

URBAN TOURISM DEVELOPMENT FOR BANDUNG CITY, INDONESIA: A PRELIMINARY STUDY

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ABSTRACT

Tourism is undergoing fundamental changes regarding the market, industry structure, and the product or services offered. Motivations and preferences in experiencing a destination have been proliferating in number and range, thereby challenging conventional models of tourism management and planning. Likewise, cities as the key destinations of urban tourism are also constantly changing which intensifies the links between the tourism industry and the urban dynamics. The fundamental concern is understanding tourist motivation and preferences as the input of city features improvement process to actualize an ideal urban tourism symmetrical from bottom-up to top-down interests. The shifting phenomenon to urban tourism as well takes effect in Bandung city. Modernization has an evolutionary effect on tourism activities from cultural-historical tourism towards a more consumptive pattern such as shopping-culinary activities. Thus, this preliminary study employs factor analysis method to explore the variable relationships reasoning the complexity of experience emerged from tourists while visiting a destination. The factor analysis discovers a finding that multiple observed variables have similar patterns of responses in the light of Bandung city tourism: social expression and interactive learning. In addition, this study also applies cluster analysis to strengthen the segmenting of each city feature reflecting to the characteristics of the tourists. It is confirmed that there are five classification of tourist visiting Bandung city: unexplored, light, minded, socialist, updated. The bottom-up result of this preliminary study takes on positioning groundwork of Bandung city as an urban tourism destination.

Keywords: Tourist Experience; Urban Tourism; Factor Analysis; Cluster Analysis; Bandung City.

1. INTRODUCTION

The attention paid to urban tourism is growing rapidly from researchers, practitioners, and policy-makers in the direction of carefully reconsider the nature, distinctive role, and connections of tourism within the framework of urban economies. Tourism is undergoing fundamental changes regarding the market, industry structure, and the product or service offered from it. Motivations and preferences

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in experiencing a destination have been changing and proliferating in number and range, thereby challenging conventional models of tourism management and planning (Wardhani, 2012). Digital technologies and the Internet are part of the picture since they play an increasingly important role in the dissemination of the shifting phenomenon. Likewise, cities as the prominent geographical asset of tourism are constantly changing on a mission to fully accommodate the needs of incoming tourists (Jayne, 2006). The premises on preference shift (Wardhani, 2012) and emergence of city features reinforced the alleged relationship between the tourism industry and the urban dynamics, so called urban tourism (Spirou, 2011). There are three important aspects to consider in urban tourism concept. First, the supply of tourism facilities in urban areas such as the availability of hotels, restaurants, shopping, attractions, travel agents, nightlife and other tourist-related supporting facility services (Morrison, 2014) (Kolb, 2006; Jensen-Verbeke, 1986). Then, urban tourism needs to accommodate the demand from various demographic classes, with diverse motives, patterns, and behaviour (Zatori, 2013). The last aspect rises from the governance perspective where government, associations, and other authorities interested in urban tourism (Scott & Cooper, 2010) co-create a comprehensive policy to sustain a tourism ecosystem (Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016).

The same force of modernization also transforms Bandung from cultural-historical tourism destination into shopping-culinary urban tourism. This transformation enthrones tourism sector as the major contributor of total revenue of Bandung city, e.g. 48% of the 2010 total revenue (Department of Cultural and Tourism of Bandung City, 2012). However, there is inconvenient fact that the number of tourists in Bandung grows with declining rate. In 2013 there was 5.5% increase of the number of domestic tourists visited Bandung while in 2016 the increase was below 2% (Department of Cultural and Tourism of Bandung City, 2016). This progression may be related to the dynamics of tourist demand which was not well-handled. In this context, tourist experience becomes influencing factor of tourist demand. The tourist experience is the culmination of a given experience which can be influenced by individual, environmental, situational and personality-related factors as well as the degree of communication with other people. The experience positively impact perception and perceived value (Lee & Mills, 2010) and also satisfaction (Walter, Cleff, & Chu, 2013). The link between experience and revisit intentions to tourism attractions (Hosany & Witham, 2010; Hsu & Crotts, 2006; Gnoth, 1997). Positive tourism experiences are essential determinants of post-trip tourist behaviour.

