

CHARACTERISTICS AND VISITING MOTIVES ANALYSIS OF DOMESTIC TOURISTS TO TOURISM DESTINATIONS OF PROVINCE LAMPUNG

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ABSTRACT

Lampung province also one of provinces that put the tourism sector as a development priority. It can be seen from the development priorities of Lampung Province in 2015-2020, one of them is *"Developing the tourism industry and creative economy and also to improve the competitiveness of cooperatives and SMEs"*. The result is the trend number of tourists visiting and spending for the area of Lampung Province has increased from year to year. The Condition of the number of tourists rising to Lampung Province is due to several factors besides influenced by national stability, it is also influenced by expanded marketing and focused initiative programs with the right approach mechanism. These proves that Lampung tourism stakeholders should not be solely dependent on the availability of tourism object, holistic tourism marketing needed to be able to develop *"the prestige and the value "* a tourism destinations. Characteristics and visiting motives analysis of domestic tourists to tourism destinations is the basis for the development of marketing strategy. If Lampung tourism stakeholders can continuously perform these activities, it will certainly have an impact on the crafting of marketing strategies that can fullfil the needs and desires of tourists who has become customers so that not only increase the number of tourist, but also can improve the satisfaction of tourists who visit and will become loyal.

Key Words : tourist characteristics, tourism visiting motives, Lampung Tourism Destinations

1. INTRODUCTORY

Lampung province also one of provinces that put the tourism sector as a development priority. It can be seen from the development priorities of Lampung Province in 2015-2020, one of them is *"Developing the tourism industry and creative economy and also to improve the competitiveness of cooperatives and SMEs"*. From these priorities can be seen that Lampung province comprehensively have a initiatives to promote the tourism, not only in terms of tourism destinations - natural and artificial, but including the development of supporting industries of tourism (hotel, traditional markets, infra and substructure) and creative products industry which is inseperable from tourism.

In 2013 the number of tourism destination in Lampung province that have registered were 464 tourism destination consisting of the natural destination, the public amusement or cultural tourism in the various districts / cities in Lampung Province. The leading featured tourism destinations in Lampung Province are: Krakatoa and its surrounding mountain range, Way Kambas, Siger Tower, Teluk Kiluan Ecotourism, Tanjung Setia Maritime Ecotourism and various others supporting tourism destination that considerable potential.

Based on data obtained from BPS, is the trend number of tourists visiting and spending for the area of Lampung

Province has increased from year to year. This condition can be presented in Table 1 below:

Table 1. Visiting data of domestics and international tourist with their spending 2009-2013

Domestics Tourist

Year	Total		Average length of stays (days)	Average Total Spending/Person (Rp)		Total Spending	
	Domestics Tourist	+ / -		Per-days	Per-visit	Totals (Rp)	+ / -
2009	339,457	6.59	1.6	400,000	640,000	217,252,480,000	10.07
2010	393,180	15.83	1.49	425,480	633,965.20	249,262,437,336	14.73
2011	534,754	36.01	1.52	452,580	687,921.60	367,868,827,286	47.58
2012	562,535	5.2	1.47	481,409	707,671.23	398,089,835,368	8.22
2013	810,960	44.16	1.57	512,075	803,957.75	651,977,576,940	63.78

International Tourist

Year	Total		Average length of stays (days)	Average Total Spending/Person (USD)		Total Spending	
	International Tourist	+ / -		Per-days	Per-visit	Totals (USD)	+ / -
2009	2,828	0	4.2	83	350	988,810	(6.29)
2010	2,227	-21.25	3.75	90	339.30	755,621	-23.58
2011	5,337	139.65	3.89	93.19	362.51	1,934,711	156.04
2012	15,358	187.76	4.09	94	386.42	5,934,688	206.75
2013	17,385	13.2	5.5	90	495.00	8,605,575	45

Source: Lampung Tourism Department, 2014

The Condition of the number of tourists rising to Lampung Province is due to several factors besides influenced by national stability, it is also influenced by expanded

marketing and focused initiative programs with the right approach mechanism, and also due to the increasing number of objects and tourist attraction that can lure and

increase interest and provide convenience for tourists. Lampung government itself through the Strategic Plan / Regional Tourism Strategic Plan (source: Lampung tourism strategic plan 2010-2014) had a wide variety of tourism promotional programs such as participation in tourism fairs at local and foreign, implementation and promotion of the Krakatoa Festivals, Famtrips, local and foreign travel exchange, the participation of tourism events districts / cities, drafting and formulation of tourism promotional materials up to support the provision of facilities / infrastructure promotion and various other promotional activities. The implication based on previous facts are Lampung tourism stakeholders should not be solely dependent on the availability of tourism object, holistic tourism marketing needed to be able to develop "the prestige and the value " a tourism destinations to meet the expectations of tourists and create satisfaction for them.

Tourism marketing strategy must be integrated (Products, Services, Channels, Communications, Strategy Price), relationships priority (customer, channel and partner), strengthen the internal (Department of marketing-related & Ministry Other connected) and based on performance measurable (revenues, equity and brand image, ethical, environmental, legal, community). To be able to process the holistic marketing strategy requires various tourism stakeholders to advance memaham consumers. To be able to process the holistic marketing strategy various tourism stakeholders need to understand their customers. They should familiarize themselves with the tourists way of thinking with the factors that motivated them with the environment in which they live. In any marketing strategy development process, including tourism marketing, initially started with the making of tourism market analysis. This analysis includes the analysis of the perceptions and preferences of tourists. In general, potential tourists wanting a particular tourism product. Sociodemographic and psychographic have a very big role in choosing the kinds of products and tourism destinations. Starting from this data, why and how the marketing

programs should be done, so we can say if we are able to understand tourism consumer, the creating of tourism marketing strategy much more easier to do. These facts needs to be recognized by the tourism stakeholders in Lampung, so that will be able to increase not only the number of visitors but also their satisfaction and the increasing of their return visit in the future.

