

ABSTRACT

Research has commonly considered tourists' memorable tourism experiences with outcome factors such as revisiting a destination and spreading positive word-of mouth. This research compares memorable tourism experience (MTEs) of college students from two groups: International and domestic students. Based on a sample of 663 (300 from International students and 336 from domestic students), the results showed that the MTE factors of adverse feeling and familiarity were perceived to be important by both groups. In addition, the results revealed that seven out of the nine MTE factors (hedonism, refreshment, novelty, involvement, meaningfulness, knowledge, and local culture) were significantly different between the two groups. Domestic students are more likely to remember hedonic and refreshing experiences (main satisfaction). Meanwhile, novelty, knowledge, local culture and meaningfulness (personal outcomes) are considered as important tourism experiential factors for International college students. This research also found other potential factors affecting MTE, such as travel partner, attraction and culinary. The findings of this study highlight which MTE factors should be emphasized upon designing and promoting tourism destinations for each group separately and which important factors should be satisfied for all visitors, regardless of cultural orientations.

Keywords: tourism experience, memorable tourism experience, memory, college students

INTISARI

Memorable Tourism Experiences telah diakui sebagai pemicu wisatawan untuk berkunjung kembali ke suatu destinasi wisata dan menyebarkan referensi positif melalui *word of mouth*. Penelitian ini membandingkan MTE antara mahasiswa asing dengan mahasiswa domestik Indonesia. Berdasarkan 663 sampel (300 sampel mahasiswa asing dan 363 sampel mahasiswa domestik), hasil analisis menunjukkan bahwa kedua kelompok sampel menunjukkan kesamaan pada dua dari sembilan faktor MTE (*adverse feeling* dan *familiarity*). Lebih lanjut, mahasiswa domestik cenderung mengingat pengalaman pariwisata dimana mereka mengalami pengalaman yang bersifat *hedonism* dan *refreshment (main satisfaction)*, sementara mahasiswa asing cenderung lebih mengingat pengalaman yang bersifat *novelty, knowledge, local culture* dan *meaningfulness (personal outcomes)*. Penelitian ini juga menemukan faktor lain yang potensial dalam mempengaruhi MTE, yaitu teman perjalanan, atraksi, dan kuliner. Temuan penelitian ini menyoroti faktor MTE mana yang harus lebih ditekankan dalam merancang dan mempromosikan destinasi wisata pada setiap kelompok yang berbeda serta faktor MTE mana yang dapat diterapkan secara umum untuk semua kelompok wisatawan terlepas dari orientasi budaya mereka.