Attractiveness of tourist destinations and collaborative tourism governance on Revisit Intention as a support for the tourism economy of the Paropo area of Dairi Regency with Tourist Experience as an Intervening Variable

Zulia Rifda Daulay[1] Deby Siska Oktavia Pasaribu[2] Martin[3]
Marketing Management Lecturer Politeknik Unggul LP3M, Medan City, North Sumatera Province, Indonesia[1]
Lecturer Universitas Mahkota Tricom Unggul, Medan City, North Sumatera Province, Indonesia[2]
Management Study Program, Universitas Mahkota Tricom Unggul, Medan City, North Sumatera Province, Indonesia[3]
Email: zulia020174@gmail.com[1] debybashiroh@gmail.com[2] m4rt1n.myrafa[3]

Abstract

The challenge of tourism is how to create tourists who are loyal to tourist destinations because every corner of tourism has an impact on the economy for the business community in the tourist destination area, if tourist visitors enjoy their tour and have the intention to return to visit the tour, it will have an impact on increasing the economy of the community located in tourist destinations. This research will be conducted in Sumatra Utaran precisely at the location of the paropo tourist spot in Dairi Regency with a population of paropo tourist visitors who have visited at least twice as many as 230 tourists, this research approach is quantitative with the Structural Equation Modeling (SEM) model. This approach is able to test a model that is most ideal in estimating endogenous variables, the sampling technique in this study uses Non-probability sampling where sampling does not provide opportunities or opportunities for each element or member to be selected as a sample The analysis model used to test the hypothesis in this study is multiple regression analysis using the Smart PLS application Directly that the attractiveness of tourist destinations, collaborative tourism governance and tourist experience have a significant effect on Revisit Intention as a support for the tourism economy of the Paropo area of Dairi Regency. Directly that the attractiveness of tourist destinations and collaborative tourism governance have a significant effect on tourist experience as a support for the tourism economy of the Paropo area of Dairi Regency. Indirectly, tourist experience has a significant role in mediating the attractiveness of tourist destinations and collaborative tourism governance on revisit intension as a support for the tourism economy of the Paropo area of Dairi Regency.

Keywords: Tourism Attractiveness, Tourism Collaborative Governance, Tourist Experience, Revisit Intention

INTRODUCTION

Dairi Regency is a district that has many tourist attractions, one of which is Paropo Tourism where this location is located on the shores of Lake Toba with beautiful scenery, this location is often visited by foreign tourists and local tourists, it is also often a target for camping for nature lovers. The negative view of tourists on Paropo tourism still exists because there is a lot of oblique news about the unrest of tourist visitors about extortion, and there is also a lot of extortion under the guise of parking. Tourism is a factor in increasing the productivity of the regional economy so that the increase in income in the community will increase, it requires good management and a positive view of visitors can affect the wheels of rotation of the number of visitors to tourism (Jauhariyah et al., 2023). As an area that has a strategic location for tourism, the community and government must provide the best service and be able to build a good image in order to get a good assessment from visitors (Hermawan, 2017) . The increasing

number of tourists in enjoying the beauty of tourist attractions will help run the wheels of business located around tourist attractions so that an increase in the economic movement of the community can run well (Martono & Arifin, 2022)(Titi Widaningsih et al., 1322). Service activities in tourist destinations are able to attract tourist visits because of their natural beauty and there are still many other attractions such as culture that can complement the attractiveness and increase tourist interest in coming to visit .

Figure 1. Paropo Tourism Village Visit Chart 2018-2022
Source: Paropo Tourism Village Office

