



Memorable Tourism Experience Bibliometric Analysis: A Systematic Review

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ABSTRACT

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Creating unforgettable experiences is at the core of the tourism and hospitality industry. Improving the recall of consumption experiences can be used as a core marketing strategy in the experience economy. This study explores and analyses the relevance of keywords related to memorable tourism experiences in Scopus indexed scientific articles in 2018-2022. The research method used in this research is bibliometric and systematic analysis. Based on research conducted with bibliometric analysis of 155 keywords that are interconnected with one another related to Memorable Tourism Experience (MTE). The ten keywords with the most vital links were: unforgettable travel experience, intention to revisit, destination image, unforgettable travel experience, satisfaction, travel experience, coffee tour, heritage tourism, memory, and behavioural intention. This shows that these keywords are variables or topics often discussed in Scopus indexed scientific articles for the last five years. Analysis of the interrelationships between keywords includes tourism experience, one of which is carried out in tourist villages. Tourist villages are visited a lot because 1) there are unique attractions or attractions from the village itself, such as destination images and heritage tourism, and 2) there are facilities and accommodations such as lodging, eating and drinking facilities, hawker centres or souvenirs (culinary & coffee tourism). The visitor centre, 3) there are tourist activities such as weaving, enjoying the scenery and others, 4) the existence of general development as an effort to create a tourist destination that provides the best service for tourists, From the pleasures and visits that have been made can create experiences memorable or meaningful, friendly and kind attitudes of residents towards tourists will also provide memory and affect the image of the destination. The purpose of doing tourism can be a determinant of the behaviour and return of tourists' intentions which can affect tourist destinations and the economy of residents.

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1. Introduction

Since only via advertisements will potential domestic and foreign visitors be able to know more accurately about the destinations or locations they can visit, the world of tourism cannot flourish and progress without them (Wolah, 2016). The tourism sector used by countries in the Southeast Asian region is a challenge for Indonesia because the geographical conditions are generally almost the same, making Indonesia have to explore and explore national tourism more. Tourism has the potential to be used as an instrument of diplomacy to introduce the country's potential to the global world. Tourism can attract the



attention of domestic and global citizens through its natural wealth and cultural arts (Simanjuntak, 2019). Tourism managers must prioritize tourism objects so that they can satisfy tourists so that they have memorable experiences by paying attention to indicators of memorable tourist experiences, namely hedonism (pleasure), novelty (new experience), local culture, reflection (freshness), important significance, involvement and knowledge. If a tourist attraction can fulfil aspects of a memorable tourist experience, the level of desire of tourists to return to visit tourist attractions will be high (Dianty et al., 2021). However, the concept of memorable tourism experience (MTE) has received relatively little attention, and little research has been done (Ye et al., 2020). Therefore, more detailed information about memorable tourist experiences (MTE) is needed.

The term "Big Data" refers to the development and application of technology that, from a data set growing exponentially for a very long time in our society, offers the right users with the correct information at the right moment. Along with handling the complexity of managing more varied formats and sophisticated and interrelated data, the problem is dealing with the continuously growing data volumes (Youssra & Sara., 2018). Information is recognized as a vital resource and a basic need for the progress of humanity and the development of a nation. With advances in technology and greater awareness of the need for progress and development, information can be accessed in various ways. It is necessary to categorize information so that we know the source and content of the information validly (Kannappanavar & Roopashree, 2011).

Academic publications that have undergone peer review are the most dependable and trustworthy sources of scientific data. They are extensively considered and used by academics and students across all academic fields because they are one of the most effective methods for sharing information around the globe. Researchers from all fields should read and contribute to specialized scientific journals since they include the most recent scientific results. Scientific journals are essential to researchers since they serve as the primary publication medium in many areas and offer the most recent discoveries and accomplishments. To track and trace research trends in numerous scientific domains, especially for researchers and science and technology policymakers, scientific journals have garnered the attention of academics and scientists (Gholampour et al., 2019). When evaluating a journal, it is essential to remember that journal impact factors do not always accurately reflect a researcher's level of academic excellence. Other factors to consider when evaluating a journal include citations from published papers, the researcher's contribution to advancing knowledge on a particular topic, and many others. The academic standing of the scholars The true meaning of indexing is how effectively periodicals, journals, series, and publications are located, safeguarded and made accessible for use in the future even after the journals for which they were initially produced have ceased publication.

