Exploring Destination Uniqueness: Unraveling Revisit Intentions Through Enhanced Tourist Experiences

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Abstract

This research aims to prove whether there is an influence between destination uniqueness on tourist experience and intention to visit again, the influence of tourist experience on intention to visit again, and prove whether tourist experience can mediate the relationship between destination uniqueness and intention to visit again. This research was conducted in Donggala Regency by focusing on Bonebula Beach. Sampling was carried out using a purposive sampling approach. The data that will be used to test the hypothesis is 120 respondents. The analytical equipment that will be used is structural equation modeling (SEM) using AMOS which can help researchers find and obtain the desired data. The research results show that the uniqueness of the destination influences tourists' experiences and also influences their intention to visit again. Other findings show that tourists' experiences have a positive influence on their intention to visit again. Research findings also show that tourist experience can positively mediate the relationship between destination uniqueness and revisit intention.

Keywords: Destination Uniqueness; Tourist Experience; Revisit Intention; Tourism

INTRODUCTION

Many countries perceive the tourism industry as one of the most significant economic sectors (World Travel and Tourism Council, 2020). One country that possesses natural potential, diverse flora and fauna, historical heritage, ancient ruins, art, and rich culture is Indonesia. All of these are crucial resources and assets for the growth and advancement of tourism. The government can enhance the country's revenue from the tourism sector due to its tourism potential (Budianta, 2022). One district in the Central Sulawesi Province, Donggala Regency, has the potential to be a major player in the sectors of mining, forestry, plantations, fisheries, and especially tourism. Indications of tourism potential, particularly in Donggala Regency, include a relatively high number of visitors (around 97,909 in 2016). The high number of visitors in that year was due to a very special and rare total solar eclipse. In 2021, the number of tourists is expected to decrease by approximately 15,776 compared to the year 2016 (Sultengraya, 2023).

As Donggala Regency is a highly popular tourist destination, many tourists visit the area. Bonebula Beach, located in Towale Village, Banawah Tengah District, Donggala Regency, is one promising tourist destination. A small island near the beach is also present in this location. From the peak of the island, tourists can enjoy the splendor of the Bonebula Sea when the tide is low. When diving or snorkeling, Bonebula Beach boasts a variety of colorful fish and clearly visible coral reefs, much like other beaches in Central Sulawesi. Furthermore, a small island near the beach can be found in this location. From the peak of the island, visitors can appreciate the grandeur of the Bonebula Sea when the tide is low.

Although the tourism potential of Bonebula Beach is considerable, there are several shortcomings and issues faced by this tourist attraction. Some limitations include inadequate support for infrastructure, cleanliness issues, poorly organized layout, subpar accommodation facilities, and other problems. These problems and limitations result in a decline in the appeal of the tourist destination. Not only that, but the existing limitations and issues at Bonebula Beach lead tourists to prefer staying at other destinations that are closer, such as Pusat Laut, Kaluku Beach, and Tanjung Karang Beach. Additionally, previous research indicates that despite the growth of creative tourism, it has not been matched by the development of products or services that truly meet tourists' expectations (Chang et al., 2014). This reason is highly relevant to what is happening at Bonebula Beach.

There are many reasons for tourists to choose various travel destinations, leading them to visit places based on factors such as brand communication, brand image, heritage tourism, and e-word of mouth (Gómez-Rico et al., 2022; Atzeni et al., 2022; Pardila & Abror, 2022). Besides these factors, another crucial aspect that can attract tourists is the level of uniqueness. The more unique a tourist destination is, the more appealing it becomes for visitors (Helpiastuti, 2019). In today's modern society, expressing uniqueness has become a high selling point to motivate individuals to consume offered products, including experiences desired by consumers. The uniqueness of a product/destination encourages consumer interest in consumption. This is because through consumption, consumers can exhibit a distinct identity (Karagoz & Uysal, 2022). People are motivated to maintain a sense of uniqueness as they define themselves on various important dimensions that differentiate them from others. Consumers shape their uniqueness by seeking distinctiveness in a product as a response to environmental inputs that either diminish or enhance their perception of similarity to others (Karagoz & Uysal, 2022). Therefore, the uniqueness of a destination, especially in tourism, becomes a crucial reason that can stimulate a unique experience when visiting a tourist destination.

