

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

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INTRODUCTION: Research Background

Bali and Nusa Tenggara (Nusra) 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.

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 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.

This study elaborates further on tourists' needs and then relates this to the current tourism potential.

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.

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.

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.

INTRODUCTION: Literature Review

Factors that Influence People to Visit

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.

Motivations are things that encourage someone to go on a vacation. 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).

This research uses the demand approach and focuses its analysis on primary data. 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:

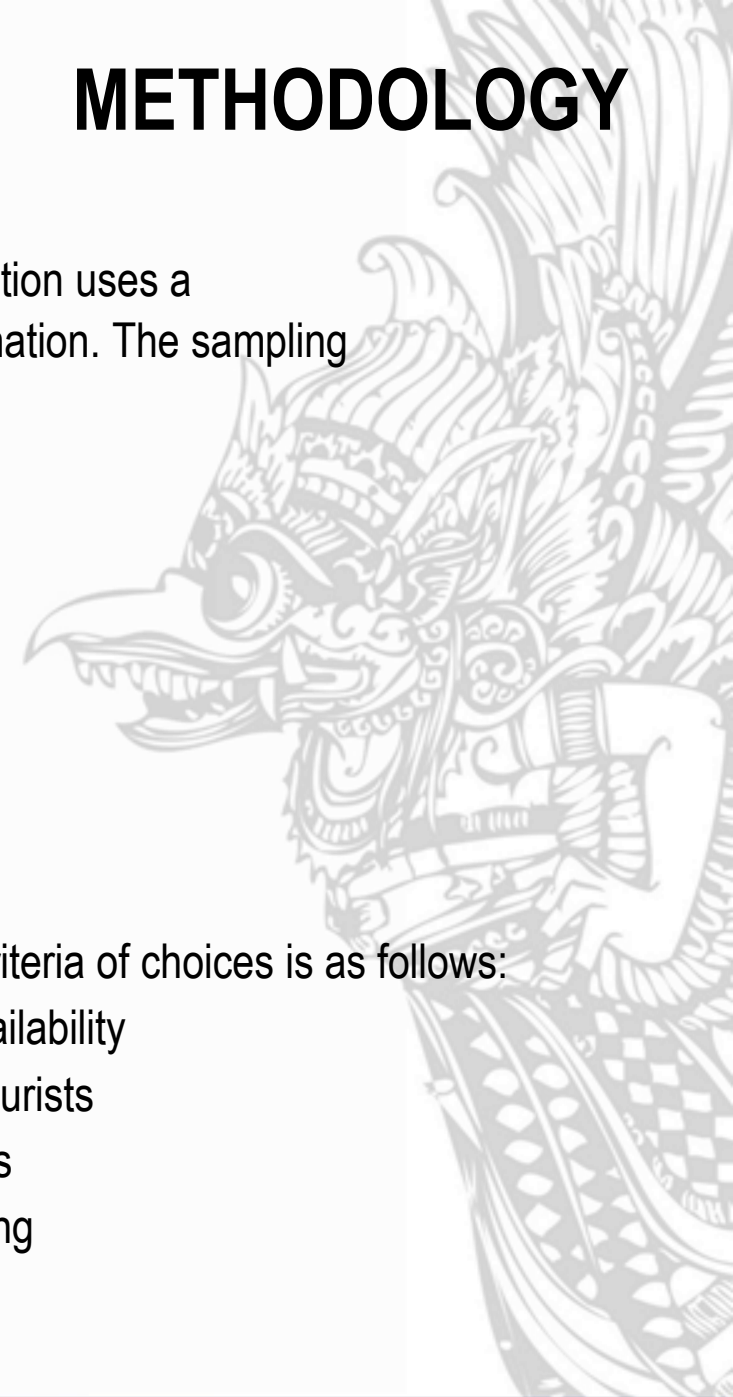
No	Province	Domestic/ Local Tourist	Foreign Tourist	Survey Area
1	Bali	74	235	Kuta dan Ubud
2	NTB	50	100	Bandara Selaparang Mataram, Pantai Senggigi, Gili Trawangan, Kuta Lombok dan Pantai Lakey Dompu.
3	NTT	40	120	Maumere, Labuanbajo, Waingapu, dan Kupang.
	TOTAL	164	435	

