

Boosting the Economy through Tourism Development; Determining the "Why" on Tourists' Visits

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ABSTRACT

Despite of the vast tourism in Bali and Nusa Tenggara, tourism potential in these regions still need to be explored and developed. Escalation in numbers of tourist visits will surely improve the tourism industry thus contribute multiplier effect for the economy as a whole by increasing the employment rate, creative industry's growth, and also boosts the local revenue. This study collaborates tourists' preference (which adapted to local's tourism potential) by exploring tourists' demand and the identification of tourism potentials to analyze development factors. This study uses the demand-approach through the identification of tourist's preference and main factors to determine certain destination using data which cover the three provinces in Indonesia. These three provinces are the province of Bali, West Nusa Tenggara (NTB), and East Nusa Tenggara (NTT).

The analytical tools used in this research are descriptive analysis, factor analysis, and Analytical Hierarchy Process (AHP). Factor analysis shows variables that affect the decision in determining a tourist destination are; (i) ease to visit Indonesia, (ii) long distance transportation (iii) short distance transportation, (iv) hospitality, (v) promotions, (vi) the beauty of a tourist destination, and (vii) supporting infrastructure. AHP is done with the aim of selecting what type of tourism will be developed (coastal tourism, mountain area tourism, or cultural tourism). We estimate the consistency of the respondents using software expert choice which result 0,06 for the inconsistency ratio.

This research finds that the government should take two variables; hospitality, and supporting infrastructure, as major concern in developing the tourism industry in Bali. Whereas NTB and NTT point the urgency of developments in security, hospitality, and supporting infrastructure. Coastal tourism is also found to be a significant share on tourism demand.

Keywords: Tourism, Economic Development, Analytical Hierarchy Process (AHP)

I. INTRODUCTION

Balinusra is popular for its tourism destination by both domestic and foreign tourists. The more people that come, the better the work of the tourism industry will be. This situation will also multiply the economic benefits holistically. Believe it or not, tourism has greatly contributed towards the economy directly and indirectly (Styness 1999). The direct benefits are from the tourist's expenses, while the indirect benefits come from the supporting services. These are public transportation, which includes the selling of vehicles' spare parts and their treatment, trading, hotel and restaurant, food and beverages industry, and the farms that supply food to the hotel and craft industry which will be offered to the tourists. Bali is a prime example: It is estimated that Bali has earned up to IDR 49 Billion in 2007 from the tourism industry (Arwiya, 2009).

Balinusra has great potential in tourism industry that needs to be explored. The effort to optimize this has to be based on the information of supply and demand. Supply shows the capacity of the region to develop its tourism potential. Meanwhile, demand shows the needs of the tourist. The number of foreign and local or domestic tourists in Balinusra is increasing year by year which is also equal to the expenses spent by the tourist during their visit. This could be one reason to develop some sectors that will enhance tourism.

The development of the tourism sector causes a multiplier effect for the economic development of certain regions as it leads to job opportunity, a growing craft industry, as well as rising income, especially in favor to the society's welfare surrounding the tourism sector. Consequently, local governments must undertake many improvements such as urban planning, security, and facilities which are sometimes very poor and lacking in tourism spots.

However, the development of Balinusra as an attractive tourist destination faces several obstacles. It needs a long development process, hospitality, and services which the local people have not yet acquired. So far, the locals' culture in which people are reluctant to be hospitable to the tourists has been a threat to develop tourism awareness. Having hospitality attitude and awareness will enhance people's attitude to welcome tourism as they need to be aware that people would likely rely on tourism to be prosperous.

This study elaborates further on tourists' needs and then relates this to the current tourism potential. This research covers tourism places in West Nusa Tenggara. The purpose of this study is mainly to examine tourists' demand as well as to identify main factors of how people choose their destination. In addition, it aims at identifying the development of Balinusra's potential and public policy.

II. LITERATURE REVIEW

Supply and Demand

Demand refers to how much (quantity) of a product or service is desired by the buyers and is also available for sale at a specific time and price. In the tourism industry, demand is not always translated into the desired goods. Demand in this context includes a variety of variables. It does not only vary on the form, but also on its benefits and uses for the tourists. It is because the goods are produced by different companies and the commodities needed by the tourists vary.