The evaluation is often conducted based on several variables, including editorial standards as stated on the website of the relevant journal, the publisher's description of the peer review process, licensing information, frequency of publication, and others. Recently Medline/Index, PubMed, PubMed Central, Medline/Index Medicus and except medica/Embase for medical literature and Scopus for other communications were considered the best indexing institutions. Other agencies like the EBSC, Cumulative Index to Nursing and Allied Health Literature (CINAHL), CABI (Centre for agriculture and biosciences international), Proquest, Directory of open access journals (DOAJ), Copernicus Index, WHO's index medius for south-east regions (IMSEAR) and HINARI (Health inter-network access to research initiative), J-gate, CAS/CASSI (Chemical abstract service, American society of chemistry) and CNKI (Chinese national knowledge information centre) have also been considered as indexing and abstracting repositories (Kandi, 2016). Scientific journals are the main channel of scientific communication, dissemination of research-based information, transfer of knowledge, and certification of research results. Journals should be evaluated from a research perspective. This can be done by applying the bibliometric method.

Bibliometrics is a research field that quantitatively studies journal publications, research institutes, research fields, countries, etc. Bibliometrics can measure the scientific influence of journals, authors, and research institutes and determine hot topics, emerging subjects, highly cited items, patterns of scientific collaboration, interdisciplinary models, etc (Mokhtari et al., 2019). Bibliometrics is a research method used in library and information science. It is a quantitative study of various aspects of the literature on a topic. It is used to identify publication patterns, authorship and secondary journal coverage to gain insight into the dynamics of knowledge growth in the area under consideration. This can lead to better organization of information resources, which is essential for their effective and efficient use. Bibliometrics has attained sophistication and complexity that is national, international and interdisciplinary (Thanuskodi, 2010).

Bibliometric techniques are used for various purposes such as determining various scientific indicators, evaluating scientific output, selecting journals for libraries and even forecasting the potential of a particular field. Bibliometric analysis is characterized by searching for bibliographic variables such as author, place of publication, related subject keywords, and citations. Bibliometric methods were used to investigate a variety of topics, including the frequency distribution that characterizes the use of words and phrases in text databases; the extent to which websites are linked together; a longitudinal study of the development of academic disciplines; and to what extent individuals, research groups or institutions are published or cited in the literature (Kumar, 2014) help define trends and patterns of publication in various research disciplines, identify research foci, national and international strengths and biases (Merigó & Núñez, 2016).

Individuals often travel because they are influenced by psychological factors such as escaping from home and work environments, wanting a new atmosphere and looking for results in opportunities for tourism experiences (Harrill & Potts, 2017). The idea of the economics of experience was introduced by Pine & Gilmore (1998) who identified the four main functions of realm as education, escapism, aesthetics, and entertainment. Escapism, entertainment, and aesthetics have been shown by Güzel (2014) to have a favourable impact on emotional arousal. Escapism is the desire of travellers to get away from their regular lives. When a customer is entertained, they experience joy and happiness. Unlike aesthetics, where customers find themselves in various locations, the sensory content and physical surroundings of the place they visit shape it.

Introducing tourist communities is one of today's breakthroughs in the tourism industry. Nowadays, many people love to travel that showcases the region's natural beauty and lets them engage with the locals and take advantage of its culinary benefits. There are numerous forms of alternative tourism available today, including Tourism Villages (Sutarto et al., 2018). One kind of tourism in rural regions is pure rural tourism. Rural tourism is different in scope, personality, and purpose. The following qualities must be present in a trip if it is characterized as a rural tour. Must: 1) Be located in a rural location; 2) Be built around elements of rural tourism; 3) Have modest structures and settlements; 4) Be a part of the neighbourhood and its residents' families; 5) Be based in small towns and villages. 6) Illustrate intricate historical, environmental, and economic patterns; 7) The tourist village draws visitors who enjoy outdoor vacations and offers particular services, including lodging, events, parties, food, outdoor activities, and the manufacture and sale of handicrafts (Avcikurt et al., 2015). The key factor in creative, superior and competitive tourism is meeting the learning and creation needs of tourists and providing tourists with unforgettable and authentic experiences. Creative tourism destinations should emphasize the values of escapism, interactivity, learning, recognition, and relaxation from creative experiences (Wang, 2017).