From the picture above, there was an increase in visitors to the Paropo tourism village, only a decrease in the number in 2019. Indonesia's tourism contribution during 2016-2019 showed an increasing trend, in line with the number of tourist visits and the value of tourist spending. The contribution of Indonesian tourism as reflected by the value of TDGDP shows that the contribution in 2016 amounted to 4.65 percent, rising to 4.97 percent in 2019 (Mun'im, 2022). The contribution of the tourism sector to the PAD of Sabang City in 2022 amounted to 6.19%, a drastic increase compared to 2020 during the pandemic period 2,15% (Maulana Dira et al., 2023). Research (B. Wibowo et al., 2022) The development of a tourism village is based on the optimization of its potential and its management involves all stakeholders in Ngargoretno Village through coordination, integration of stakeholders, and synchronization of programs & budgets with existing stakeholders. (Silayar et al., n.d.) Collaborative tourism development strategy is able to revive the community's economy seen from the development and good and sustainable governance. (M. S. Wibowo et al., n.d.) The attractiveness of tourist destinations to the views of tourists will be focused on the icon of the tour, if there is an unattractive experience for tourists, the desire of tourists to return to enjoy tourist destinations will decrease. (M. S. Wibowo et al., 2023) The attractiveness of tourist destinations is seen from the uniqueness and activities that exist in wiata locations so that they are able to make tourism visitors enjoy and feel the closeness of tourism lovers to the tourist destinations visited, this will create a love of tourists and can create a strong desire to return to visit. (Wiradipoetra & Brahmanto, 2016) the quality of tourist attractions in the outbound tourist destination Ciwangun Indah Camp is in a low condition. The lack of uniqueness, beauty, authenticity and value of the attractions offered is thought to be the cause of low tourist perceptions of the quality of Outbound Ciwangun Indah Camp tourist attractions.

RESEARCH METHODS

This research approach is quantitative with the Structural Equation Modeling (SEM) model. This approach is able to test the most ideal model in estimating endogenous variables. This research was conducted in the North Sumatra region, precisely at the Dairi Regency paropo tourist location and the research target was paropo tourism visitors who came from

outside the Dairi Regency area. Data collection using a questionnaire with a Likert scale where alternative choices consist of:
1: Strongly Disagree
2: Disagree
3: Agree
4: Strongly Agree
5: Strongly Agree

The population in this study were visitors to Lake Toba tourism who had visited Paropo at least twice with the following visitor criteria:

Table 1. Determination of the Research Population

No	Tourist Visitors	Age <18 Years	Age >18-25 Years	Age >25-50 Years
1	Local Visitors	-	-	-
2	Lokal Male Visitors	-	-	-
3	Local Female Visitors	-	-	-
4	Visitors Outside Dairi Region	-	Population	Population
5	Male Out of region visitors	-	Population	Population
6	Female Out of Region Visitor	-	Population	Population

Source: Processed by Researchers (2024)

The sampling technique in this study uses Non-probability sampling where sampling does not provide opportunities or opportunities for each element or member to be selected as a sample, using quota sampling to determine the sample of a population that has certain characteristics up to the desired number. The research sample taken in this study were visitors to Paropo tourism who came from outside the Dairi Regency area, both male and female visitors with age criteria ranging from 18 to 50 years, the desired sample size in this study was 230 visitors. The analysis model used to test the hypothesis in this study is multiple regression analysis using the Smart PLS application. Multiple regression analysis is a statistical method used to determine the magnitude of the influence between the independent variables, namely the attractiveness of tourist destinations and collaborative tourism governance. The multiple regression model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:
Y= Revisit Intention
a= Constant
b1-b2= Variable Coefficient
X1= Tourism Destination Attactiveness
X2= Colaborative Governance
E= Eror

Intervening variables are independent variables that provide a theoretical explanation of the relationship between the independent variable and the dependent variable. There are three ways to test regression with moderating variables, namely (1) interaction test, (2) absolute difference test, and (3) residual test. The test that will be carried out to test the moderating variable in this study is to use the residual test. The residual test regression equation is as follows:

$$DF = a + b_1X_1 + b_2X_2 + e \dots\dots\dots\dots(1)$$
$$IeI = a = b_2Y \dots\dots\dots\dots(2)$$

Where:
DF= Fiscal Decentralization (Intervening Variable)
a= Constant
b1-b2= Variabel Coefficient
X1= Tourism Destination Attractiveness
X2= Tourism Collaborative Governance
Y= Revisit Intention.

RESEARCH RESULTS AND DISCUSSION

Data processing carried out for discriminant validity in this study was carried out with the Fornell-Larckel approach. Testing discriminant validity, the square root value of the AVE of a latent variable, compared to the correlation value between the latent variable and other latent variables. The results of discriminant validity testing in this study are as follows:

Table 2 Discriminant Validity Testing

Variabel	X1	Y	X2	Z
Destination Attractiveness (X1)	0,887			
Revisit Intention (Y)	0,649	0,878		
Collaborative Governance (X2)	0,868	0,810	0,862	
Tourist Experience (Z)	0,921	0,783	0,882	0,849

Source: Processed by Researchers (2024)

Based on Table 2 testing discriminant validity, the AVE square root value of a latent variable is compared with the correlation value between the latent variable and other latent variables. It is known that the AVE square root value for each latent variable is greater than the correlation value between these latent variables and other latent variables. So it is concluded that it has met the requirements of discriminant validity.

