Wetland Tourism Marketing: The Influence of Experience Dimensions and Memorable Tourism Experience on Tourist Loyalty of the Bakut Island Nature Tourism Park, Indonesia

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ABSTRACT

In the tourism sector, wetlands provide a wealth of biodiversity and diverse landscapes including natural resource conservation tourism (flora fauna). In this context, marketing is needed to provide sustainable competitiveness for natural tourism parks. This study aimed to test four dimensions of tourist experience (educational, aesthetic, entertainment, escapism) on memorable tourism experiences (MTE), and to test the influence of MTE on tourist loyalty (TL). This study used a quantitative method and SmartPLS 4.1 for statistical analysis. Respondents were tourists who had visited the Bakut Island Nature Tourism Park, Indonesia. The results of the study showed that educational experience (EduEx), aesthetic experience (AesEx), entertainment experience (EntEx), and escapism experience (EscEx) had a significant positive effect on MTE, and MTE had a significant positive effect on TL. The urgency and implications of this study were to design the four dimensions of experience that influence TL that provide positive stimulus to tourist behavior for biodiversity conservation both during and after the visit in achieving sustainable development goals. The originality of this study was to test the antecedents of TL from the customer experience perspective, as well as to provide a clear substantive distinction between the dimensions of tourist experience and memorable tourism experiences.

Keywords: Memorable Experience, Experience Dimensions, Customer Experience, Sustainable Wetland, Tourist Loyalty
JEL Classifications: M2, M3, Q2, Q5

1. INTRODUCTION

In addition to being the largest carbon storage and habitat for very diverse biodiversity, wetlands also serve as a source of livelihood for the majority of the population, including as a source of protein (e.g. fish, shellfish, seaweed), water transportation businesses, tourist attractions, micro, small and medium enterprises (MSMEs) activities, fishermen, drinking water, and energy businesses. Therefore, wetland management oriented towards environmental sustainability is required in all aspects of management, including marketing management. In the tourism sector, wetlands provide a wealth of biodiversity and diverse landscapes, ranging from mangrove tourism, flora and fauna conservation tourism, rafting, boating, diving, snorkeling, jet skiing, surfing, sailing boats, canoes, and aquariums (Naparin, 2024). One of the wetland tourism destinations in South Kalimantan, Indonesia is the Bakut Island Nature Tourism Park covering an area of 15.58 ha in the middle of the Barito River. The park has been designated as a conservation zone for the endangered species Proboscis monkey (*Nasalis larvatus*). This research model was tested on tourists who had visited Bakut Island considering the important role of the area to improve the economy of the surrounding community, preserving natural resources, and meeting the needs of tourists.

From the wetland marketing perspective, marketing is required that provides a sustainable competitive advantage that is oriented

towards the environment. Jiang et al. (2022), currently there is a shift in the global economic paradigm, from a service economy to an experience economy where the tourism sector is classified as an intensive experience-based service type. In this regard, Ritchie and Crouch (2011), the competitiveness of tourist destinations lies in the memorable tourism experiences (MTE) for them. The MTE is an opportunity as well as a challenge for marketers because it is a driver of tourist loyalty to a tourist destination (Jiang et al., 2022).

Memorable tourism experiences (MTE) are derived from a broader construct, referred to as experience, where the tourist experience is an impression of the entire series of trips (Lee and Jan, 2022), or a record that is always in the minds of consumers, which can be positive and negative experiences (Suhartadi et al., 2021). Based on the level of passive-active participation and mental engagement, tourist experiences are divided into four categories: educational experience (EduEx), escapism experience (EscEx), aesthetic experience (AesEx), and entertainment experience (EntEx). Meanwhile, memorable tourism experience (MTE) is an experience that is constructed from the tourist experiences selectively and can be remembered and recalled after the trip (Chen et al., 2023). In this context each category of the tourist experience influences the MTE which ultimately influences tourist loyalty (Chen et al., 2023; Liu et al., 2023; Mahmud et al., 2021; Zhang and Walsh, 2020; Jiang et al., 2022). The urgency of this study is to build the tourist loyalty to nature tourism parks which is part of an effort to create awareness of biodiversity conservation in achieving sustainable development goals.

