ABSTRACT

Tourism is an activity to relieve overfullness from daily activities. As one of the efforts in relieve overfullness, tourism can be said to be a necessity for every individual. This is a good opportunity for tourism sector business people to develop their businesses. In an increasingly developing era, competition in the tourism business sector is getting harder. Business managers must have a right strategy to be able to survive and compete with their competitors. The goal to be achieved is to be able to create tourists who are loyal to the destinations they manage. Therefore, this study focuses on factors that affect loyalty to a destination that can lead to business successfulness. The purpose of this study is to analyze the effect of memorable tourism experience, destination image, place attachment to destination loyalty in Kawasan Kota Lama Semarang.

This study used non-probability sampling technique as a sampling technique and purposive sampling method. The population used in this study was tourists who had visited Kawasan Kota Lama Semarang. The number of samples used in this study were 150 respondents. The data collection method was carried out by distributing online questionnaires. and analyzed with the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) 22 program.

The results of the analysis show that memorable tourism experiences, destination images, and place attachment have a positive and significant effect on tourist loyalty (destination loyalty).

Keywords : *Cultural and Heritage Tourism, Memorable Tourism Experience, Destination Image, Place Attachment, Destination Loyalty.*

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