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

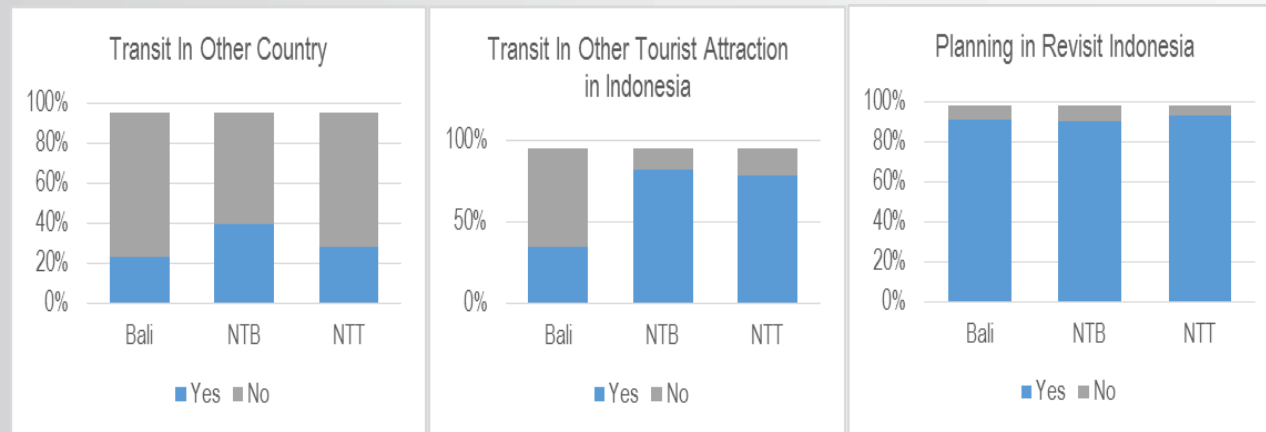
Whereas the basic criteria of choices is as follows:

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

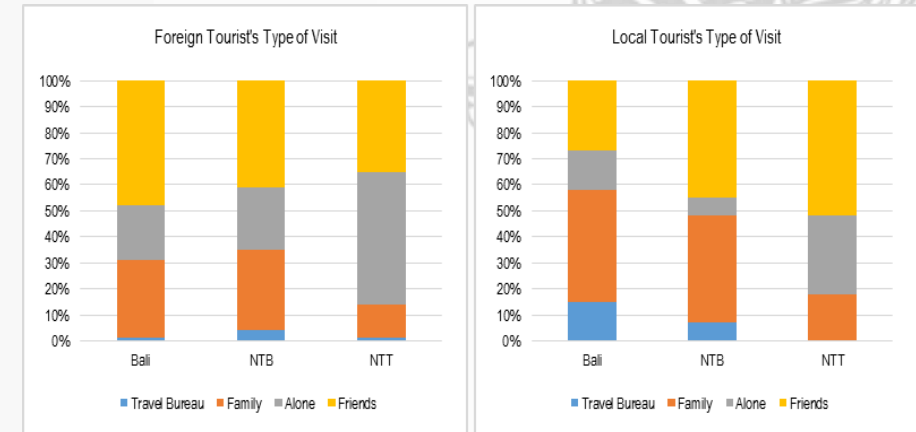


Most foreigners' visits to Balinusra are direct, without visiting other countries first. The exception is West Nusa Tenggara, where 57% of them stated that they stopped in other countries first before visiting West Nusa Tenggara. In addition, West Nusa Tenggara and East Nusa Tenggara's tourists generally visit other places in Indonesia