According to Yoeti (1996 : 78) there are two kinds of demand -- potential demand and actual demand. Potential demand refers to people who meet the minimum criteria as tourists. The criteria are that they have money and strong physical condition for exploration, but only limited time for travel. Meanwhile, actual demand refers to people who are visiting a specific tourism destination. The main factors that influence tourism demand are expenses, income, society/culture, politics, family bond, price of substitute products, price of complementary goods, forecast, weekend or holiday, and the local policy where the tourists come from.

There are 12 kinds of tourists: family, hedonists, backpackers, those visiting friends and relatives, excursionists, educational tourists, religious tourists, snow birds, ethnic minorities, disabled tourists, social tourists, and short break market (Adhyatma, 2008 <http://daincredible.wordpress.com>).

Supply represents how much the market can offer. The quantity supplied refers to the amount of a certain good that producers are willing to supply when receiving a certain price. In tourism industry, supply is the destination that is offered to the tourists. The industry offers natural attractions and masterpieces to encourage tourists to come to certain tourism destinations.

Factors that Influence People to Visit a Certain Location

Human needs can be classified into three categories; physical needs, psychological needs, and social needs. Physical needs include eating, drinking, rest, health, and many others. Psychological needs are curiosity, entertainment, and some other needs to satisfy people's psychological condition. Whereas social needs include the desire to have good friends and to interact with other people.

Those characteristics in what people needs are directly relevant to people's choice of tourism industry. The needs and desires or the specific reasons are called "trip motivation". That trip motivation can also be called a tourism motivation, whereas what is expected to acquire these needs is called tourism attraction. Thus, a visit to a tourism destination will occur if the attraction fulfills the needs of the tourism motivation.

According to Yoeti (1996: 88) the reason why tourists choose a certain tourism place are the difficulty of speaking the language, family or relatives relations, the budget, security, and society welfare. Also in his other book, Yoeti (2006) expresses that sites and tourism attraction become main consideration to choose and visit a tourism place. Talking about Object and Tourism attraction, he proposed four main aspects, which are nature beauty, historical sites, cultural performance, and human masterpiece.

Motivations are things that encourage someone to go on a vacation. These motivations can vary. Mc Intosh in Suyitno (2006 : 17) divides motivations into four groups: physical condition, culture, intrapersonal and status, and prestige.

The motivation behind partaking in tourism determines the willingness to explore. There are some motivations which will encourage someone to do the trip as the needs to find inspiration, excitement, and more (Suyitno, 2006 : 38).

From the study that examines peoples' motivations to travel, there are eight principles which might help identify their reason. Those principles are distance, international relations, attraction, expenses, special events, national character, image, and opportunity. (Mill, 68 : 2000)

On the other hand, according to Erawan, factors that may influence tourists to come to a certain tourism destination are National Gross Product in their home country, level of relative expenses, going back and forth expenses, conference or Olympiad events, and trends. The motivation behind a trip is the urge to visit a destination. It is closely related to sociological and psychological matters. It is because human has this desire and needs to do so.

III. METHODOLOGY

Research on tourism can be done in two ways -- supply and demand analysis. The supply approach focuses on the development of tourism's potential, while the demand approach analyzes tourists' preferences as the main consumers in the tourism industry.

This research uses the demand approach and focuses its analysis on primary data. The units of analysis in this research are domestic tourists and foreign tourists. The areas of coverage in this research are three provinces which were once part of Sunda Kecil province with Singaraja as its capital city. These three provinces are Bali province, East Nusa Tenggara province, and West Nusa Tenggara province.

The data collection uses a questionnaire and detailed interview of domestic tourists and foreign tourists at some tourism destination. The sampling method uses non-probability sampling with the details as follows:

No	Province	Domestic/Local Tourist	Foreign Tourist	Survey Area
1	Bali	74	235	Kuta dan Ubud
2	NTB	50	100	Bandara Selaparang Mataram, Pantai Senggigi, Gili Trawangan, Kuta Lombok dan Pantai Lakey Dompou.
3	NTT	40	120	Maumere, Labuanbajo, Waingapu, dan Kupang.
	TOTAL	164	435	

This research uses a descriptive analytical method, factor analysis, and Analytical Hierarchy Process (AHP). Gay (in Umar, 2001) states that the descriptive method is an activity covering data collection and information in order to test and answer the questions during research. Tourists' demands upon tourism destinations are the main focus of this research.

