjoyable experience felt by someone, both his experience of doing things (Henderson & Ainsworth, 2002), experience of enjoying the natural beauty of as well as the pleasant experience he/she had felt when interacting with others, whether with fellow tourists, local communities or staff of the hotel where he/she

stays (Podilchak, 1991). In the experience economy, tourists are given the opportunity to actively participate in various activities both related to activities of nature such as protected marine resources, social interaction activities such as diving and snorkeling. The concept of travel experience is consistent and in line with Pine and Gilmore's concept of experience economy that focus of the business, including eco-tourism has shifted from product concept to services and now to the experience (Mehmetoglu & Engen, 2011).

Leisure Enjoyment is not new in di industry tourism, because it has been studied by many scholars before (Sickler & Fraser, 2009). According to Curtis & Davidson, (2013) Enjoyment is taken to be synonymous with pleasure, fun, good feeling, flow, having one's desire satisfied; it involves the yielding to involuntary inclination and intrinsic motivation, and is directed toward an object or activity/event (Henderson & Ainsworth, 2002). Enjoyment as an emotional experience as either the emotional dimension of satisfaction, or the 'feeling' you had in response to an experience. Although the explanation of each researcher of enjoyment was relatively distinct from each other, however, all of them lead to the same sense that the atmosphere fun and joy felt by tourist due to the experience of visiting tourist destination (Podilchak, 1991)

Curtis & Davidson (2013) argues that the cause of the enjoyment is not the aspect of service quality and satisfaction, but rather was caused by three dimensions: the inherent enjoyment of the activity, enjoyment of the environment, and enjoyment of the social experience. These dimensions are common to any leisure experience but each component may contribute at different levels.

Although the concept of leisure enjoyment has been widely discussed in the context of the hospitality

industry, however the application of the concept of leisure enjoyment to improve the behavior intention in marine tourism has quite limited. The study that related their research to Environmental Concern targeting the tourists concerned about the environment in marine tourism in remote areas, even more difficult to be found (Henderson & Ainsworth, 2002; Majnemer, Shevell, & Law, 2008)

Hence, this study aims to bridge some of these research gaps by examining the effect of creative tourists' experience on leisure enjoyment and behavioral intention tourists who are very concerned about the environmental sustainability of marine tourism destination in remote areas like Pulau Weh, through a series of creative experiences that they involved in.

In addition, this paper would like to see the connection between tourist satisfactions to behavioral intention as a result of a creative experience that happened during their stay in Sabang. When consumers Participate in activities using simple materials and imagination, they develop unique experiences known as "creative experience" (Hung, Lee, & Huang, 2016; Tan, Kung, & Luh, 2013), which has developed into a different kind of tourism experience, namely creative tourism.

This study is important both theoretically and practically. It attempts to develop a conceptual models that explicitly accounts for the experiences of tourists and the creative influence of those experiences on their leisure enjoyment, satisfaction, and behavioral intentions adding environmental concerns as one of determinants variable for marine tourism destination

Objectives

This paper aims to look at how behavior intention can be affected by variables Environmental Concern, Creative Tourist Experience, both Leisure Enjoyment and Customer Satisfaction as intervening variables.

II. LITERATURE REVIEW

2.1 Creative Tourist Experience

The economy is already turning from physical products, to services and ultimately to experience. Offers that provide the best experience and able to be remembered in the long term will motivate the visitors to come back again. If the experiences during their visit in tourist destinations want to be remembered in the long term, the experience offered to them should also be unique experiences. Among them are offering the opportunity for tourists to interact with the natural surroundings, interact with the local in their social life and involved them with first-hand experience with creative activities (Ali, Ryu, & Hussain, 2016)

When they engage in activities using simple materials found in tourist sites and combined with a culture that is there, then they're doing creative activities. The more different activities conducted the tourists with their previous experience, the more unique the activities of their eyes (Richards & Wilson, 2006).