Tourists are increasingly considering the experience during their visits as a primary criterion in their choices (Godovykh & Tasci, 2020; Breiby et al., 2020; He et al., 2021). This new consumer group seeks more authentic, satisfying, and beneficial experiences for their minds and souls (Blasi et al., 2022). Tourism experiences are generally seen as tactics developed during critical moments, specifically during the consumer decision-making process that can influence the decision to return later. The likelihood of tourists repeating an activity or revisiting a tourist destination is referred to as the intention to return or the interest in returning (Lin & Wang, 2012). Therefore, when a tourist undergoes a unique and positive experience, it can motivate a tourist to desire a return visit to a tourist destination (Li, 2020).

Considering its significant potential and uniqueness, research on the tourism sector is deemed necessary. The importance of discussing tourism is evident in the increasing attention researchers are giving to this topic (e.g., Zhang et al., 2018; Shoukat & Ramkissoon, 2022; Sharma & Nayak, 2019; Luo et al., 2021; Le et al., 2019). Although many researchers have focused on discussions about tourism, there are some shortcomings and weaknesses in previous research. Karagoz & Uysal (2022) stated that there is almost no research examining tourists' needs for the uniqueness of a tourist attraction. This is important because studies related to the uniqueness of destinations can open up new perspectives for tourism managers to effectively manage the uniqueness of those tourist destinations. Additionally, the relationship between the uniqueness of a destination and tourists' experiences, as well as the uniqueness of a destination and the intention to revisit, has been identified previously (Munawar et al., 2021, Karagoz & Ulsay, 2022). However, due to the limited literature on this subject, there is a need for additional empirical studies that can support or confirm these findings. The absence of research identifying

how tourists' experiences can mediate the relationship between the uniqueness of a tourist destination and the intention to revisit is also considered one of the important reasons for conducting this study.

The aim of this research is to identify the relationship between the uniqueness of a destination and tourists' experiences, as well as the intention to revisit. Additionally, the study seeks to identify and test the relationship between tourists' experiences and the intention to revisit, including how tourists' experiences may mediate the relationship between the uniqueness of a destination and the intention to revisit. This research is expected to assist both local governments and destination managers in effectively managing the uniqueness of tourist destinations, thereby promoting a more positive tourist experience that ultimately encourages tourists to intend to revisit.

Theoretical Review

Destination Uniqueness. Karagoz & Uysal (2022) state that an individual's dependence on uniqueness is typically a psychological structure that considers an individual's reliance on uniqueness due to their inherent character traits. The necessity for uniqueness arises when someone expresses the need to pursue products or services that signify distinctiveness and accomplishment. Uniqueness is recognized as an individual's quest for variety among others by acquiring and using products or services to enhance personal and interpersonal identification (Munawar et al., 2021).

Creative tourism must be able to attract tourists through the uniqueness of its destinations. This uniqueness can be offered through cultural distinctiveness or the distinctive features of the destination area. To have a unique tourist destination, it must be able to compete or have a unique selling proposition, giving customers a reason to choose that particular tourism experience (Anshori et al., 2020). The more unique cultural and tourism offerings, the more tourists are likely to visit. Although the specifics of a traveler's vacation experience are not explicitly known, it can be assumed that a good travel experience should incorporate uniqueness into the travel routine. With countless reasons for choosing a tourist destination, the uniqueness of the tourist destination is typically a crucial element in attracting tourists, even if it is just one of several measures (Kirillova et al., 2014)..

Tourist Experience. Chen & Lin (2014) state that a tourist's experience is a cognitive acknowledgment or tourist perception of something that motivates them. Perception or acknowledgment of something can make a product more valuable. The result of visitors' physical and emotional interactions with a tourist destination is their overall experience. The outcome of this contact can leave an impression on tourists and influence how they view the tourist location. De Keyser et al. (2015) define a tourist's experience as a cognitive, emotional, physical, sensory, and social response induced by (a set of) market actors. There are three fundamental principles of a tourist's experience. The first basic principle of a tourist's experience is its interactive nature, meaning that a tourist's experience always arises from the interaction between tourists and (a group of) market actors through various encounters or interactions, both human (e.g., frontline employees) and non-human (e.g., tourist attractions). The second basic principle states that a certain level of uniqueness marks each tourist experience. The third basic principle of a tourist's experience is related to its multidimensional nature.

Revisit Intention. Customers will deliberately consider several options or behaviors offered before choosing one that will result in what they desire the most (Kotler & Keller, 2016). The intention to carry out the chosen action is the result of this decision-making process.

