INTERNATIONAL TOURIST PREFERENCE TRAVELLED TO LABUAN BAJO

[1]Ni Putu Widia Listyorini, [2]Aprisha Firda Lestarien , [3]Bagas Pramasta Putra, [4]Ida Bagus Putra Negarayana
[1-4]Bali Tourism Polytechnic
[1] widialistyorini55@gmail.com , [2] aprisha.lestarien@gmail.com,
[3]bagaspramasta09@gmail.com, [4]negarayana@gmail.com

Abstract
Increasing tourist visits to a tourist attraction must certainly be adjusted to the availability of tourist products. For this reason, tourism stakeholders should know what tourists are interested in or known as tourist preferences. This study aims to determine the preferences of foreign tourists when traveling to Labuan Bajo. The data analysis technique used is quantitative descriptive with conjoint analysis and using Likert scale measuring instruments to measure traveler preferences. Respondents were determined by purposive sampling technique which was 90 foreign tourists. The preferences of foreign tourists in traveling to Labuan Bajo are divided into several preferences, including: attractions that are of interest are natural attractions with a utility value of (0,057), in preference amenities that are more desirable are villas with a utility value of (0,116) in preference activities that are more in demand are water tourism activities with a utility value of (0,081), in accessibility preferences that are more desirable are the presence of social media as access to information with a utility value of (0,087), in preferences accommodation facilities that are more desirable are accommodations with luxurious facilities with a utility value of (0,018) and on souvenir preference tourists are more interested in woven fabrics typical of Labuan Bajo with a utility value of (0,112).

Keywords: *Destination, International Tourist, Labuan Bajo, Tourist Preference*

Introduction

The growth of the tourism sector has promising prospects and contributes greatly to the economic growth of countries in this era of globalization, including Indonesia. The role of tourism can be measured in export earnings, job creation, business development and infrastructure. Tourism potential can be a great opportunity in tourism development so it is necessary to pay attention to improving the quality of service, preserving the tourist environment and preparing facilities and infrastructure for smooth tourism (Soebagyo, 2012). The increase in the number of tourists can be realized if tourists who visit are satisfied with the destination with various things by the manager. Satisfied travelers are more likely to be loyal to repeat their vacations in the future, allowing them to recommend to relatives to vacation in the same place. (Luturlean, et al (2019).

As development increases, more tourist attractions are offered with interesting tourist facilities and activities. They will have more options to decide which tourist attractions to visit. Tourist preferences are the basis for calculating

the wants and needs for tourist facility services that will be received (Koranti et al, 2017). Preferences are part of the decision-making component of an individual (Porteus, 1977), that is, the tendency to choose something that is preferred over others. The study of individual behavior can be used by environmentalists and designers to assess the user's desire for an object to be planned, so that looking at preferences can provide input for forms of participation in the planning process (Porteus, 1977).

Various efforts are made by tourism organizers to match market demand so it is necessary to know data about tourists. The required tourist data includes the demographic characteristics of tourists, namely gender, age, place of origin, occupation (Kusmayadi and Sugiarto, 2000); tourist behavior i.e. type of preferred attraction, desired type of accommodation, time required to stay, affordability (Wardiyanta, 2006); and tourist psychology, namely understanding, perception, behavior, tourist attitudes towards tourist activities, social and economic conditions (Joaquin and Jaume, 2010).

Indonesia with the tourism sector as an economic generating sector certainly has many tourist destinations. As is known, Indonesia has islands that are tourism destinations for foreign tourists. One of the tourist destinations that can attract tourist visits is East Nusa Tenggara Island, especially in West Manggarai Regency. West Manggarai Regency is one of the regencies in East Nusa Tenggara that has amazing tourist destinations that must continue to be preserved and optimized for its potential, transformation is an effort made by the government to optimize all the potential of Labuan Bajo in attracting tourists (setkab.go.id 2021).

