

## Investigating destination fascination in destination loyalty: The key role of perceived enjoyment and memorable tourism experiences

Ela Laela \*

Siliwangi University, Indonesia

\*Corresponding authors' email: [213402074@student.unsil.ac.id](mailto:213402074@student.unsil.ac.id)



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### ABSTRACT

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Destination loyalty is the key to long-term relationships with tourists that directly impact destination success. This study examines the relationship between destination fascination, perceived enjoyment, and memorable tourism experiences in forming destination loyalty. The statistical population in this study is mountain tourists in Indonesia. A sample of 300 tourists who fit the criteria were asked to answer the questionnaire. The method used in this research is a survey using structural equation modeling analysis techniques. The results revealed that destination fascination affects perceived enjoyment. Destination fascination also affects memorable tourism experiences. Perceived enjoyment affects memorable tourism experiences. Perceived enjoyment affects destination loyalty. Memorable tourism experience affects destination loyalty. The results of this study make a theoretical contribution by deepening the understanding of destination loyalty. In addition, this research makes a practical contribution to the tourism industry.

### 1. INTRODUCTION

Loyalty plays an essential role in supporting the development of a destination (Chi & Qu, 2008). Destination loyalty shows tourists' long-term revisit behavior to a destination that connects with their previous travel experiences in the same destination (Oppermann, 2000). In destination loyalty studies, tourists' intention to revisit a destination and their willingness to communicate word-of-mouth is often used to measure their loyalty (Yoon & Uysal, 2005).

Destination fascination can easily attract the attention of tourists (Berto et al., 2008). The destination environment establishes an emotional connection with tourists, thereby increasing tourists' place attachment to the destination (Kyle & Chick, 2007). Destination fascination refers to the involuntary and emergent attention of restoration exploration through the natural environment in environmental psychology. Destination fascination resulted from discussions about the relationship between humans and the environment (Indrianto et. al.,

2022). Attention Restoration Theory (ART) explains that destination fascination is a source of restoring individuals' mental and physical resources. Destination fascination can occur at a specific location or even before visiting a destination due to the information tourists receive about the destination. Um et al. (2006) found that destination fascination influences tourists' willingness to revisit a destination. Destination fascination offers tourists experiences that are not usually encountered in their daily lives. As a result, destination fascination can influence destination loyalty (Wang et al., 2020).

Destination fascination arises from involuntary attention and restores attention through the environment, an important component of attention restoration theory (Kaplan, 1995). Destination fascination refers to the freedom to pursue interests, explore details of the environment, and adjust the meaning of the environment. According to Kaplan & Kaplan (2011), destination fascination promotes more efficient mental recovery. Thus, tourists need destination fascination to think, physically and mentally detach themselves from daily tasks, and achieve effective mental recovery (Botti et al., 2008; Liu et al., 2017). Without fascination, a destination will likely fail to attract tourists.

Research conducted by Rizqy & Roostika (2023) revealed a relationship between destination fascination and destination loyalty. In addition, research by Woosnam et al. (2016) revealed that destination fascination stimulates loyalty growth. Thus, destination fascination is an important prerequisite for tourist loyalty. However, research by Hadzami & Roostika (2024) revealed the opposite. Destination fascination does not affect destination loyalty. Thus, there is still bias in the relationship between destination fascination and destination loyalty. The bias can be explained when this interaction is accompanied by a process that reflects consumer responses through evaluation. This research argues that evaluation occurs in the effectiveness phase of the intrinsic side, namely perceived enjoyment and memorable tourism experience.

The evaluation phase of consumers becomes the perception of what they feel in the form of perceived enjoyment and memorable tourism experiences (Intiar et. al., 2023). Therefore, this research explains the conceptual flow of the relationship between destination fascination and destination loyalty. Perceived enjoyment is the tourist's perception of the pleasure they feel while visiting a destination. Perceived enjoyment is a key factor that mediates the relationship between destination fascination and destination loyalty. Even if a destination has high fascination, tourists may not feel encouraged to be loyal without perceived enjoyment. In addition, a memorable tourism experience expresses highly emotional, excited, surprised, and curious tourists. A memorable travel experience can be remembered by tourists for a long time after their visit (Santoso & Oktavio, 2023). These memorable experiences are often a determining factor in tourist loyalty to destinations

(Adityaji et. al., 2023). Destinations that can create memorable tourism experiences tend to have more loyal tourists because strong positive memories motivate them to return.

