City image towards tourist attraction (case in Solo, Central Java) examining city image of solo as tourist attraction

T Wiyana, T S Putranto, A Zulkarnain and R N Kusdiana
Hotel Management Department, Universitas Bina Nusantara, Jl. KH Syahdan No.9, Palmerah, Jakarta 11480, Indonesia
E-mail: triwiyana@binus.edu

Abstract. Affective and cognitive image are two main factors that influence destination in Solo. The purpose of this research is to examine the two main factors of Solo towards tourist attraction. The research method is quantitative. Data collected from observation and survey. A total of 113 respondents obtained from accidental sampling method. The results indicate based on cognitive and affective image. Cognitive consists of culture, batik, city tagline, and community. While, affective consists of tradition, culinary, purposes, climate, and welcoming. The findings show that image has weak correlation towards tourist attraction of Solo. It means most of the tourists are not influenced by city image when they choose Solo as one of their travel destination. The differences between primary and minor image are also examined. Research implication is directed for local government to pursue continuous improvement particularly for the branding of Solo.

Keywords: city image, affective, cognitive, tourism, destination.

1. Introduction
The city of Solo increasingly shows its existence as a tourist destination. By carrying the slogan “Solo, the Spirit of Java,” the city of Solo formed its image as a cultural tourism city. The number of tourist enthusiasm to visit Solo proves the success of Government in implementing the policy of tourism development. From the last ten years, the performance of the Solo City Government in developing tourism has revealed results. The number of tourists visiting Solo City is increasing consistently. Based on data obtained by Strategic Area Management on Tourism Offices 2016, by 2014 the number of Solo tourists averagely 4.1 million, for 2015 up to 4.2 million and in 2016 increased to become 4.4 million visitors.

There have been many efforts that have been done to develop tourist assets owned to be able to boost tourist visits, as well as improvements to tourism facilities, the optimization of historic buildings and cultural activities as tourism assets, and performance optimization of various departments to coordinate each other in building tourism in the city Solo.

One of the main factors in tourist destination is the image that provides the level of satisfaction that requires the manager to develop a representative and appropriate city branding to encourage tourist to visit the destination [1]. Tourism is a sector that stimulates economic growth derived from the income received from the arrival of tourist to the tourist destination.
Local cultural events featured in attracting a tourist visit must also have power in the life of the community. Taylor states [2] creative events are useful to boost and get attention from visitors. As an industry sector that offers fantasies and feeds upon the imagination, belief, expectation and of people's imagery, which in turn are reflected in consumer goods and experiences. How then that power can become energy for the growth and development of tourism city of Solo. One thing that will never be abandoned is the spirit of Solo as a cultural interaction event that is the concept of the Solo cultural city. The cultural interaction event will always be the spirit of the ideal form search process.

The purpose of this research is; (1) To analyze the influence of city image on the motivation of tourist visits to Solo. (2) To describe the impact of city image on the increasing trend of tourist visits in Solo. (3) To explain the effect of City Image variables on the attraction of destinations in the city of Solo.

2. Literature Review

2.1. City Image

Kotler and Getner state [1] destination image as a total of view and impresses of a customer about the location. All of the information regarding the tourism object is constructed by such variables as product description, physical appearance, economic and political contextual, history, and civilizations.

According to Bigne et.al [3], destination image reflects as an important point in post consumption to behavior intention. Prayag and Ryan argue that three main factors in the formation of destination image are place attachment, overall satisfaction, and revisit intention [4]. In the tourism sector, research related to the destination image is needed because it is an important element in terms of tourist visits. Cultural tourism has developed its offer based on cultural amenities, and museum facilities reflect local wisdom, religious and historical relations [5]. Seddighi and Theocharous states that destination image as known to influence visitor awareness, repurchase intention and to select the destination [2].

Key factor importance element: The concept of image has a guideline that the tourist destination image is the result of the combination, cognitive-affective aspects of the destination image, structural elements, place brand, cultural events and selected cultural event brand [5].

The cognitive image is the first stage of a person’s judgment of an object. It confirmed that the cognitive was formed earlier than the affective component. Also the cognitive component is a consumer feedback of their knowledge of an object. The cognitive image contains a set of ideas about a tourist destination [6].