2. LITERATURE REVIEW

2.1. Theoretical Framework

Naparin (2024), coastal wetland tourism (e.g. mangrove ecotourism, rafting and water vehicles, boats, diving, snorkeling, jet skiing, surfing, sailboats, and canoes) and biodiversity conservation tourism, if they are managed sustainably, will create three pillars of sustainability (economic, socio-cultural, environmental). Specifically, coastal wetland tourism marketing management in the concept of sustainability cannot be separated from efforts to build visitor loyalty which is predominantly influenced by memorable tourism experiences (MTE).

In general, studies related to tourist loyalty are related to various service factors including service quality, customer satisfaction and customer experience. Meanwhile, studies that examine tourist experience and memorable experiences as determinants of tourist loyalty are still very limited. As an initial guidance, there were several studies that related to these constructs including: Pine and Gilmore (1998) described four dimensions of tourist experience (educational, aesthetic, entertainment, escapism), and Zhang and Walsh (2020) tested tourist experiences towards loyalty to historical and cultural tourism in China. Likewise, Mahmud et al. (2021) examined medical tourism experiences based on experience of service quality, infrastructure and costs which influence loyalty which is mediated by satisfaction. In another study, Liu et al. (2023) examined the effect of medical tourism experiences on tourist well-being where they obtained positive emotions to fulfill the need to relax, relieve stress, recover, find

the meaning of life, and increase a sense of well-being. The study by Chen et al. (2023) showed the influence of the four dimensions of rural tourism experiences in China on memorable experiences. Regarding tourist loyalty (TL), studies related to the TL were linked to various factors such as service quality, customer satisfaction, and customer experience.

As the originality of this study, a research model was built to fill the research gap of the studies by identifying factors that influence loyalty towards nature tourism parks from the perspective of customer experiences, namely the four dimensions of experience (educational, escapism, aesthetic, entertainment) and memorable tourism experiences (MTE) which then influence the tourist loyalty (TL). This study also provides a clear substantive distinction between tourists' experiences and their memorable experiences, which has so far made researchers hesitant to study both types of experiences simultaneously in a research model where the tourists' experiences are the breadth dimension of experience, while memorable experiences are the depth dimension of the experience.

2.1.1. Experience dimensions

Experience is a subjective phenomenon, personal nature, and intangible that is difficult to define. The word "experience" refers to everything a person has achieved, regardless of mental, emotional or other interests (Radović et al., 2021). Tourist experience is the experience of traveling as a way to experience something different from everyday life (Kahraman and Cifci, 2023). Based on the behavioral perspective, tourist experience is defined as the interaction between tourists and their tourist destinations, where tourists are actors, and the destination is the stage. Tourist experience is a fairly personal phenomenon consisting of various dimensions resulting from the interaction between tourists and destinations (Radović et al., 2021). Meanwhile, based on the psychological perspective, Jiang et al. (2022) defined tourist experience as a subjective psychological state felt by visitors when they receive tourism services. Generally, tourists' understanding of tourism products, activities, and destinations is subjective.

Pine and Gilmore (1998); Hosany and Witham (2010); Chen et al. (2023), tourism experiences can be classified into two perspectives that are interdependent and continuous in nature:

1. Passive participation - active participation: The level of involvement or participation of visitors during their visit in an event or performance that results in an experience. At one end of the spectrum is passive participation where visitors do not participate at all in an event or performance, for example, spectators at a football match in a stadium where they are not directly involved in the match but experience the events of the match. On the other end of the spectrum is active participation where visitors actively participate in an event or a particular performance that results in an experience, for example tourists at a fishing tourism who are directly involved in catching fish so that they have a deep experience of their visit.