Foreign Tourist Visits to Balinusra



Types of Visits

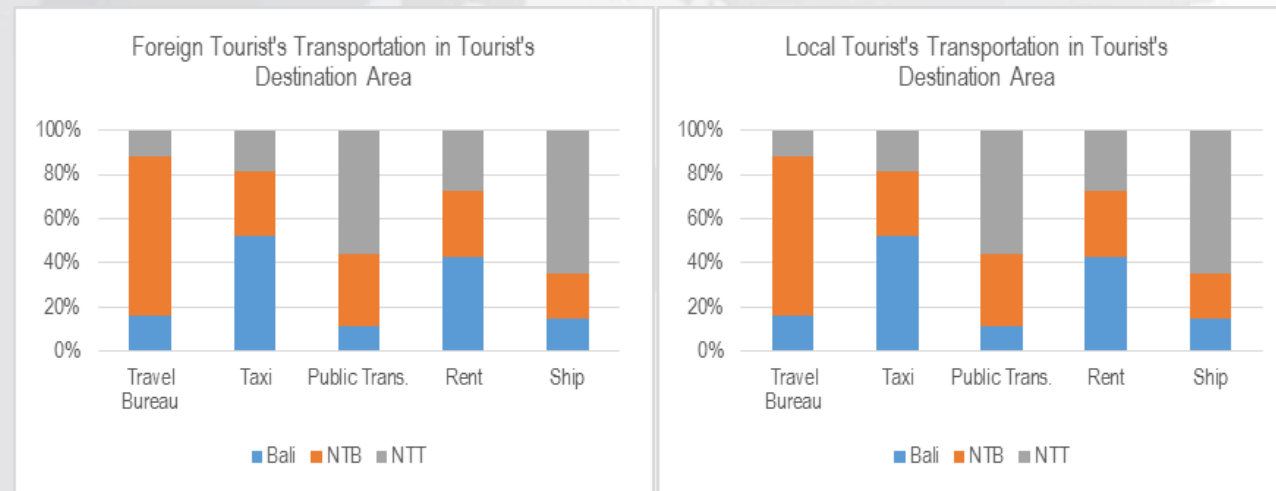


The survey shows that many tourists coming there on their own, whereas domestic tourists came there with their relatives. It is also suggested that travel agents not really be used by foreign tourists, while the services were fairly popular for domestic tourists, except for the visitors of East Nusa Tenggara where the majority of the visitors were local people

Infrastructure and local people's ability in developing the potential of those particular services. This condition will definitely support tourism development in Bali province.

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.

Transportation



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. 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.

Foreign Tourists' Expenses

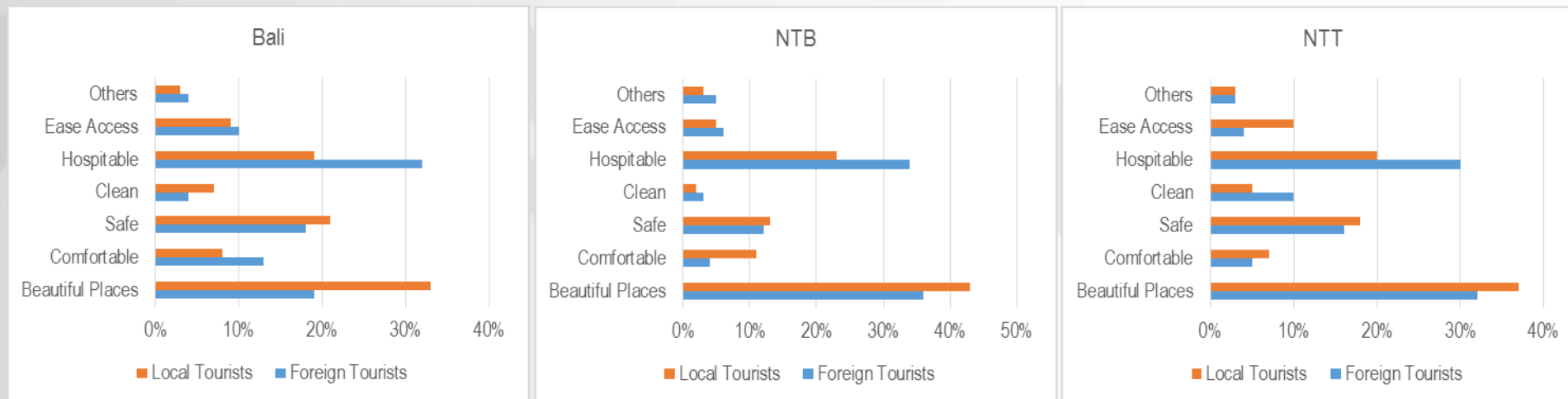
	Hotel	Food & Beverages	Local Transport	Communication	Souvenirs	Entertainments/ attractions	Tourist Guide	Others
Bali	33.39	34.81	7.63	2.65	5.99	6.85	1.04	7.64
NTB	28.78	22.78	10.23	5.59	5.74	7.62	7.59	11.67
NTT	36.55	16.42	9.13	6.51	10.2	9.27	4.66	7.27