According to Chen and Tsai (2007), the intention to revisit refers to the traveler's evaluation of the likelihood of returning to the same location and their willingness to recommend the location to others. The potential to return to a tourist location after evaluation is known as the 'intention to revisit.' Environmental psychologists explain that humans react to the environment with two primary behaviors: approach and avoidance, according to Zeithaml et al. (2006:328). All constructive actions directed towards a specific location, such as the desire to stay, explore, work, and engage, are considered approach behaviors. Conversely, avoidance behaviors include the desire to leave, not explore, not work, and not interact. Customers' perceptions of the environment itself impact approach behaviors, especially the tendency to revisit. Perceptions of high-quality service among visitors can influence approach behaviors, including the tendency to revisit.

Hypothesis Development

Relationship Between Destination Uniqueness and Tourist Experience. Destination uniqueness is one of the key attributes applied in brand theory in general, such as destination awareness. In brand theory, brand uniqueness can be considered something special that makes a product appear different from other competing products (Jun, 2016). A destination must compete with other tourist destinations; a tourist attraction must have its own distinctiveness and uniqueness compared to other attractions. The uniqueness of a beach, for example, creates a distinctive feature that is likely to be recognized and remembered by visitors. The uniqueness of a beach can enhance a valuable experience for tourists. Tourist attractions offering unique characteristics can create a positive and unforgettable experience for tourists (Anshori et al., 2020). Therefore, when tourists perceive the uniqueness of a tourist destination, it is expected to promote a positive experience for tourist. Hence, the following hypothesis is proposed:

H1: Destination uniqueness positively influences tourist experience.

Relationship Between Tourist Experience and Revisit Intention. According to Zhang et al. (2018), the tourist experience is considered fundamental for destination competitiveness and sustainability because it can influence tourist behavior over the long term. If a destination can offer a positive experience to tourists, the likelihood of them revisiting that destination is higher. For most tourist destinations, repeat guests are a preferred market segment because they tend to stay longer at a destination, are likely to be satisfied due to repeatedly experiencing positive encounters, and voluntarily spread positive word-of-mouth. With positive experiences, marketing costs will be much lower than for first-time visitors (Munawar et al., 2021).

Positive tourist experiences influence visitors' attitudes toward the destination and their intention to revisit in many studies. Individuals with previous travel experiences and positive encounters at a tourist attraction become more confident in returning to that destination (Munawar et al., 2021). Numerous studies have explored the relationship between tourist experience and the intention to revisit based on recent tourism literature. Most studies find a positive relationship between tourist experience and the intention to revisit (Chang et al., 2014), especially in creative tourism. Therefore, when tourists have a positive experience at a tourist destination, it is expected to encourage their intention to revisit that place. Hence, the following hypothesis is proposed:

H2: Tourist experience positively influences the intention to revisit.

Relationship Between Destination Uniqueness and Revisit Intention. The allure of a tourist destination lies in its beauty, both in terms of diversity and uniqueness. Cultural richness,

culinary delights, ambiance, and uniqueness are factors that attract the attention of visitors. With these factors in place, tourists are motivated to visit the tourist attraction. Uniqueness in creative tourism can be a significant factor considered by tourists for a return visit (Anshori et al., 2020). Therefore, they have many reasons to revisit a beach they have previously visited. Additionally, activities held in creative tourism can make visitors more comfortable and enjoy recreation with distinctive features and uniqueness not found elsewhere. Tourists who have a positive evaluation of a destination where they experience desired emotions seek congruence in self-identity or an overall excellent personal impression. Furthermore, they are likely to visit or revisit the destination. Similarly, closer alignment between a person's self-concept and the image of creative tourism can increase the likelihood of tourists visiting creative tourism (Kim & Lee, 2015). Thus, it is assumed that a tourist destination with uniqueness can encourage their intention to visit that place. Therefore, the following hypothesis is proposed:

H3: Destination uniqueness positively influences the intention to revisit.

Relationship Between Destination Uniqueness and Revisit Intention Mediated by Tourist Experience. Tourism organizations utilize the uniqueness and distinctive features of a destination as attractions that capture the attention of tourists toward that destination. Uniqueness is crucial as it influences the differentiation between similar destinations in the minds of target customers (Qu et al., 2011). Destinations with unique characteristics are perceived as attractive, and indeed, emphasizing uniqueness has become an institutionalized practice reflected in destination branding, tourism products, and marketing communications. Therefore, the uniqueness offered by a product, especially a tourist attraction, is the reason why a consumer would want to revisit that tourist destination. The uniqueness of tourist attractions is also commonly communicated in the form of brand identity, often emphasizing the historical, social, and cultural values of a place (Richards, 2014). Hence, it is acknowledged that a successful destination brand that showcases uniqueness can convey expectations or build memorable experiences specifically related to that destination (Baruca & Civre, 2023).