2. Absorption - immersion: The level of mental attachment of tourists to an event or performance, either superficially or deeply (absorption - immersion). The two ends of the spectrum can be illustrated like someone watching a football match

on TV at home (absorption), the depth of experience will be different if he watches it live in the stadium (immersion).

Pine and Gilmore (1998), from the two dimensions of tourist experience above, tourist experience is classified into four categories: Entertainment (active/absorption), educational (active/absorption), escapism (active/immersion), and aesthetic (passive/immersion). As illustrations: (1) Entertainment experience includes watching television or attending concerts, tend to be experiences where visitors participate passively but their involvement is shallow (absorption); (2) Educational experience includes attending tuition classes, piano lessons and swimming lessons, they are actively engaged, but they are more cognitively engaged and not deeply mentally immersed in the lesson; (3) Escapism experience involves visitors in determining the performance of an event, for example by inviting the audience to determine the choice of visit package that they like, so that they are actively involved and enter into a strong emotional attachment; (4) Aesthetic experience includes eco-tourism which provides unique landscapes (vegetation cover, relief forms, anthropogenic, good environmental quality), so that visitors get a deep emotional experience without having to actively participate in determining choices.

Chen et al. (2023), in the context of nature tourism, the four types of experiences can be explained as follows:

- *Educational experience*
  Educational (active/absorption), an experience that occurs when visitors are actively involved in various activities and bring the experience into their thinking and capture their attention, for example tourists learn to make handicrafts made by local residents, or participate in planting green trees so that visitors are interested in gaining further knowledge and improving their skills.
- *Escapism experience*
  Escapism (active/immersion), a tourist experience that occurs when they are swept away into a new situation, actively participating in various new activities, and they forget their previous daily life, for example, visitors have a different routine during their visit in terms of food, sleeping hours and waking hours.
- *Aesthetic experience*
  Aesthetics (passive/immersion), the tourist experience that occurs when they enjoy the atmosphere presented by the tourist environment, such as being carried away into the contemplation of the rural landscape that is felt by the five senses.
- *Entertainment experience*
  Entertainment (active/absorption), an experience that occurs when visitors passively observe the activities of others with low emotional depth, for example watching the enjoyable activities of other tourists, watching performances by other people or tourism managers.

2.1.2. Memorable tourism experience
Simply put, a tourist's experience is an impression of the entire series of trips (Lee and Jan, 2022), while memorable experiences refer to unforgettable or extraordinary things. It should be underlined that the terminology experience has a broader meaning than memorable experience. Experience is a note that is always present in the minds of consumers. Experience can be a positive or negative experience that will have an impact on business (Suhartadi et al., 2021). Experience is associated with common things, but memorable experience refers to an impressive or enjoyable thing that people will remember later. A memorable experience is an experience that is selectively built from the experiences of tourists and can be remembered and recalled after the trip (Chen et al., 2023).

Kahraman and Cifci (2023), memory and memorability are very important for creating a tourism experience because they are related to remembering moments during the trip. Economically in marketing, the tourism industry has shifted to include memorable experience variables in its marketing tools. Jiang et al. (2022), memorable experiences are both an opportunity and a challenge for companies, marketers, and management practitioners because they are the most required driver to achieve tourist loyalty. It should be noted that only memorable experiences can influence tourists' decisions in determining future tourist destinations, they depend on previous experiences and impressions before planning a trip. (Suhartadi et al., 2021; Jiang et al., 2022; Chen et al., 2023), memorable experiences are reflected by seven indicators: Hedonism, involvement, meaningfulness, refreshment, knowledge, novelty, and social interaction which can be explained as follows:

1. Hedonism: Reflects the emotional value during the tourism experience, showing strong emotions accompanied by a memorable experience, hedonism is also considered as a pleasant and joyful sensation, for example tourists feel very happy and feel pampered during their tour.
2. Involvement: The level of involvement experienced by tourists during a tourist trip.
3. Meaningfulness: Refers to the importance or meaning of a travel experience in a particular activity, such as finding physical, emotional, or spiritual satisfaction through travel. Travelers tend to seek unique and meaningful travel experiences to fulfill their needs and desires.
4. Refreshment: The refreshment felt by tourists during a tourist trip, there is relaxation and a break from routine and tasks during the trip.
5. Knowledge: Includes meaningful information, facts or experiences obtained during the trip.
6. Novelty: A new psychological feeling generated during a tourist trip, for example a different experience from previous tourist trips in other places, or tourists get something unique during the trip.
7. Social Interaction: an impression of the local community and personal experience of local culture.