Along with this development trend, the government is designing an integrated tourism development scenario for DPSP Labuan Bajo for the next 25 years. The issue of carrying capacity is the main basis for this development to realize sustainable tourism. The Komodo National Park (TNK) area, which is currently the destination of more than 80% of tourists to Labuan Bajo, in future tourism utilization activities will consider the carrying capacity of this area (Nabal, 2021). This transformation is in line with Government Regulation (PP) Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan or Ripparnas 2010-2025. To accelerate this transformation, the government also established the Labuan Bajo Flores Tourism Area Management Authority (BPOLF) through Presidential Decree Number 32 of 2018. This agency was formed so that the management, development, and development of Labuan Bajo and Flores tourism areas are more coordinated, systematic, directed, and integrated (setkab.go.id 2021)

The government also determined Labuan Bajo to be one of the five super priority tourism destinations (DPSP). Before becoming one of the 5 Super Priority Destinations, Labuan Bajo has also proven that the quality of their tourist attractions is indeed worth visiting. (setkab.go.id 2021). This is evidenced by the number of foreign tourist visits to Labuan Bajo. The following is a table of the number of foreign tourist visits to Labuan Bajo.

Table 1: Amount Visit Traveler Overseas to Labuan Bajo in 2018-2022

No	Year	Amount Visit Traveler Overseas
1	2018	121,411
2	2019	168,814
3	2020	13,089
4	2021	3,234
5	2022	91,870

Source: ntt.bpk.go.id; detik.com ;travel.kompas.com;kompas.id

As seen in table 1 in 2018 to 2019 the number of foreign tourist visits increased, but in 2020 of course experienced a drastic decrease due to the Covid-19 pandemic which limited foreign tourist visits. In 2021 and 2022, there can be a very high increase, this can conclude that foreign tourists still have an interest in tourist destinations in Labuan Bajo. This can cause positive preferences for foreign tourists who want to visit Labuan Bajo knowing that the level of tourist visits is increasing (Kompas.id 2023).

With the number of visits expected to continue to increase from year to year, the Labuan Bajo area which is also one of the destinations that become Super Priority Destinations in Indonesia must be able to adapt to all demands of change by hearing criticism and suggestions from various interested parties, especially tourists who have different preferences in choosing tourist objects to visit. Tourist preferences arise from the diversity of tourism products that meet the needs of tourists when traveling. Tourist preferences are the basis for calculating the wants and needs for tourist facility services to be received (Permadi et al, 2018)

In addition, it is said that in Indonesian tourism, Gantini et al. (2012) produced findings that tourist preferences for tourist attractions are influenced by variables of tourist attractions, amenities and accessibility. Kembaren et al. (2014) suggest that in addition to tourist attraction variables, tourist preferences in visiting tourist attractions are influenced by tourist activities, souvenirs, transportation, types of accommodation, accommodation facilities. In contrast to (Agustini et al, 2018) where location, facilities, service quality, price, reputation, promotions and loyalty programs in tourist destinations are factors shaping the preferences of domestic tourists. According to (Assauri ,2014) states that a person's preferences are related to consumer or buyer behavior in the process of choosing products to be purchased, which is contained in the purchase process. The buying process needs to be studied to find out why someone chooses and buys and prefers certain brand products.

Tourist preferences to products and services differ from one tourist to another. Therefore, tourism products in Labuan Bajo must be able to meet the wants and needs of tourists in order to increase tourist satisfaction when visiting. Knowing the wishes of tourists for decisions in choosing tourism destinations is very important for tourism area managers Knowing preferences Foreign tourists in traveling are very helpful in creating tourism destinations that are desired and needed by tourists during a tourist trip to anaesthetic (Permadi et al 2018). Therefore, it is necessary to know what types of tourism products are desired by tourists in order to provide a good image or view of tourism products in Labuan Bajo. With this background, the researcher took the appropriate research title, namely "Preferences of Foreign Tourists in Traveling to Labuan Bajo"

Literature Review

Preferences are described as consumer attitudes towards products and services as an evaluation of a person's cognitive traits, emotional feelings and tendency to act through objects or ideas (Kotler, 2000). While other experts state that attitude is an expression of feelings (inner feeling) that reflects whether a person is happy or unhappy, likes or dislikes, and agrees or disagrees with an object. (Schiffman and Kanuk, 2008) In psychology, preference can be understood as an individual's attitude towards an object, usually reflected in an explicit decision-making process (Lichtenstein and Slovic, 2006). While consumer preference is a consumer attitude towards a choice of product brands that is formed through evaluation of various brands in various available choices (Kotler and Keller, 2009). Meanwhile, according to Frank (2011), preference is the process of ranking all things that can be consumed with the aim of obtaining preference for a product or service.