Creating unforgettable experiences is at the core of the tourism and hospitality industry. Improving the recall of consumption experiences can be used as a core marketing strategy in the experience economy. Many tourism experts believe a memorable experience predicts future purchase intention and positive word of mouth. Memorable Tourism Experience (MTE) is a better predictor of loyalty behaviour than conventional marketing concepts such as satisfaction. Consumers tend to trust their memories and regard their previous experiences as the most credible sources of information. Memory is the most critical source of information that individuals use to make decisions about revisiting a destination or spreading the word of mouth (Ye et al., 2020).

Suppose a customer has a pleasant experience when using a product or service. In that case, their intention to recommend the product or service to nearby customers is more substantial, which can affect the tourism business's growth rate because it brings in more customers (Chen et al., 2020). Based on the results of research conducted by Breiby et al. (2020) Involving tourists in interactions with the natural environment, interaction with the cultural environment, insight and views, and contextual activities can help create sustainable tourism experiences that can evoke strong, lasting emotions and memories that can encourage visitors to contribute to the sustainability of the destination. Consumers of tourism services consist of two classes, namely initial consumers and consumers who repurchase. Decision making for first-time consumers is largely based on information gathered from various sources that result in the desired meeting expectations of the tourism service provider. The first consumer after making the decision to visit will become the second consumer, namely the return consumer. One thing that consumers do again is to have the intention to behave in the future. Behavioral intention is defined as the extent to which a person has formulated a conscious plan to perform or not to perform certain behaviors in the future (Pujiastuti et al., 2020).



Bibliometric studies are tools that make it possible to find specific aspects of scientific production in different fields of knowledge or regions, countries, institutions, researchers, etc. In particular, scientific production in education has been the subject of several analyzes from various perspectives (Maz-Machado et al., 2022).

Based on the description above, this study aims to explore and analyze the linkage of keywords related to memorable tourism experiences with bibliometric analysis of Scopus indexed scientific articles in 2018-2022.

2. Method

This study used a thorough review of the literature as the research methodology. Detailed, responsible, and rigorous research methodologies are used in systematic reviews to examine previously published studies. A systematic review's objective is to conduct a rigorous, transparent, and updatable review at every stage of the review process (Zawacki-Richter et al., 2020). Pollock & Berge (2017) stated that the stages carried out in a systematic review include: the first step is to clarify the intent and purpose by identifying the problem, determining research questions, and eligibility criteria. the second step is to find relevant research. The third step is to collect data by data extraction method and determine all variables from the data to be searched. The fourth step is to determine the method for assessing the risk of bias from the included studies. The fifth step is the synthesis of evidence from the obtained outputs. The final step is to interpret the findings. The stages in this research can be seen in Figure 1.