Domestic/Local Tourists' Expenses

	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.

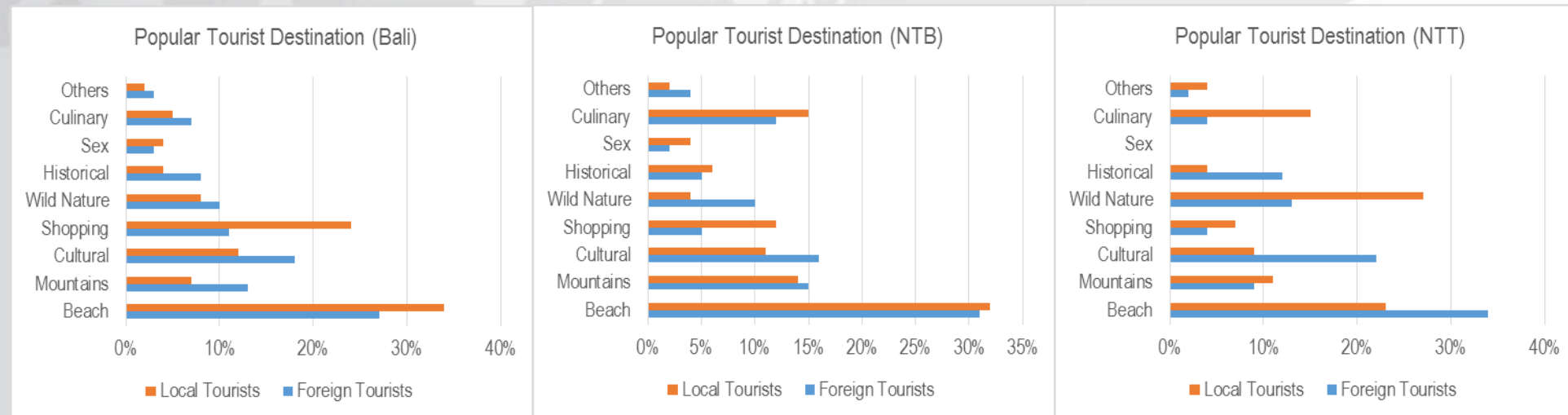


Foreign people believe that West Nusa Tenggara has a beautiful view and friendly local people; however, it is very difficult for them to get there, so attention must be paid to infrastructure development in order to create a better environment for tourism