In-depth analysis can also be performed in Table 1 where it can be seen that the tourists who visit the province of Lampung is dominated by domestic tourists. The domestic tourists visiting for different reasons. Most of them for business, vacation, shopping, sports and also visiting friends or family. And of course at the time of their visit, they will make travel shopping expenditures, which in 2013 reached more than Rp. 651 billion - which is a very large number for region own source revenue. Segment domestic tourist market archipelago play an important role in addition to helping to contribute revenue to the province of Lampung, they can also act as an agent promotion reliable spreading excellence of destinations travel in Lampung province if they are satisfied with the services and tourism products Lampung. The domestic tourist market segment plays an important role in addition to helping to contribute revenue to the province of Lampung. They can also act as reliable promotion agent for spreading excellence of tourism destinations in Lampung province if they are satisfied with the services and tourism products of Lampung.

Based on those background story, we interested in conducting a study related to tourism in Lampung province, in particular how the characteristics of the tourists that pay visit to tourism destinations in Lampung Province. Furthermore we also interested about tourist motives and purpose to travel to Lampung Province, because basically every tourist has a unique point of view to perceives tourism attributes to meet their expectations. For example: many tourists if they want to do cultural tours will go to Yogyakarta or Bali. They will not go to Jakarta or Bandung where the two places are likely to be

perceived as a shopping and fashion tourism. By understanding these factors, will be able to help the stakeholders of tourism marketing in Lampung Province to analyze consumer behavior related to tourism attributes that are considered important, perceptions and satisfaction ratings of domestic tourists.

2. THEORETICAL FRAMEWORK

Tourism Definition

Middleton, Fyall & Morgan (2009) defined tourism as Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. In line with Middleton & Clarke, Hunziker & Krapf in Nirwanda, Sapta (2014), defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity

More specific explanation given by Goeldner & Ritchie (2012), that defined tourism as a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, that serve the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation centered economic area of contiguous states or nations. Goeldner & Ritchie (2012) also includes several other activities such as conventions, business conferences, or some of the activities of the business or professional activities, as well as those who took a study tour and scientific research (MICE = Meetings, Incentives, Conference, and event).

Whereas if we refer to the -UU No.10 of 2009 on tourism there are several definitions that were made to clarify the coverage in the world of tourism. First Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, government and local government. Then, tourism is all activities related to tourism and multidimensional and multi-discipline emerging as a manifestation of the needs of each person and the country as well as the interaction between tourists and the local community, fellow travelers, governments, local authorities and employers. While the tourism industry is a collection of tourism businesses are interlinked in order to produce goods and / or services to meet the needs of travelers in tourism operation (Nirwandar, Sapta, 2014).

2.1 Consumer Behaviour In Tourism Marketing

Consumer behavior is the study of how individuals, groups and organizations select, purchase, use and how goods, services, ideas, or experiences to satisfy their needs and desires. In this case the consumer buying behavior is influenced by cultural factors, social and personal especially cultural factors influence the most extensive and deeper (Kotler, 2009). Furthermore according to Hasan, Ali (2015) Tourism marketing seeks to match the culture and tourism into one collaborative value (shared value), the tolerance value of the local culture by tourists in the construction value of the actual tourism which is getting stronger. Territory-based tourism continues to grow in number specific destinations popular or popular rising or hidden but quietly popular in tune with the development of the number of tourists with the diversity of tastes and consumption patterns of the product. The diversity of age and gender, the distance between tourist place and tourism destination, and also income level, greatly affect the selected destination

In the consumer behavior we must also understand the decision making process of consumers, which is one the

scope of consumer behavior studies. Middleton, Fyall & Morgan (2009) provides a model of tourism consumer decision-making process –3 processes stimuli and response

model to facilitate tourism business players to make marketing strategy in order to meet the needs and expectations of tourism consumers.

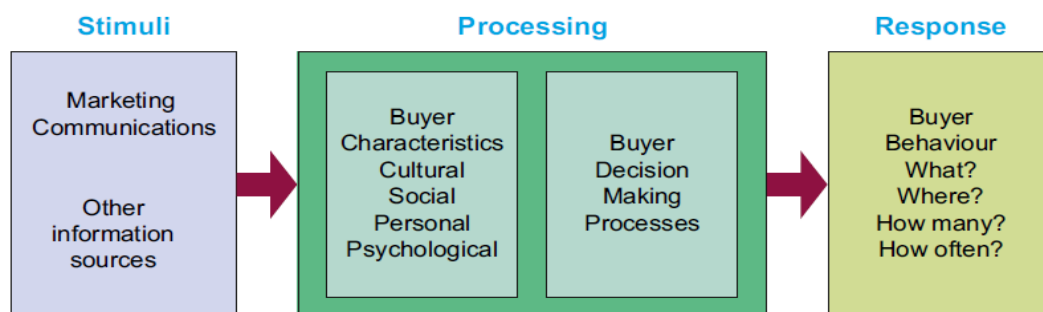


Figure 1. A stimulus response model of buyer behaviour

The stimulus–response model has three main components – stimulus, processing and response. In the centre, the buyer, the potential tourist, receives stimuli from the external environment. From this he absorbs information and forms an image of the products (e.g. destinations) available. Some of this is the result of marketing communications from organizations but much is formed over time through conversations with friends, or from the media through news reports, travel features or films. This information is processed by the buyer in ways influenced by social, personal and psychological factors, as a result of which a decision is made. The response in the right hand box is a particular set of choices, including which type of product, what brand, what price, at what time and through what distribution outlet (Middleton, Fyall & Morgan, 2009).