Structural Model Analysis (Inner Model)

Inner model measurements are explained by the results of the path coefficient test, goodness of fit test and hypothesis testing.
1. R Square. Based on data processing that has been carried out using the smart PLS 3.0 program, the R-Square value is obtained as follows:

Table 3 Coefficient of Determination (R-Square)

	R Square	R Square Adjusted
Revisit Intention (Y)	0,754	0,751
Tourist Experience (Z)	0,876	0,875

Source: Processed by Researchers (2024)

The criteria for R-Square are: Based on the data from the table above, it is known that the R Square Adjusted value for the Revisit Intention variable is 0.751 or 75.1% while the remaining 24.9% is influenced by other variables that are not variables of this study. Then the Tourist Experience variable R Square Adjusted value of 0.875 or 87.5% while the remaining 12.5% is influenced by other variables that are not variables of this study.

2. Predictive Relevance (Q2). The Q2 value has the same meaning as the coefficient of determination (R-Square). A large Q-Square Value (Q2) of 0 indicates the model has Predictive relevance, conversely if a value (Q2) is less than 0, this indicates the model has less Predictive relevance; or in other words, where all Q2 values are higher, the model can be considered a better fit with the data. Consideration of the Q2 value can be done as follows.

$Q_2 = 1 - (1-R_1^2) (1-R_2^2) \ldots (1-R_n^2)$
$Q_2 = 1 - (1- 0{,}751) (1 - 0.875)$
$Q_2 = 1 - (0.249) (0.125)$
$Q_2 = 1 - 0{,}031$
$Q_2 = 0.968$

Based on these results, the Q2 value is 0.968. So it can be concluded that all variables in this study Tourism Destination Attractiveness, Tourism Collaborative Governance, Tourist Experience, Revisit Intention contribute authentic data in the existing structural model by 96.8%. Then the remaining 3.2% needs to be developed apart from the research variables.

Test t-statistic (Bootstrapping)
1. Direct Effect. To find out the results of hypothesis testing, it is done by looking at the probability value (probability) or by looking at the significance of the relationship between each research variable. The criteria is if $p < 0.05$ then the relationship between variables is significant and can be analyzed further, and vice versa. Therefore, by looking at the probability number (p) in the output of the entire path shows a significant value at the 5% level or the standardized value must be greater than 2.41 (> 2.41). If using the comparison value of the calculated t value with the t table, it means that the calculated t value is above 2.41 or > 2.41 or the calculated t is greater than the t table. The hypothesis test results are presented in the table below:

Table 4. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Discription
Destination Attractiveness (X1) -> Revisit Intention (Y)	-0,747	-0,753	0,108	6,912	0,000	Significant
Destination Attractiveness (X1) -> Tourist Experience (Z)	0,632	0,623	0,115	5,513	0,000	Significant
Collaborative Governance (X2) -> Revisit Intention (Y)	0,725	0,725	0,110	6,589	0,000	Significant
Collaborative Governance (X2) -> Tourist Experience (Z)	0,334	0,343	0,106	3,145	0,002	Significant
Tourist Experience (Z) -> Revisit Intention (Y)	0,832	0,843	0,110	7,551	0,000	Significant

Source: Smart Pls 2023 processed data

The first hypothesis is the relationship between the attractiveness of tourist destinations on Revisit Intention. Where in the table above shows that the attractiveness of tourist destinations is significant to revisit intention. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable (6.912> 2.41). Furthermore, the original sample value of -0.747 shows that the direction of the relationship between the attractiveness of tourist destinations on revisit intention is negative, so it can be concluded that the first hypothesis is accepted. The second hypothesis is the relationship between tourist destination attractiveness and tourist experience. Where in the table above shows that the attractiveness of tourist destinations is significant to the tourist experience. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable (5.513> 2.41). Furthermore, the original sample value of 0.632 indicates that the direction of the relationship between tourist