This issue on the dynamics of experience in urban tourism is mostly appropriate handled using micro-lensed modelling and simulation method, for instance agent-based simulation that involves tourists as agent with different characteristics and behaviour (Johnson, 2009). Johnson (2009) also pointed the emerging properties are best captured from the simulation acting as insightful direction to construct the strategy in developing tourism sectors especially for urban tourism policy. As the preliminary step of this agent-based study, this study aims to understand the characteristics of Bandung urban tourists and their behaviour through questionnaire-based survey. The survey result is then analysed using factor analysis to pronounce the preference in a more context-rich setting and cluster analysis to categorize the demographic profile of the incoming tourists as the segmentation strategy for the city.

2. LITERATURE REVIVIEW

2.1. *Urban Tourism and its development*

Tourism sector nowadays becomes the most potential industry to develop some region even more one country. In every country are compete to gain more visitation especially from tourists. The

presence of tourism activities it able to improve regional economic such as profits, number of industries, employment, and also enhance business exchange and cooperation (Wu, 2015). In order to gain the numbers of those benefits developing is necessary by not only from infrastructure but also concept of tourism itself according to characteristic in every regions. For cities area concept usually use urban concept which cities besides as a centre place to converge business activities, it also as hub of mobility people from any region.

Urban tourism product itself can be determine into three elements – primary, secondary, and additional elements (Kolb, 2006; Jensen-Verbeke, 1986). Primary elements including cultural facilities, sport facilities, amusement facilities, physical characteristics, and socio-cultural features. Secondary elements consist of the supporting facilities and services that tourists consume during visit. Additional elements is the tourism infrastructure which condition the visit. By those elements the city should plan more diverse and different innovation in order to draw tourists’ attention (Wu, 2015).

Table 1: Tourism Destination Elements

	Activity place	Amusement	Physical Characteristics	Socio-cultural features
Primary Elements	Cultural facilities	<ul style="list-style-type: none"> • Bingo halls • Casinos • Festivities • Nightclubs • Organized events • Leisure Setting 	<ul style="list-style-type: none"> • Ancient monuments and statues • Ecclesiastical buildings • Harbors • Historical street pattern • Interesting buildings • Parks and green areas • Water, canals and river front 	<ul style="list-style-type: none"> • Folklore • Friendliness • Language • Liveliness and ambience of the place • Local customs and costumes • Security
	<ul style="list-style-type: none"> • Concert halls • Cinemas • Exhibitions • Museums and art galleries • Theaters 			
	Sport facilities			
	<ul style="list-style-type: none"> • Indoor and outdoor 			
		<ul style="list-style-type: none"> • Hotel and catering facilities • Market • Shopping facilities 		
Additional Elements	<ul style="list-style-type: none"> • Accessibility and parking facilities • Tourist facilities: information office, signposts, guides, maps and leaflets. 			

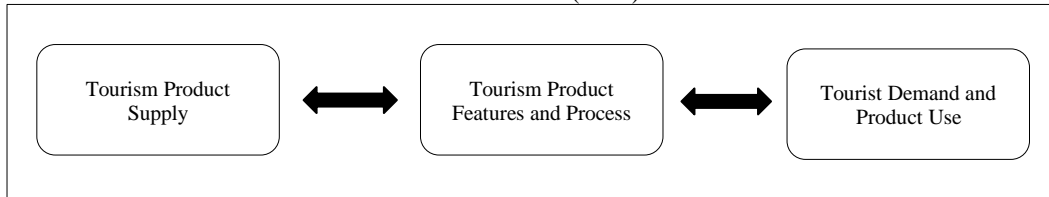
Source: Jensen-Verbeke, M. (1986). ‘Inner-City Tourism: Resources. Tourists And Promotores’ *Annals Of Tourism Research*, 22, 186-204.