3. OBJECTIVES AND BENEFITS

In this study, there are two main objectives to be achieved by the researchers, is as follows:

1. To analyze the characteristics of domestic tourists who visit the tourism destinations of Lampung Province

2. To analyze the motives and purpose of domestic tourist visits to tourism destinations of Lampung Province.

With these two objectives, this study are expected to be useful where we can make the availability of information for tourism stakeholders about the characteristics of tourists who come to visit the province of Lampung in general, all together with their motives and purpose to visit. Both of these factors can be used as the basis for the development of appropriate marketing strategy in line with consumer behavior in the tourism area and to determine the perceived value of domestic tourists towards tourism destination in Lampung Province.

4. RESEARCH METHOD

This research is a descriptive study using survey methods. This study uses primary data gathered from respondents' answers to the questionnaire responses through a survey distributed to several tourism destinations in Lampung Province. The population in this study is the Indonesian domestic tourists who travel to tourism destinations in Lampung Province totaling 810.960 tourists (BPS Lampung, 2013). The sampling method used is nonprobability sampling with purposive sampling technique in which the sample criteria are domestic tourists

who have already take a visit to Lampung Province and they must be from outer Lampung Province and by using slovin formula , we found the number of samples were 100 samples.

5. RESULTS AND DISCUSSION

5.1. Tourists characteristics based on The Age Groups

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on the age groups are as follows:

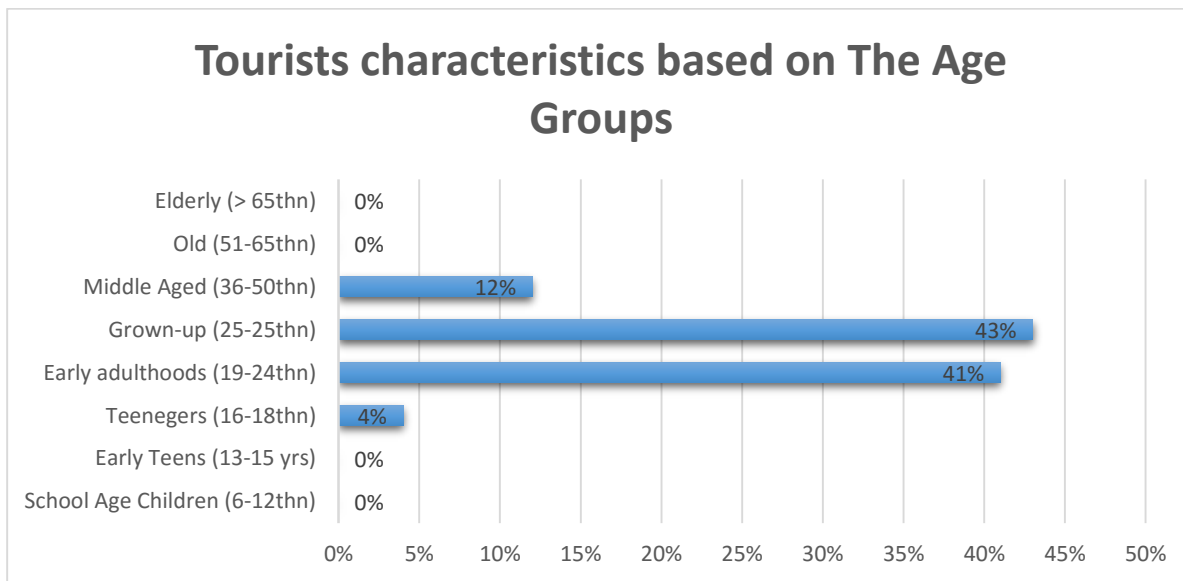


Figure 2. Tourists characteristics based on The Age Groups

From Figure 2 tourists age groups is divided into eight segments ranging from school-age children (6-12 years old) to Elderly (> 65thn). Segment the largest age group of tourists who visit to tourism destination of Lampung Province successively are Grown-up(25-35 yrs), Early Adulthoods (19-24 yrs) and middle aged (36-50 years). So it can be concluded that the tourist destinations in the province of Lampung much to attract tourists aged from

19-50. The implication is a marketing strategy that will be created should be customized to the preferences of consumers of this age segment.

5.2. Tourists characteristics based on their origin

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on their origin are as follows:

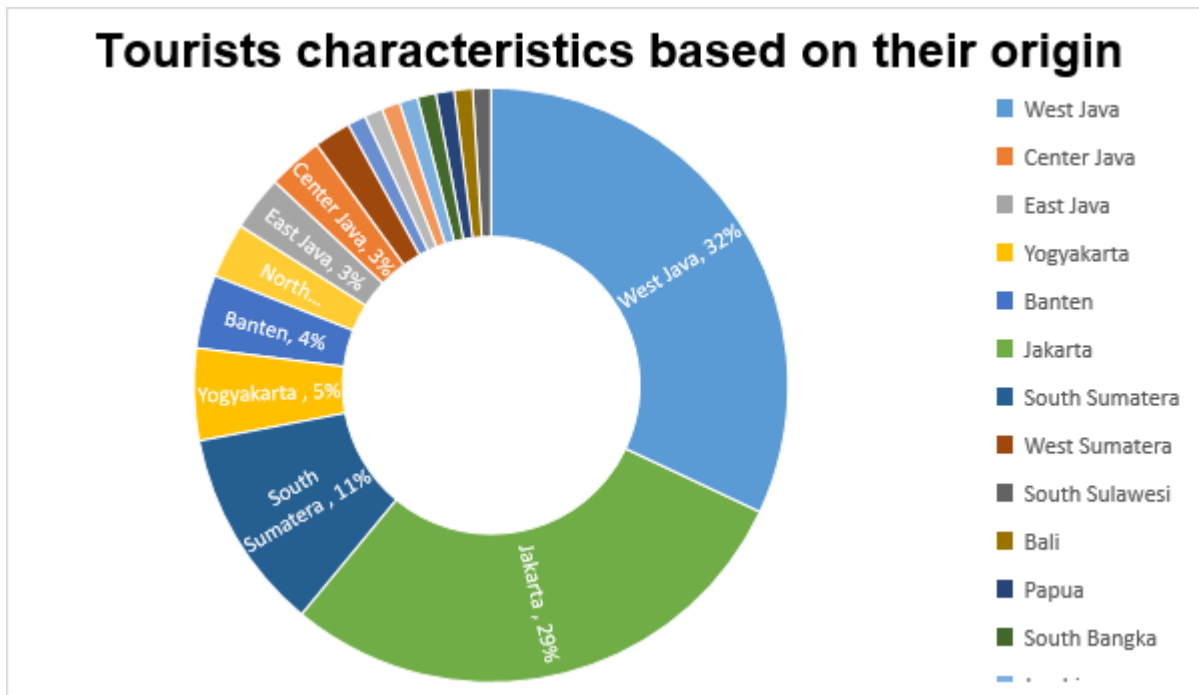


Figure 3. Tourists characteristics based on their origin

Based on Figure 3 can be seen, the domestic tourists who visited the tourism destination of Lampung Province originating from various regions. However, the greatest proportion of tourists in a row came from West Java (32%), Jakarta (29%) and South Sumatra (11%), while the other areas the proportion is not very significant. All three have the same characteristics, that is close to the province of Lampung. The Implicataion are that marketing initiatives, especially the promotion can be focused into these three regions, since in addition to the people of the three regions is more familiar with the tourism destinations

of Lampung because it was close, also Lampung Tourism Stakeholders can implement a strategy of organic growth, that is to serve nearby markets first and move to outer rim of the market region.

5.3. Tourists characteristics based on relationship status

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on their relation status are as follows:

Tourists characteristics based on relationship status

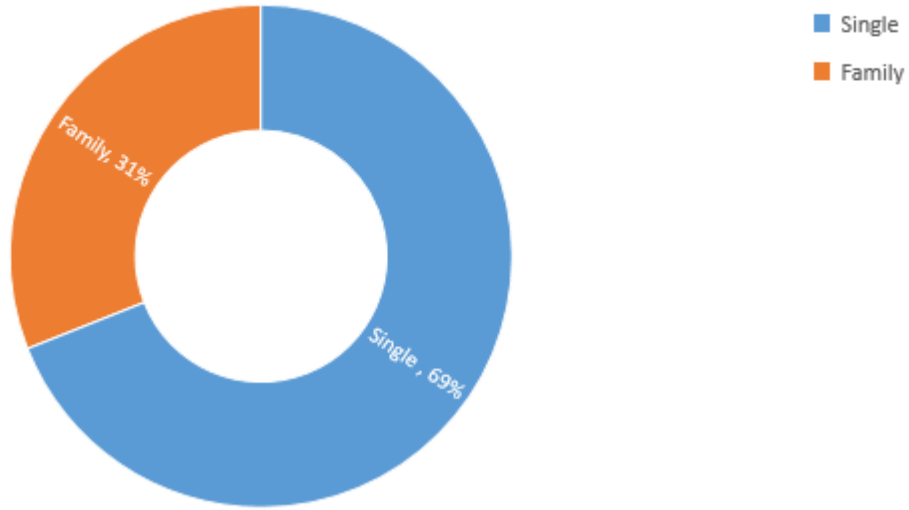


Figure 4. Tourists characteristics based on relationship status

Figure 4 provides information that most of the tourists who visited the province of Lampung is the single segment with a proportion of 69%, and while the family segment has a proportion of 31%. This information can not stand alone, but need to be analyzed with other information.

5.4. Tourists characteristics based on gender

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on their gender are as follows:

Tourists characteristics based on gender

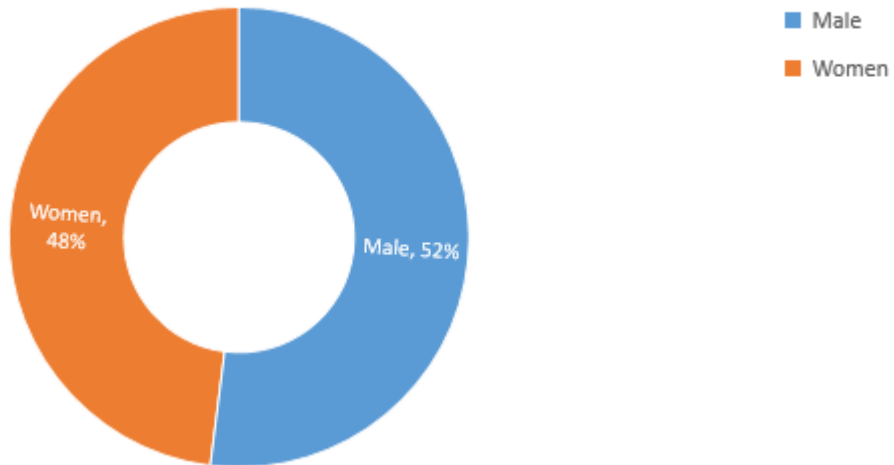


Figure 5. Tourists characteristics based on gender

Figure 5 provides information that most of the tourists who visited the province of Lampung is a male with a proportion of 52% and the proportion of women had percentage of 48%. So the number of women and men is

almost equal with the amount of difference was not significant.