2.1.3. Tourist loyalty
The current high competition situation between tourist destinations, tourist loyalty has become the focus of all stakeholders. Tourism authorities and government officials are devoting more energy and resources to improving tourist loyalty (Jiang et al., 2022). Increasing tourist loyalty is a very crucial effort as a source of sustained competitive advantage and can improve financial performance (Suhartanto et al., 2020; Radović et al., 2021).

Zhang and Walsh (2020), the concept of customer loyalty was put forward by Copeland in 1923, since then there have been more than 200 definitions of customer loyalty proposed, however, tourist loyalty can be categorized into three perspectives: (1) behavioral perspective, where customer loyalty is measured by customers' degree of patronage, order of purchase, and likelihood of purchase; (2) attitudinal loyalty, where positive emotional attitudes are believed to be indicators of positive behavioral intentions towards products or services; (3) a combination of behavioral and attitudinal perspectives, where true customer loyalty should be considered as an action of repeat orders with a relatively high attitudinal tendency.

Suhartanto et al. (2020), provides a concept of tourist loyalty based on an attitudinal perspective through loyalty intentions, where tourists show revisit intention and endorsement intention.

Meanwhile, Jiang et al. (2022), tourist loyalty can be conceptualized based on attitudinal perspective, behavioral perspective, or a combination of both. Based on the attitude perspective, tourist loyalty can be in the form of willingness to revisit, willingness to recommend to others, and having a psychological commitment to the tourist destination. Meanwhile, based on a behavioral perspective, tourist loyalty can be in the form of repeat visits. Likewise, Radović et al. (2021), the rapid development of social networks encourages tourists to increasingly share experiences and search for tourism information online, three indicators used to measure tourist loyalty are: repeat visits, positive word-of-mouth, and recommendations. Tourists who are satisfied with a destination are more likely to recommend it to others and become loyal, returning for years to come. Based on the views, tourist loyalty can be defined as a positive attitude and behavioral attachment to a tourist destination which is reflected by being willing to provide recommendations to others, being willing to visit again, having a psychological commitment, sharing positive experiences through social networks, making repeat visits, and providing positive word of mouth.

2.2. Hypotheses Development

Experience can affect satisfaction, tourist loyalty, memorable experiences, recommendations and intentions to plan future trips (Mahmud et al., 2021; Lee and Jan, 2022). Experience is a broader construct than memorable experiences. Tourist experiences are classified into 4 categories: entertainment, education, escapism and aesthetics experiences which partially influence tourists' positive impressions of their tourist destinations (Pine and Gilmore, 1998; Hosany and Witham, 2010; Chen et al., 2023). Generally, tourists want to experience a beautiful lifestyle in tourist attractions, not only because they want a different experience, aesthetics and entertainment, but also because they want a meaningful educational experience for their lives (Chen et al., 2023). Active tourist involvement such as educational and escapism experiences during their travel will produce memorable experiences and influence their future life performance. Several studies that support this include (Chen et al., 2023; Liu et al., 2023; Zhao et al., 2015). Likewise, well managed experiences with passive involvement such as entertainment and aesthetic experiences can produce memorable experiences. Several studies that support this include

(Chen et al., 2023; Liu et al., 2023; Manthiou et al., 2014). Based on these views, the following hypothesis was proposed:

- Hypothesis 1: Educational experience significantly influences memorable tourist experience
- Hypothesis 2: Escapism experience significantly influences memorable tourist experience
- Hypothesis 3: Aesthetic experience significantly influences memorable tourist experience
- Hypothesis 4: Entertainment experience significantly influences memorable tourist experience.