The products of urban tourism that explained in Table 2 are majority as tangible aspect or called as destination attractions. Those elements are important as variety interesting objects that tourists should come to destinations. There are ten indicator to determine a successful destinations; awareness, attractiveness, availability, access, appearance, activities, assurance, appreciation, and accountability (Morrison, 2014). As well as good development in awareness aspect able to drive people who has not becomes tourist get knowledge about destination before visiting. Furthermore, it also explained that variety of destinations as physical attractiveness and the social environment in interaction among objects with people then one person with others people becomes set of elements to drive tourists experience into satisfaction level.

There are vary dimensions in developing tourism sectors which associated with tourism product (Benur & Bramwell, 2015). Although tourism well-known to put service as a main process but many destination attractions represent in physical attraction. Benur and Bramwell (2015) added tourist demand reflects of tourist needs that effected by tourist internal values such expectation, image,

experience after visit destination that will be evaluated into level satisfaction towards set of package the attraction. They argued that preferences matching between tourist preferences and destination products is critical key for its development in order to avoid conflict with tourism and then lead to unviable development. The sustainability of tourism development give valuable impact for all stakeholders (Iancu, Popescu, & Popescu, 2010) such residents, providers, government, environments, moreover for tourists itself. In economic perspective every tourist has expenditure ability which it will attracted if they will to purchase the product this terms about visit the attraction in destination then buy a vary products that serve to accomplish tourist experience. The illustration could be seen in Figure 1 there are three components of tourism product concentration and diversification in destinations which the figure was simplified from the original source. All elements interconnected each other to maintain their development in competitive value while tourists demand take a role to forces the product features to innovate their resources while the supply enhance their ability to develop in order matching the tourist demand. The process such as service also will change regarding to the product changings and will effect to their experience value.

Figure 1: Framework tourism product concentration and diversification in destinations by Benur and Bramwell (2015)



The other prior study in USA was conducted in understanding the service experience in inbound tour package which able to examined into managing process of tourism attraction in order to deliver a set valuable experience package (Xu & Chan, 2010) founded that there are four dimensions that contribute to tourist behavioural attention towards satisfy their experiential needs. They finding will help the process in tourism development to maintain their competitive value. Culture, social norm, physical environment, affective reflection, feel by using sensory as the elements revealed in learning experience by from tourist perspective (Winkle & Lagay, 2012). The elements able to be used in investigating tourist demand in order to contribute to tourism development process. Experience more than economic beneficiary but also produce value for ethical and cultural as a signature identity of destination (Demarco, 2016). The tourist experience need to be managed as has been pointed by Demarco (2016) regards to experience as sentimental value. It can be described that destination is challenged to find the experimental matching combination in better generated process of tourism development. Putting the interaction among tourists and local residents would be an alternative combination to improve the satisfaction as well as the revenue of local area (Nicholas & Thapa, 2010). However those prior research focus on the attitude meanwhile the motive behind it was not conducted. Satisfaction also revealed as a key tourism development and its sustainability by paying attention in capacity of destination (Jovičić, 2016). The border of land activity area become the first key consideration in development, but the capacity will be an empty space if the attraction couldn't be fund. It means, tourist experiences will be determined in evaluation of the detail of product and services in destination. The development is governed purely by market laws that dynamic that drives tourism provider need to catch the trend in the market as their strategic in development (Marković, 2010).

2.2. *Tourist Experience*

Following the market has sensitivity to shift and move in their behaviour especially in purchase need to be investigated as preliminary stage by evaluating their experience from destinations offered. The idea of customer experience has been explored amongst researcher especially in marketing field around the world. Customer experience becomes an essential and critical factor in operating the business. It is regarding to customer determine as people who buy product as an outcome from a set of service (Lush & Vargo, 2014) to get value. While consuming the products, its value will be determined by their experience. Customer will assess the value in actual condition referring to experience and the value that company propose to their customer. From Service Dominant Logic perspective customer will involve and participate actively in determining value what a firm purpose in a set of service in use (Lush & Vargo, 2014). Consumer evaluates their expectation and perception in 3 dimensional stages: pre-purchase, during purchase, and post-purchase (Zatori, 2013). Their experience become more critical to set value of some products to assess the product meet the line what customer needs. Experience becomes a consideration for provider to develop and propose integrated uniqueness value for their customer in gaining competitive advantages. Finally, it will enhance their market share through customer loyalty and intention to repurchase.