The inconsistent findings and lack of empirical studies led this research to seek a conceptual solution to bridge the gap. This research seeks to narrow the gap by offering a model that integrates important aspects in predicting destination loyalty. This research explores the relationship between destination fascination, perceived enjoyment, and memorable tourism experiences in shaping destination loyalty. These variables have not been studied as a comprehensive model for understanding destination loyalty. Therefore, this study contributes to tourism theory in two ways: (1) strengthening the empirical and theoretical foundations of the literature on destination loyalty predictors and (2) presenting implications for destinations in understanding destination loyalty predictors.

## 2. METHODOLOGY

This research was conducted on mountain tourists in Indonesia. Indonesia was chosen as the research area because it has diverse mountains (Jepson & Whittaker, 2002; Joakim et al., 2023). The mountains in Indonesia that are the subject of research include Mount Galunggung, Papandayan, Cikuray, Sumbing, and Rinjani. Researcher attempted to ensure that samples were drawn from various mountains in Indonesia to cover a variety of climber demographics and experiences, with the hope of obtaining a balanced and representative sample of the overall mountaineering population. This study uses non-probability sampling techniques with purposive sampling types that consider the criteria: 1. Tourists of Mount Galunggung, Papandayan, Cikuray, Sumbing, or Rinjani; 2. Aged 18 years and above; and 3. Willing to be a respondent. Finally, 300 samples were involved in this study. A total of 300 samples were obtained from 5 times the estimated parameters. The estimated parameters in this study were 60. Thus,  $60 \times 5 = 300$  samples.

The data for this study was obtained through a questionnaire-based survey conducted over six months. Data was collected over six months to accommodate weather, climbing season, and respondent availability. This fairly long period was also intended to achieve an adequate and representative sample size. Efforts to distribute questionnaires on each mountain were carried out to obtain a balanced and appropriate sample. Researchers meet climbers on trails and basecamps, explain the research, and ask for participation. Before completing the questionnaire, respondents were given complete information about the purpose of the study, the procedures, and their rights as participants, including the right to refuse or stop participating at any time without consequences. Respondents were asked to give their voluntary consent.

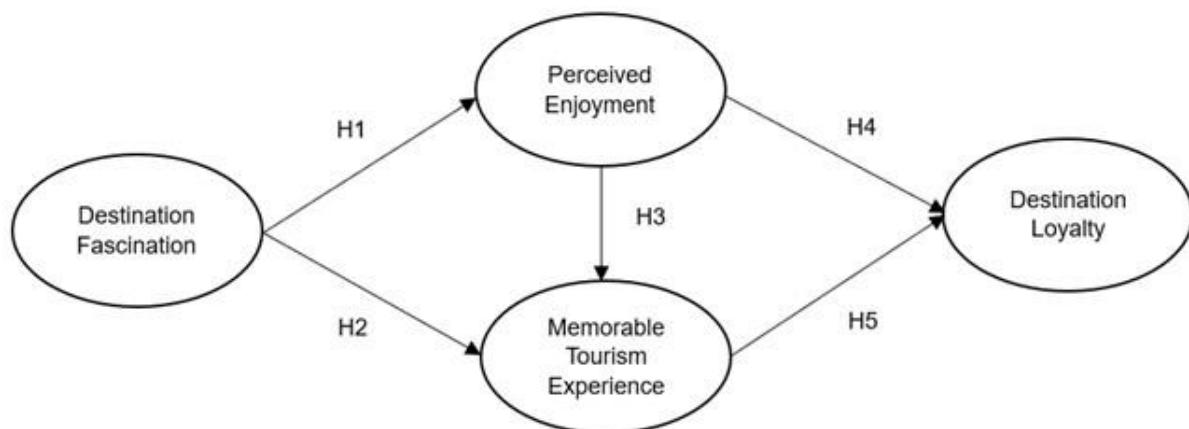
Survey items were developed for all constructs based on the literature. A 10-point Likert scale shows the level of respondent perception in detail without any middle or grey area. The researcher ensured that all data collected was anonymous and kept confidential. Names and other identifying information were not collected to protect the privacy of respondents. The operationalization of variables in the study is presented in Table 1.