5.5. Tourists characteristics based on Education Level

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung

province based on education level are as follows:

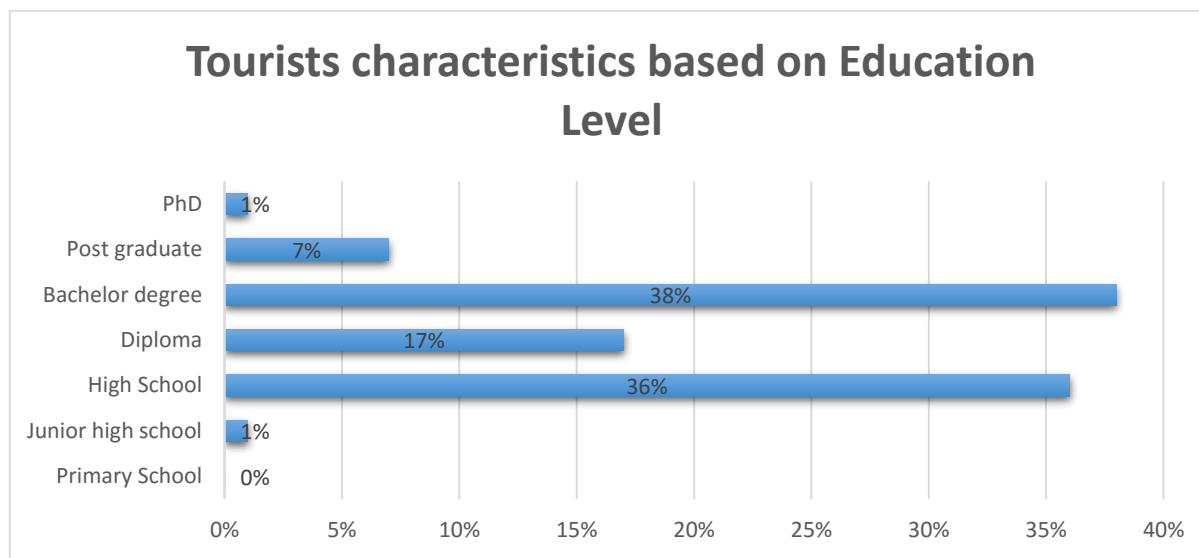


Figure 6. Tourists characteristics based on Education Level

From Figure 6 it can be concluded that the domestic tourists who visit have a high level of education where education level respectively are: Bachelor Degree (38%) - means already at work, high school (36%) - could be that they are students, and Diploma (17%) - is probably already working. Because they has an average higher education, tourism stakeholder need reconsideration when creating a marketing campaign to use the method of high

involvement, because consumers with these characteristics tend to have a rational thought, especially the selection of tourism products tend to have a high risk properties.

5.6. Tourists characteristics based on occupation

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on occupation are as follows:

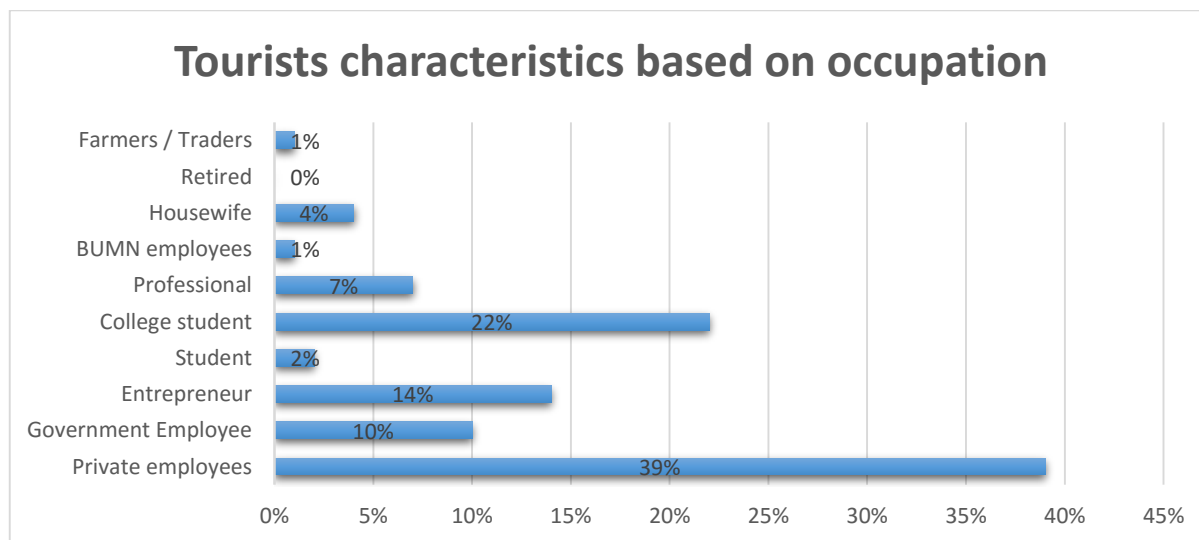


Figure 7. Tourists characteristics based on occupation

From Figure 7 it can be concluded that most of the tourists who visit already have a steady job with a total proportion of tourists who works is at 78%. Only 24% have only worked as a students. When paired with marital status, the tendency most travelers who visit Lampung province has equal proportions of young professionals and a professional who has a family.