Mostly literature discussed about experience that especially used to goods business but it also can be implemented in tourism context. Tourists can buy sets of needed during visit the destination. Whether transportation, clothes, meals, tour packages, souvenirs, and destination itself. Therefore, tourist is not only as a customer, but also consumer who have experience in their consumption of tourism service. In tourism sector they also need to evaluate their service strategy and enhance market share by investigating tourist experiences from a set tourism activity while visiting destinations. Tourism is as leisure activity and source of memorable experience that simultaneously effected from pre-visit (perception), during-visit (Expectation), post-visit (memorable & future behaviour) (Gao, Scott, Ding, & Cooper, 2012). Tourism can be viewed also as phenomenon of movement activity of people because attracted by some interesting objects in other places and they want to have its experiences than daily routine. People who have its experience in tourism context are called as tourists. Tourists also will look for some information before they choose their destination referring to their own preferences. Selecting the places, type of service, distances, and so on to be compiled as a set of desire for experience. Tourism is kind of attraction can't be folded and carried back to home then give it to others. The attraction only can be 'consumed' to have a real experienced at that time by people who visit directly the destinations. Tourists who already visited destinations can only share their stories and or some souvenirs to represent their experiences along trip activities. Then, building experience becomes very important to enrich their impression in consuming tourism service in order to fill satisfaction.

Management customer experience in hospitality was developed by Ford & Heaton (2000) to define between expectations and perceives after consumption called as "guestology" (Fuentes, Moreno-Gil, González, & Ritchie, 2015). The evaluation process between those two phases will define their level satisfaction. While assessing the level of satisfaction as manifestation of their subjective perceptions, some elements need to be investigated regarding to influence in the process. Tourism sector requires high interaction amongst the object of tourism system, as well as the individuals involved personally and actively (Larsen, 2007). Interaction is a way delivering value from provider towards the object to tourists. Thus, tourist individually are more important factor for creating experience than the destination itself. Then, every individual has difference perception of the experience regarding to age, nationality, gender, and education (Diaz-Soria, 2016). Experience by tourist while visiting a

destination different from the experience gained by consumers when buying products or services in store. Experience that gained by tourist is essential for destination to be success (Cetin & Bilgihan, 2016) but subjective and difficult to predict because of different ideas from one individual to another individual (Zakrisson & Zillinger, 2012). The multiple dimensions such subjective, physical, and social responses to the products and services offered also influence experience (Robinson & Clifford, 2012). The multiple dimension able to give pleasure and displeasure experience because while visiting a destination, tourists will engage in activities that unusual to do in daily routine (Diaz-Soria, 2016). Therefore, tourist experience is a psychological phenomenon (Larsen, 2007) that emotion will involved to examine tourist experience. The tourists will interact differently according to the emotional closeness of they feel when visiting these destinations. Tourist's perspective must be integrated to matching condition to create meaningful experiences (Fuentes, Moreno-Gil, González, & Ritchie, 2015). The condition of surrounding and internal factors such as emotional and cognitive reactions, which then proceeds in accordance with one individual to other individual and the environment are around, including the emotions that are created while visiting a destination (Zakrisson & Zillinger, 2012). The personal (face-to-face) interaction between provider and tourist in service delivering process as critical phases (Mass & Ghaswyneh, 2013) such as participation in activity, helping tourists, friendliness in communication, and so on. As the basis of tourism products, destinations are influenced by five major elements that come from experience rating (Cetin & Bilgihan, 2016):

1. Social interaction
2. Local authentic clues
3. Service
4. Culture and heritage
5. Challenge

The fifth important dimension that has been mentioned above is deemed to be lack. The dimension is considered as not applicable to all type of tourists. The first rating is most important enough to construct an experience could be representing from tour guide performance. If tourists accompanied by a tour guide who can be trusted and attentive, as friends will add a destination becomes more enjoyable (Chang, 2012). More enjoy a tourist while visiting a destination; it will affect the interpretation of which forms experience. Experience perceived by tourists can be good interpreted and also less (Volo, 2009). Experience can be a good when atmosphere contained in a destination such as landscapes from the top of a mountain whereas taking a long queue could happen the bad experience, the service is not friendly or the food was too expensive (Zakrisson & Zillinger, 2012).