Creative tourism is not a new concept in the tourism industry. This concept has been widely used and applied in the tourism business in many countries both America, Europe and Asia (Tan et al., 2013). These countries use different terms to define the creative tourism, but still contain the same sense that encourage active participation in creative activities offered (Richards & Wilson, 2006). It still leaves many things that need to be explored further (Hung et al., 2016) to make their visit generates leisure enjoyment and satisfaction.

2.2 Environmental Concern

Global economic growth has given a rapid impact on environmental deterioration due to the use of natural resources that exceed the carrying capacity (Ali & Amin, 2014; Chen & Chai, 2010). Due to the damage of this nature as it did in the ozone layer, and air pollution for example, making the issue of environmental protection becomes more relevant. It is also recognized by the community of consumers, including tourists (Yi & Man Teng, Kun & Shan Wu, 2014). Nowadays tourists that are concerned about the preservation of nature are increasing in number. They only want to visit tourist destinations which apply the concept of green tourism, to keep the area from further destruction (Han, Hsu, & Sheu, 2010)

On the other hand the business managers in tourism destination are also began to realize the opportunities of new market segments related to the issue of environment. They are continually developing products and apply business practices that minimize harmful environmental effects such as developing steps in engaging green business practices, such as recycling, energy and water efficiency, providing sustainable and organic food, and preventing pollution. In addition to make them participate in conservation, go green concept can also be used as positioning to win the competition in the market (Skaggs & Youndt, 2004).

2.3 Leisure Enjoyment

Enjoyment is a pleasant feeling experienced by a person. While leisure enjoyment is pleasurable feelings that result from leisure activities (Curtis & Davidson, 2013; Podilchak, 1991). In the management directions 'visitor enjoyment will be enhanced by an appropriate management of recreational activities'. The latest development of the concept of enjoyment is leading to an emotional experience as either the emotional dimension of satisfaction, or the 'feeling' you had in response to an experience.

Measurement variable enjoyment can be done through three (3) dimensions(Lin, Aleck, Gregor, Shirley, and Ewing, 2008):

- 2 1. Engagement: the level of attention given to an activity, where higher levels of attention are associated with higher levels of enjoyment.
2. Positive Affect: a positive feeling such as pleasure, happiness, or contentment.
3. Fulfillment: of a need or desire, either conscious or unconscious Visitors who feel the Leisure enjoyment will be easier to decidewhether to go back or not. Is the leisure enjoyment they felt could lead and interest them to come back(Vesel & Zabkar, 2009).

2.4 Tourist Satisfaction

To satisfy tourists is a must in marketing. Many companies in the travel destination businessbecome realize the value of tourist satisfaction in terms of increasing awareness of the brand, positive WOM, repeat purchase and brand loyalty(Faizan, Ali, Kisang, Ryu & Kashif, 2015). Tourist satisfaction is an immediate reaction in the form of response indicated tourists on their value as a result of using the product and the services they received in tourist destinations. Huang & Hsu, (2010) mentioned that customer satisfaction as an emotional response to the use of a product or service. It is more acceptable, however, that customer satisfaction is defined as complex human process, which involves psychological process in their purchase behavior (Raza, Siddiquei, & Awan, 2012)

If you want to succeed in the tourism industry and can outperform competitors, then the tourists are to be satisfied. If they are satisfied not only leads to their desire to come back again, but they will become loyal consumers and become advocates for these tourist destinations(Deng, Lu, Wei, & Zhang, 2010; Vesel & Zabkar, 2009). To satisfy them, then marketers must understand their specific needs and

strive to meet those needs above their expectations(Mahamad & Ramayah, 2010). This is in line withFlint et al., (2011)statement that provides a more contemporary approach in defining satisfaction. Customer satisfaction is also defined as a state of mind in the customer's needs, wants, and expectations throughout the product or service life have been met or exceeded, resulting in repurchase and loyalty (Vesel & Zabkar, 2009; Yim et al., 2008).