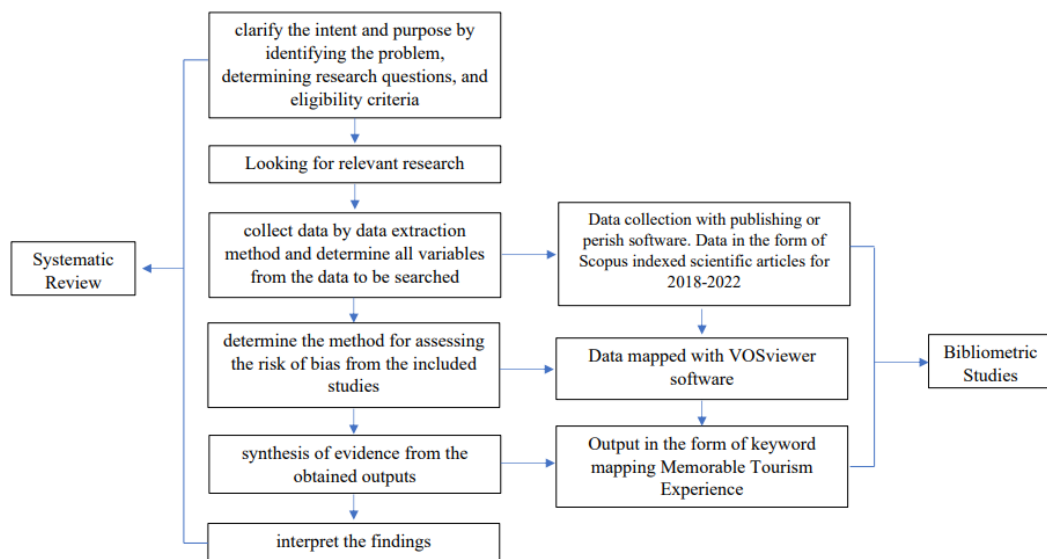


Fig 1. Research Flow

The advantages of systematic reviews include using a scientific methodological approach to summarize research results, using research protocols, searching for research results and articles is done systematically, there are clear criteria for which articles will be included, minimizing bias, can be replicated, synthesis of results can be done with meta-analysis. or narrative (meta-synthesis) (Siswanto, 2010). Data collection techniques were obtained by collecting reputable scientific papers indexed by Scopus for the last five years, starting from 2018-2022, with the help of Publish or Perish (PoP) software. Data analysis was carried out with the help of VOSviewer software.

3. Result and Discussion

Data collection in the form of Scopus indexed journals from 2018-2022 was carried out with the help of publishing or perish software with the search keywords memorable tourism experience (MTE) in the keywords section. Found as many as 40 articles and analyzed them quantitatively. The results of the

percentage analysis of publication trends or the development of the publication of Scopus indexed scientific articles from 2018-2022 related to memorable tourism experiences (MTE) can be seen in Table 1. Scientific articles published in the form of journals were 87%; conference papers 8%, and 5% of other documents.

Table 1.
Number of References Based on Document Type

Reference type	Number of Articles	Percentage (%)
Article	35	87
Conference paper	3	8
Other documents	2	5

Table 2 is the result of the percentage of Scopus indexed scientific articles published from 2018-2022 related to memorable tourism experiences (MTE). The number of article publications has increased from 2019-2020. The highest number of article publications is in 2020-2022, which is 9 articles or 23% in each year. The lowest number of article publications in 2018 was 5 articles or 13%.

Table 2.
Number and Percentage of Scientific Articles by Year of Publication

Publication Years	Number of Articles	Percentage (%)
2018	5	13
2019	8	20
2020	9	23
2021	9	23
2022	9	23

The distribution of the number of Scopus indexed scientific articles published from 2018 2022 related to memorable tourism experiences (MTE) can be seen in Figure 2.

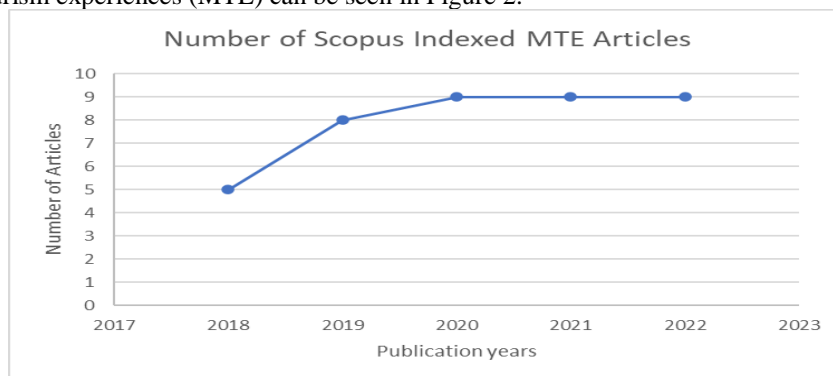


Fig 2. Graph of the Trend of Publication of Scientific Articles Related to MTE from 2018-2022

Co-occurrence analysis (based on keywords) was carried out using the help of VOSviewer software to examine keyword trends in the last five years, then mapping relationships between keywords. Keyword mapping forms a network, as shown in Figure 3.