Positive experiences with a product or service are crucial factors in predicting future societal behavioral intentions. The impact of experience on behavioral intentions has been discussed in marketing contexts (Yoo et al., 2020; Shoukat & Ramkisson, 2022). Radder and Han (2015) state that consumer experience is a crucial factor influencing the intention to revisit. They further find that impressive experiences can lead to positive consumer behavior in the future (e.g., intentions to revisit and word-of-mouth recommendations) (Lee et al., 2019). Thus, it is assumed that a tourist destination with uniqueness can encourage a valuable experience for tourist, ultimately building their intention to revisit. Therefore, the following hypothesis is proposed:

H4: Destination uniqueness positively influences tourists intention to revisit mediated by tourist experience

Based on the theoretical study and relationships between variables above, the framework for this research is as follows:
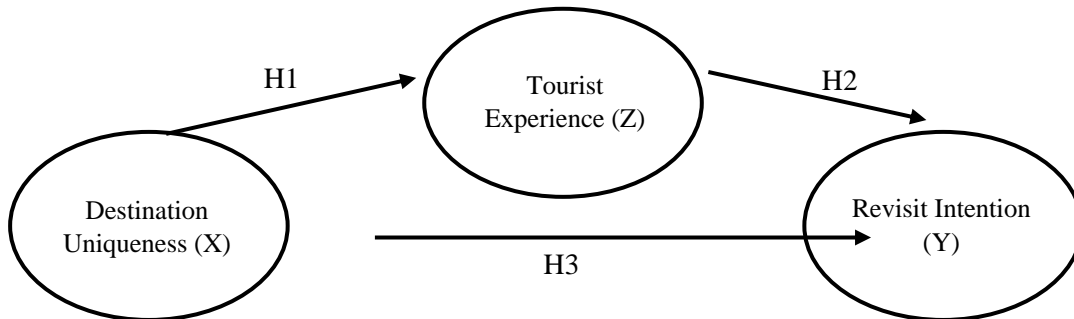
Figure 1. Research Model
Source: Data Processing Results, 2023

Figure 1 is a research model built to first analyze and test the influence of destination uniqueness and tourist experience. Second, analyze and test the influence of tourist experience and intention to revisit. Third, analyze and test the influence of destination uniqueness and intention to revisit. Fourth, analyze and test the uniqueness of the destination and intention to revisit which is mediated by tourist experience.

METHODS

Research Method. The research approach used in this study is a quantitative method, employing a survey method. From the level of explanation, this research is an associative study. Associative research aims to determine cause-and-effect relationships. The relationship or influence of the independent variable (X), which is destination uniqueness, on the dependent variable (Y), which is revisit intention, is investigated in this study. Additionally, this research also incorporates a mediating variable (Z), namely tourist experience.

Sampling Procedure. Visitors or tourists who visit Bonebula Beach in Donggala Regency constitute the research population. Purposive sampling, a non-probability sampling methodology, is employed in the sample selection process for this research. There are several considerations to bear in mind when using purposive sampling techniques. Therefore, two factors—namely, first, visitors to Bonebula Beach, and second, those who have visited Bonebula Beach at least once—are deemed relevant to the research problem. When employing Structural Equation Modeling (SEM), the minimum sample size is recommended to be 100–200 (Hair et al., 2014). One hundred and twenty questionnaire responses sent directly to the respondents provide the data that will be used to test hypotheses.

Operasonalization and Variable Measurement. This research employs a questionnaire instrument provided to respondents who meet the specified criteria. The questionnaire measurement scale uses a Likert scale ranging from one to five, where one represents "strongly disagree," and five represents "strongly agree" (Santosa, 2018). The research indicators for each variable are as follows: destination uniqueness consists of four items adapted from (Munawar et al., 2021; Jun, 2016). Tourist experience is measured with four items adapted from (Ali et al., 2014). Finally, revisit intention is measured with four items adapted from (Munawar et al., 2021; Abbasi et al., 2021). The operational definitions table can be seen as follows:

Table 1. Operational Variable

Variables	Indicators
Destination Uniqueness (Munawar et al., 2021; Jun, 2016)	Tourist destinations have their own uniqueness compared to other tourist destinations
	Tourist destinations have privileges that are not offered anywhere else
	Tourist destinations are the most unique creative tourist spots
	Different tourist destinations compared to other beaches.
Tourist Experience (Ali et al., 2014)	The design of the destination attraction is very attractive
	Being in this place is very enjoyable
	Visiting this destination is refreshing.
	Feel a new atmosphere while at this destination
Revisit Intention (Munawar et al., 2021; Abbasi et al., 2021)	Intend to revisit the tourist destination in the future
	This tourist destination will be the main choice compared to other destinations
	Will recommend friends or family to visit this tourist destination
	Will share personal experiences when visiting this tourist destination with other people