destination attractiveness and tourist experience is positive, so it can be concluded that the second hypothesis is accepted. The third hypothesis is the relationship between collaborative tourism governance and revisit intention. Where in the table above shows that collaborative governance has a significant effect on revisit intention. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable (6.589> 2.41). Furthermore, the original sample value of 0.725 indicates that the direction of the relationship between collaborative governance and revisit intention is positive, so it can be concluded that the third hypothesis is accepted. The third hypothesis is the relationship between collaborative tourism governance and tourist experience. Where in the table above shows that collaborative governance has a significant effect on tourist experience. This result can be seen that the significant value of 0.002 is smaller than 0.05 and the tcount value is greater than the ttable (3.145> 2.41). Furthermore, the original sample value of 0.334 indicates that the direction of the relationship between collaborative governance and tourist experience is positive, so it can be concluded that the third hypothesis is accepted. The fifth hypothesis is the relationship between tourist experience and revisit intention. Where in the table above shows that tourist experience has a significant effect on revisit intention. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable (7.551> 2.41). Furthermore, the original sample value of 0.832 indicates that the direction of the relationship between tourist experience and revisit intention is positive, so it can be concluded that the fifth hypothesis is accepted.

2. Testing the Moderating Effect. Testing the moderating effect is used to see whether Scale of Business moderates the relationship between Financial Technology and Knowledge Management on Digital-Based Accounting. The relationship between the independent variable and the dependent variable through the moderating variable in this study can be seen in the table below.

Table 5. Indirect Effect

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (|O/STDEV|)	P Values	Keterangan
Destination Attractiveness (X1) -> Tourist Experience (Z) -> Revisit Intention (Y)	0,526	0,527	0,128	4,093	0,000	Signifikan
Collaborative Governance (X2) -> Tourist Experience (Z) -> Revisit Intention (Y)	0,278	0,288	0,092	3,010	0,003	Signifikan

Source: Smart Pls 2023 processed data

The sixth hypothesis is the relationship between tourist destination attractiveness and revisit intention through tourist experience. Where in the table above shows that the attractiveness of tourist destinations has a significant effect on revisit intention through tourist experience. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable (4.093> 2.41). Furthermore, the original sample value of 0.526 indicates that the direction of the relationship between tourist destination attractiveness on revisit intention through tourist experience is positive, so it can be concluded that the sixth hypothesis is accepted. The seventh hypothesis is the relationship between collaborative governance and revisit intention through tourist experience. Where in the table above shows that collaborative governance has a significant effect on revisit intention through tourist experience. This result can be seen that the significant value of 0.003 is smaller than 0.05 and the tcount value is greater than the ttable (3.010> 2.41). Furthermore, the original sample value of 0.278 indicates that the direction

of the relationship between collaborative governance and revisit intention through tourist experience is positive, so it can be concluded that the sixth hypothesis is accepted.

Discussion
Effect of Tourism Destination Attractiveness on Revisit Intention

Based on the results of data analysis, it shows directly that the attractiveness of tourist destinations has a significant effect on Revisit Intention as a support for the tourism economy in the Paropo area of Dairi Regency. The results of this study state that the attractiveness of tourist destinations can increase the desire of tourists to return to visit tourist attractions so as to improve the economy of the local community, the alternation of tourists visiting will rotate the community's economy and the community can develop types of businesses so that tourists can enjoy a beautiful atmosphere and can enjoy the results of local community businesses. The results of the study (Martono & Arifin, 2022) The next generation of observers and culture lovers consider preserving the cultural heritage of ancestors as a process that has economic value, so it needs to be promoted in various media as an effort to further introduce the culture to attract tourists. The traditional procession is a tradition-based tourist attraction, which can be seen from the enthusiasm of the community when the procession takes place. Many local and foreign tourists are captivated and engrossed in watching the convoy that takes place regularly every year. In the midst of the development of civilization, the people of Pujiharjo Village must not lose their enthusiasm in preserving the traditions that have been nurtured by their ancestors for generations and continue to increase their role. The community's economy through the tourism sector.