The type of factor analysis used is confirmatory factor analysis so that the data are analyzed using a varimax rotation. Variables that become tourists' considerations to visit places are bureaucracy, transportation, comfort, advertisement, beauty, as well as its facilities. These variables were chosen based on the summarized tourism research reports released by Social Research Institute, Chiang Mai University (2008), with some editing.

AHP is used to choose which tourism aspect that will be developed with the following choices:

- a. The development of beach tourism
- b. The development of mountainous area tourism
- c. The development of culture and social tourism

Whereas the basic criteria of choices is as follows:

1. Infrastructure availability
2. The amount of tourists
3. Human resources
4. Current advertising

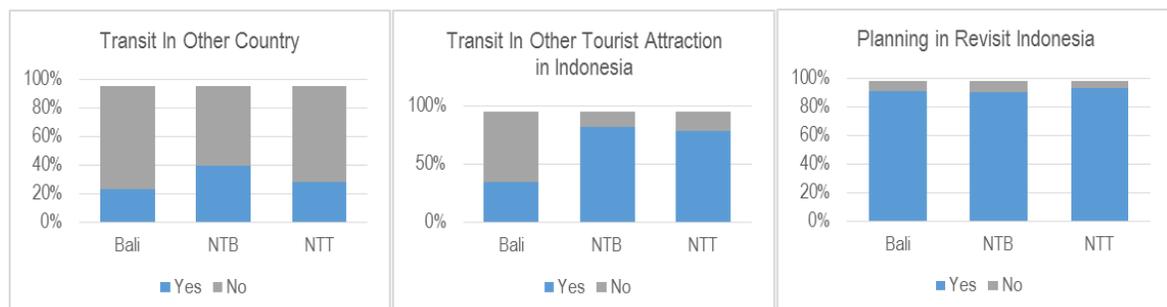
IV. RESULTS AND DISCUSSION

When a tourist visits a place that is closely related to his desired activities and preferences, this is a moment where his desires, hopes, and needs are fulfilled by the tourist destination. A moment is valued as satisfying if it can fulfill the tourist's needs.

Foreign Tourist Visits to Balinusra

Most foreigners' visits to Balinusra are direct, without visiting other countries first. The exception is West Nusa Tenggara, where 57% of them stated that they stopped in other countries first before visiting West Nusa Tenggara. In addition, West Nusa Tenggara and East Nusa Tenggara's tourists generally visit other places in Indonesia, with Bali as an example; however, 35% of foreign tourists in East Nusa Tenggara claimed that they do not have any choice besides visiting Bali first because there is no direct flight to East Nusa Tenggara. Almost all of the foreign tourists stated that they were satisfied visiting and exploring Indonesia and wanted to go back again.

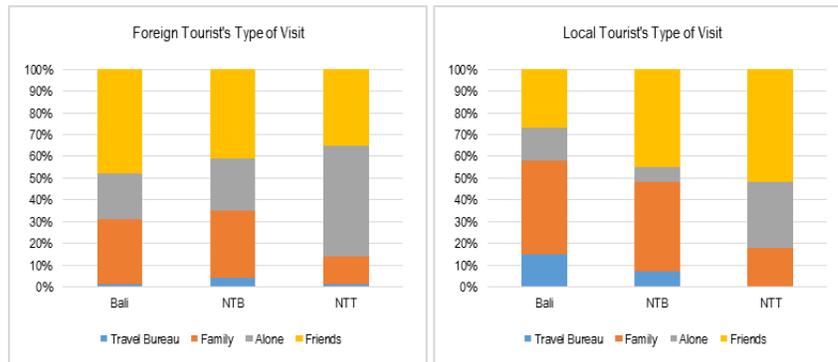
Foreign Tourists' Visit (processed data)



Types of Tourist Visits

Most foreign visitors who came to Balinusra did their trip with their friends and/or relatives, but this is different from East Nusa Tenggara. The survey shows that many tourists coming there on their own, whereas domestic tourists came there with their relatives. It is also suggested that travel agents not really be used by foreign tourists, while the services were fairly popular for domestic tourists, except for the visitors of East Nusa Tenggara where the majority of the visitors were local people.