A destination is necessary to put a uniqueness experience to differences from others destination. The uniqueness of the experience will create a bond between the individual tourist and the destination so interpreted as a good experience (Cetin & Bilgihan, 2016). After tourists have a good experience, then it proceeds into a satisfaction score in the minds of the tourists in the form of cognition hierarchical network, which normally would also form different abstraction levels for each destination (Lin & Fu, 2016). Different abstraction will become a reference for the tourists when visiting new destinations. They created a standard in their minds and those interpret process itself goes unnoticed by tourists (Volo, 2009). Then, for tourists who have never visited destinations at all, they will be growing slightly to adopt more important values than end values (Lin & Fu, 2016).

Evaluating experiences tourist will use all resources that they have such as their knowledge, emotion, or even their own physical belonging. Experience can be involved from four dimensions such as

entertainments, escapist, aesthetic, and education (Pine & Gilmore, 1999). The other researcher argued that experience could be effected in spiritually, physically, intellectually, and emotionally (Moosberg, 2007). For another point of view that experience produced by total set of goods, services, and environment (Lewis & Chamber, 2000). All of those elements whether from tourist belonging itself and destination attributes are necessary in processing the experience. Thus, it will determine level of satisfaction.

There are many discussion in customer experience that can be applied in tourism field such (Gentile, Spiller, & Noci, 2007) explained that to make tourist experience sustain is following four dimension sensorial component which involve to five sense such as touch, smell & test, sight, hearing, emotional component (related to feeling or moods), cognitive component involve to creativity activity such as art or performance, lifestyle contribute to set value in consumption, relational which the product use with the other people to share the experience in consumption. Then it enhance with co-experience perspective by (Mathis, Kim, Uysal, Sirgy and Prebensen, 2016) while experience is happened by interaction between provider and tourist. Tourists participate and involve actively developing unique experience together. Those interactions develop active social environment that also influenced to tourist experience. This interaction not only two ways between provider and customer but also interaction among customers 'customer-to-customer' start to consider while it will influence the other tourist experience (Verhoef, et al., 2008)

3. RESEARCH METHODOLOGY

The data collection process of this study was conducted in May 2016. The respondents of this preliminary study are tourists, local and foreign ones, who have visited popular destinations of urban tourism in Bandung City. This study managed to collect 100 respondents to fill in the questionnaire. This number corresponds with common knowledge in statistics that the minimum sample size to get any kind of meaningful result is 100. The questionnaire consisted of two main parts: Part A on Respondent Profile and Part B on Tourism Experience which was derived to 31 statements evaluating respondents' urban tourism experience in Bandung city. The answers of Part B were measured using 4-point Likert scale to avoid neutral answer from respondents. Although it offered less variance, lower degree of measurement precision, providing less opportunity to detect changes, and less power to explain a point of view, 4-point Likert scale is relevant to the purpose of this study. The evaluation of experience of respondents who have experienced Bandung city features as urban tourism destination is defined as a sufficient reasoning not to provide middle point as neutral answer. The rate return of the questionnaire was 100% which means all were filled completely and returned.

The first step of analysis method is factor analysis to explain correlation structure among variables into factors which were predicted in tourism experience. Furthermore, factor analysis is also able to underlie factors explaining the set of variables. The method is useful to identify new variables into small group caused by reduction in constructed process then the result of new variables enhancing the further research. Confirmatory factor analysis is employed in this study to validate the conceptual factors adopted from theories and assess the empirically to the respondents as the tourist of Bandung urban tourism. In order to deliver a more comprehensive result, this study also employed K-Means cluster analysis to support our finding. The similarity of respondents' characteristics in terms of tourism experience was considerably proportional to construct a segmenting strategy toward Bandung city as an urban tourism destination. The result acted as designing and positioning basis of

Bandung city services improvement to attract mainly a few profitable market segments and to differentiate their services across market segments.