2.5 Behavioral Intention

Behavioral intention will generate signals whether the customer will stay or leave the company. So, behavioral intention can be favorable or unfavorable for the company(Hung et al., 2016). Positive behavioral intention generates positive word of mouth, more spending pattern, willing to pay a premium price and remain loyal(Som, Marzuki, & Yousefi, 2012). While unfavorable behavioral intention produces the opposite: negative word of mouth, less spending, and leave the company(Faizan, Ali, Kisang, Ryu & Kashif, 2015). Positive or negative behavior can be caused by the intention of their past experience when visiting tourism destination and interact with components there such as social interaction, nature interaction and activities involvement. As a result of his/she prior experience with the various components of tourism destinations will shape their behavior to make repeat visits(Han & Kim, 2010)

III. THE RELATIONSHIPS AMONG VARIABLES.

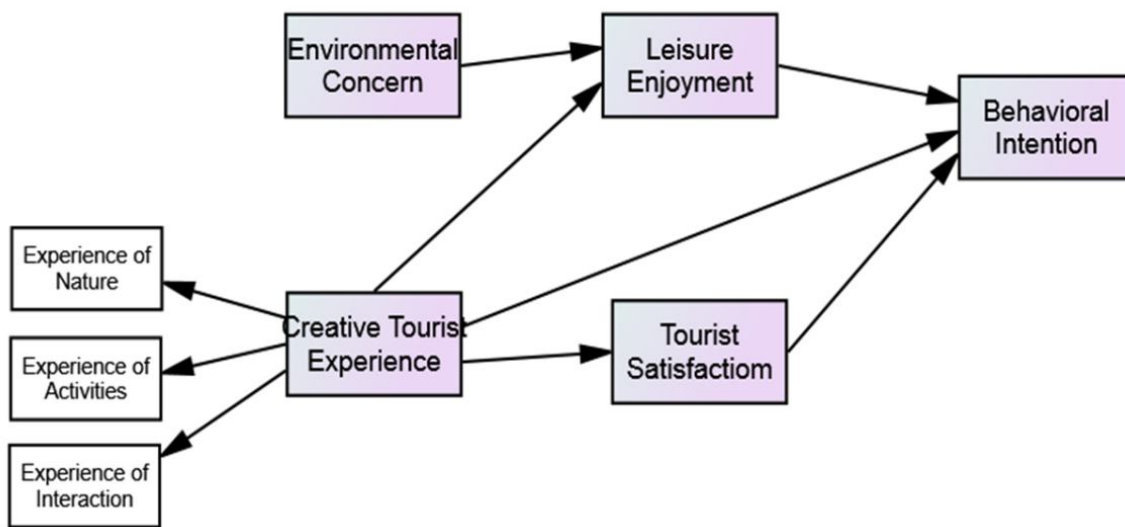
The following tables describes the relationships among variable develop for this study.

Table 1: The Relationships among Variables

Environmental Concern and Creative Tourism Experience to Leisure Enjoyment	With the growing market segment of environmental concern, then there is an opportunity for businesses of tourism destination to position their offers to be directed to this segment(Mohammad, 2013). That means doing business practice should also follow the principles that apply to the management of eco-friendly tourism, known as the green concept such as making recycling facilities, efficient use of water and electric energy, avoiding the use of plastic materials, providing organic food free of pesticides and so on. (Jauhari & Manaktola, 2007). With this business practices, the expectations of the segment's environmental concern can be met so that they feel enjoy during their stay (Fitzsimmons, 2008)
Creative Tourism Experience to Customer Satisfaction	At the same time manager of the destination has to make sure that the availability of the attractions expected by tourists associated with social interactions, nature interactions and creative activities using local materials such as rattan or bamboo(Faizan, Ali, Kisang, Ryu & Kashif, 2015) When their expectation met, then they will be satisfied. Otherwise they will be disappointed(Matzi, Bailom, Hinterhuber, & Renzl, 2004).