Types of Visits (processed data)



Transportation Choices

Travel agents are widely used by domestic tourists in Bali. They are supported by the infrastructure and local people's ability in developing the potential of those particular services. This condition will definitely support tourism development in Bali province. The majority of foreign tourists use taxi frequently as their means of transportation in Bali and West Nusa Tenggara. Meanwhile, in East Nusa Tenggara, both foreign and domestic tourists use public transportation to go to their destination. It shows that the development of public transportation has potential to grow since most of the tourists do not use travel agents or rental bikes.

Moda Transportasi (processed data)



Tourists' Expenses

Most of tourists' expenses are for hotels and foods. It is very normal since both things are basic necessities when traveling far away from home.

Foreign Tourists' Expenses (processed data)

	Hotel	Food & Beverages	Local Transport	Communication	Souvenirs	Entertainments/ attractions	Tourist Guide	Others
Bali	33.39	34.81	7.63	2.65	5.99	6.85	1.04	7.64
NTB	28.78	22.78	10.23	5.59	5.74	7.62	7.59	11.67
NTT	36.55	16.42	9.13	6.51	10.2	9.27	4.66	7.27

According to the table, it shows the characteristic differences in foreign tourists and domestic tourists' orientation. Foreign tourists' spending for souvenirs in NTT is relatively high, which also caused by the price of souvenirs in the area tend to be expensive. In contrast, the domestic tourists' spending for souvenirs quite large in Bali and NTB. This is an indication of Bali's and NTB's craft industries orientation in the domestic market.

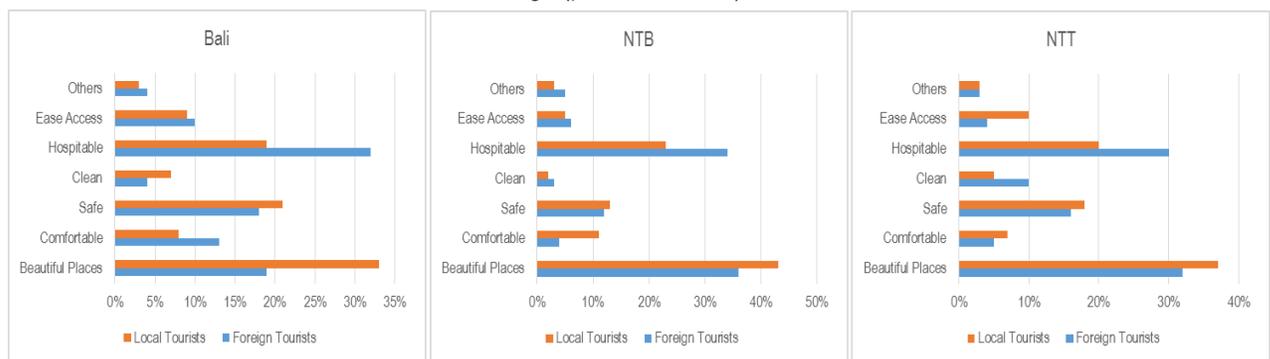
Domestic/Local Tourists' Expenses (processed data)

	Hotel	Food & Beverages	Local Transport	Communication	Souvenirs	Entertainments/ attractions	Tourist Guide	Others
Bali	24.83	13.76	11.21	7.15	11.54	9.33	12.57	9.62
NTB	30.27	17.69	9.80	7.01	10.53	7.28	5.40	12.02
NTT	31.93	16.97	10.61	5.94	5.94	10.53	3.29	13.76

Balinusra's Tourism Image

Foreign tourists believe that Bali is the most welcome and friendly place to visit, but what is lacking from this place is an easy arrival. The image of a beautiful and secure place is better than a clean tourism place. On the other hand, domestic tourists believe that Bali has the most beautiful view.