Source: Processed Data (2023)

Analysis Technique. Quantitative data analysis includes testing assumptions of the structural equation model (SEM), conducting statistical tests, and assessing fitness, all of which are performed using the AMOS program. Ferdinand (2014:58) defines SEM as a set of statistical methods that allow for the simultaneous assessment of several connections that are quite complex. One or more dependent variables and one or more independent variables are known to have this intricate relationship. For modeling and hypothesis testing, the AMOS statistical software package provides SEM. The AMOS causal model is used to evaluate the hypothesis model and display measurement and structural problems. This is due to its ability to: a) estimate coefficients unknown from structural linear equations, b) accommodate models involving latent variables, c) accommodate measurement errors in dependent and independent variables, d) accommodate simultaneous and reciprocal warnings and dependencies (Ferdinand, 2014:57). SEM is essentially an integrated approach between confirmatory factor analysis, structural modeling, and path analysis.

RESULTS AND DISCUSSIONS
RESULTS
Validity Test. Validity testing assesses how well a measurement tool captures the core content it intends to measure. Therefore, the speed of the statement indicators provided in a research questionnaire is ensured using validity tests. A measurement tool with high validity indicates low error variance, meaning the test effectively measures and yields results consistent with the intended purpose. Measuring the correlation between the total variable scores and individual question item scores is one way to conduct a validity test. Typically, $r = 0.3$ is the minimum acceptable condition. Therefore, questionnaire items in the instrument are considered invalid if the correlation between the item and the final score is less than 0.3 (Sugiyono, 2018). Table 2 below shows the validity test results for each item.

Table 2. Validity Test

Variables	Indicators	Corrected Item Total Correlation	R-Critical	Conclusion
Destination Uniqueness	DU1	0.563	0.3	Valid
	DU2	0.689	0.3	Valid
	DU3	0.535	0.3	Valid
	DU4	0.847	0.3	Valid
Tourist Experience	TE1	0.485	0.3	Valid
	TE2	0.511	0.3	Valid
	TE3	0.615	0.3	Valid
	TE4	0.657	0.3	Valid
Revisit Intention	RI1	0.836	0.3	Valid
	RI2	0.813	0.3	Valid
	RI3	0.805	0.3	Valid
	RI4	0.610	0.3	Valid

Source: Processed Data (2023)

Reliability Test. The degree of confidence or reliability of a measurement tool is determined through reliability testing. This requires assessing the level of consistency claimed by the measuring tool. An instrument is considered reliable if it produces consistent results when measuring the same thing repeatedly (Sugiyono, 2018). According to Ghozali (2018), a variable or construct is deemed reliable if its Cronbach's alpha value is above 0.70. Table 3 below shows the reliability test results for each variable.

Table 3. Reliability Test

| Construct	Composite Reliability	Conclusion
Destination Uniqueness	0.849	Reliable
Tourist Experience	0.912	Reliable
Revisit Intention	0.935	Reliable

Source: Processed Data (2023)

Normality Test. The normality test is one of the tests that must be conducted to meet the assumptions of the SEM analysis technique. The results of the normality test can be observed from the c.r. multivariate values in the assessment of normality table. To meet the normality assumption, both univariate and multivariate c.r. values should fall within the range of -2.58 to +2.58. In this study, most of the univariate c.r. values fall within the range of -2.58 to +2.58, and the multivariate c.r. value is 24.94, which is outside the expected range for normality assumptions. However, it is noted that most and almost all data in this study are univariately normal. Therefore, it can be concluded that the data in this study meet the normality assumption and can proceed to the next analysis.

Multicollinearity Test. If there is multicollinearity or singularity in the data, the AMOS software will alert the user. However, there were no AMOS warnings during the data processing stage of this investigation. Therefore, it can be stated that multicollinearity did not occur in this study, and further testing can be conducted.