The affective image will occur after ideas and knowledge about tourist destinations in the cognitive process [6]. Affective aspect was judge from the feeling of tourists in assessing tourist destinations. In this case, the aspect in the form of affective image associated with feelings after visiting the tourist area in the city of Solo and the emotions of tourists from personal experience that can affect the motivation to visit tourists.

According to Klenosky[7], before tourist deciding to choose destinations, a person will have a more positive affective image of the tourist destination when the emotions evoked by the place coincide with their functional aspects. Lorenzini et.al., state [5]. This offers an opportunity to develop differentiation in place brands, cultivating the image of the locations in which events take place.

Baloglu and McCleary state [5] that the process of forming tourist destination images and has proposed a model that takes into account two relevant determinants: stimulus factors, or functional variables, which can be directly detected and / or measured (information sources); subjective factors, which refers to the incidentally observed psychological characteristics such as values and personality.

The important aspect of the destination image is an attitudinal construct consisting of the personal value of knowledge beliefs, feelings, and total impressions about an object. A person perception about a place is formed by one’s sum of beliefs, ideas, and impressions [7]. As a result, the destination image creates the perception and representation of a place.
2.2. Motivation to Visit

The success factor in the development of tourism in an area depends on the ability of planners to integrate both sides in a balanced way into a tourism development plan. Martín et al. [8] explained that tourists with a high level of motivation to travel, but with a low level of situational involvement of the destination itself – quiet retain a positive image: they are willing to give a positive news of the destination to others but not to re-visit. Different with visitors with an overall high level of participation – psychological and situational – have a positive image: they will be pleased to recommend the location to others and re-visit the experience on the other time.

Baloglue and Erickson [9] stated that while many global visitors may prefer to change between destinations, some do have the potential to re-visit a tourist location. Besides, discovering tourists’ revisit motivation has proven useful in forecasting actual revisitation. Huang et al. [10] have convinced the connection between re-visit motivation and desire to visit the same location. Suggest that re-visit motivation has not been made a central point of the examination, resulting in the supposed arrangement being less-specific in the context of re-visititation.

Factors affecting the demand for international tourism include the choice of the attraction of tourist destinations and other factors of the tourism industry. This attribute of tourist attraction is often used as an indicator in determining the quality of tourism.

Swarbrooke and Horner [11], suggest that, the tourist buys an overall experience rather than a defined product. The experience has several clear phases: (1) The anticipation phase, before the trip commences, (2) The consumption phase during the trip, (3) The memory phase after the trip has ended.

3. Methodology

The location of this research conducted in Solo City, Central Java with local tourist object of the period of May-July 2017. The research design use used survey method. The variables used in this study consist of City Image (X) and Destination (Y). Population and sample in this research are local tourists who visited in Solo as much as 113 respondents. Data processing in this study, use software to process data, SPSS (Statistical Product and Service Solutions) 16.0.

### Table 1. Research Instruments

| Variable          | Dimension | Indicators         |
|-------------------|-----------|--------------------|
| City image        | Cognitive | Tourism Tagline    |
|                   |           | Culture            |
|                   |           | Batik              |
|                   |           | Local Community    |
|                   |           | Tradition          |
|                   |           | Welcoming          |
|                   |           | Culinary           |
|                   |           | Destination Object |
|                   |           | Weather            |
| Motivation of Visit| Attractiveness | Local Event    |
|                   |           | Entrance Fee       |
|                   |           | Accommodation      |
|                   |           | Culture            |
|                   |           | Culinary           |
|                   |           | Experience         |

4. Research Finding

The variable assessed by the respondent is the city image. The information shown through visualization
Table 2. Distribution Frequency of Statement - City Image