Tourism Image (processed data)



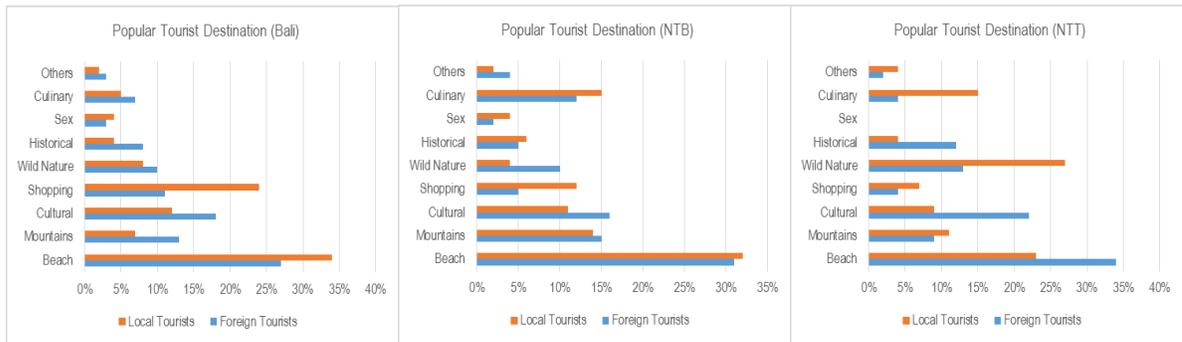
Foreign people believe that West Nusa Tenggara has a beautiful view and friendly local people; however, it is very difficult for them to get there, so attention must be paid to infrastructure development in order to create a better environment for tourism. Other flaws include security, comfort, and dirtiness -- challenges for the government as it tries to develop tourist destinations in the future.

East Nusa Tenggara is viewed as a very humble and beautiful place to visit. A strong image of security has definitely become its main potential in developing tourism in East Nusa Tenggara in the future; however, there is an indication that the place lacks of cleanliness and comfort since there is also a lack of facilities and accommodation for the tourists visiting East Nusa Tenggara.

Balinusra's Tourist Preference

Tourists' preferences towards the destination are important factors that should be understood by the government. It is because through an understanding upon this variable, the government will be able to provide better treatment and know how to develop the destined places preferred by the visitors. It will result in higher satisfaction for the visitors which will also result in longer visits and a greater number of tourists who come to visit. Foreign tourists prefer the following tourism objects: beach/sun/sand, mountain/falls, cultural diversity/ shopping, wildlife/ national park, sex tourism, culinary, and many more. The diagram of tourists' preferences is shown as follows:

Tourist Preference



Most foreign and domestic tourists imagine Bali as a beach tourism destination. In addition, Balinese culture is mesmerizing, and it attracts most of the foreign tourists. Meanwhile, domestic tourists enjoy shopping in Bali the most. Different from the beach and nature tourism, historical tourism seems to not get much attention from tourists, especially domestic tourists. It is important for the government to develop it into a more appealing tourism place in the future.

For West Nusa Tenggara, in majority, tourists imagine the area as a beach tourism destination, with other tourism places that can be developed such as cultural tourism and mountainous areas. In addition, foreign visitors seem to like wild life tourism whereas domestic tourists like to do culinary tourism the most. The condition is comparable in Bali, where historical places do not have as much attention as the beaches do.

In general, the tourists imagine East Nusa Tenggara as a beach tourism destination. Other potential sectors that definitely need to be developed are cultural tourism that attracts foreign visitors and wildlife tourism, especially for domestic tourists. As only small number of tourists visit historical places, the government should consider building a museum in the future to grow this potential.

Foreign Tourists' Review of Tourism Destinations in Balinusra

This section describes factors in influencing the respondents in choosing their destination. The review is divided into two parts, the factors that influence respondents in deciding which tourism destination and what respondents think on their goals in tourism as well as its relation to the places' condition (West Nusa Tenggara). This grouping also considers the respondent's origin (foreign or domestic). The variable that becomes the basis in choosing destination includes entry, transportation, hospitality, promotion, destination places, tourism goals, and supporting facilities.

The variable used to find out respondents' basic reasons in choosing the destination are closely related to entry, immigration, and communicative officer, whereas the variable that is used as the factor in choosing the destination in response to transportation means are international flight availability, flight to the destination places, affordable price, and comfortable transportation.