**Table 1. Operationalization of Research Variables**

Variable	Dimension	Indicator	Description
Destination Fascination (Liu et al., 2017)	Attractiveness	Mystique	Destinations have things worth exploring DF1
		Richness	Destinations with mystery Destinations provide diverse sensory experiences DF2 DF3
			Desire to stay longer in the destination DF4
			Mood transfer DF5
		Uniqueness	Destinations offering unique experiences DF6
	Friendliness	Fitness	Destinations reflect the true self DF7
		Friendliness	Friendly and welcoming locals DF8
			Discreet tourism services DF9
		Enjoyable	Destinations worth enjoying PE1
		Pleasant	Destinations provide an enjoyable experience PE2
Perceived Enjoyment (Ayeh et al., 2013)	Interesting	Interesting	Attractive destinations PE3
		Fun	Have fun at the destination PE4
	Entertaining	Entertaining	Entertaining destinations PE5
		Hedonism	Happy to have new experiences MTE1
		Novelty	A once-in-a-lifetime experience In contrast to previous experience MTE2 MTE3
Memorable Tourism Experience (Rasoolimanesh et al., 2021)	Local Culture		Make a good impression on the local community MTE4
		Refreshment	Freedom MTE5
	Meaningfulness		Destinations matter a lot MTE6
			Learn about yourself MTE7
		Involvement	Enjoying activities that you want to do MTE8
		Knowledge	Get a lot of information during the trip MTE9
		Revisit Intention	Revisit the destination in the future DL1
	Willingness to Recommendation		Recommend the destination to others DL2
			Saying positive things about the destination to others DL3

Source: Developed for Research (2024)

This research uses structural equation modeling (SEM) analysis techniques to visualize the relationship between variables. SEM is used to test the relationship between variables in the model. Figure 1 shows the model used in the study to explain the flow of concept linkages.

**Figure 1. Research Model**

Source: Developed for Research (2024)

Destination fascination explains the extent to which destinations give tourists the freedom to notice interests, explore destination details, and define the meaning of the destination (Liu et al., 2017). Based on ART, the dimensions of destination fascination are mystique, richness, attractiveness, uniqueness, fitness, and friendliness. High tourist compatibility with the environment improves physical and psychological health and releases stress (Kaplan, 1983). According to Dick & Basu (1994), destination fascination plays an essential role in influencing tourists' perceived enjoyment. When individuals are fascinated with a particular destination, the level of travel enjoyment tends to be higher. Therefore, destination fascination motivates tourists to take the time to enjoy the destination (Liu et al., 2017). Thus, the formulated hypothesis is:

***H1: Destination fascination affects perceived enjoyment***

Destination fascination can create memorable tourism experiences (Pessoa et al., 2022). Tourists rate their experience better when they find a destination fascinating due to the combined effect of high expectations and fulfilling them through experience. This memorable tourism experience is built personally and exclusively because individuals can only remember it after the trip (Zhang et al., 2017). Thus, the formulated hypothesis is:

***H2: Destination fascination affects memorable tourism experience***

Tourists can refer to memorable tourism experiences with several emotions, such as enjoyment (Chandralal & Valenzuela, 2013). Of the various tourism activities offered at the destination, aspects that offer enjoyment can increase tourists' memory. Therefore, perceived enjoyment can influence memorable tourism experiences. (Sthapit & Coudounaris, 2018). Thus, the formulated hypothesis is:

***H3: Perceived enjoyment affects memorable tourism experiences***

Perceived enjoyment can influence loyalty (Molinillo et al., 2020). When tourists feel a high level of enjoyment while visiting a destination, they tend to develop emotional attachments and show loyalty to the destination (Sirakaya-Turk et al., 2015). The attachment of tourists and destinations is important in fostering destination loyalty because tourists feel a personal connection with the place. Thus, the formulated hypothesis is:

*H4: Perceived enjoyment affects destination loyalty*

Memorable tourism experience significantly affects revisit intention and willingness to recommend (Adongo et al., 2015; Kim et al., 2010). According to Sun et al. (2013), revisit intention and willingness to recommend are dimensions of destination loyalty. In addition, research by Kim (2008) shows that memorable tourism experience significantly influences destination loyalty. Thus, the formulated hypothesis is:

*H5: Memorable tourism experience affects destination loyalty*

#### 4. RESULTS AND DISCUSSION

This research was conducted on 300 respondents. The characteristics of respondents are divided into several groups of criteria, namely based on gender, age, and monthly household income. Table 2 presents the characteristics of the respondents selected in the study.

**Table 2. Respondent Characteristics**

Characteristics	Attribute	Frequency	%
Gender	Male	157	52.33
	Female	143	47.67
Age	18-25	128	42.67
	26-35	91	30.33
Monthly Household Income	36-45	56	18.67
	> 46	25	8.33
Monthly Household Income	≤ IDR 10 million	148	49.33
	IDR 11-20 million	103	34.33
	IDR 21-30 million	30	10.00
	≥ IDR 31 million	19	6.33

Source: Author's Data (2024)

Of the 300 respondents, there were 157 males, or 52.33%, and 143 females, or 47.67%. Based on age, 128 people, or 42.67%, are 18-25 years old, 91 people, or 30.33%, are 26-35, 56 people or 18.67%, are 36-45, and 25 people, or 8.33%, are >46 years old. Predominantly, respondents came from the millennial generation and Z generation. They are people of productive age. Based on income per month, 148 people, or 49.33%, have an income ≤ IDR 10 million; 103 people, or 34.33%, have an income of IDR 11-20 million; 30

people, or 10%, have an income of IDR 21-30 million, and 19 people or 6.33% have an income  $\geq$  IDR 31 million.

A descriptive statistical analysis was conducted to determine the responses of tourists. Destination fascination reflects the multifaceted nature of human and environmental interactions (Lehto et al., 2017). Respondents' responses regarding the indicators of destination fascination were rated as very good. Perceived enjoyment is the level at which tourists have fun while engaging in activities related to their travel experience (Kim et al., 2013). Respondents' responses regarding the indicators of perceived enjoyment were rated as good. Memorable tourism experience refers to the positive and lasting impact of the tourist experience in a destination (Hosany et al., 2022). Respondents' responses regarding the indicators of memorable tourism experiences were rated as very good. Furthermore, destination loyalty is reflected in behavioral patterns, including the likelihood and intention to consume the product again and recommend it to others (Tuu & Olsen, 2010). Respondents' responses regarding the indicators of destination loyalty were rated as good.

This study conducted confirmatory factor analysis (CFA) testing to verify the measurement model. CFA is used to assess the role of measurement error, validate multifactorial models, and determine group effects on factors. The results of the analysis are presented in Table 3.

**Table 3. Confirmatory Factor Analysis of Exogenous and Endogenous Variables**

Dimensions	Estimate	S.E.	C.R.	P	Label
DF1 <--- DF	0.849	0.073	11.708	0.000	par_13
DF2 <--- DF	0.777	0.070	11.055	0.000	par_12
DF3 <--- DF	0.990	0.069	14.386	0.000	par_11
DF4 <--- DF	0.980	0.068	14.347	0.000	par_10
DF5 <--- DF	0.949	0.066	14.417	0.000	par_9
DF6 <--- DF	1.024	0.073	13.975	0.000	par_8
DF7 <--- DF	1.024	0.070	14.527	0.000	par_7
DF8 <--- DF	0.982	0.071	13.857	0.000	par_6
DF9 <--- DF	1.000				
MTE1 <--- MTE	1.156	0.081	14.182	0.000	par_21
MTE2 <--- MTE	1.110	0.079	14.008	0.000	par_20
MTE3 <--- MTE	1.136	0.080	14.192	0.000	par_19
MTE4 <--- MTE	1.122	0.079	14.167	0.000	par_18
MTE5 <--- MTE	1.064	0.078	13.715	0.000	par_17
MTE6 <--- MTE	1.025	0.077	13.369	0.000	par_16
MTE7 <--- MTE	0.956	0.071	13.397	0.000	par_15
MTE8 <--- MTE	0.983	0.072	13.566	0.000	par_14
MTE9 <--- MTE	1.000				
PE1 <--- PE	1.000				
PE2 <--- PE	0.814	0.104	7.806	0.000	par_22
PE3 <--- PE	0.998	0.110	9.088	0.000	par_23
PE4 <--- PE	0.938	0.105	8.895	0.000	par_24
PE5 <--- PE	0.879	0.103	8.507	0.000	par_25