<p>Leisure Enjoyment and Customer Satisfaction to Behavioral Intention</p>	<p>Happy and Enjoy tourist when holidaying as a result of unique experience that generates satisfaction will make them think to come back again for the upcoming holidays(Jang & Feng, 2007).Therefore, enjoyment and satisfaction is the goal that must be achieved by marketers(Matzler & Sauerwein, 2003). Surplus value obtained by tourists will not only make them want to revisit but also to advocate other to visit(Laukkanen, 2007). Which is also important is the positive effect produces as a result of tourist enjoyment and satisfaction such as an increased awareness of the brand, positive WOM, repeat purchase and brand loyalty(Faizan, Ali, Kisang, Ryu & Kashif, 2015)</p>
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Here the research framework.



Adopted from Ali et. Al. (2015)

Figure 1: Research Framework

IV. HYPOTHESIS

Based on the framework of research that has been described previously, it could be assigned hypothesis as follows:

- 1.Environmental concern has an effect on Behavioral Intention through Leisure Enjoyment
2. Creative Tourist Experience has an effect on Behavioral Intention through Tourist Satisfaction and Leisure Enjoyment

V. METHODOLOGY

5.1. Sample Design and Data Collection

The target population for this study was limited to guests who had visited Sabang at least once. The survey was conducted through face-to-face interaction with guests at various locations within the area.

A probability sampling was drawn for the survey and a self-administered survey was used to collect data. Questionnaires were distributed to visitor at different times of the day, over the period of four weeks. A

total of 250 questionnaires were distributed based on the sample size criteria highlighted by Peng and Lai (2012) for SEM models, which is ten times the total number of indicators in the study. Of the total questionnaires distributed, 225 questionnaires were able to be collected back and used for data analysis.

5.2. Analytical Methods

For this study, the hypotheses were tested using the Structural Equation Modeling (SEM), using a statistical software package of AMOS. SEM is a

method used for testing models and hypothesis developed in this study. SEM itself is a set of statistical techniques that allow the testing of a series of relative complicated relationship simultaneously (Ferdinand, 2002).

4. VI. FINDINGS AND RESULTS

6.1 Measurement Model

The following figure shows the relationship between unobserved variables and their respective indicators showing in the Measurement Model.