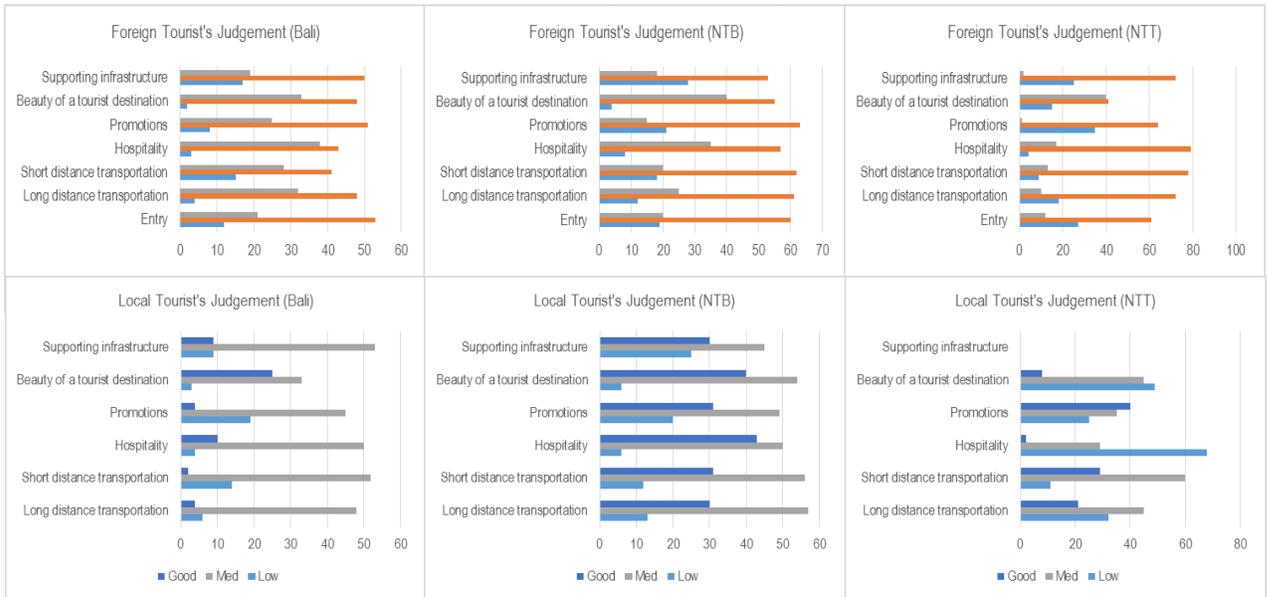
The variables related to transportation are the availability of public transportation, a comfortable trip to the destined places, affordable price, and minimal traffic. In addition, the variables used to understand the basic factors of foreign visitors' respondents in choosing tourism places in relation to hospitality are proper places to stay, conducive surroundings, local people's friendliness, the cleanliness of the destined place, and the security.

In this study the variables used to determine respondent's choice upon promotion factors are the introduction of the tourism destination in their country, tourist information centers, tourism exhibitions, and information about the destined place on the internet. Meanwhile, the variables that is used to identify factors which are considered as the respondents' basis in choosing the tourism place are the perceived interestingness and how popular the place is.

The supporting infrastructure variable covers highway infrastructure, communication networks, internet, and sufficient electricity energy for domestic tourists.

Hospitality, destination, and international access are three of the highest rated factors given by foreign tourists to Bali which illustrates that Bali still has a good image in International society. Meanwhile, domestic tourists believed that the only thing needs to be appreciated is the beauty of the destination. It proves that their desire to visit Bali is mostly because of its natural beauty.

Tourists' Review (processed data)



For West Nusa Tenggara, the two highest rated factors are hospitality and destination. This review is relatively good, especially for the hospitality. It shows that the infrastructure is good and meets the criteria of the visitors and has resulted in a good review from the international society.

Foreign visitors' reviews of East Nusa Tenggara tourism in general lack in quality. Even domestic tourists gave poor review. The only thing that appeals to the visitors is the area's natural beauty. The improvement of infrastructure needs to be done as soon as possible to support the existing tourism places.