Dimensions	Estimate	S.E.	C.R.	P	Label
DL1 <--- DL	1.000				
DL2 <--- DL	1.509	0.235	6.424	0.000	par_26
DL3 <--- DL	1.080	0.168	6.439	0.000	par_27

Source: Amos Calculation Results (2024)

The goodness of fit performance evaluation analysis was then used to determine the structural relationship between the variables studied. The results of the analysis are presented in Figure 2. Figure 2 presents the goodness of fit values of the full SEM model in Table 4.

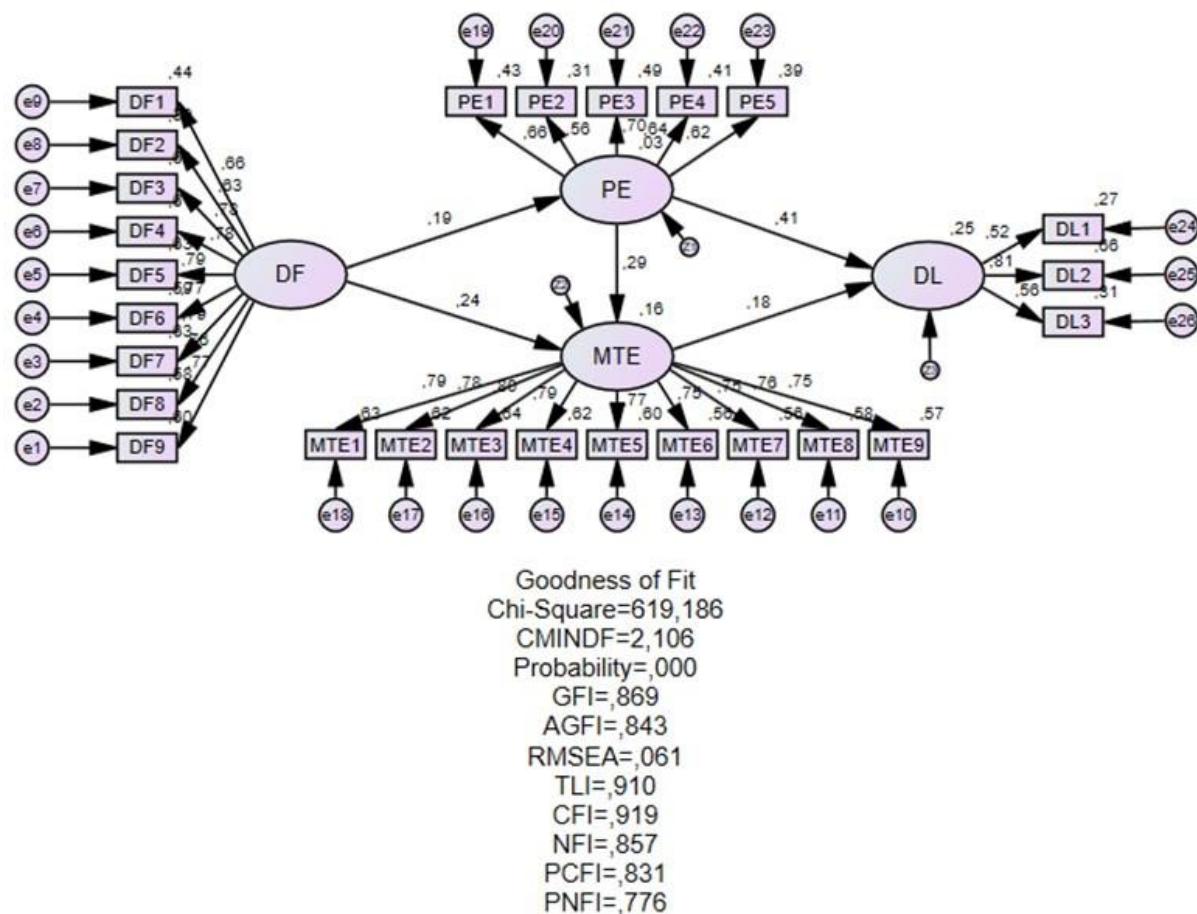


Figure 2. SEM Full Model Test Results

Source: Amos Calculation Results (2024)

Table 4. SEM Full Model Goodness of Fit Test

Goodness of Indeks	Cut-Off Value	Model Results	Description
Chi-Square	Expectedly Small	619,186	
RMSEA	$\leq 0,08$	0,061	Fit
GFI	$\geq 0,90$	0,869	Marginal Fit
AGFI	$\geq 0,90$	0,843	Marginal Fit
CMIN/DF	$\leq 2,0$	2,106	Marginal Fit
TLI	$\geq 0,95$	0,910	Marginal Fit
CFI	$\geq 0,95$	0,919	Marginal Fit

Source: Amos Calculation Results (2024)

Based on the analysis results, in more detail, the chi-square value is 619.186, so the tested model is good. The RMSEA value is 0.061, so the model is acceptable. The RMSEA value smaller or equal to 0.08 indicates a model fit based on the degrees of freedom in the model. In addition, the CMIN/DF value is 2.106. CMIN/DF values below 2.0 or 3.0 indicate a good fit of the model to the data. The GFI value is 0.869. A better fit indicates a high index value. The AGFI value is 0.843. AGFI has a recommended acceptance level of  $\geq 0.90$ . Thus, the AGFI value falls into the marginal fit category. The TLI value is 0.910. TLI compares the tested