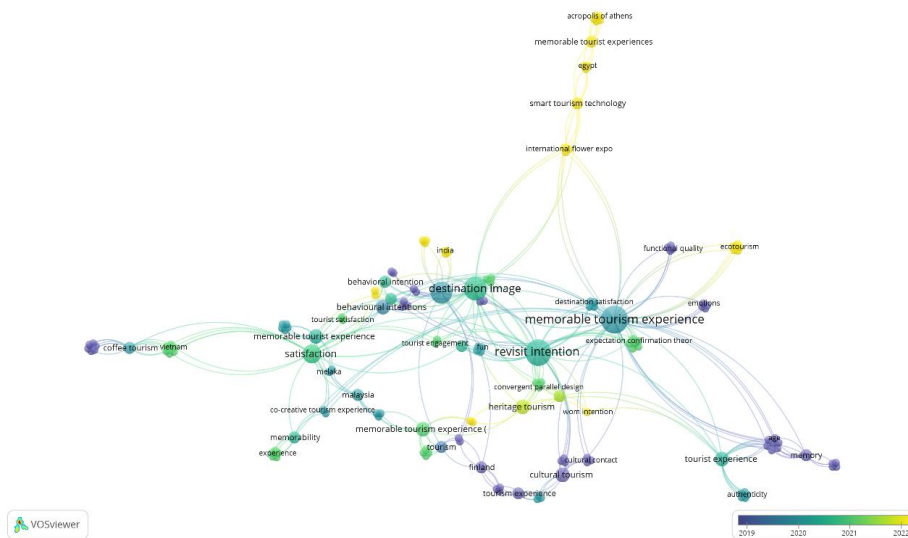


Fig 3. Overlay Visualization VOSviewer

The visualization of the 17 clusters in Figure 3 shows that there are circles in each word. The size of the circle can reflect the frequency of the keyword, i.e. the more significant the circle, the higher the frequency or the more often the keyword is discussed in scientific articles. The smaller the circle size, the lower the frequency or, the less frequently these keywords are discussed in scientific articles. The line thickness is proportional to the closeness of the connection between the two keywords. A thicker line between two words means there is a closer relationship (Farida & Firmansyah, 2020). Overlay visualization or keyword mapping from VOSviewer, which is coloured by year of publication. Colours range from purple (oldest year) to green to yellow (latest published year) (Eck & Waltman, 2018). If the circle's colour gets lighter, then the variable or keyword is relatively new, or the keyword has been discussed recently. The analysis results of grouping keywords are categorized into 17 clusters which can be seen in Table 3. Each cluster can show the relationship between keywords.

Table 3.
Clusters of Scopus Indexed Scientific Articles Related to MTE 2018-2022

Cluster	Number of keywords	Selected Keywords
Cluster 1	17 items	cultural contact, cultural tourism, destination loyalty, destination management, engagement, finland, foreign mte, grounded theory, hotel experience, indigenous tradition based-tourism development, intention to recommend, memorable experiences, moderating effects, netnography, online narratives, subjective well-being, tourism experience
Cluster 2	14 items	coffee estates, coffee tourism, confirmation of expectations (coe), destination marketing and branding, experience design, memorable tourism experience (mtes), memorable tourism experiences scale (mtes), revisit intentions, rural tourism, satisfaction, taiwan, travel motivations, vietnam, word of mouth (wom)
Cluster 3	13 items	acropolis of athens, egypt, heritage sites, hotel innovations, international flower expo, mega-event, memorable tourist experiences, perceived value, royal alcazar of seville, sharm el sheikh, smart tourism technology, trip advisor, unesco
Cluster 4	13 items	country image, destination image, gaming tourist destination, india, international tourists, marketing communication, memorable tourism experiences, monastery tourism, openness to experience, overall satisfaction, segmentation, structural equation modeling, word-of-mouth intention
Cluster 5	12 items	age, chinese context, gastronomic experience, guangdong, local food, memory, moderating variable, positive emotion, psychological factors, savouring, structural equation model, urban residents

Cluster	Number of keywords	Selected Keywords
Cluster 6	12 items	behavioural intention, ecotourist, hedonism, malaysia, melaka, memorable tourism experience (mte), quality experience, revisit intention (ri), taman negara pahang, tourism, tourists, unesco heritage site
Cluster 7	11 items	beautiful nature, behavioural intentions, memorable tourist experience, mining analysis, national park, ordinary tourist experience, svm, tourist satisfaction, tourists' satisfaction, user-generated content, yoga tourism
Cluster 8	9 items	behavioral intention, forest recreation, giant panda, loyalty, marketing communications, memorable tourism experiences (mtes), nature-based tourism, negara, zoo
Cluster 9	8 items	chinese outbound tourists, fun, memorable tourist experience (mte), mtes, perceived risk, recommendation intention, revisit intention, tourist engagement
Cluster 10	8 items	augmented reality (ar), convergent parallel design, ewom intention, heritage tourism, memorable tourism experiences (mte), quasi-experimental design, visitor engagement, wom intention
Cluster 11	8 items	co-creative tourism experience, experience, italy, memorability, memorable tourism, qualitative analysis, systematic review, tourist
Cluster 12	6 items	authenticity, competitive advantage, social function, tourism and hospitality management, tourist experience, unconventionality
Cluster 13	6 items	expectation confirmation theory, heritage, recommend intention, self-enhancement model, social media, social return
Cluster 14	5 items	emotions, marketing experience, memorable tourism experience, novelty, travelling consumer experience
Cluster 15	5 items	ecotourism, local host-tourist interaction, perceived service quality, relationship quality, social exchange theory
Cluster 16	4 items	destination satisfaction, eco-tourism, iran, positive word-of-mouth
Cluster 17	4 items	functional quality, service quality, technical quality, zoo negara malaysia