Model Fit Test. The maximum likelihood method is applied in this structural model analysis. Ensuring that the model is fit or appropriate for the data is a crucial step. Hypothesis testing can be carried out if the model is considered fit. The findings of the structural model analysis are presented in Figure 2 below.
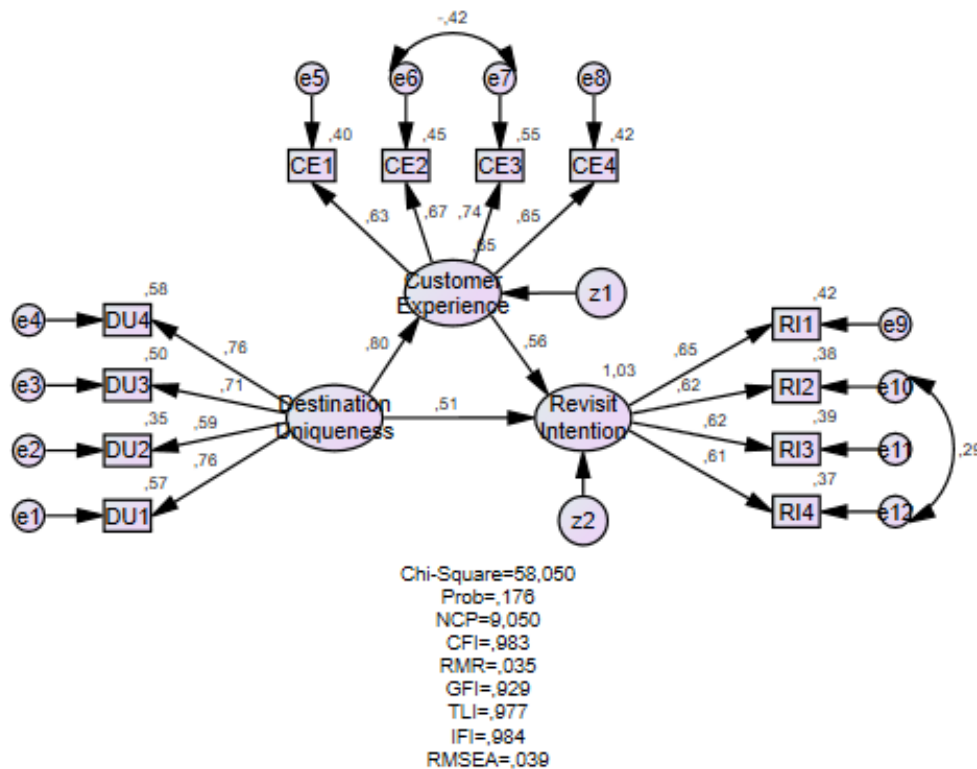
Figure 2. Structural Model
Source: Data Processing Results, 2023

The results of running the data show a positive influence of each indicator on its respective endogenous variable. This is a positive outcome supporting this research. The model is acceptable, indicating that it is collectively acceptable. This agreement is based on the residuals, and because prediction errors are allowed to enter the variables, the model can be accepted.

Table 4. Goodness of fit Structural Model

Goodness of Fit Measure	Index	Cut Off	Conclusion
Chi-Square	58,050	Small	Good
Probability	0,176	>0,05	Fit
CMIN/DF	1,185	<2,00-5,00	Fit
CFI	0,983	>0,9	Fit
RMR	0,035	<0,08	Fit
TLI	0,977	>0,9	Fit
GFI	0,929	>0,9	Fit
IFI	0,984	>0,9	Fit
RMSEA	0,039	<0,08	Fit

Source: Processed Data (2023)

Based on the table above, the goodness-of-fit model results indicate that all criteria are met, including Chi-Square, Probability, CMIN/DF, CFI, RMR, TLI, GFI, IFI, and RMSEA. These results demonstrate an excellent goodness of fit. If one or more goodness-of-fit criteria are met, the model can be considered good and can proceed to the hypothesis testing phase (Solimun, 2002).

Causality Test and Hypotheses. The next step is to test hypotheses by examining regression weights and standardized regression weights to determine whether the model is considered fit. By examining critical ratio (CR) values and probability values, you can determine whether the hypothesis is accepted or rejected. If the CR value for a one-way hypothesis is greater than 1.65, and the probability value is less than 0.05, then a variable is considered to have a positive and significant impact on another variable. If the probability value for a variable is greater than 0.05, and its confidence level is less than -1.65 for a one-sided hypothesis, it is considered to have a significant negative impact on another variable (Hair et al., 2014).