Tourist loyalty to a tourist destination is a key marketing objective in the tourism and hospitality industry (Kahraman and Cifci, 2023). Developing a research model that tests the antecedents of tourist loyalty, especially tourist memorable experiences, is very important (Stavrianea and Kamenidou, 2022). Memorable experiences refer to memorable and enjoyable things that people will remember later, selectively constructed from tourism experiences and can be remembered and recalled after a trip (Chen et al., 2023). Several studies that support this include (Stavrianea and Kamenidou, 2022; Kahraman and Cifci, 2023; and Torabi et al., 2022). Based on these views, the following hypothesis was proposed:

Hypothesis 5: Memorable tourist experience significantly influence tourist loyalty.

Based on the theoretical framework, empirical studies and hypotheses, a conceptual model can be built as shown in Figure 1.

3. METHODS

This study used a quantitative method, statistical analysis was performed using SmartPLS 4.1. The research model was tested on tourists who had visited the Bakut Island Nature Tourism Park, South Kalimantan, Indonesia.

3.1. Data Collection and Respondent Characteristics

Data collection was carried out by distributing questionnaires to respondents which was carried out in June to July 2024. Respondents were determined using a non-probability sampling technique with a purposive method. The number of respondents was 182, exceeding the minimum number of respondents based

Figure 1: Conceptual model
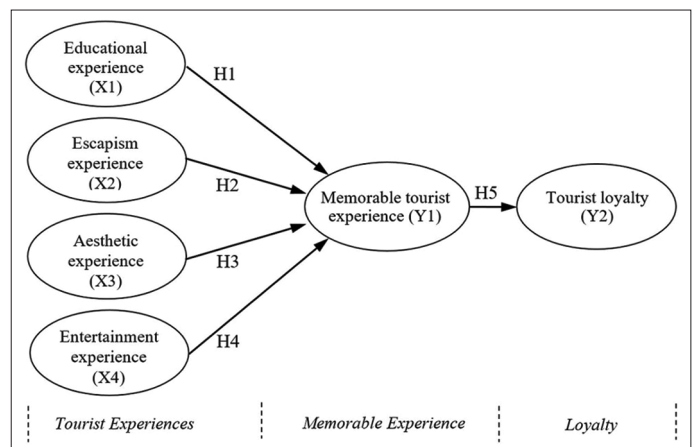
on the Malhotra formula. There were more female respondents than male respondents, 60.99% and 39.01% respectively with the majority aged between 16 and 25 years, the respondents' education was generally high school and Strata 1. The complete characteristics of the respondents are shown in Table 1.

3.2. Measures of Variables
This study used latent variables consisting of four exogenous and two endogenous variables. Measurements were made using a Likert scale that expresses the perception, opinion, attitude and views of respondents, while the score ranges from 1 to 5, where 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree).

Educational experience was measured using four indicators developed by Chen et al. (2023):
- During my Bakut Island Nature Park tourism, my knowledge was increased
- I learned many things during my Bakut Island Nature Park tourism
- The trip to the Bakut Island Nature Park stimulated my curiosity about new things
- The trip to the Bakut Island Nature Park provided the real learning in the field.

Escapism experience was measured using three indicators developed by Chen et al. (2023):
- When I was in the Bakut Island Natural Park, I felt like I was in a different place from my everyday world
- I forgot my daily routine during my Bakut Island Nature Park tourism
- I felt like I was living at a different time/place from my daily life when I was at the Bakut Island Nature Park.

Aesthetic experience was measured using four indicators developed by Liu et al. (2023):
- I felt a good balance of nature when I was at Bakut Island Nature Park
- I experienced sensory enjoyment while at Bakut Island Nature Park (e.g. beauty, tranquility, coolness, inner satisfaction)
- Traveling to Bakut Island Nature Park provides a typical Kalimantan tourism experience
- Traveling to Bakut Island Nature Park provides a unique local cultural experience (e.g. floating market, boat transportation).