This research (Prayogi et al., 2022) Based on data analysis and discussion of the research results, it can be concluded that there is a significant influence between tourist attractions partially on tourist decisions to visit Lubuk Kertong. Research (Astuti & Noor, 2016). This area shows potential as a historical and maritime tourist attraction. The historical heritage of World War II in Morotai is the main tourist attraction stored in the World War II Museum and other relics on the seabed in Morotai waters. Another tourism potential is marine tourism, because it has unspoiled islands with beautiful underwater wealth, so snorkeling, diving, swimming and fishing become tourist attractions with the potential for World War II historical tourism and marine tourism. Expected to visit Morotai. To implement the strategy of historical tourism potential and marine tourism, it is necessary to fulfill the minimum standards for these tourist units. Research (Samodro, 2018) The attractiveness of souvenir food and beverage products can be achieved through good packaging design. A good packaging design is a packaging design that is able to attract customer interest and encourage customers to make the purchase process. Packaging attractiveness can be done through creative designs, one of which is an idea that visually displays local culture. Efforts to increase the attractiveness of tourism consumers through memorable product packaging design can be achieved with a visual display of packaging that functions for memorable needs, such as a reminder or memento of visiting a tourist destination.

Effect of Tourism Destination Attractiveness on Tourist Experience

Based on the results of data analysis, it shows directly that the attractiveness of tourist destinations has a significant effect on tourist experience as a support for the tourism economy in the Paropo area of Dairi Regency. The results of this study indicate that the attractiveness of tourist destinations can increase visitor interest in visiting again because they find experiences that cause satisfaction for tourists, tourists who are satisfied with the experience gained will increase the attractiveness of tourist destinations to become the choice of the community as a

place to channel their desire to travel so as to improve the community's economy, people who are able to adjust to the tourist atmosphere can fulfill the wishes of tourists will be more developed in terms of economy because their business turnover will be faster. The results of this study are in line with the results of research (Musawantoro & Ridwan, 2019) Tourism attractions at Panrangluhang Beach include marine and cultural tourism attractions. For beach /sea tourism attractions, tourists can do activities including: swimming, diving, beach recreation and banana boating. While as a cultural tourism attraction, tourists can do tourism activities including observing local wisdom and the demands of community life in the Panrangluhang Beach area, namely the Phoenician boat "Panrita Lopi", contemporary art, storytelling by the "Phoenician" community and customs. Supporting facilities at Panrangluhang Beach include the availability of accommodation, facilities and tourist attractions. Mapping of Panrangluhung Beach includes graphical data and characteristics of each location. This research is also in line with the results of research (Mulyati & Abstrak, 2019) The decision of domestic tourists to visit tourist destinations in Bukittinggi City can be explained by the pull factors of these tourist destinations, namely electronic mouth, attractiveness, facilities, price, destination image, location, access, promotional media, transportation and availability of trash. The remaining 82.8% is explained by other factors not examined in this study.

The Effect of Tourism Collaborative Governance on Revisit Intention

Based on the results of data analysis, it shows that directly collaborative tourism governance has a significant effect on revisit intention as a support for the tourism economy in the Paropo area of Dairi Regency. The results of this study explain that the better tourism governance and being able to cooperate with parties who are able to increase the number of tourist visitors to come to enjoy the tourist atmosphere will be more eager to come back, the success of tourism developers in managing tourist attractions adapts to the needs of migrants so that the desire to return and bring new visitors is increasing, the increase in visitors that can be made can be ensured that the community will benefit in developing its business so that small businesses will get bigger and be able to be stable in management so that people can increase business opportunities and not depend on companies to become employees because they already have ideas in developing their own business. Research results (Ardhiyansyah et al., 2023) Existing research shows that sustainable innovation practices contribute to economic growth, environmental sustainability and social welfare. Cooperation and partnership mechanisms play an important role in driving sustainable innovation, enabling the sharing of resources, knowledge and expertise.

Research (Firman & Rahmawati, 2023) Smart city governance based on collaborative governance has significant advantages and benefits. Through cross-sector collaboration, the potential of technological innovation can be optimally utilized to improve the efficiency of city management, provide better public services and improve the quality of life of the community. In addition, active community participation in the decision-making process and implementation of smart city initiatives will strengthen social relations, increase transparency and build trust between the government and the community. This collaborative governance process can be applied in fixed broadband penetration programs despite differences in behavioral patterns and human resource capacity in some regions. Openness and good relations between the government, the private sector and the community are important to realize collaborative governance in a sustainable broadband access program. In addition, the commitment of the parties involved is also very important to achieve the expected results (Gusmiara et al., 2021).