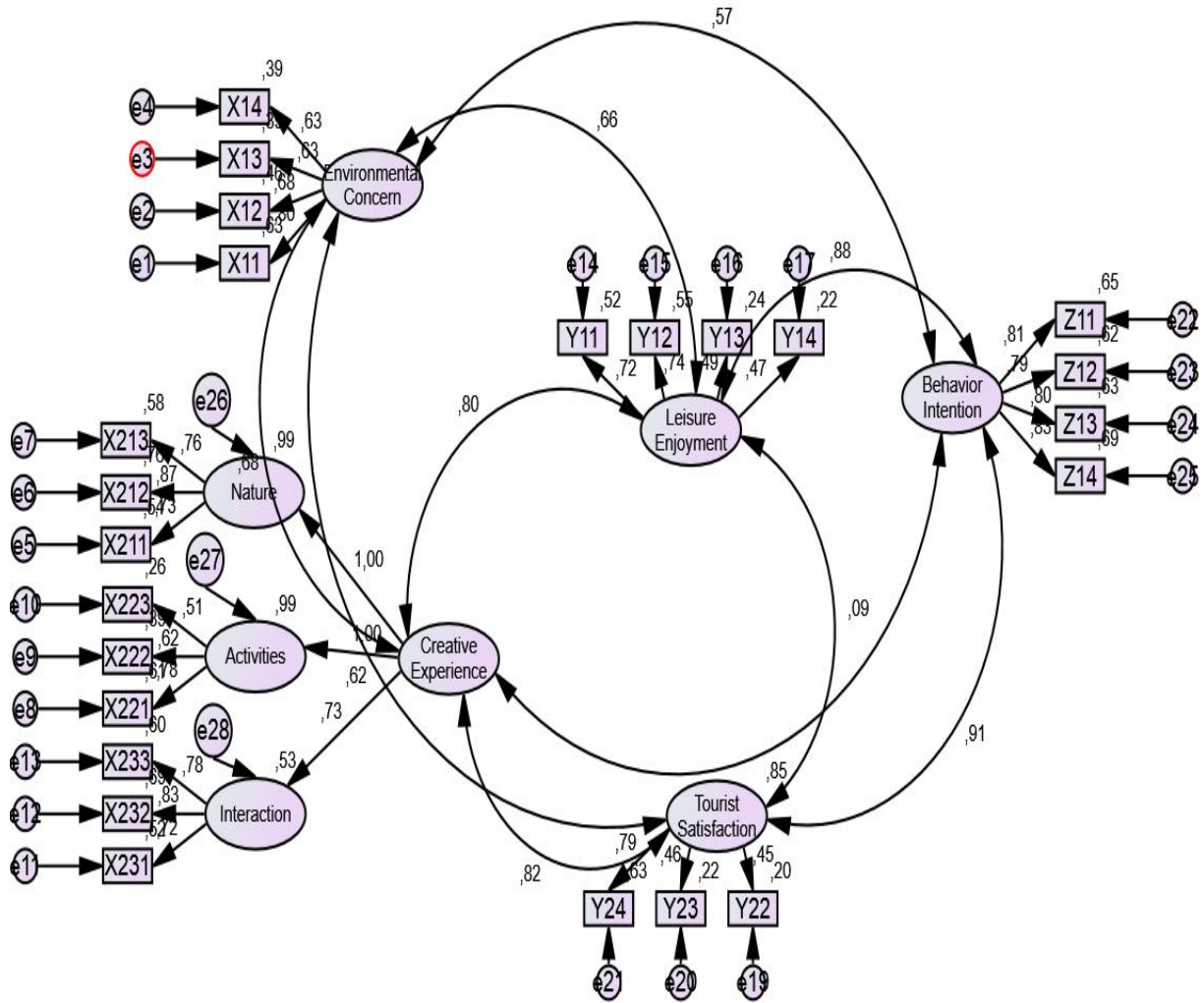


Figure 1: Research Framework

Table 1 shows some indicators relationship with their respective constructs. Loading factor used to measure the contribution of each indicator. The higher the score the better those indicators represent their constructs. From table 1 indicator “Coral reefs are varied under the sea of Sabang” has the highest score (0.869), therefore it explained variable Tourist Creative Experience better than other indicators. For the construct Environment Concern, an indicator that has the highest value is "Humans need to adapt to the natural environment to avoid nature degradation" with a score of 0.795, so that this indicator has the most influence in the formation of environment concern variable.

For the construct Leisure Enjoyment, indicator that has the highest value is "I greatly appreciate the opportunity to engage in creative activities in this destination" with a score of 0.718. While on the construct of Customer Satisfaction and Revisit

Intention, indicators that have the highest value are "My expectation to involved in creative activities was fulfilled" and "This is an experience I am happy to share with colleagues", with the score respectively 0.791 and 0.832. One indicator under Customer Satisfaction “I am satisfied with my decision to visit this destination” has been eliminate at this stages since it did not pass the requirement . **6.2 Evaluation**

Criteria Goodness of Fit

The model can be tested using a variety of ways. In the analysis of SEM no single statistical test tool to measure or test hypotheses about the model. Here are some suitability index and the cut-off value to test whether a model can be accepted or rejected (Ferdinand, 2006)

Table 2 :Loading Factor to Measure Contribution of Indicators to Their Respective Variables