According to Kotler and Keller (2009), customer preference is consumer attitude towards a particular brand of goods created through an assessment of the various brands offered. While preferences according to Frank (2011) is the act of assessing all goods that can be consumed to develop preferences for a good or service. Kotler and Keller (2007) assert that customers will go through several stages before expressing happiness with a product. Consumer preferences become apparent during the alternative evaluation phase of the decision-making process for making a purchase, where the consumer is presented with a wide selection of products and services. a wide variety of diverse characteristics. Thus, it can be said that preference is a decision.

Yoeti (1996) defines a traveler as a visitor who transits through an area for at least 24 hours with the sole intention of traveling for leisure, recreation, health, study, religion, sports, family visits, conferences, or missions. According to Sugiama (2011), tourists are people or groups who travel for recreation, business, medical treatment, religious purposes, or excursion research. He can be called a tourist because he travels and spends time away from home. A tourist also has other goals and ambitions when traveling, such as resting, doing business, and seeing other places. Setting limits for travelers is very important to do. Tourists can be classified into two kinds or types of tourists Yoeti (1996), namely:

1. A foreign tourist is a person from another country who visits another country on a trip and does not stay there often.
2. Indonesians who travel within the territory of their country are referred to as domestic tourists.

According to Kotler (2010), tourist destinations are locations with forms that have real boundaries or perceived boundaries, either governmental, market-based, or physical boundaries (such as islands). Tourist destinations are places visited by tourists to carry out tourism activities. The term "place" in this context has a broad meaning and can refer to the environment, city, region, province, or the entire nation (Nurdin Hidayah, 2019). Geographical areas that are popular as tourist destinations include those that are not just "administrative areas, where there are tourist attractions (such as beautiful beaches, mountainous environments, and surfing), tourist facilities (such as transportation, information centers, restaurants,

toilets, and tour guides), public facilities (such as security facilities, worship facilities, financial facilities, and health facilities), and accessibility or ease of access to tourist destinations.

Research Methodology

The analytical technique used in this study is the conjoint analysis technique. Conjoint analysis is a mode to determine consumer assessment of a particular product based on the attributes present in the product. The purpose of conjoint analysis is to find out how a person perceives an object consisting of one or many parts. The main result of the conjoint analysis is a form (design) of certain goods/services or objects desired by some respondents (Santoso, 2012). Conjoint analysis attempts to determine the relative importance that customers attribute to important attributes and the usability value associated with the level of each attribute. Respondents were presented with a stimulus consisting of a combination of attribute levels. The conjoint procedure tries to assign a value at the level of each attribute, so that the resulting value or utility attributed to the stimulus matches or is as close as possible to the evaluation given by the respondent (Supranto, 2010). Malhotra (2010) mentions there are several stages in using the conjoint analysis method, which are as follows: 1. Defining the Problem, 2. Building Stimuli, 3. Determining the Form of Data Input, 4. Choosing a Conjoint Analysis Procedure, 5. Interpretation of Results, 6. Assessing Reliability and Validity.