Found 155 keywords that are interconnected with one another. These keywords form 521 connecting lines. Memorable tourism experience is the keyword with the highest frequency of relationships. This is reasonable considering the keywords used in keyword searches, using the word memorable tourism experience. Ten keywords with the most vital links can be seen in Table 4. including memorable tourism experience (11), revisit intention (10), destination image (8), memorable tourism experiences (7), satisfaction (5), tourist experience (3), coffee tourism (2), heritage tourism (3), memory (2), behavioural intention (3). This shows that for the last five years, these keywords are variables or topics often discussed in Scopus indexed scientific articles.

Table 4.
Top 10 Keyword Trends from Publications Related to MTE

Rank	Keywords	Frequency	Total Link Strength
1	Memorable tourism experience	11	54
2	Revisit intention	10	47
3	Destination image	8	36
4	Memorable tourism experiences	7	26
5	Satisfaction	5	25
6	Tourist experience	3	18
7	Coffee tourism	2	13
8	Heritage tourism	3	13
9	Memory	2	13
10	Behavioral intention	3	12

The visualization map in Figure 3 shows the existence of a relationship or relationship between keywords as a representation of research and activities that occur. Based on the 10 keywords with the most



vital links (table 4), it can be concluded that the relationship between the linked keywords becomes a conceptual framework seen in Figure 4.