Table 1: Respondent characteristics

Category	Classification	Frequency	Percentage
Gender	Male	71	39.01
	Femele	111	60.99
Age	<16	18	9.89
	16-25	78	42.86
	26-36	35	19.23
	37-46	18	9.89
	>46	33	18.13
Education	<Junior high school	16	8.79
	Junior high school	9	4.95
	High school	75	41.21
	Strata 1	74	40.66
	Strata 2 and 3	8	4.40
Number of respondents			182

Entertainment experience was measured using three indicators developed by Chen et al. (2023):
- Watching activities of others was very entertaining during my recent tourism at the Bakut Island Nature Park (e.g. floating market, boat transportation)
- I really enjoyed the presence of flora-fauna at the Bakut Island Nature Park
- Traveling to the Bakut Island Nature Park provides a very enjoyable experience.

Memorable tourist experience was measured using seven indicators developed by Chen et al. (2023):
- My recent Bakut Island Nature Park tourism really indulged me (e.g. feeling comfortable, safe, peaceful, calm)
- I enjoyed all the activities I did while traveling at the Bakut Island Nature Park
- The flora-fauna at the Bakut Island Nature Park have a special meaning for me
- The Bakut Island Nature Park provided a new refreshing experience for me
- The Bakut Island Nature Park gave me a special impression in exploring new knowledge
- I was impressed by the new experience I had during my visit to the Bakut Island Nature Park
- I was impressed by the hospitality of the people at Bakut Island Nature Park (e.g. local people, managers, employees).

Tourist loyalty was measured by three indicators developed by Zhang and Walsh (2020):
- I will revisit the Bakut Island Nature Park later
- I will make positive word-of-mouth about the Bakut Island Nature Park
- I will recommend the Bakut Island Nature Park to others.

4. RESEARCH RESULTS

4.1. Validity and Reliability
The convergent validity test on the outer model showed that all indicators had an outer loading value >0.7 so that all indicators were declared valid, as shown in detail in Figure 2 and Table 2. Likewise, convergent validity in the inner model showed that all variables had an average variance extracted (AVE) value >0.5 (Table 2), so that all variables were valid and could explain the variance of their indicators more than 50%. The discriminant validity test was conducted using the Fornell-Larcker Criterion method, the results showed that the square root of AVE value for each variable was greater than the estimated correlation listed below the diagonal matrix in Table 3. The reliability test was measured using the Cronbach's Alpha and Composite Reliability values, the results of both Cronbach's Alpha and Composite Reliability for each variable were >0.7, so that all variables were declared reliable and had good internal consistency (Table 2).

4.2. Structural Model Evaluation
Structural model evaluation was performed using R^2, Q^2, Goodness of Fit and P-values. The test results showed R^2 of Memorable tourist experience and tourist loyalty variables were 0.787 and 0.575 respectively. This showed memorable tourist experience can