The research underlying the writing of this article is research in the field of tourism that uses quantitative research that exploratory data collection techniques carried out by observation or observation, documentation, questionnaires and literature studies. The data sources used in this study come from primary data sources in the form of information obtained directly and secondary data sources in the form of literature on travel preferences, statistical data on tourist visits to Labuan Bajo, theories and other concepts. Data collection in research using Purposive Sampling, which is a sampling technique with certain considerations that meet predetermined criteria. The number of respondents taken in this study was 90 respondents with the criteria of tourists who came from foreign countries with an age range over 17 years and had visited Labuan Bajo at least once. This study uses six attributes consisting of (1) Tourism Attractions, (2) Tourism Activities, (3) Tourism Amenities, (4) Accommodation Facilities, (5) Tourism Accessibility, and (6) Souvenirs. The statement on the component attributes of tourism products is compiled from the results of variable operationalization carried out on the opinions of experts, while the experts quoted in their opinions, namely Glenn Ross (1998). The instrument used to collect primary data is the distribution of questionnaires using the Likert scale. The results of which will be analyzed by Conjoint data analysis to determine consumer assessment of a particular product based on the attributes present in the product. The purpose of the Conjoint data analysis is to find out how the tourist assessment of an object consisting of one or many parts so that the resulting value on the stimulus matches or is as close as possible to the evaluation given by the tourist. The level of importance of each attribute from results processing conjoint analysis data with using SPSS 25.0 was obtained mark interest whole of each attribute.

Results and Discussion

The characteristics of 90 respondents who have filled out the questionnaire at the Labuan Bajo destination are as follows:
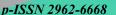
Table 2: Demographic Data Respondents

No	Respondent Identity	Amount (Peoples)	Percentage (%)
1.	**Gender**		
	Men	46	51.1
	Women	44	48.9
	Total	**90**	**100**
2.	**Age (years old)**		
	<17	-	-
	18-25	26	28.9
	26-35	50	55.6
	36-45	14	15.6
	Total	**90**	**100**
3.	**Education Level**		
	Primary Education	31	34.4
	Secondary Education	23	25.6
	Degrees	36	40
	Total	**90**	**100**
4.	**Country**		
	Australia	20	22.2
	United States of America / USA	15	16.7
	English	13	14.4
	Italy	11	12.2
	Dutch	10	11.1
	German	7	7.8
	Finland	2	2.2
	Canada	2	2.2
	Ukraine	2	2.2
	Türkiye	1	1.1
	France	1	1.1
	South Korea	1	1.1
	Great Britain	1	1.1
	Ireland	1	1.1
	Spanish	1	1.1
	Philippines	1	1.1
	Guatemala	1	1.1
	Total	**90**	**100**
5.	**Jobs**		
	Students	9	10
	Private Employees	29	32.2
	Entrepreneur	38	42.2
	Housewives	13	14.4
	Unemployed	1	1.1

		90	100
	Total	90	100
6.	**Money Spend (IDR)**		
	< 500,000	2	2.2
	500,000 – 1,000,000	1	1.1
	1,000,000 – 2,000,000	28	31.1
	> 3,000,000	59	65.6
	Total	90	100

Source: Research Data,2023

Based on table 2, the most respondents are men aged 26-35 years with undergraduate education who come from Australia with the most jobs being entrepreneurs. The expenses they use when traveling < Rp 3,000,000 and they get information about Labuan Bajo through social media. Based on data that has been processed using conjoint analysis, the attribute levels of the resulting tourism products are described in table 3 as follows:

Table 3: Interest Level Attribute Product Tourist

Importance Values	
Attractions Tourist	28,930
Amenities Tourist	21,365
Activity Tour	13,421
Souvenir	13,082
Accessibility Tourist	11,769
Facility Accommodation	11,432

Source: Research , 2023

Based on table 3 it can be seen that the attribute of tourism attractions with a value of 28,930 is the most considered attribute, followed by tourism amenities, tourist activities, souvenirs, tourism accessibility and accommodation facilities being the lowest with a value of 11,432. Tourism attractions are the most considered by foreign tourists traveling to Labuan Bajo. This is because an interesting tourist attraction will affect the interest of visiting tourists. Attractions are the initial capital that must be owned by a tourism destination that can attract tourists to visit, tourist attractions can be developed into tourist attractions where the tourist capital is found (in situ) and outside the original place (ex situ) (Podzharaya & Sochenkova, 2018). After knowing the importance value, it can be seen in Table 4 is the utility value of each stimuli based on conjoint analysis.