| Variable          | Statement                                                                 | %1       | %2       | %3       | %4       | %5       | Total |
|-------------------|---------------------------------------------------------------------------|----------|----------|----------|----------|----------|-------|
| **City Image**    | I know the tourism tagline of Solo “The Spirit of Java”.                  | 0,00%    | 50,44%   | 13,27%   | 32,74%   | 3,54%    | 100%  |
|                   | The Solo city is known as a Cultural City.                                | 0,00%    | 0,00%    | 10,62%   | 45,13%   | 44,25%   | 100%  |
|                   | Solo’s Batik is very special than other cities.                           | 0,00%    | 0,00%    | 5,31%    | 32,74%   | 61,95%   | 100%  |
|                   | Many food court offers special traditional Solo’s culinary.              | 0,00%    | 0,00%    | 4,42%    | 37,17%   | 58,41%   | 100%  |
|                   | People of Solo are very friendly towards the tourists.                    | 0,00%    | 0,00%    | 15,93%   | 59,29%   | 24,78%   | 100%  |
|                   | The people of Solo still visit the Keraton as a tradition.                | 0,00%    | 0,88%    | 15,93%   | 44,25%   | 38,94%   | 100%  |
|                   | Local people are polite and courtesy to the guests.                       | 0,00%    | 0,00%    | 11,50%   | 50,44%   | 38,05%   | 100%  |
|                   | Tourism objects have the ethnic element of Keraton.                       | 26,55%   | 44,25%   | 14,16%   | 9,73%    | 5,31%    | 100%  |
|                   | The weather is quite hot.                                                 | 0,00%    | 0,00%    | 4,42%    | 57,52%   | 38,05%   | 100%  |

Source: Data processed, 2017

Based on the results of the assessment conducted by the respondents, the tendency for each statement is in the category Agree and Strongly Agree. This assessment shows that respondents know the City Image of Solo and become the motivation of the visit. The information explained through the visualization on table 3 below:

Table 3. Distribution Frequency of Statement - Motivation of Visit

| Variable          | Statement                                                                 | %1       | %2       | %3       | %4       | %5       | Total |
|-------------------|---------------------------------------------------------------------------|----------|----------|----------|----------|----------|-------|
| **Motivation of Visit** | Cultural events become a motivation to visit the city of Solo.             | 0,00%    | 0,00%    | 5,31%    | 41,59%   | 53,10%   | 100%  |
|                   | The original and diverse culture is one of the motivations to visit Solo. | 0,00%    | 0,00%    | 21,24%   | 36,28%   | 42,48%   | 100%  |
|                   | One of the considerations of traveling to the city of Solo is the affordable price of attractions fee entrance. | 0,00%    | 0,00%    | 13,27%   | 49,56%   | 37,17%   | 100%  |
|                   | Tourists who have visited, will do re-visit.                              | 0,00%    | 0,00%    | 10,62%   | 43,36%   | 46,02%   | 100%  |
Based on the results of the assessment conducted by the respondents, the tendency for each statement is in the category Agree and Strongly Agree. One of consideration to travel to Solo is the cheap price mark on the entrance signs. Tourist who have been to Solo has a willingness to re-visit the city. A various accommodation become a consideration to stay in Solo. Based on the results of the assessment conducted by the respondents, the tendency for each statement is in the category Simply Agree, Agree and Strongly Agree. City Image influences on the Motivation of Visit, by interpretation:

\[ H_0: \text{t-value} \leq 1.96 \text{ then accept } H_0 \text{ reject } H_a \ (\text{If t-value} \leq 1.96 \text{ means there is no affect City Image on Motivation Visits}). \]
\[ H_a: \text{t-value} > 1.96 \text{ then reject } H_0 \text{ accept } H_a \ (\text{If t-value} > 1.96 \text{ means there is influences of Image on Motivation of Visit}). \]
\[ T-value = 1.24 \text{ and } t \text{ table } = 1.96 \]
Decision due t-value> t table then H0 rejected; There is no effect of City Image on the Motivation of Visit.

5. Discussion and conclusion
The dimension of the city image variable is related to awareness and culture is a factor that cannot generate tourists to travel to Solo. Respondents answered this aspect above 50% did not agree that the city image can encourage tourist to visit Solo.

In this study, the city image has no influence on the motivation of the visit, then based on the result of the distribution of questions that the government of Solo should pay attention to the potential and excellence in the tourism sector that can have a strong identity as a city of culture and tourism, but cannot attract tourists to visit Solo. The thing done by the government of Solo City is implementation, the image of Solo City as a promotional tool in the field of tourism. Support from the government still needs to be improved and the need for various events that can provide a memorable experience for the tourist. These activities will provide a positive stimulus for tourism activities in Solo. We recommended that the city image also functioned as a unifying and binding tool of all parties who deal with tourism to further improve the quality of its services or products in attracting foreign tourists to be able to visit the Solo City.

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