Figure 2: Convergent validity measurement results
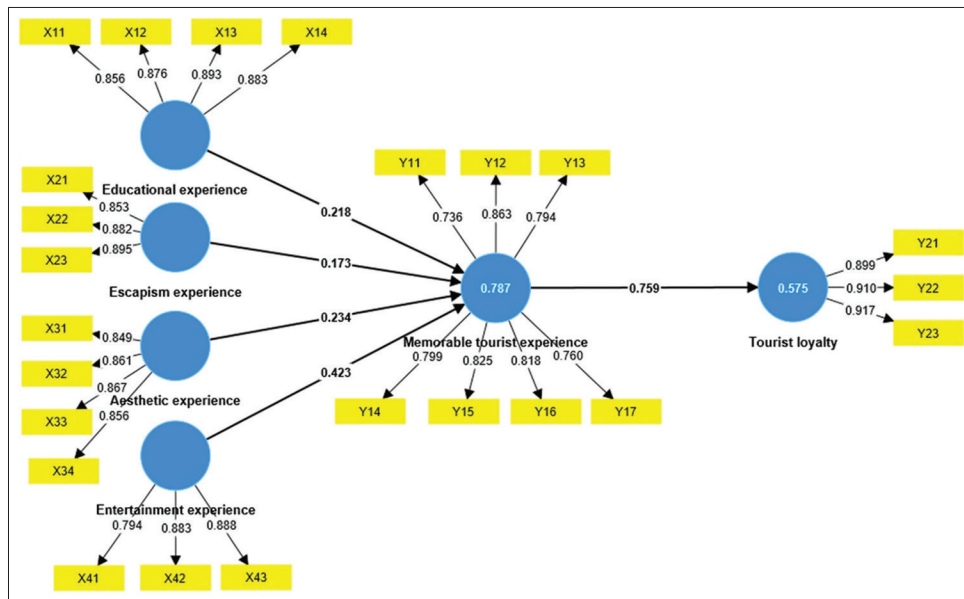
Table 2: Convergent validity and reliability

Variable	Item	Convergent validity		Reliability	
		Outer loading	AVE	Cronbach's alpha	Composite Reliability (rho_c)
Educational experience	X11	0.856	0.769	0.900	0.930
	X12	0.876			
	X13	0.893			
	X14	0.883			
Escapism experience	X21	0.853	0.769	0.850	0.909
	X22	0.882			
	X23	0.895			
Aesthetic experience	X31	0.849	0.736	0.881	0.918
	X32	0.861			
	X33	0.867			
	X34	0.856			
Entertainment experience	X41	0.794	0.733	0.817	0.891
	X42	0.883			
	X43	0.888			
Memorable tourist experience	Y11	0.736	0.640	0.906	0.925
	Y12	0.863			
	Y13	0.794			
	Y14	0.799			
	Y15	0.825			
	Y16	0.818			
	Y17	0.760			
Tourist loyalty	Y21	0.899	0.826	0.894	0.934
	Y22	0.910			
	Y23	0.917			

AVE: Average variance extracted

Table 3: Discriminant validity: Fornell-Larcker criterion

Variable	TL	MTE	EduEx	EntEx	EscEx	AesEx
Tourist loyalty	0.909					
Memorable tourist experience	0.759	0.800				
Educational experience	0.582	0.742	0.877			
Entertainment experience	0.762	0.755	0.516	0.856		
Escapism experience	0.543	0.724	0.730	0.505	0.877	
Aesthetic experience	0.553	0.774	0.769	0.568	0.763	0.858

TL: Tourist loyalty, MTE: Memorable tourist experience, EduEx: Educational experience, EntEx: Entertainment experience, EscEx: Escapism experience, AesEx: Aesthetic experience

be explained by educational experience, entertainment experience, escapism experience, and aesthetic experience substantially (78.7%), and tourist loyalty can be explained by memorable experience moderately (57.5%). The results of the Q^2 test showed

Table 4: R-square, Q-square predictive relevance, goodness of fit

Variable	Q^2 (=1-SSE/SSO)	Average variance extracted (AVE)	R-square
Educational experience		0.769	
Escapism experience		0.769	
Aesthetic experience		0.736	
Entertainment experience		0.733	
Memorable tourist experience	0.488	0.640	0.787
Tourist loyalty	0.468	0.826	0.575
Godness of Fit (GoF)			0.713

Table 5: Path coefficients, t-statistics, *P* values

Hypotheses		Path coefficients (β)	T statistics (|O/STDEV|)	P-values
H1	Educational experience -> Memorable tourist experience	0.218	3.001	0.003
H2	Escapism experience -> Memorable tourist experience	0.173	2.386	0.017
H3	Aesthetic experience -> Memorable tourist experience	0.234	3.067	0.002
H4	Entertainment experience -> Memorable tourist experience	0.423	6.158	0.000
H5	Memorable tourist experience -> Tourist loyalty	0.759	20.862	0.000

that both endogenous variables have a Q^2 value >0 (memorable tourist experience, $Q^2 = 0.488$; tourist loyalty, $Q^2 = 0.468$), so that both endogenous variables have good predictive relevance. The results of the goodness of fit (GoF) test showed a value of 0.713 (exceeding the cut-off value of 0.36, large), so that the model can be declared fit and good performance (Table 4).