Table 4: Level of Importance of Level Utility Values Each Attribute Product Tourist

Utilities			
Attribute	Levels	Utility Estimates	std. Error
Attractions Tourist	Artificial	024	042
	Natural	057	.050
	Culture	-.081	.050

Activity Tour	Water Tourism	080	032
	Tracking	-.080	032
Amenities Tourist	Hotel	-.094	042
	Homestays	-.012	.050
	Villas	.106	.050
Facility Accommodation	Luxurious	.018	032
	Standard	-.018	032
Accessibility Tourist	Nice Walk	-.087	032
	There is Social Media	087	032
Souvenir	Special Food	-.112	032
	Typical Woven Fabric	.112	032
(Constant)		3,793	.000

Source : Research , 2023

Based on table 4 known the utility value of each attribute and attribute level, it can be seen that foreign tourists when traveling to Labuan Bajo prefer a combination of natural tourism attribute levels with utility values of (0.057) then water activity utility value of (0.081), prefer villas utility value of (0.116), with luxurious facilities utility value of (0.018), There is social media as access to information on the utility value of (0.087) and typical woven fabrics as souvenirs of the utility value of (0.112).

Conclusions

Based on the results of the study, it can be concluded that tourist attractions are considered the most important attribute when traveling to Labuan Bajo by foreign tourists. So that this is the first consideration when deciding to do tourist activities to Labuan Bajo. Furthermore, the order of importance of attributes is sorted as follows: tourism attractions, tourist activities, tourism amenities, accommodation facilities, tourism accessibility and souvenirs. And then the one that is considered the least important or calculated last is souvenirs. Thus, the preferences of foreign tourists lead to tourist attractions when traveling in Labuan Bajo. In depth from each attribute, the preferences of foreign tourists when traveling to Labuan Bajo are produced in the attributes of tourist attractions, people prefer water tourism attractions over natural scenery and cultural tourism. People also prefer or pay great attention to villas within the scope of accommodation as part of the attributes of tourist amenities. On the accessibility attribute, tourists attach importance to the presence of social media. From the attributes of tourist activities, tourists are more concerned with water activities. From the souvenir attributes, foreign tourists prefer woven fabrics.
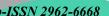
Acknowledgments

can provide benefits for the development of Labuan Bajo destinations. This article is written by the author in a very serious way. If there is a confusing word or the data displayed does not match the facts, the author apologizes to the pass-through. The data displayed in this article is the sole responsibility of the author.

References

A, Yoeti , Oka. (1996). Introduction Knowledge Tourism . Space , Bandung.

Ardin , A. (n.d.). *trend Visit Traveler To Labuan Bajo in 2022, Domestic Highest* . detikbali . Retrieved April 15, 2023, from https://www.detik.com/bali/berita/d-6451908/tren-kunjungan-wisatawan-ke-labuan-bajo-di-2022-domestik-tertinggi

How many Amount Traveler To Labuan Bajo?: Databox . Indonesian Economic and Business Data Center. (n.d.). Retrieved April 12, 2023, from https://databoks.katadata.co.id/datapublish/2020/01/21/berapa-nomor-wisatawan-ke-labuan-bajo

D. Ayu, PP Krisnadevi , I. Nyoman Sudiarta , and IK Suwena , "PREFERENCES AND PERCEPTIONS FOR FOREIGN TOURISTS TO NUSA PENIDA, KLUNGKUNG".

Frank, Robert H. (2011). Microeconomics and Behavior. Eighth edition, Mc. Graw . Hill International Edition.

Hidayah , Nurdin . 2019. Destination Marketing Tourism . Bandung: Alphabet .

J. Social Economy and Humanities , L. Adi Permadi , S. Darwini , W. Retnowati , S. Wahyulina , and K. Kunci Abstract Persepsi , "PERCEPTIONS AND PREFERENCES OF MUSLIM TOURISTS FOR HALAL TOURISM FACILITIES AND INFRASTRUCTURE IN LOMBOK (CASE STUDY OF MANDALIKA SPECIAL ECONOMIC ZONE)," vol. 4, p . 2461–0720, 2018.

Joaqui and Jaume . (2010). Tourist Satisfaction and Dissatisfaction. Annalys of Tourism Research, 37(1), 52 – 73.