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

Balinusra's Tourist Preference

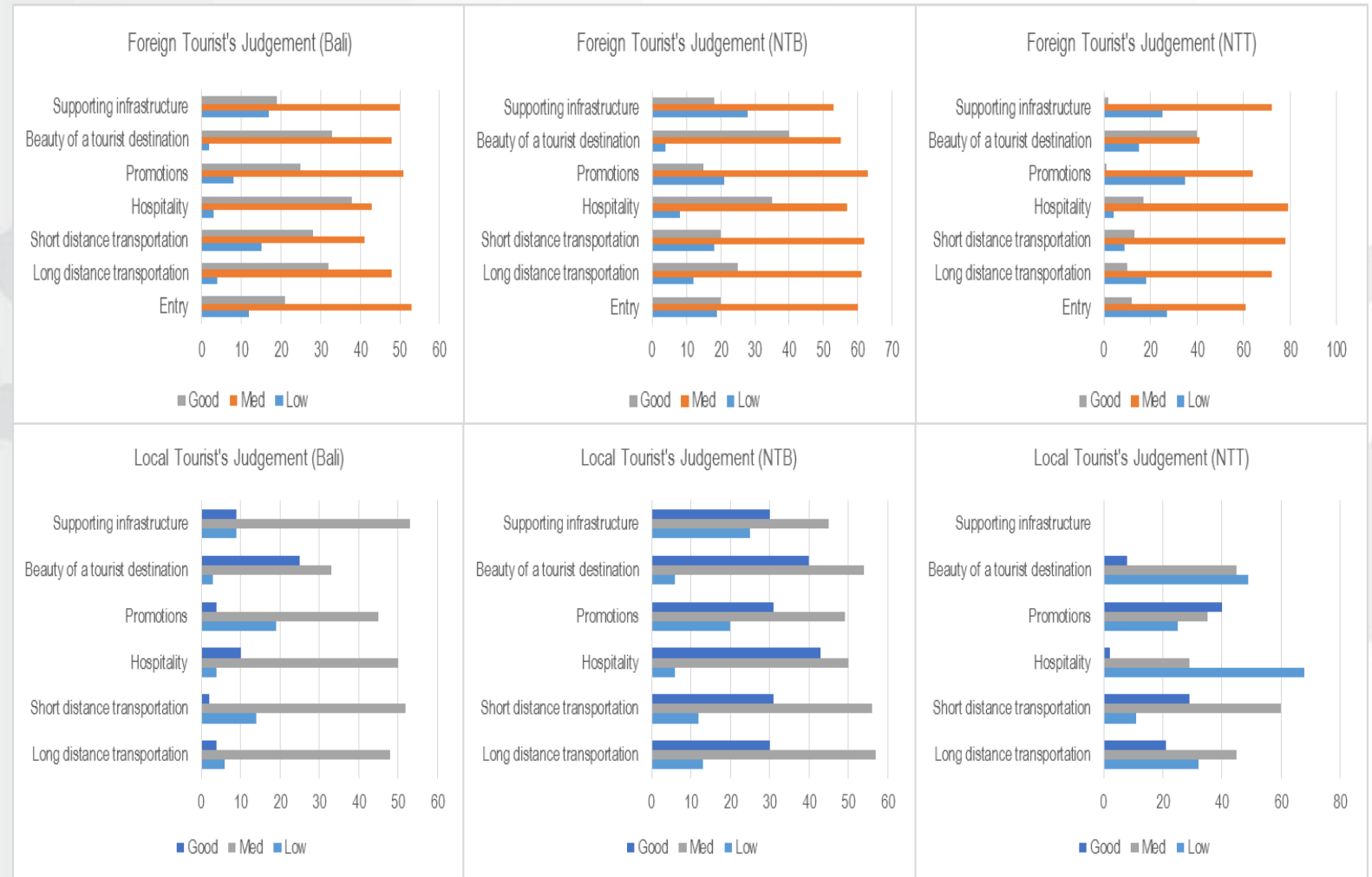
Tourists' preferences towards the destination are important factors that should be understood by the government. It is because through an understanding upon this variable, the government will be able to provide better treatment and know how to develop the destined places preferred by the visitors. It 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.



Foreign Tourists' Review of Tourism Destinations in Balinusra

This section describes factors in influencing the respondents in choosing their destination. The variable that becomes the basis in choosing destination includes entry, transportation, hospitality, promotion, destination places, tourism goals, and supporting facilities.

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.