model with the baseline model. TLI values close to 1 indicate a good fit for the model. The CFI is 0.919. CFI closer to 1 indicates the best fit. The GFI, AGFI, TLI, and CFI values fall into the marginal fit category. Based on the fit index, the measurement model on the construct has a good fit. The overall model is acceptable and can be analyzed further.

The validity test is then used to measure the validity of the questionnaire. The loading factor value is used to measure construct validity. In addition, convergent validity is used to determine that each estimated measurement validly measures the dimensions of the tested concept and has a direct relationship. The minimum value of the loading factor is  $\geq 0.4$  or, ideally,  $\geq 0.7$  (Hair et al., 2006). Validity, construct reliability, and variance extracted are presented in Table 5.

**Table 5. Validity, Construct Reliability, and Variance Extracted**

Variable	Label	Lf	Error	R	Ve
Destination Fascination (Liu et al., 2017)	DF1	0.662	0.338	0.952	0.691
	DF2	0.628	0.372		
	DF3	0.778	0.222		
	DF4	0.783	0.217		
	DF5	0.791	0.209		
	DF6	0.766	0.234		
	DF7	0.792	0.208		
	DF8	0.762	0.238		
	DF9	0.772	0.228		
Perceived Enjoyment (Ayeh et al., 2013)	PE1	0.656	0.344	0.848	0.528
	PE2	0.557	0.443		
	PE3	0.702	0.298		
	PE4	0.644	0.356		
	PE5	0.623	0.377		
	MTE1	0.793	0.207		
	MTE2	0.784	0.216		
	MTE3	0.798	0.202		
	MTE4	0.789	0.211		
Memorable Tourism Experience (Rasoolimanesh et al., 2021)	MTE5	0.773	0.227	0.959	0.724
	MTE6	0.748	0.252		
	MTE7	0.751	0.249		
	MTE8	0.762	0.238		
	MTE9	0.753	0.247		
	DL1	0.516	0.484		
	DL2	0.811	0.189		
	DL3	0.558	0.442		