4. THE EMPIRICAL RESULTS

4.1. Respondent Profiles

This study takes the information from 100 respondents and give results based on questionnaire that already distributed it showed the highest frequency respondents became from 20 – 30 years old. In term of origin city mostly there are local tourist (from Bandung) with 56% respondents. From whole respondents, 56% have under bachelor degree background. In terms of frequency doing tourism activity in Bandung City mostly they have more than 4 times in a year. Then, according to their historical visitation to Bandung City site-destination, 63% of them already visited 3 – 5 destination means that respondents able to evaluate Bandung City urban tourism destination from their experience. Destination where popularly visited by tourist is Alun-alun Bandung followed by Braga and Cihampelas. In terms source of information, respondents usually accessed in range 2 – 4 sources of information, which mostly dominate by social media facilities, family or friends, and news but it cannot be denied that 30% of respondents are still depended to one source information such as family or friends.

4.2. Validity and Reliability

Validity proposed in test to assess the degree accuracy of research instrument. Reliability was used to test the consistency of the research instruments – how well the scale measures the concept (Hair, Black, Babin, Anderson, & Tatham, 2006). The corrected item-total correlation for the each indicator carried out is above 0.3. For reliability test, that confirmed in the Coefficient Cronbach Alpha of each variable result greater than 0.7. From those tests mean all the research instruments appropriate to use in conducting this study.

Table 2: Respondent Profiles

F	Percentage %	Variable	Percentage %
<i>Age</i>		<i>Frequency Tourist Activity in Bandung City</i>	
< 20	19	1 times a year	13
20 – 30	69	2 – 4 times a year	26
31 – 40	7	> 4 times a year	61
> 40	5		
<i>Origin City</i>		<i>Historical Visitation</i>	
Bandung	56	Less than 3 destinations	15
Jakarta	12	3 – 6 destinations	63
Other City in Java Island	27	More than 6 destinations	22
Other City non Java Island	5		
<i>Educational Background</i>		<i>Source of Information</i>	
High School	39	Less than 2 sources	31
Bachelor degree	56	2 – 4 sources	57
Master degree	5	More than 4 sources	12

Table 3: Reliability Result

Variable	Cronbach Alpha
Sensory	.875
Emotion	.865
Cognitive	.767
Pragmatic	.711
Life Style	.779
Relation	.758

4.3. Factor Analysis Result

Factor analysis was performed to identify factors that have significant influence for tourist experience in Bandung City. The score of KMO and Bartlett's test is 0.776 which greater than 0.5 and significant value in Bartlett's test is 0.000 which smaller than 0.05. For the Measure of Sampling Adequacy (MSA) of the variables below analysed in the anti-image matrices result is ranged from 0.567 – 0.861 which greater than 0.05. Those score explain that all variables in this research able to be predicted and continue to be analysed (Santoso, 2006). However, from the communalities extraction confirmed that the new variables constructed able to explain factor sensorial experience as 72.9%, emotion experience 82.4%, cognitive 33.2%, pragmatic experience 70.1%, life style 68.2%, and relation experience 66.4%. It show desire result that almost all variables have significant correlation with new variables.

The next stage is grouping the factors into new simplified group variables. In Table 4, also show there are 2 factors constructed from the initial eigenvalues that have score more than 1 able to be used as a new factor. The new factors can perform to explain 65.5% of the total variance. Therefore, in cumulative of both factors is 65.5% indicate good to represent the original variables. The variable at table below are the result after rotated factor loading that variables already converge in sets of factor which represent not only the variables are weighted for every factor but also the correlation among variables and factor.