The Effect of Tourism Collaborative Governance on Tourist Experience

Based on the results of data analysis, it shows that collaborative tourism governance directly has a significant effect on tourist experience as a support for the tourism economy in the Paropo area of Dairi Regency. Management that is able to collaborate well will be able to provide an interesting experience for connoisseurs of tourist destinations so that an interesting experience will provide hope for the community to be revisited by tourists who have visited the Paropo tourist spot, the more often the tourist area is visited, the more it will provide prosperity for the surrounding community because it can expand the reach of small micro and medium enterprises in the community, businesses that increase from day to day will make the community's economy develop because business development will not run away from an environment that is visited by many people as long as people know there is a business that is developing and according to their needs, this business will increasingly rise to success. The results of this study are in line with the results of previous research conducted by (Semarang & Hadi, 2023) To date, the author has described the Pentahelix collaboration model in the implementation of ULM's PSP study program. From the model in question, the key concept lies in the role of the PSP ULM Study Program Manager, who in this case is side by side with the Study Program Coordinator. Through leadership and intensive coordination with internal and external parties, the implementation of the PSP ULM Study Program can be imagined to take place effectively and dynamically.

According to (Khafian, 2023) Participatory governance is important in emergency mitigation because disasters have a huge and widespread damage impact on society. Therefore, coordinated leadership is a collective effort of every stakeholder in disaster recovery. This is done in two main phases: pre-disaster and post-disaster. Meanwhile, the pre-disaster phase enables cooperative governance to build resilient communities by involving government and non-government organizations through formal mechanisms. In the post-disaster phase, this is done through a community-based recovery process, where every stakeholder is involved in planning and decision-making to restore community life after a disaster. (Widyowati & Utomo, 2023) By knowing the results that have been achieved, it will build momentum that will bring collaboration to the final goal. From the collaboration carried out as an effort to accelerate stunting reduction in Wonogiri Regency, the results felt by stakeholders are the increased spirit of mutual cooperation and cooperation in overcoming public problems. In addition, the results achieved are that all intervention programs and activities are running well, so that the community is specifically and sensitively intervened.

The Effect of Tourist Experience on Revisit Intention

Based on the results of data analysis, it shows that tourist experience directly has a significant effect on revisit intention as a support for the tourism economy in the Paropo area of Dairi Regency. The results of this study indicate that a good experience for tourist visitors will increasingly desire to repeat the same experience and hope that there is an atmosphere that is different from the previous experience because tourists who find differences from each experience felt will make love for the tourist destinations visited. (Stankov & Gretzel, 2020) Careful reflection is needed for the rapid development of new and innovative tourism solutions to support tourism transformation towards Tourism 4.0. Our research uses the premise that HCD is a way to ground the development of Tourism Development 4.0. Based on the argument provided, we suggest two main research streams that support an HCD-driven agenda in this context for academic and practical applications. Research Results (Rahnjen & Oktavio, 2023) As halal tourism is unique and may be destination-specific and travelers' motivations may differ and be influenced by cultural norms, the results of this study may be limited to Indonesian

cultural norms and background. To increase the generalizability of the findings, future researchers are advised to replicate the sample testing in this study and examine Muslim tourists visiting other locations, regions, and countries. To expand the collective knowledge of traveler experience and loyalty in the context of halal tourism, future research can focus on other aspects of travelers, such as disposable income, gender differences, as well as tour packages and independent travelers.

(Pencarelli et al., 2020) Young travelers create advances in technology by driving innovation through their consumer preferences and habits. These practices include online booking, communicating with travelers through social networks, and using mobile devices and apps to plan and travel. This paper provides an overview of key studies related to the impact of new technologies on the traveler experience. In addition, this article also shows how millennials use digital technology in their travel plans. The main objective of this research is to gain a better understanding of how millennials use hardware and software in their travels and whether millennials of different ages behave differently. Based on research conducted (Souza et al., 2020) Therefore, P2PA caters to the niche market of postmodern travelers who are looking for extraordinary and interesting experiences and travelers who want more authentic and unique experiences, beautiful aesthetic environments, intimate social interactions created by people they know, which evoke emotions. More transformative reactions and experiences. In their online marketing communications, they should highlight appropriate messages, focus on the tourist scenery, decorative details with images and descriptive texts about P2PA, explore climate cleanliness and comfort factors, as well as the surrounding beautiful scenery, which is highly appreciated by guests.