Source: Amos Calculation Results (2024)

Table 5 shows that the measurements produce appropriate loading factor values, declaring all measurements valid. Based on the reliability test with construct reliability, the reliability coefficient ranges from 0-1. Construct reliability is good if the construct reliability value is  $>0.7$  and the variance extracted value is  $>0.5$ . Construct reliability on destination fascination is 0.952, perceived enjoyment is 0.848, memorable tourism experience is 0.959, and destination loyalty is 0.761. Thus, the construct reliability is good. The indicators used are reliable and relatively able to explain the latent variables they form. In addition, the variance extracted on destination fascination is 0.691, perceived enjoyment is 0.528, memorable tourism experience is 0.724, and destination loyalty is 0.526. The questionnaire used in this study is declared reliable.

The effect of the independent on the dependent variable is ascertained by hypothesis testing. The hypothesis is accepted if the probability value  $<0.05$ . The results of hypothesis testing in the study are presented in Table 6.

**Table 6. Validity, Construct Reliability, and Variance Extracted**

Dimensions	Estimate	S.E.	C.R.	P
PE <--- DF	0.155	0.058	2.674	0.007
MTE <--- DF	0.199	0.051	3.863	0.000
MTE <--- PE	0.283	0.069	4.094	0.000
DL <--- MTE	0.118	0.050	2.360	0.018
DL <--- PE	0.259	0.058	4.438	0.000

Source: Amos Calculation Results (2024)

Table 6 shows that all probability (P) values are  $<0.05$ . All hypotheses are accepted. Destination fascination influences perceived enjoyment by 0.155. This finding supports hypothesis 1. Destination fascination also influences memorable tourism experiences of 0.199. This finding supports hypothesis 2. Perceived enjoyment influences memorable tourism experience of 0.283. Memorable tourism experience influences destination loyalty by 0.118. Perceived enjoyment also influences destination loyalty by 0.259. This finding supports hypothesis 5.

Destination loyalty is one of the main goals of the tourism industry. The concept of destination loyalty and the factors that influence it are valuable ingredients for achieving the destination's goals. Based on the research results, destination fascination is an important factor that affects perceived enjoyment and memorable tourism experience, affecting destination loyalty.

Destination fascination is the specific attraction of a destination that can generate tourist attention. According to a study by Kim (2010), destination fascination can increase the enjoyment felt by tourists during their visit. Tourist attracted to destination fascination tend to

feel more entertained during their trip. In addition, a study by Prayag et al. (2017) showed that tourists fascinated by a destination's natural and cultural beauty tend to enjoy more during their trip. In addition, Tung & Ritchie (2011) revealed that destination fascination is one of the key factors influencing how memorable the tourist experience is for tourists. A memorable tourist experience is vividly remembered and has a significant emotional impact on tourists. Kim (2010) found that destination fascination is important in creating memorable tourist experiences. Tourist fascinated by a particular destination tend to have strong and positive memories of their visit. This study found similar results, where destinations have things worth exploring, have mystery, provide diverse sensory experiences, encourage the desire to stay longer in the destination, facilitate mood transfer, offer unique experiences, reflect the true self, friendly and welcoming locals, and thoughtful tourism services have an effect on perceived enjoyment and memorable tourism experience. Perceived enjoyment of tourists can be explained by the perception of tourists who consider the destination worth enjoying, a pleasant experience, interesting, having fun, and being entertained by the destination. In addition, the memorable tourism experience that tourists have can be explained by the pleasure of tourists getting new experiences, once-in-a-lifetime experiences, different from previous experiences, a good impression of the local community, freedom, the meaning of the destination, learning about themselves, enjoying activities, and getting a lot of information during the trip (Nova Putra et. al., 2022). Mountaineering tour services should focus on enhancing their destination fascination to create perceived enjoyment and memorable tourist experience. This effort can involve providing interesting and detailed information about the destination's uniqueness, such as natural beauty, cultural richness, and activities that can be done along the climb. In addition, service providers should ensure that tourists feel the warmth and friendliness of the local people and receive attentive service, as these factors can enhance the perceived enjoyment and help create strong positive memories (Andalecio & Martin, 2022). Service providers can also offer diverse sensory experiences and facilitate interactions with nature and local culture to deepen tourists' emotional involvement. In this way, tourists will not only feel the enjoyment and memorable tourism experience but also desire to return and recommend the destination to others.