Table 4: Factors Analysis of Tourist Experience

Item	Factor Loadings	
	1	2
Sensory	.848	
Emotion	.894	
Life Style	.826	
Relation	.815	
Cognitive		.569
Pragmatic		.837

According to the result on Table 4. After applied rotated process, there are 2 type factors that tourist most experience in while visit destination in Bandung City. Factor 1 assumed as "Social Expression" that because structured by human-body sensory with emotion then it predicted that Bandung tourism resource able to attract tourist through sensorial ability and emotion and representing their life style and spending it mostly with their group or family. It confirmed by tourists it-self that they usually spend their vacation time in Bandung City with their friends, family, or other collage. Then, Factor 2 represent as "Interactive Learning" regarding to the component have structure pragmatic and cognitive from their experience. Interactive means interaction actively among person, in context

customer network or within customer with firms. The combination convey that in travel or vacation experience tourist evaluate that interactive by participating into pragmatic activity accompanied by knowledge share will be rewarding during travel activity. The results as contextual findings, which determine the dimension of tourist experiences in Bandung City contrary from prior study that revealed entertainment, education, escapist, and aesthetic (Tsiotsou & Goldsmith, 2012; Pine & Gilmore, 1999). From prior study, the dimension of entertainment explained to type of experienced by passive relation or lower interaction then tends to attracted by lifestyle. Education dimensions describe that tourist more enjoyable by pragmatic and cognitive activities. Then, escapist for tourist who experienced the most of emotion and relation such an event. Lastly, sensory-rich environment as becomes determinant for aesthetic dimensions. Those differences dimension of experiences appeared while applied in cotextual casses.

4.4. Cluster Analysis Result

In cluster analysis the all variables was processed at once by K-Means method. By non-hierarchal method the number of cluster was determined at the beginning. Then, we decided to use five clusters in order to variables was produced have significant value in ANOVA results. In ANOVA results all variables showed values less than 0.05 accordingly all of them able to continue in next formed analysis. Whereas for descriptive analysis, the average scores from all respondents especially in three variables additional it explained that tourists visited urban destinations in Bandung City as much as 3 places with frequency of their visitation for travel to this city about 4 times then channels of information that they used to look for about 1 source.

Table 5: Cluster Analysis of Tourist Profile Towards Experience

Cluster 1 Unexplored 32%	Cluster 2 Light 31%	Cluster 3 Minded 5%	Cluster 4 Socialist 24%	Cluster 5 Updated 8%
			Sensory Emotion	
		Cognitive		
	Pragmatic		Life Style	
		Relation		
				Number of Channels Frequency
				Number of Destinations

Regarding to cluster analysis results in Table 5 for tourists who already visited destinations in Bandung City it revealed the distribution of variables into five clusters. In cluster 1 all respondents have already experienced destinations in Bandung and profile background are below of average score in each category than the other clusters. The number of tourists in this cluster is approximately 32 people or 32% from total number of respondents. Therefore, cluster 1 formed as *unexplored* group because they had less experience according to frequency visitation, number of destinations, and number of media information that they have is under average. It indicate as group of people who rare seeking the information about destinations, put Bandung as primary travel object, and have limited time to explore destination in Bandung.

For cluster 2 there is only pragmatic variable in this cluster that have above average score among cluster. It is about 31 people or 31% respondents in this cluster. Respondents with this similarity

experienced destinations in Bandung City formed as *light* category. According to respondents have experience in destinations with easiness access and enjoyable content or mostly experiencing with movement and practical activity such as sight seeing, traditional dancing, playing traditional Angklung, sports (e.g. outbound) and so forth.

Although there are only five people in this cluster, they revealed their similarity experience in Bandung City as *minded* group. This minded group have evaluation score about cognitive and relation aspect in above average number. Therefore, it might as group who want to learn something in their trip and spend their time with their family. In contrast with cluster 4 that categorized as *socialist* who already experienced more destinations than other cluster, sensory, emotion, and life style score above the average score. Indicated the socialist group that consist of 24 people or 24% respondents has similarity in people who aware about beauty or scenery of destinations, which it makes them happy, used their trip to Bandung as life style, and they always put Bandung as their primary destination.