Table 5. The Result of Testing Hypotheses for Direct Effect

			Estimate	S.E.	C.R.	P	Label
Tourist_Experience	<---	Destination_Uniqueness	,851	,151	5,629	***	par_10
Revisit_Intention	<---	Tourist_Experience	,447	,151	2,962	,003	par_11
Revisit_Intention	<---	Destination_Uniqueness	,432	,159	2,724	,006	par_12

Source: Processed Data (2023)

Table 6. The Result of Testing Hypotheses for Indirect Effect

	Destination_Uniqueness	Tourist_Experience	Revisit_Intention
Tourist_Experience	...	...	...
Revisit_Intention	,014	...	...

Source: Processed Data (2023)

The findings of the causality test for the regression weights from the structural equation model are presented in Tables 5 and 6 above. From these tables, it is evident whether the proposed theory is accepted or not. Explanations regarding the results are provided below:

Based on the test results, the number of C.R. hypothesis 1 is 5.629. If this figure exceeds 1.65. Apart from that, the P value of 0.000 is also less than 0.05. Thus, it can be said that H1 is **accepted**. The results of testing hypothesis 2 show that the calculated CR is 2.724. If this figure exceeds 1.65. Moreover, the P value (0.006) is less than 0.05. Thus, it can be said that H2 is **accepted**.

The results of testing hypothesis 3 show that the calculated CR is 2.962. If this figure exceeds 1.65. Moreover, the P value (0.005) is less than 0.05. Thus, it can be said that H3 is **accepted**. Based on the results of testing hypothesis 4, the effect size value is 0.449 or 44.9%, and the P value is less than 0.05 or 0.000. Thus, it can be said that H4 is **accepted**.

Discussion

Destination Uniqueness on Tourist Experience. This study found that the uniqueness of a tourist destination has a positive influence on customer experience. This indicates that when a place, especially a tourist destination, has uniqueness or offers different value compared to other tourist spots, it can create a positive and unique impression in the minds of consumers. Ultimately, this helps create a positive and distinctive experience for consumers. Destination uniqueness can be considered something special, and this uniqueness can make a destination stand out compared to destinations offered by competitors. Destinations with unique natural sites and attractions will capture the attention of visitors and make the destination appear prominent. This is because the uniqueness of a tourist destination creates a competitive advantage and a different value proposition compared to what other competitors offer (Jun, 2016).

Experiential marketing is a marketing management philosophy that has gained popularity among researchers recently (Le et al., 2019; Lemon & Verhoef, 2016). This concept has been proven to drive tourist behavior (Brun et al., 2017; Sharma & Nayak, 2019). Experience is a personal event that occurs as a response to customer sensory stimuli, usually resulting from direct participation and/or observation in an event. In the context of tourism, experience is seen as a mental state perceived by consumers, and it is considered something that cannot be produced by themselves but can be built through the events they encounter (Rather, 2019). When a consumer visits a unique tourist destination, they will perceive a new and previously unencountered event. This will encourage the consumer to build a positive experience when visiting that place. Therefore, it can be said that the uniqueness of a tourist destination offers various benefits, one of which is building a positive experience for tourists. This research aligns with Mainolfi & Marino's (2020) study, stating that the uniqueness of a tourist destination can create an experience for a tourist. Other research indicates that the physical environment should also be considered as it will affect the tourist experience during the visit (Ali et al., 2018). In this study, the environment refers to the uniqueness of the tourist destination."

Tourist Experience on Revisit Intention. According to this research, the pleasant experience of visitors has a positive impact on their intention to revisit. Based on this study, visitors who have a pleasant experience at a tourist location are more likely to think positively about that location, ultimately influencing their tendency to return. According to Chang et al. (2014), tourists' experiences are associated with traveling, witnessing, learning, enjoying, and experiencing diverse aspects of life. According to several previous studies, visitors' intention to return to a tourist location is directly correlated with their experience there (Luo et al., 2021; Chen et al., 2020; Zhang et al., 2018). People are more likely to repeat an activity if they enjoy it and have a positive experience doing it (Chang, 2014). Even, according to Hosany & Witham (2010), when individuals have a good experience, they not only want to repeat that experience but also recommend or suggest the experience to others or their close ones. Therefore, when a tourist engages in a positive activity related to visiting, seeing, learning, and enjoying a tourist destination, this activity will form a positive experience. When a positive experience is built in the minds of tourists about their visit to that tourist destination, it motivates them to intend to repeat that activity or, in other words, forms an intention to revisit that tourist destination. The findings of this study align with the research conducted by Barnes et al. (2016), which found that experiences stored in long-term memory have a strong impact on tourists' intention to revisit a destination.