Using the bootstrapping procedure, all hypotheses were proven significant with $P < 0.05$ which had a positive effect (positive path coefficients) as shown in Table 5.

5. DISCUSSIONS AND CONCLUSION

This study provides a clear substantive distinction between tourist experience and memorable tourist experience, where tourist experience explains the breadth of experience in the form of a series of experiences felt by tourists during a visit, while memorable experience explains the depth of experience that is psychologically embedded within tourists. Memorable tourist experience that can be explained by the four dimensions of tourist experiences (educational, escapism, aesthetics, and entertainment) ($R^2 = 78.7\%$) implies the importance of designing tourist experiences that are centered on the four spectrums of experience. Educational experience that had a positive effect on memorable tourist experience ($\beta = 0.218$) explains that tourist involvement in biodiversity conservation efforts during their tourist visits can create a good impression of the nature tourism park. Escapism experience that had a positive effect on memorable tourist experience ($\beta = 0.173$) explains that the creation of a unique atmosphere in a nature tourism spot will provide an immersive experience for tourists. Aesthetic experience had a positive effect on memorable tourist experience had a substantial intensity ($\beta = 0.234$), explaining that aesthetic experience can provide a good immersive experience to tourists. Entertainment experience had a positive effect on memorable tourist experience with a substantial intensity ($\beta = 0.423$), explaining that an increase in anthropogenic elements is required.

Tourist loyalty that can be explained by memorable tourist experience with high intensity ($R^2 = 57.5\%$, $\beta = 0.759$) has implications for the importance of seven dimensions of impressions that are instilled in tourists: (1) Hedonism, efforts to establish customer relationships that can create strong emotional bonds between the management personnel of the Bakut Island Nature Tourism Park and tourists; (2) Involvement, efforts to increase tourist involvement, both involvement during the visit and after the visit; (3) Meaningfulness, efforts to increase the satisfaction and spiritual values of tourists during the trip, such as sustainability and environmental values; (4) Refreshment, efforts to increase the atmosphere of freshness and mental relaxation for tourists; (5) Knowledge, efforts to increase good information services for tourists; (6) Novelty, efforts to provide different tourism experiences compared to tourism destinations in other places; (7) Social interaction, efforts to increase social interaction between tourists and the management personnel, as well as with local communities who are in direct contact with the tourists. This can be done by providing counseling to local communities to provide various knowledge about nature tourism parks and quality tourist services.

Although tourist loyalty can be explained by memorable tourist experience moderately ($R^2 = 57.5\%$), it is still necessary to conduct studies involving other factors that can increase the tourist loyalty. satisfaction on loyalty need to be considered in future research were studied by several researchers including Amri et al. (2019) and Mulyana and Prayetno (2018), for example by involving mediation of tourist satisfaction on the influence of tourist experience on loyalty. This study also has limitations in that it only tested the antecedents of loyalty in the experience perspective that represents the psychological aspects, not involving behavioral aspects. On the other hand, many studies have proven that loyalty is predominantly influenced by service quality which represents behavioral aspects, for example (Osarenkhoe et al., 2017; Cheunkamon et al., 2022; and Ji et al., 2017). This is because the service quality is an important success factor element in achieving competitive advantage (Shriedeh and Ghani, 2017). Therefore, future research needs to integrate the experience perspective and the service quality perspective into a research model that answers whether service quality can moderate the influence of tourist experience on loyalty, or is another factor that directly influences tourist loyalty.

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