5.7. Tourists characteristics based on average spending / month

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on average spending/month are as follows:

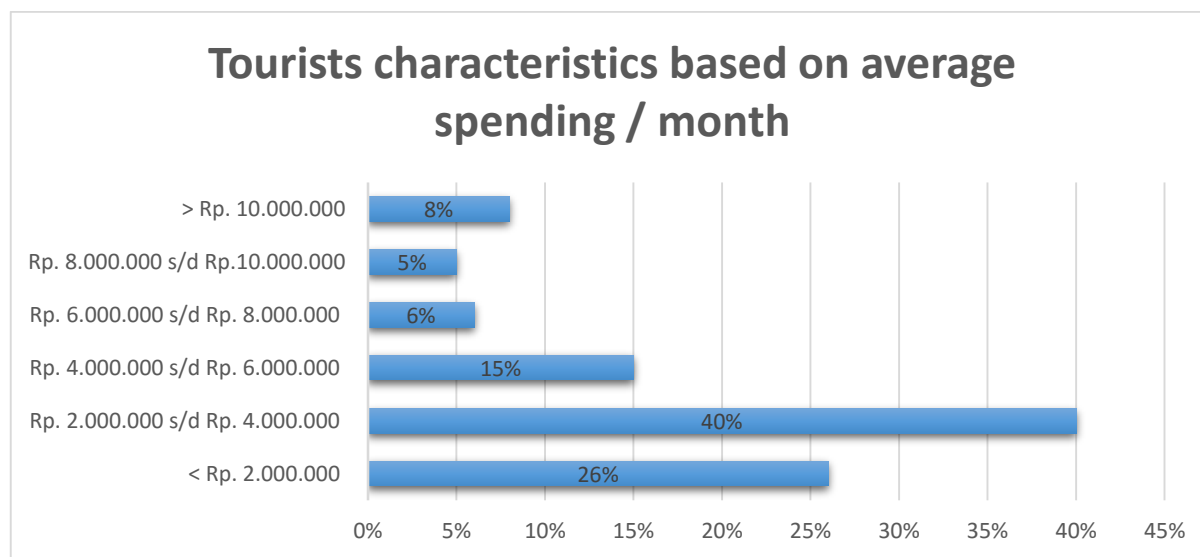


Figure 8. Tourists characteristics based on average spending / month

Figure 8 represents the monthly spending/month and not income, respondents' income may be higher than the total spending per month. In figure 8 can be seen that tourists who come to the Lampung Province has a economics level of middle to middle upper class where most of tourist visit have an average monthly expenditure between Rp.2.000.000 up to more than 10 million (74%).

5.8. Tourists characteristics based on length of stay

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on length of stay are as follows:

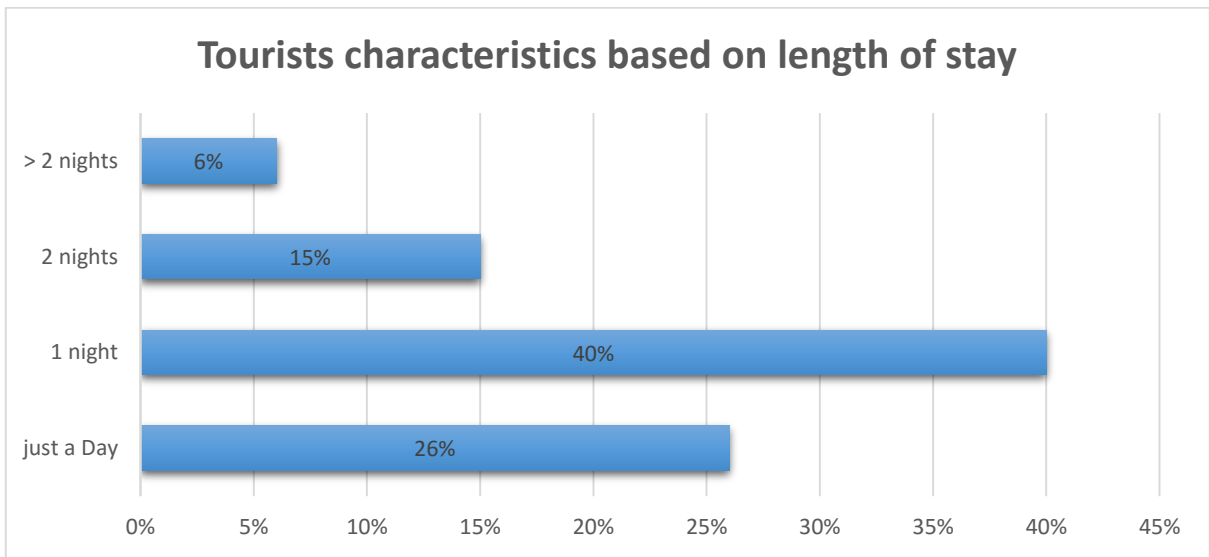


Figure 9. Tourists characteristics based on length of stay

Figure 9 provides information that is most often domestic tourists who visit the province of Lampung many only stay for one night (40%) followed by only one day (26%), and 2 nights (15%). Only 6% of tourists staying for more than two nights. This implies that the tourists who come to visit only for a moment in Lampung. Lampung tourism stakeholders might need to think about how to design marketing initiatives that make domestic tourists are not

easily bored and willing to stay longer in Lampung Province.