Factor Analysis Results

This respondent's analysis is divided into foreign tourists and domestic tourists. This analysis is not applied to East Nusa Tenggara since the majority of the tourists there are local, which makes possible the result of this study is biased. This is because the local tourists have a very minimal income so they do not really have alternatives in choosing tourist destination outside East Nusa Tenggara.

The analysis found that there are seven relevant factors for foreign people visiting Bali and six relevant factors for domestic tourists.

Rank of Importance Bali Domestic/Local Tourists

VARIABLE	AVERAGE	RANK
Hospitality	4.90	1
Transport	4.73	2
Destination	4.37	5
Infrastructure	4.56	4
Entry	4.61	3
Promotion	4.01	7
Accessibility	4.20	6

Rank of Importance Bali Foreign Tourists

VARIABLE	AVERAGE	RANK
Price	5.46	1
Infrastructure & Transport	4.85	4
Hospitality	4.90	3
Flight	4.97	2
Promotion	4.38	6
Transport & Comm	4.42	5

Source: processed data

From the data, hospitality is ranked as the most important factor in comparison to other factors. To support the tranquility in doing the trip, it is not only hospitality needed but also a good means of public transportation, natural beauty, and infrastructure. On the other hand, promotion is not really considered as a main factor for visitors. It is because Bali is already popular both in international and local society.

Having easy access to visit tourist destination which is supported by the availability of public transportation in West Nusa Tenggara is rated the most important variable by the foreign tourists. Meanwhile, in Bali, promotion is not the main factor that influences tourists to come.

Immigration issues happen to be the most important factor by foreign visitors in East Nusa Tenggara. It indicates that visa processing and immigration services are one of the most important factors. It also applies to the infrastructure variable. Those two factors ranked at the most important factors for foreign tourists in comparison to hospitality.

Transportation availability in tourism places needs to be considered more to support the comfort in enjoying the tourism. Meanwhile, promotion ranked higher for East Nusa Tenggara tourism. It indicates that promotion is one of the strongest factors that encourages visitors to come to East Nusa Tenggara.

Price ranked as the most important variable for domestic tourists. Tourist sensitivity upon price is influenced by the different prices given to foreign tourist and to the domestic tourists, and this factor also influences the characteristics of domestic tourists who visit Bali. The availability of the infrastructure and transportation has become one of the most encouraging factors for visitors to visit Bali.

Hospitality and tranquility ranked first as the most important variables rated by domestic tourist who visit West Nusa Tenggara. Transportation and communication networks are also good factors to pay attention to since they will support the development of tourism places themselves.

Result of the AHP Data Analysis

Bali Province

From the analysis, the government believes that Bali province has high potential of cultural tourism that needs to be highlighted more than the marine and mountain tourism. The development and improvement plan should be made on the visa processing, a clear and easy immigration process, good command of communication skills by the officers. Those are needed by the foreign visitors that reach up to 44% from the total of one million tourists visiting Bali each year. On the other hand, the development and improvement plan in the form of transportation means and attempts in making a more beautiful tourism place are equally important to optimize the development of tourism places in Bali.

Marine tourism is in general ranked second to be improved and developed. In other words, transportation means supporting mountain and volcanoes tourism area need more attention than the transportation means for

marine tourism. The data analysis also suggests a hierarchical structure in which development policies address aspects of tourism in Bali :

- a. Hospitality aspects
- b. Supporting facilities
- c. Breathtaking destination
- d. Promotion aspects
- e. Transportation means (short distance)
- f. Arrival to Indonesia (bureaucracy)
- g. Transportation means (long/ far distance)

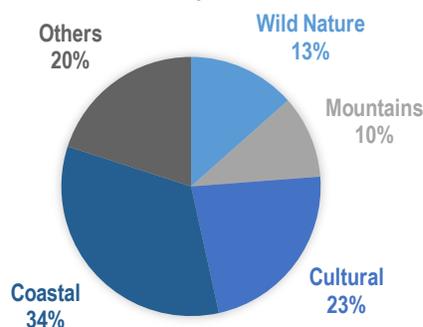
The development of cultural tourism has great benefits in all aspects according to the government, whereas mountain tourism is less preferable in all aspects except for the transportation means. It shows that the government has assured the policy in developing cultural tourism.