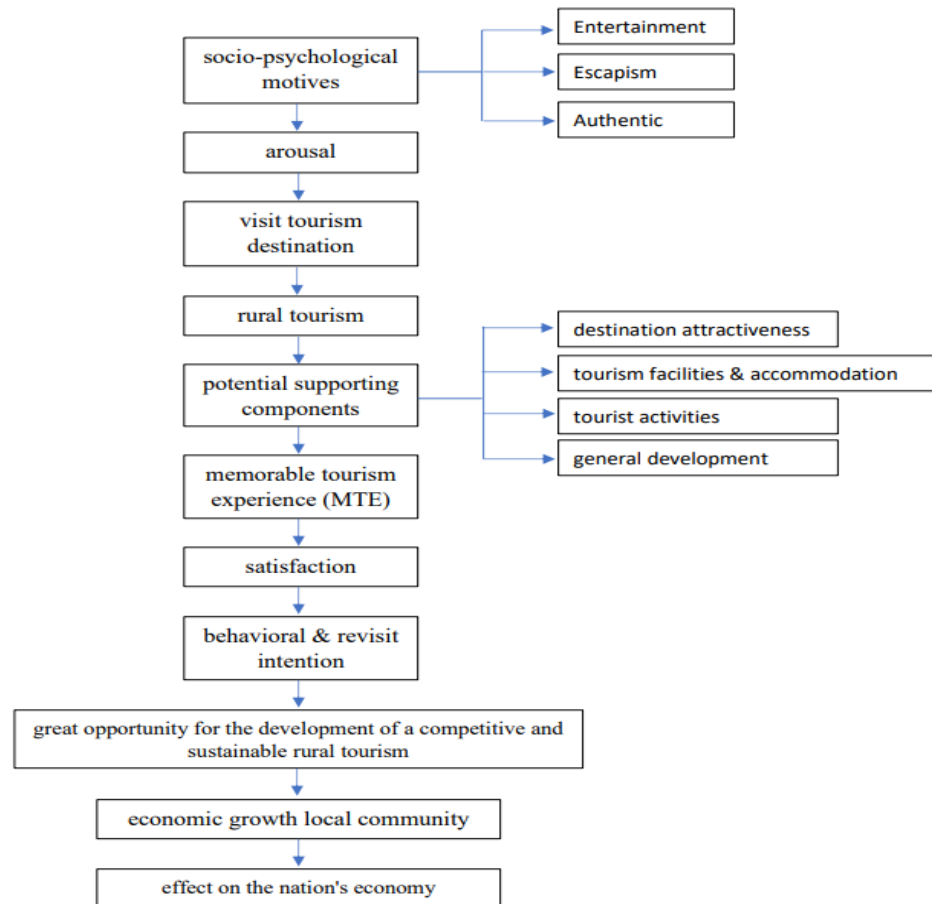


Fig 4. Conceptual Framework

In the conceptual framework in Figure 4, it can be explained that socio-psychological motives (escape from reality, entertainment, and the desire to visit authentic places) direct behaviour to enjoy an arousal vacation, one of which is by visiting tourist attractions. In line with the research conducted by Kastenholtz et al. (2012) who showed that aesthetics had a significant effect on arousal and memory and indirectly on satisfaction, whereas escapism had a negligible effect on memory. The results of research conducted by Ali et al. (2014) showed that entertainment, education, aesthetics and escape could develop consumer memory, which can influence their loyalty behaviour. There are various tourist attractions, one of which is rural tourism.

Expansion to rural areas and allowing access to agricultural products produced by actual rural farmers are the first steps in developing rural tourism, which typically occurs in a natural setting. There is a reciprocal relationship between rural economic and social growth and tourism village activities, making the rural tourism or agro-tourism region a place of genuine interest.

Mountainous tourist towns must support their local people and preserve the environment, livestock, and diverse crafts. Because of the taxes and fees that various utilities must pay, the presence of visitors in this area enables the development of funds for constructing new infrastructure (museums, paid parking, camping, etc.). Additionally, funds must be set aside for development initiatives such as rural sewage systems, the modernisation of infiltration systems, and water treatment and related networks (Kataya, 2021). 10 factors support rural tourism development.

The following factors/conditions are most important for the success of tourism development in rural areas, according to Wilson et al. (2001) are: (1) complete tour packages, (2) good community leadership, (3) local government support and participation, (4) sufficient funds for tourism development, (5) strategic

planning, (6) coordination and cooperation between business actors and local leadership, (7) coordination and cooperation between rural tourism entrepreneurs, (8) information and technical assistance for tourism development and promotion, 9) good convention and visitor bureau, and (10) broad community support for tourism. Determination of a village as a tourist village is at least based on several potential supporting components, namely: There is a unique attraction or attraction from the village itself, such as destination image and heritage tourism. The existence of tourism facilities and accommodation such as lodging, eating and drinking facilities, hawker centres or souvenirs (culinary & coffee tourism), and visitor centres. There are tourist activities such as weaving and enjoying the scenery. There is general development to create a tourist destination area that provides the best service for tourists, including division of zones or areas, visitor management, and communication services.

When it comes to the conceptual aspect of rural tourism, it means maximizing the village's and its community's potential as a tourist destination so that visitors can interact directly with the locals and take advantage of a range of tourist attractions, products and services, such as homestay services, culinary tourism, coffee tourism, heritage tourism, cultural arts, and inspirational village crafts. education, exposure, and life enrichment.

From the pleasures and visits that have been made, it can create a memorable or meaningful experience. Košić et al. (2017) stated that the attitude of residents who have a positive attitude toward tourism and tourists, especially appreciating social interactions with tourists, will also provide memories and affect the destination image. Understanding the involvement and quality of local community relations in the tourism industry is essential. This happens because they are key players in tourism development, which will lead to profitable or unprofitable tourism (Fun et al., 2014). Satisfaction during travel can be a determinant of tourists' behaviour and revisit intention. Güzel, (2014) states that memorable experiences can affect impressions/emotions. Emotions, developing in a positive/negative direction, can build unique relationships between people/things/events/goals and behavioural responses and influence customer behaviour. Emotions are the most difficult to satisfy, but if positive emotional arousal occurs, post-experience behaviour will end in loyalty (Ali et al., 2014).

Information shared on travel-related social media sites can be an antecedent (a factor that motivates and influences other tourists) and an essential source of information that can influence travel decision-making for other potential tourists who see it so that it can influence others to go to that tourist destination. The increasing interest of tourists in visiting tourist attractions that offer rural nature is a promising market opportunity in developing tourist villages. The development of tourist villages will be a source of income for the village and its community. The village government and the community must utilize this opportunity to improve their economy by developing competitive and sustainable tourism villages. The development of a tourist village in an area will undoubtedly have implications for the local community economically, socio-culturally and economically for the surrounding environment. With the existence of a tourist village, rural civil society is urged to immediately respond to social recovery arrangements in a natural environment that is not polluted, balanced and beneficial because tourist villages will become a constant and inexpensive tool for social progress for rural communities (Kataya, 2021).