At the last about cluster 5 has similarity in number of channels information tourists accessed to seek the information about Bandung city and frequency trip to Bandung is quite often according its score above average than others cluster. Respondents who use more than one channels of information with more than four times to visit Bandung and explore. Therefore, the eight people in this group formed as *updated* people. It might that they typically aware of news and have active social media to update the information.

5. CONCLUSION

This research was undertaken to analyze the dimension of the construct in tourist experience as preliminary study to give a recommendation in tourism development. Mostly prior study discussed about tourism development in conceptual level and propose the best model for its development. Rather than to propose new model or new concept, this study try to enhance the prior study by implemented in contextual cases. By evaluating factors that effected to tourist experience in visiting destination that drives to give recommendation for the tourism industry able to improve their service by identifying factors in tourist experiences. This study was carried out in Bandung City by using factor analysis to give empirical contribution while tourist is very dynamic, therefore capturing their behavior need to be taken overtime. The concept of tourist experience is important to tourism industry to develop some strategies in tourism field. The result explained that there are 2 factors appeared that that has strength factor to tourist experience when visited Bandung City. Their perception of destinations after visited was grouped into social expression and interactive learning. Those factors grouped might because the age profile of respondents mostly in 20 – 30 years old who like express their activities with their social network then it in line with some themes of destination in Bandung City such as lifestyle coffee shop, amusement park, unique architecture/cityscapes and so on. The other respondents with below of 20 year old who majority still in high school then they usually visit destination that provide learning activity from their school such as museums or cultural activities, whereas it similar with respondents in above of 30 years old who already have family wanted to educate their family also. The other aim of this study is to group similarity of tourists' information towards their experience while visited destination in Bandung City. The results showed that theoretically the factor experience determined by six variables (Gentile, Spiller, & Noci, 2007) meanwhile for this study the factors was grouped into two factors, which as a set important elements in determining their experiences along visiting Bandung destinations.

Besides the factors determined the tourist experience, cluster analysis was processed the variables by adding variables number of destinations visited, frequency of doing tourism activity in a year, and number of channels information that used to explore destination's information. It revealed there are five cluster that formed as unexplored group, light, minded, socialist, and updated group. It explained that as much as tourists visited destinations they will explore more experience and they have high frequency visiting destinations if they use more sources of information. The results give a valuable information about new cluster formed for tourists in Bandung City according to type their experiencing at destination. In addition updated insight could be used to give insight to managed tourist experience regarding to those groups formed as source of strategy in development (Demarco, 2016) such as strategy with local interaction (Nicholas & Thapa, 2010). In managerial implications, this study try to give some suggestion to providers that contribute in tourism industry such valuable information for them to enrich their strategy in development purposes for Bandung City and enhancing target number of tourists for future by expanding type of experiences offered. By developing new facilities and the other new potential attractions, which positively not only offering the destination product itself but also the refreshment image of destination. Provider also need to improve their promotion channels in order to increase awareness of potential tourists and potential visitations.

On the other hand, the limitations of this preliminary research was limited number of variables and should be discussed to improve more information about tourist experience in each characteristic of destination and segmentation according to this study only conducted in Bandung City which has characteristic as urban tourism. Furthermore, the data taken in off-season with the rainy season, so mostly respondents are local tourists and limited number at that time. It is suggested to future study to use exploratory approach to find more variables affected to the factor in bigger number of respondents and evaluate it in specific tourist behaviour. Tourist characteristic such as preferences benefit is also need to be considered in effecting tourist evaluation. Likewise, comparing responses between off-season and pick-season is to investigate the different degree of experience and its impact to tourists revisit intention in the future study. Moreover, identify the factors willingness to revisit specifically for each type of ages, gender, and their interests such hobbies, and purchasing power by using qualitative approach might be considered as well. Applying advance method such agent based model to deeper understanding in predicting the dynamism of tourist changing in experience also interested to be discussed in future research as grand purpose of this preliminary study enhanced the viability strategy in tourism development.

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