West Nusa Tenggara Province

For West Nusa Tenggara tourism, based on expert choices, the data analysis showed that marine tourism is mostly preferred as its main attraction and then followed by cultural tourism and mountain/ lake tourism for the upcoming tourism development.

Hospitality and security are the main priorities chosen by four tourism industries. The four industries are the head of the Ministry of Tourism and Culture of West Nusa Tenggara, a travel agency (Bidy Tour), House of Representatives of West Nusa Tenggara Province (Commission II) and tourism major lecturer (D3/ S1) for the development of tourism places in West Nusa Tenggara. These results can be used as the basis for the government to decide the first step in developing and improving tourism places in this region.

Government's preference in developing the tourism places in West Nusa Tenggara



Source: processed data

East Nusa Tenggara Province

Based on tourists' review, the most attractive tourism destination is marine tourism. Cultural tourism ranked second and was followed by wildlife tourism, especially for Komodo National Park. It shows that both East Nusa and West Nusa have similarities in terms of foreign tourists' preferences and governments' decisions to develop marine tourism.

Holistically, it suggests that marine tourism dominate the government' preferences in developing the tourism places in East Nusa Tenggara. Based on that finding, there is a synchronized point of view between the government and the foreign tourists on where the development in East Nusa Tenggara should be in the future. It is a very ideal and positive situation which will improve tourist destinations.

V. CONCLUSION

From the data collection and data analysis, this study can be concluded that:

1. Balinusra has become the main destination for foreign tourists and most of them want to go back to Balinusra.
2. Most foreign tourists come with their family and friends, and relatively few of them use tour agencies or tourist guides. Tourist guide services are mostly used by domestic tourists, especially in Bali and West Nusa Tenggara.
3. Tourism places in Balinusra use their hospitality, culture, and natural attraction to encourage foreign tourists to visit.
4. Tourists' biggest expenses are for hotels and foods. Souvenir shopping is very popular among domestic tourists; however, the souvenirs in East Nusa Tenggara are not that popular since they are very expensive.
5. The best supporting factors are hospitality and places to stay, while communication network and infrastructure are rated poorly.
6. Another good factor is the destination, while tourism promotion is rated poorly.
7. The main factor that influences foreign tourists to visit Bali and West Nusa Tenggara are the hotels followed by transportation. Whereas, in East Nusa Tenggara, infrastructure and entry have become the main factors in visiting a certain tourism place.
8. The main factors for domestic tourists to visit a certain tourism place are price and tranquility in doing the trip.
9. The government in Bali wants to put cultural tourism as a main priority. It is different from the point of view of the foreign tourists who believe that the beautiful thing about Bali is its natural tourism. In addition, the most important criteria for the tourist development in Bali lie in the hospitality and supporting facilities, which is similar with what the foreign tourists want. The same thing happens in West Nusa Tenggara, where security and hospitality become the main criteria chosen by four entities. Meanwhile, the data analysis that uses expert choice suggests that marine tourism is the main concern in East Nusa Tenggara. Generally, the preference in developing tourism places are more subjected to infrastructure improvement, tranquility, and tourism destination development; however, there are different preferences in developing tourism places at the district and provincial levels.

Suggestions

For all layers of the tourism industry, it is very advisable to consider tourists' satisfaction and trust to all aspects that relate to the tourism world. Some attempts and suggestions that may want to be considered to fulfill tourist expectations are written as follows:

1. Public transportation. It needs to be revitalized as soon as possible. It is important due to the total amount of tourists.
2. High demand from domestic tourists on shopping activities and tourism. In response to that the government needs to set a high standard for the quality of the product.
3. There must be a different strategy in advertising tourism places.
4. The integrated tourism of Balinusra can be prioritized while working on supporting infrastructure for the tourism places.
5. The governments of Bali and Nusa Tenggara can develop the tourism places by building the infrastructure and facilities, which create comfort and security. For instance, a hotel building surrounding a marine tourism site. Whereas, in East Nusa Tenggara, the government can take part in building the infrastructure which would definitely support the tourism development. On the other hand, the coordination between the mayor and the governor can also result in development since the points of view have been synchronized.

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