Factor Analysis Results

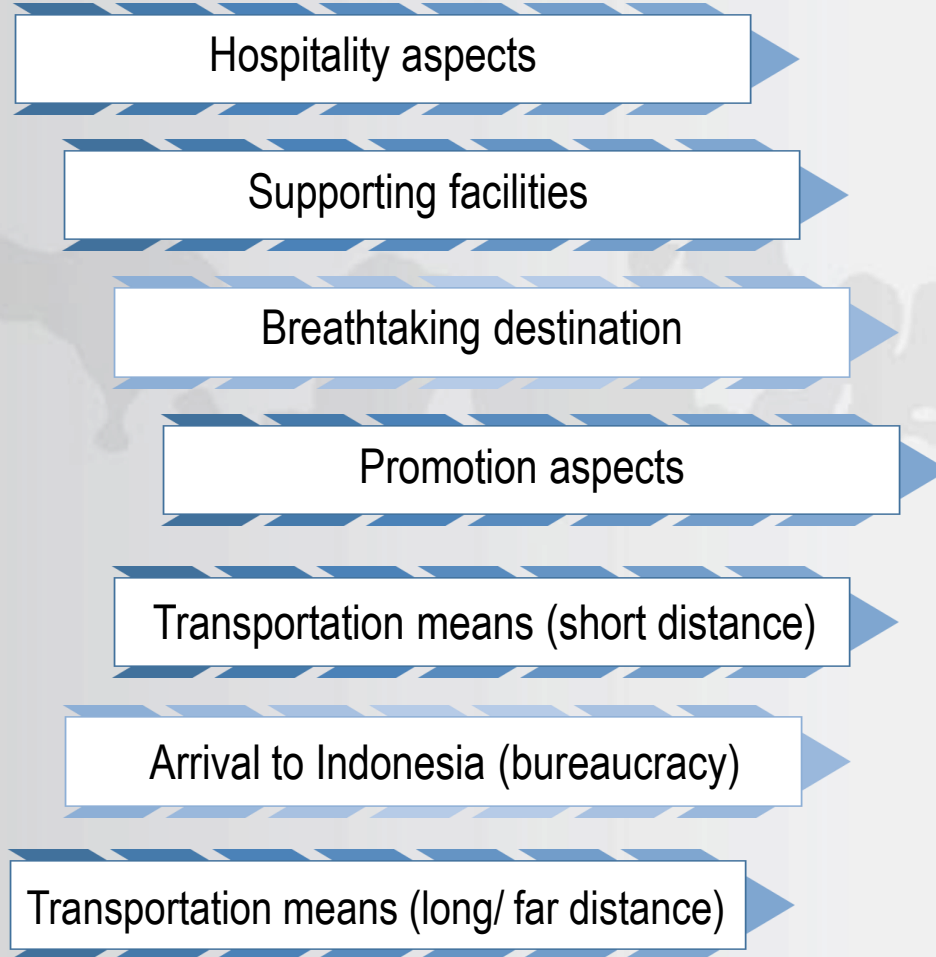
This respondent's analysis is divided into foreign tourists and domestic tourists. This analysis is not applied to East Nusa Tenggara since the majority of the tourists there are local, which makes possible the result of this study is biased. This is because the local tourists have a very minimal income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



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. 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.

Result of the AHP Data Analysis

West Nusa Tenggara Province

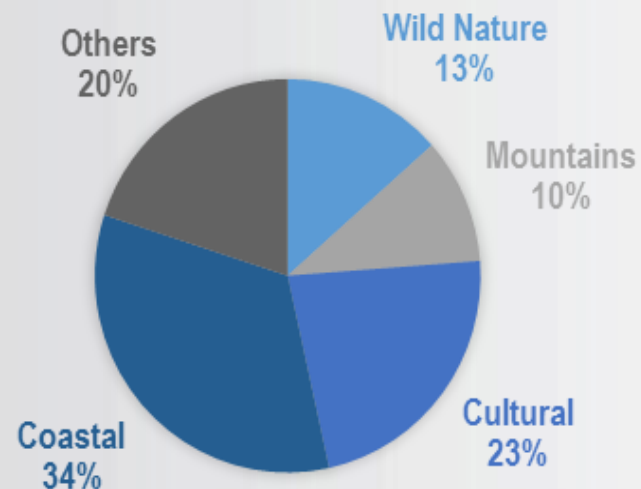
For West Nusa Tenggara tourism, based on expert choices, the data analysis showed that marine tourism is mostly preferred as its main attraction and then followed by cultural tourism and mountain/ lake tourism for the upcoming tourism development. Hospitality and security are the main priorities chosen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

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.

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



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.

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:



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THANK YOU – TERIMA KASIH



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