1	Environmental Concern.	Loading Factor
	Humans need to adapt to the natural environment to avoid nature degradation	0,795
	When humans interfere with nature, it produces disastrous outcomes	0,681
	Humans must live in harmony with nature in order to survive	0,628
	To maintain a healthy economy, we will have to develop a steady-state economy where industrial growth is controlled.	0,626
2	Social Environment	Loading Factor
2.1	Experience of Nature	
	The beauty of the beach makes me feel happy	0,732
	Coral reefs are varied under the sea of Sabang	0,869
	Large quantities of ornamental fish found in all diving spot	0,762
2.2	Experience of Activities	
	Tourist spoiled by the many attractive diving spots in this area	0,779
	Just by snorkeling, guests can enjoy a variety of ornamental fish in this area	0,624
	My involvement in the activity of making Acehness Handicraft created unforgettable memories	0,506
2.3	Experience of Interactions	
	Staff show individual attention and care to guests	0,718
	Customers at resort hotels are respectful	0,832
	Local people are very polite	0,776
3	Leisure Enjoyment	Loading Factor
	I greatly appreciate the opportunity to engage in creative activities in this destinasi	0,718
	I admire the preservation of nature and its beauty in this tourist destination	0,74
	I'm excited for the attitude of the people here who protect undersea eco system	0,486
	It so good to be here and blended with the natural silence	0,473
4	Customer Satisfaction	Loading Factor
	I am satisfied with my decision to visit this destination	Eliminated
	My choice to choose this destination was a wise one	0,451
	I think I did the right thing to visit this destination	0,464
	My expectation to involved in creative activities was fulfilled	0,791
5	Behavior Intentions	Loading Factor
	I like this place and will be staying longer	0,806
	I will be returning to this destination again	0,788
	I will advise my friends to choose this destination for their future holiday	0,795
	This is an experience I am happy to share with colleagues	0,832

Table 3: Goodness of Fit

Index Criteria's	Cut-off Value	Output	Model Evaluation
CMIN	CMIN/DF >2	4,945	Good
Baseline Comparisons	Approaching 1	Above 0,5 for NFI, IFI, TLI and CFI	Relatively Good
Parsimony Adjusted Measures	0-1	Pration, PNFI, PDCFI between 0 - 1	Good
RMSEA	> 0,05	,132	Good
AIC	Default Model between Saturated & Independence	3,777>1,357>648	Good
ECVI	Default Model between Saturated & Independence	16,788<2,880 <6,034	Good

6.3 Analysis of Structural Equation Modeling

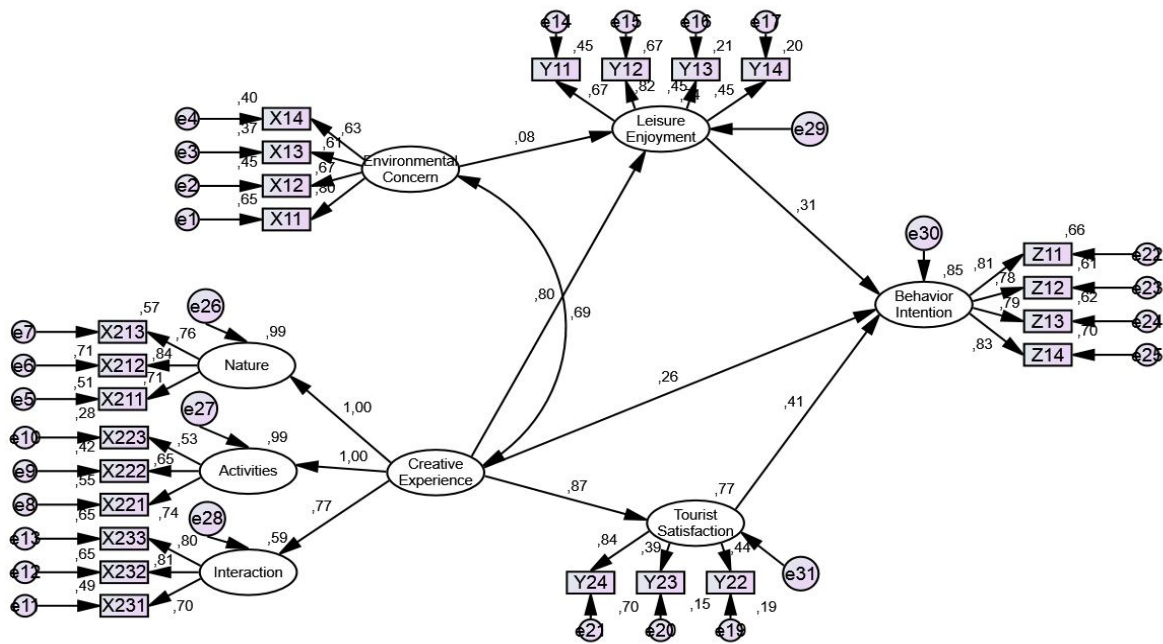


Figure 3: Structural Model

The analysis of Structural Equation Model (SEM) in Full Model is intended to test the model and hypotheses developed in this study. Testing the model in Structural Equation Model being done with two tests, first test with suitability of the model and second test with test significance of causality.