In an area that develops tourism as an industry, then the traffic of these people (tourists) turns out to be profitable and gives few results and even provides the primary income. As a further consequence, the traffic of the people travelling earlier, namely those who seek more prosperity, actually impacts the economy in the area visited.

The intended impacts include: Providing job opportunities that can reduce unemployment, increase regional tax and levy revenues, increase regional income, and provide a multiplier effect on the local economy, in line with the research conducted by Košić et al. (2017), which suggests that community involvement in tourism activities in village areas has been able to become a source of income for most households to improve the living standards of rural communities.

The positive impacts can affect the quality of life and support for further tourism development in rural areas, especially the economic and social impacts of environmental impacts. Local people believe that the development of tourism activities will impact their welfare (Yunikawati et al., 2021).

To successfully implement tourism village development programs and, more importantly, sustainable development, all stakeholders must be involved. Tourism is a sector that is growing and developing. There is a lot of potential and economic values that can be obtained to improve welfare and build social values in the community. The village's economy would improve when tourists visit. How the village administration and its

residents manage their tourism-related assets, including how to advertise tourism in the village so that it is known to the larger community, determines the magnitude of the economic cycle in the tourist area. What is anticipated is the growth of human resource ability to produce imaginative people and communities that will support the country's economy. Even amid the current economic crisis, tourism development favours economic development in rural areas by improving employment and income opportunities. During the economic crisis, tourism has lowered emigration. Future national policies and plans for rural development may be significantly impacted by tourism's role in fostering the socio-economic development of rural areas. Tourism can significantly support the sustainable development of rural communities by transforming their perception and overall allure with strategically placed investments adapted to the local context (Ibanescu et al., 2018). In line with the research Khan et al. (2020), research findings show that the tourism sector significantly increases gross domestic product (GDP), foreign investment, energy development, and agricultural development and reduces poverty in the long term. Therefore, policymakers should be informed that through public intervention, tourism can promote development by integrated policy design and implementation in developing countries. In addition, policy consistency and coherence are critical for competitiveness, sustainability, and maximizing the benefits of tourism.

4. Conclusion

Research conducted with bibliometric analysis found 155 keywords interconnected with one another related to Memorable Tourism Experience (MTE). Ten keywords with the most vital links include memorable tourism experience, revisit intention, destination image, memorable tourism experiences, satisfaction, tourist experience, coffee tourism, heritage tourism, memory, and behavioural intention. This shows that these keywords are variables or topics often discussed in Scopus indexed scientific articles for the last five years.

The analysis of the interrelationships between keywords from the output results can be described as follows: socio-psychological motives (escape from reality, entertainment, and the desire to visit authentic places) direct behaviour to enjoy an arousal vacation, one of which is by visiting tourist attractions. One of the tourism experiences is carried out in tourist villages. Tourist villages are visited a lot because 1) there are unique attractions or attractions from the village itself, for example, such as destination images and heritage tourism, and 2) tourism facilities and accommodations such as lodging, eating and drinking facilities, hawker centres or souvenirs (culinary & souvenirs). Coffee tourism), visitor centre, 3) there are tourist activities such as weaving, enjoying the scenery and others, 4) the existence of general development as an effort to create a tourist destination area that provides the best service for tourists, including division of zones or areas, management visitors, and communication services.

From the pleasures and visits that have been made to create a memorable or meaningful experience, the friendly and kind attitude of the residents towards tourists will also provide memory and affect the destination image. Satisfaction during travel can determine tourists' behaviour and revisit intentions. Memorable experiences can affect impressions/emotions. Emotions develop in a positive/negative direction and can build unique relationships between people/things/events/objectives and behavioural responses, influencing customer behaviour. Emotions are the hardest to satisfy, but if positive emotional arousal occurs, post-experience behaviour will end in loyalty. Loyalty is characterized by sharing information related to tourist destinations that have been visited on social media sites as an essential source of information that can influence travel decision-making for other potential tourists who see it so that it can influence other people to go to these tourist destinations. Tourists' increasing interest in tourist attractions that offer rural nature is a promising market opportunity in developing tourist villages. The development of tourist villages will be a source of income for the village and its community. The village government and the community must utilize this opportunity to improve their economy by developing competitive and sustainable tourism villages.

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