5.9. Tourists characteristics based on tourism companion

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on tourism companion are as follows:

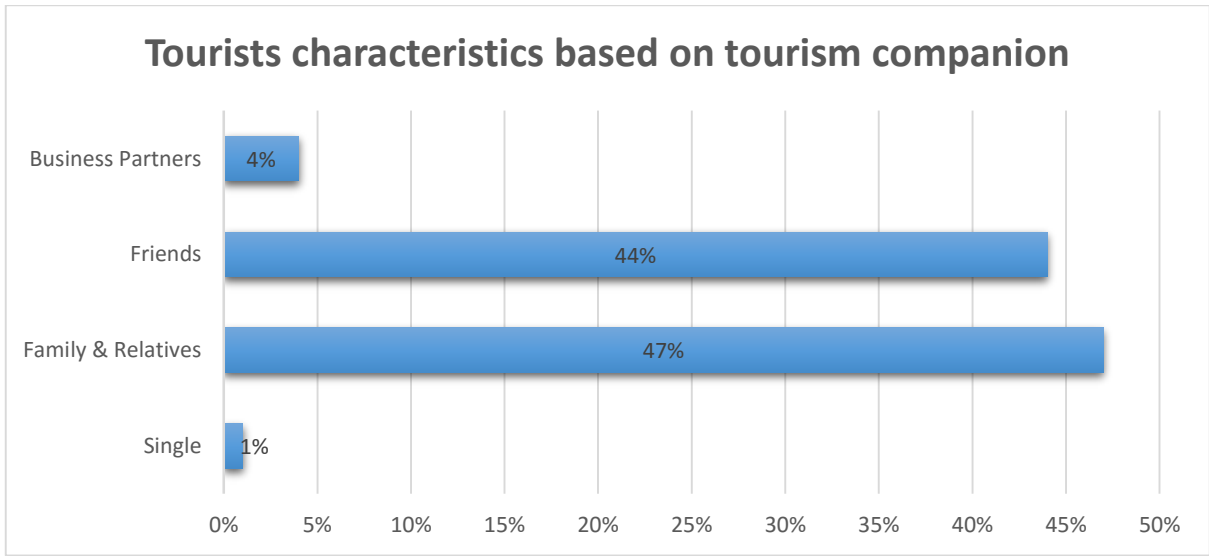


Figure 10. Tourists characteristics based on tourism companion

Figure 10 provides information that most tourists come to tourism destinations Lampung Province along with friends and families. This implies that marketing strategies need to

emphasized on the words of mouth strategic initiatives. Tourism stakeholders also need to create programs that

accommodate tourist activities along with friends and families.

5.10. Frequency In Doing Tourism Travel

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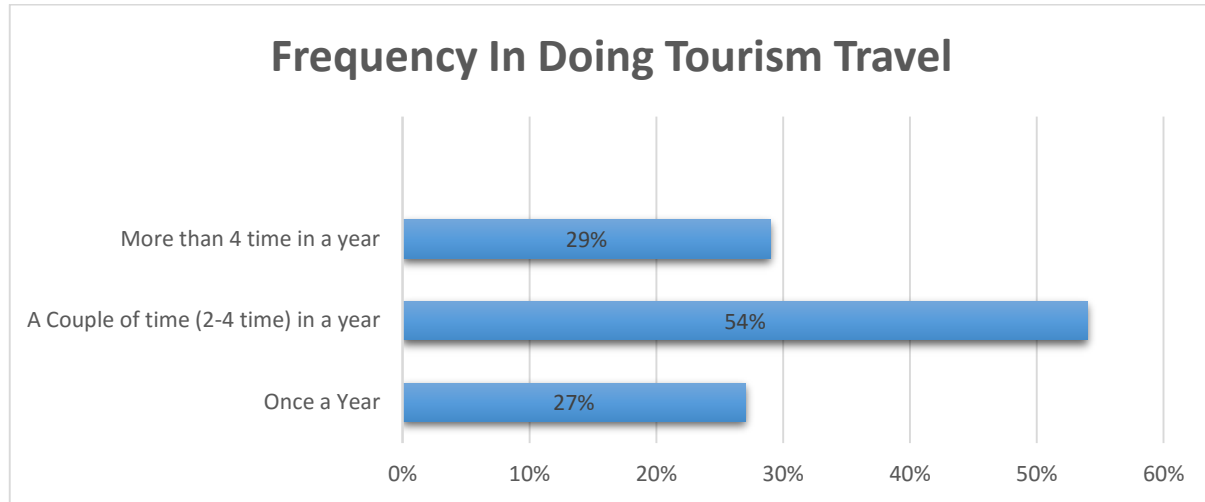


Figure 11. Frequency In Doing Tourism Travel

Figure 11 provides information that respondents often to travel. The portion 54% of them to travel out of town 2-4 times a year and 29% of them to travel more than four times a year. Only 27% who travel once a year.

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on their frequency held a travel are as follows:

5.11. Media Used For Finding Information About Tourism Destinations

From the research, it was found that media that often used by domestic tourists to find information about tourism destinations in Lampung Province are as follows:

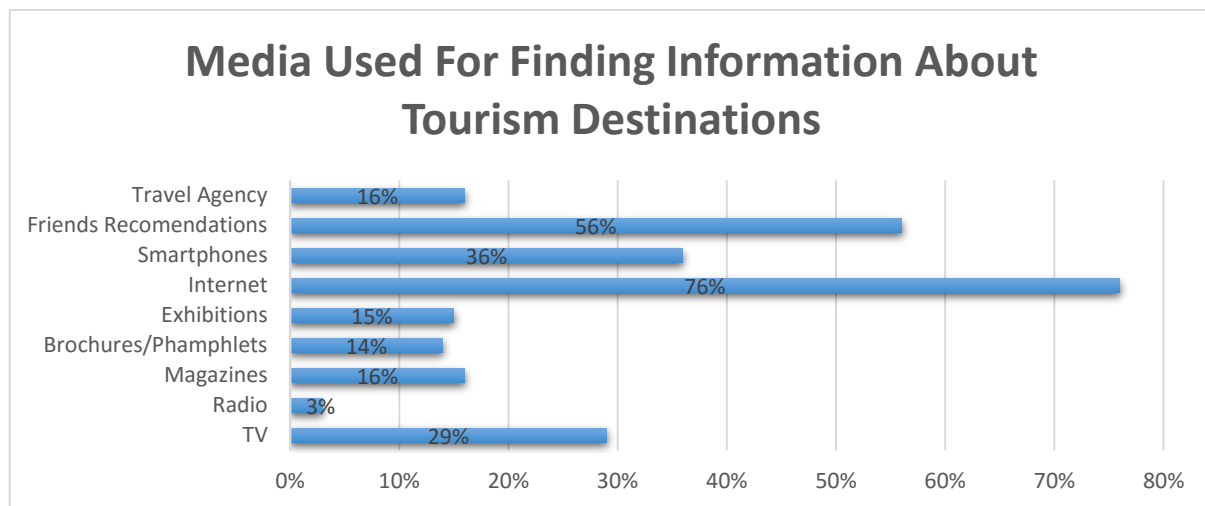


Figure 12. Media Used For Finding Information About Tourism Destinations

From Figure 12 it can be seen that most respondents get information about tourism destination from the internet

media - using a PC/laptop or internet shops (76%), followed by friends recommendations (56%). The others

Favorite media to find the tourism info are a Smartphone (36%) and television (29%), which we can conclude that modern medias such as smartphones or the Internet became favorite for respondents to seek information. In addition, word of mouth is more trusted by respondents in search of information about a tourism destination. While the media the least to be selected by the respondents were radio (3%). Some respondents also use other media such as magazines (16%), Brochure / Pamphlet (14%), Travel agent (16%) and exhibitions (15%).

5.12. Tourist Motives to visit tourism destination of Lampung Province

From the research, it was found the proportion of domestic tourists who visit tourism destinations of Lampung province based on their motives and purpose to visit tourism destination of Lampung Province are as follows:

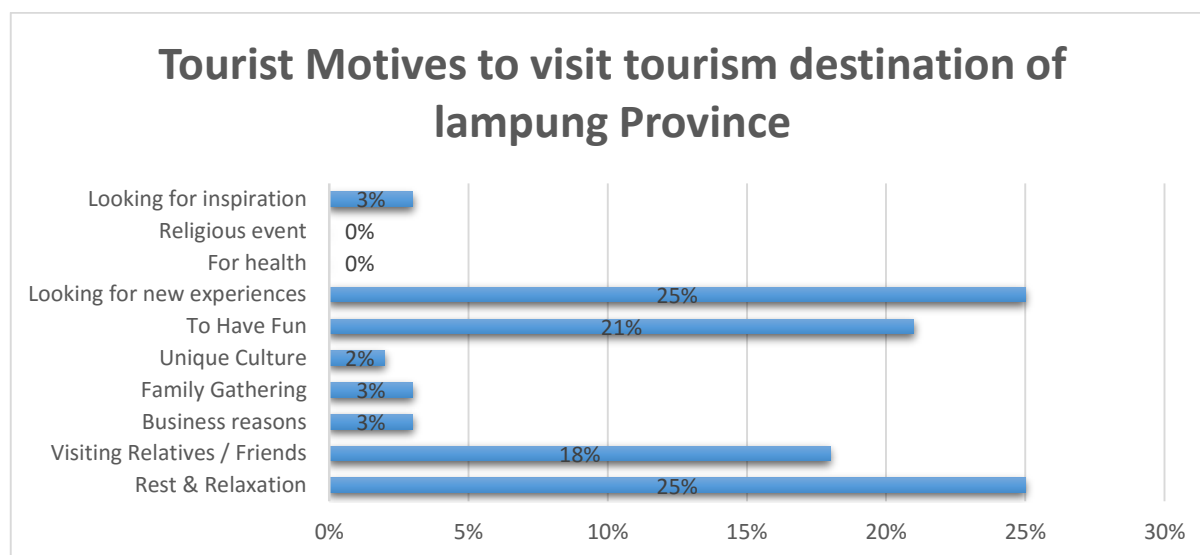


Figure 13. Tourist Motives to visit tourism destination of Lampung Province

Figure 12 provides a deep insight about the motives and purpose of domestic tourist to visit to tourism destinations in Lampung Province. Some of the main reasons to visit most are:

1. Rest and relaxation (25%)
2. Looking for a new experience in Tourism (25%)
3. For Having Fun (21%)
4. Visiting relatives / friends (18%)

Of the four reasons, it can be concluded taht in fact a tourism destination in Lampung could be perceived as a "Tourism Destination of relaxation with a new fun experience, along with relatives and friends". It can also be concluded that the tourist destinations in the province of

Lampung is not perceived as religious, health or culture tourism. The tendency is more to nature because the four reason always synonymous with nature tourism.

6. CONCLUSION

1. Understanding the characteristics and motives to visit of domestic tourists is one of the important process in making the design of marketing strategies because these can help Lampung tourism stakeholders in creating marketing programs that fit the needs and expectation of tourists.

2. Based on analysis, it can be concluded that the characteristics of tourists to visit tourism Destinations in Lmapung Province are as follows:
 - a. Based on the groups age, most of tourists who visit tourism destination are Grown-up(25-35 yrs), Early Adulthoods (19-24 yrs) and middle aged (36-50 years)
 - b. From Province close to Lampung (Jakarta, West Java and Palembang)
 - c. Most tourists has a high level of education and economic levels were varied - from the middle and middle upper.
 - d. Many tourists frequently travel and come along with friends and family, But they only visited briefly in Lampung travel destinations
3. Modern communication such as smartphones or the Internet became one of the favorite media for tourists to seek information. In addition, word of mouth is more trusted by the tourists in search of information about a travel destination
4. The main Motives of domestic tourists visiting the province of Lampung are: to rest and relaxation, looking for new experience in tourism, for having fun, and visiting relatives / friends.

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