Further steps are to test research hypothesis proposed. Hypothesis testing using CR and P value, taken from AMOS output. When the relationship between two variables have a value of CR > 1.96 and value of P < 0.05, then the independent variable have positive influence to dependent variable, otherwise there is no relation between those two variables.

Table 4: Hypothesis Testing

Hypotheses	Variables		Variables	C.R.	P	Estimate	S.E.	Decision
H ₁	Environmental_Concern	➡	Leisure_Enjoyment	0,852	***	0,079	0,079	Supported
H ₂	Creative_Experience	➡	Tourist_Satisfaction	5,356	***	0,875	0,131	Supported
H ₃	Creative_Experience	➡	Leisure_Enjoyment	6,117	***	0,804	0,19	Supported
H ₄	Creative_Experience	➡	Behavior_Intention	1,184	0,236	0,264	0,351	Rejected
H ₅	Leisure_Enjoyment	➡	Behavior_Intention	2,387	0,017	0,313	0,143	Supported
H ₆	Tourist_Satisfaction	➡	Behavior_Intention	2,09	0,037	0,406	0,383	Supported

VII. MANAGERIAL IMPLICATIONS

From the table above shows the causality relationship tested that consists of 6 hypotheses, starting from H₁ through H₆. All of them are supported, except hypothesis number 4. In other words, the independent variable on those five hypotheses, excluded no 4, affects the dependent variable which is Revisit Intention, both direct and indirect through customer satisfaction and Leisure Enjoyment as mediating variables. The next step is to look at how strong the

influence of the two variables was tested will be analyzed in the next session.

As an endogenous or dependent variable, the variable of behavioral intention influenced by variables used and developed in this study, such as the Environmental Concern, Leisure Enjoyment, Creative Tourist Experience and Customer Satisfaction. After being tested by using measurement model to look at the contribution of indicators for each of the variables that have been built through the conceptual theory, it seems that these indicators do have a contribution and be able to explain the variable that represents by them. However, we need to give special attention for several indicators which have the highest loading factor, compared to other indicators. Because those

indicator with the highest loading factor is the closest to represent its variables. So if the manager in a destination wants to intervene in specific variables, the indicator with the highest factor loading value can be used as a lead to start improving the performance of the variables selected.

For example indicator "Coral reefs are varied under the sea of Sabang" has the highest score (0.869), therefore if the managers want to increase the value of variable Tourist Creative Experience, then this indicators has to become their concern and protect the coral reef at any cost to make it available now and also in the future (Kusumawati & Huang, 2015). Other example is an indicator "I greatly appreciate the opportunity to engage in creative activities in this destination" with a score of 0.718. To increase the level of Leisure Enjoyment, the managers could focus on how to improve the quality and variety of creative activities instead of doing other things that not really needed by visitors (Hung et al., 2016)

In term of variables, the management should pay special attention to the variables that has bigger estimate value in predicting dependent variables. In this case the variable that has bigger contribution to increase behavioral intention of tourist is Tourist Satisfaction. The contribution is 40,6%. While other variable has lower impact since they have lower estimate value (Deng et al., 2010; Vesel & Zabkar, 2009).

CONCLUSION

1. All indicators that have the highest value in each variable should be of concern of resort management, at least to maintain them, because these indicators are shown to have a relatively large contribution to explain the variables they represent.
2. To improve revisit intention, the main variable that should receive bigger attention from the management is Tourist Satisfaction. While other variable such as Environmental concern and Creative Experience have relatively low coefficient number. This is in line with what has been discussed by many scholars that customer satisfaction is a good predictor for behavior intention of tourists (Deng et al., 2010; Vesel & Zabkar, 2009).

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