Furthermore, this study found that perceived enjoyment is related to memorable tourism experiences. Tourist who experience high levels of enjoyment during their trip tend to have more memorable experiences (Mkwizu, 2023). The positive emotions generated from perceived enjoyment can improve memory retention. When tourists feel happy and entertained, they are more likely to remember the details of their travel experience more vividly and positively (Kemang et. al., 2023). Mountaineering tour service providers must improve factors that maximize perceived enjoyment and memorable tourist experience by offering

friendly and knowledgeable tour guides, providing comfortable facilities, and designing exciting and safe climbing routes. In addition, service providers can add entertainment elements or activities that increase tourists' positive moods, such as photography sessions at beautiful spots or providing local specialties on the mountaintop. Thus, tourists feel happy and entertained and are more likely to remember their experiences clearly and positively, which can increase the chances of recommendations and repeat visits (Rashid et. al., 2021).

Chen & Chen (2010) stated that perceived enjoyment is key to shaping destination loyalty. In addition, Zhang et al. (2017) state that memorable tourist experiences are a key predictor of destination loyalty, as positive memories strengthen tourists' emotional bonds with the destination. Memorable tourism experiences have a long-term impact on destination loyalty. This research produces similar results. Perceived enjoyment and memorable tourism experiences influence destination loyalty. Tourists who enjoy the experience tend to show intention to return and recommend the destination to others. In addition, tourists who have a memorable experience are more likely to return to the destination and recommend it to others. Positive and memorable experiences form strong and deep memories, influencing tourists' intention to return (Arboleda et. al., 2022). Thus, destination loyalty is explained by tourists' behavior of revisiting the destination in the future, recommending the destination to others, and saying positive things about the destination to others. Mountain tourism destinations should focus on creating entertaining experiences, which can increase the perceived enjoyment of the destination. This can be realized by developing interesting attractions fun activities, and providing facilities that support comfort during their visit. To strengthen the memorable tourism experience, it is important for destinations to offer unique and different experiences that can create a deep impression on tourists, such as activities that allow tourists to learn about themselves and enjoy freedom in their activities. These experiences are expected to increase tourists' desire to revisit the destination in the future and recommend it to others. Consistent implementation of this strategy can be the key to building sustainable destination loyalty.

## 5. CONCLUSION

This research provides a conceptual solution to bridge the gap between destination fascination and destination loyalty by offering perceived enjoyment and memorable tourism experiences. This study makes theoretical and practical contributions to tourism literature. Theoretically, destination fascination affects perceived enjoyment. Destination fascination also affects memorable tourism experiences. Perceived enjoyment affects memorable tourism experiences. Perceived enjoyment affects destination loyalty. Memorable tourism experience affects destination loyalty. The results of this study deepen the understanding of destination

loyalty. Practically, this research provides valuable information about tourist behavior in certain destinations. This research suggests that marketers should develop effective strategies to increase destination loyalty. Marketers must ensure that destination fascination can create perceived enjoyment and memorable tourism experiences for tourists, ultimately influencing loyalty. Destination fascination dimensions, such as mystique, richness, attractiveness, uniqueness, fitness, and friendliness, should be used to create loyalty. Marketers can develop destinations according to the practical implications in the discussion section above, highlight the unique qualities of the destination, or develop destination campaigns that highlight the intangible but meaningful parts of the vacation.

This study is not free from limitations. This research can be influenced by external factors beyond our control that affect tourist perceptions and behavior, so the study's results may not fully describe destination loyalty. Therefore, future research can investigate destination loyalty in more depth and examine external factors and other factors that may be influential. In addition, it is recommended that other antecedents in the tourism context, apart from mountains, be investigated.

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