K. Koranti and S. Lestiyono , "ANALYSIS OF TOURIST PREFERENCES FOR FACILITIES IN KOPENG TOURISM PARK," 2017.

KR Artha Wijaya, HK Liesteandre , and IGG Saputra, "DOMESTIC TOURIST PREFERENCES IN CHOOSING GASTRONOMIC TOURISM PRODUCTS IN KUTA BALI," *Journal Indonesian Gastronomy* , vol. 9, no. 2, p . 79–85, Dec 2021, doi : 10.52352/ jgi.v 9i2.658.

Kotler, Philip & Keller, L. Kevin. (2007). Management Marketing . Issue 12, Volume 1 and 2. Jakarta: Pearson Education, Inc.

Kotler, Philip. 2000. Management Marketing . Jakarta: Prehalindo

Kotler, Philip. 2010. Management Marketing . Edition three twelve Indonesian . Volumes 1 and 2. Jakarta : Erlangga .

Kurniati , P. (2022, December 7). *Visit Traveler Down to Labuan Bajo Towards the end of 2022 , here The trigger is Page all* . KOMPAS.com. Retrieved April 15, 2023, from https://regional.kompas.com/read/2022/12/07/184055078/kunjungan-wisatawan-ke-labuan-bajo-menurun-jelang-akhir-tahun-2022-ini?page = all
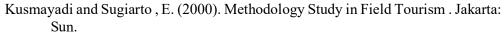
Kusmayadi and Sugiarto , E. (2000). Methodology Study in Field Tourism . Jakarta: Sun.

Lichtenstein, S., & Slovic , P. (Eds.) (2006). The Construction of Preference. New York, NY: Cambridge University Press.

luturlean . Bachruddin Saleh., et al (2019) Business Strategy Tourist Print 1- Humanities Bandung, 2019

Malhotra, NK (2010). Marketing Research An Applied Orientation (6th Edition ed.). Pearsons.

Nabal , A. (n.d.). *Develop Tourist Culture in Labuan Bajo* . detiknews . Retrieved April 12, 2023, from https://news.detik.com/kolom/d-6457055/membangkan-pariwisata-budaya-di-labuan-bajo

P. Devi Rosalina, L. Eka Susanti , and and Made Widya Paramitha , "INSANTARA MILLENNIAL TOURIST PREFERENCES IN THE SELFIE TOURIST ATTRACTION IN BALI," *December* , vol. 10, no. 1, p . 1–9, 2019, doi : 10.22334/ jihm.v 10i1.

Porteus, JD (1997). Environment and Behavior. Planning and Everyday Urban Life. Boston: Addison-Wesley.

Prasiasa, Dewa Putu Oka. 2013. Destinations Tourist Community Based. Jakarta: Salemba Medic

S. Linta, A. Mhm, and A. Sumarsono, "STUDY OF WEDDING PERCEPTIONS AND PREFERENCES FOR PEDESTRIAN LANES IN PASAR GEDE AREA, SURAKARTA CITY," 2017.

Santoso, Singgih. 2012. Complete Guide to SPSS Version 20. Jakarta: PT Elex Media

Schiffman and Kanuk. 2008. Behavior consumer. 7th edition. Index, Jakarta.

Schiffman, Leon and Leslie Lazar Kanuk. 2008. Behavior Consumers, Ed. 7th. Jakarta: PT Index.

Soebagyo. (2012). Development Strategy Tourism in Indonesia. Journal of Liquidity, 1(2).

Sugiama, AGima. 2011. Ecotourism: Development Tourist based conservation nature. Bandung: Guardaya Intimart

Supranto J, Sampling Techniques for Surveys and Experiments. Edition 4. Jakarta: Publisher Rineka Copyright; 2007

Seven Instruction President and Transformation of Labuan Bajo as Destinations ... (nd). Retrieved April 15, 2023, from https://setkab.go.id/seven-arahan-presiden-dan-transformation-labuan-bajo-As-destination-pariwisata-super-prioritas/

Wardiyanta. (2006). Method Study Tourism. Yogyakarta: Andi.