The Effect of Tourism Destination Attractiveness on Revisit Intention Through Tourist Experience

Based on the results of data analysis, it shows that indirectly tourist experience has a significant role in mediating the attractiveness of tourist destinations on revisit intension as a support for the tourism economy of the Paropo area of Dairi Regency. The results of this study indicate that tourist attraction data is inseparable from the experience gained by visitors to tourist attractions because tourist attraction without visitor experience will slow down the development of tourist attractions, but if the greater the tourist experience, the greater the opportunity for tourists to visit so that it can expand and enlarge community businesses can automatically improve the economy of the local community around tourist sites. In this case, the tourist experience can have a big impact on the attractiveness of tourist destinations in influencing the desire of tourists to visit again to enjoy the tourist atmosphere and develop in terms of business development and economic growth. The main finding of this study is that to create agritourism loyalty, agritourism operators must offer a satisfying and high-value tourist experience. The provision of monetary and non-monetary costs should be linked to valuable tourism experiences, especially those that provide learning and uniqueness. Due to the importance of tourists' participation in the learning experience, agritourism attraction managers should create attractions that allow tourists to learn something new from the agritourism attraction. In addition, managers should provide opportunities for tourists to develop their own learning preferences, while tourists can have a valuable and unique learning experience (Suhartanto, Dean, et al., 2020). This study has implications for the successful management and marketing of creative attractions and suggests that in order to develop tourist loyalty, creative attraction managers need to provide 'high-quality experiences'. The allocation of monetary and non-monetary resources needs to be focused on improving creative tourists' experiences with attractions, especially in the areas of escape, peace of mind, engagement, and

learning and identification. To meet these needs, managers must ensure that tourists have the opportunity to learn something new and unique from tourist attractions, so continuous innovation of tourist attractions is very (Suhartanto, Brien, et al., 2020).

The Effect of Collaborative Tourism Governance on Revisit Intention Through Tourist Experience
Based on the results of data analysis, it shows that indirectly tourist experience has a significant role in mediating collaborative tourism governance on revisit intension as a support for the tourism economy of the Paropo area of Dairi Regency. The results of this study indicate that collaborative tourism governance is significant to the desire for tourist visitors to visit again through the tourist experience, the better the governance so that it can provide a beautiful experience felt by visitors, it can certainly provide satisfaction for visitors and can be a dance power to lure the desire to return again to visit tourist areas so that the community can benefit from good management by collaborating because it has a positive impact on the community's economy. This research identifies five dimensions of creative experiences and examines the effects of creative experiences on memorability and perceived authenticity. Creative tourism practitioners who provide creative products can use the creative experience tools identified in this study to evaluate the creativity of their products and services. Visitor perceptions of memorability and authenticity are two indicators that reflect the quality of tourism experiences (Wang et al., 2020). The network structure dimension of the network structure is not hierarchical, but flat and this dimension still needs to be improved. The dimension of commitment to a common goal It is felt that the commitment of government agencies to tourism development efforts is still lacking but in its action plan the government has tourism implementation, development, development that still needs to be improved (Silayar et al., n.d.-b).

CONCLUSION
Directly that the attractiveness of tourist destinations has a significant effect on revisit intention as a support for the tourism economy of the Paropo area of Dairi Regency. Directly that the attractiveness of tourist destinations has a significant effect on tourist experience as a support for the tourism economy of the Paropo area of Dairi Regency. Directly collaborative tourism governance has a significant effect on revisit intention as a support for the tourism economy of the Paropo area of Dairi Regency. Directly collaborative tourism governance has a significant effect on tourist experience as a support for the tourism economy of the Paropo area of Dairi Regency. Indirectly tourist experience has a significant role in mediating the attractiveness of tourist destinations on revisit intention as a support for the tourism economy of the Paropo area of Dairi Regency. Indirectly tourist experience has a significant role in mediating collaborative tourism governance on revisit intention as a support for the tourism economy of the Paropo area of Dairi Regency.

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