Destination Uniqueness on Revisit Intention. This study found that the uniqueness of a destination has a positive impact on the intention to revisit a tourist destination. It means that when a tourist destination has uniqueness or distinctive features that differentiate it from competitors, this will enhance the desire of tourists to revisit. Therefore, it can be concluded that destination uniqueness has a positive and significant influence on the intention to revisit. Jun (2016) defines destination uniqueness as something clearly different or unique compared to the destinations of other competitors, as perceived by visitors. In psychology and marketing literature, individuals' need for uniqueness is considered a psychological structure that takes into account the individual's need for uniqueness as a personality trait (Karagoz & Uysal, 2022). Individuals are motivated to fulfill their need for uniqueness and appear unique to distinguish themselves from others. To satisfy this need, individuals are driven to consume unique goods and services.

The intention to revisit is an understanding aimed at fulfilling the visitor's desire to revisit the same place for a reason (Chien, 2017). Therefore, one of the reasons that encourages tourists

to intend to revisit a tourist destination is the uniqueness of the destination itself. The reason for the uniqueness of a tourist destination can fulfill the need for tourists to distinguish themselves from others. Ultimately, when the need for uniqueness is satisfied, it becomes a reason and driving factor for tourists to revisit. The findings of this study align with previous research by Karagoz & Uysal (2022), stating that a consumer who wants to visit and engage in travel activities seeks uniqueness at each tourist destination. This uniqueness helps them in fostering specific behaviors, especially the behavior of revisiting the tourist destination. This result is also supported by Kim & Lee (2015), who argue that a unique and memorable destination can increase repeat visitors. This finding suggests that destination uniqueness needs to have affective and cognitive components to enhance the intention to revisit.

Tourist Experience Mediates the Relationship Between Destination Uniqueness and Revisit Intention. This study found that tourist experience can mediate the relationship between destination uniqueness and the intention to revisit. This indicates that when a tourist has a positive and good experience, especially regarding the uniqueness of the tourist destination during their visit, this positive experience can encourage their intention to revisit. Karagoz & Uysal (2022) identified that many individuals, in their consumption behavior, try to distinguish themselves from others. One way to distinguish oneself is by engaging in unique and different consumption. In the context of tourist destinations, Kirillova et al. (2014) describe uniqueness as dependent on whether a destination has identifiable distinctive features or not. The uniqueness of a tourist destination is generally communicated in the form of a brand identity. Therefore, it is recognized that a successful destination brand displaying uniqueness can convey expectations or build memorable experiences specifically related to that destination (Baruca & Civre, 2023). The experience built from the uniqueness of a product directly fulfills tourists' expectations and needs, making the experience created from uniqueness a positive one. Ultimately, this positive experience will build the intention of tourists to revisit the same tourist destination (Luo et al., 2021; Zhang et al., 2018).

Implication

The findings of this research have practical implications of great importance for the tourism industry, especially for managers or marketers in tourist destinations, particularly given the current reality where many tourist places have unique features but are not well-managed. Proper management is crucial because it not only attracts tourists to visit these destinations but, when they have a good or positive experience, it results in tourists forming an intention to revisit. Furthermore, they may share positive information or recommend the tourist destination to their close contacts or others. This highlights the significance of effective management in maximizing the potential of unique tourist destinations and fostering positive experiences that contribute to sustainable tourism practices.

CONCLUSION

Based on the findings of this study, visitor experience and the intention to return are positively influenced by the uniqueness of a destination. This indicates that enhancing tourism management strategies to preserve and manage the uniqueness of a destination will help improve visitor experiences and increase the likelihood of visitors returning. The prosperity of a tourist destination will undoubtedly be positively impacted by these benefits or uniqueness. Additionally, this research found that visitor experience positively influences the tendency to return. Furthermore, the study identified that the relationship between the uniqueness of a destination and the intention to return can be mediated by visitor experience. To promote a

more enjoyable experience, ultimately enhancing the desire of tourists to return, tourism managers need to pay attention to and identify unique aspects of the destination that can be managed at the tourism location.

However, a limitation of this study is that the assessment of the uniqueness of tourist destinations was only conducted at one tourist location. Therefore, future research could expand the scope or scale of the research object to gain broader insights. Moreover, future empirical studies could explore more elements influencing the intention to return in creative tourist destinations, such as disruptive technology use for marketing, environmental issues, climate change, and others. Additionally, the moderating role of emotions in the relationship between visitor experience and the intention to return should be identified. Researchers should determine what emotions are formed when tourists have a unique experience during their visit to tourist destinations, whether positive or negative emotions that can strengthen or weaken tourists' desire or intention to return.

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