



DEMAND SIDE AND SUPPLY SIDE ANALYSIS OF INTERNATIONAL SCALE TOURISM ACTIVITIES POST SAIL KOMODO IN EAST NUSA TENGGARA

ANALISIS SISI PERMINTAAN DAN SISI PENAWARAN KEGIATAN PARIWISATA BERSKALA INTERNASIONAL PASCA SAIL KOMODO DI NUSA TTENGARA TIMUR

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Abstract

The results of the study show that the six independent variables, namely: Entry Variable (ENT), Long-Distance Transportation (TJJ), Tourism Promotion (PW), Short-Distance Transportation (TJD), Hospitality (HOS) and Supporting Infrastructure (IP) together contribute an influence of 60.30 % on the decision of foreign tourists to visit the Province of East Nusa Tenggara. There are three variables that have a positive and significant influence on the choice of tourists to NTT, namely the ENT variable, TJJ and the PW variable; while the other three variables have no significant influence, namely, TJD , HOS and IP .For domestic tourists, Simultaneously, the five independent variables contribute 87.3% of the influence on the decision of domestic tourists to visit the Province of East Nusa Tenggara. However, partially, TJJ and PW have a significant effect, while TJD , HOS and IP have no significant effect on the choice of domestic tourists to visit the Province of East Nusa Tenggara. industry business before the preparation and implementation of Sail Komodo, shows that both additional investment, additional workforce , tourist visits, additional length of stay and income/turnover of business actors are in the low category. The condition of tourism business actors during the preparation, during and after the implementation of Sail Komodo shows a rapid increase. The three main variables that experienced a rapid increase during the preparation, during the implementation and after the implementation of Sail Komodo are additional tourist visits , additional turnover/ income and additional tourist stay time. Before the implementation of Sail Komodo, the environmental security conditions at tourist locations in NTT were already in the moderate category , compared to other variables that were in the low category . The condition of tourist locations during preparation, during implementation and after the implementation of Sail Komodo were in the moderate category except for additional electricity supply which was in the low category.

Keywords: Tourism, Foreign Tourists, Tourists, Business Actors.



1. INTRODUCTION

East Nusa Tenggara Province (NTT), is rich in natural, cultural and religious tourist attractions. These tourist attractions are located almost on all islands and regencies in NTT. For example, the prehistoric Komodo dragon is on Komodo Island, West Manggarai besides the enchanting natural panorama. There is Kelimutu Lake in Ende, the attraction of whales surrendering in Lembata, Sandalwood Horses in Sumba and marine tourism spread almost in all regencies and cities in NTT.

The amazing tourist attraction has encouraged the government to hold the Sail Komodo event in 2013. This event is not only to attract tourists to Komodo and West Manggarai, but is expected to be the main gateway and attraction for tourists to get to know more about other tourist attractions throughout NTT.

Increasing tourist visits will boost the tourism industry while providing a multiplier effect for the economy as a whole. Tourism has an impact on the economy both directly and indirectly (Styness 1999). The direct impact is in the form of tourist spending while the indirect impact is in the form of income earned by supporting business sectors such as the transportation services sector, trade sector, hotels and restaurants including the food and beverage industry, agriculture that supplies food to hotels and the craft industry that will be offered to tourists.

Previous research conducted by the Bank Indonesia Representative Office of NTT Province (2010) found that marine tourism is the most popular tourism in NTT by tourists, especially those from abroad. However, these tourists revealed that there are still aspects that need further improvement, including ease of entry to NTT, availability of infrastructure and comfort during travel in NTT. This ease of entry factor is not only related to administration, but is also closely related to the availability of transportation to tourist destinations (DTW) in NTT. The geographical conditions of NTT which is an archipelago, with DTWs spread across each main island, make this entry point a crucial problem. This condition also causes the cost of visiting DTWs in NTT to be high because of relatively difficult transportation access and transportation conditions, especially air transportation, which are not yet optimal.

The implementation of the 2013 Sail Komodo event is the key to boosting the tourism sector in NTT. The large budget allocated to support the success of the international scale event is intended, among other things, for infrastructure improvements. Infrastructure improvements are intended not only to facilitate access but also to increase the comfort of tourists while in NTT.

This study aims to identify tourists' perceptions regarding the main factors that determine the choice of tourist destinations during their visits to East Nusa Tenggara Province and to identify the response of tourism business actors in DTW in NTT to the implementation of international-scale tourism activities, namely Sail Komodo which took place in 2013.

This research is expected to be a foundation for further analyzing tourism activities both after the ASEAN Summit in Labuan Bajo in 2023 and after the development of super premium tourism infrastructure in Labuan Bajo.

Tourism Industry Concept

The Tourism Industry covers various sectors related to the enjoyment of added value such as transportation, accommodation, food and beverages, tourist attractions, travel agencies, and other supporting services. This is in line with the definition put forward by **the UNWTO (United Nations World Tourism Organization)**, that tourism is the activity of



people who travel and stay outside their residential environment for a period of not more than one consecutive year for the purpose of vacation, business, and other purposes not related to work that generates income in the place visited.

Thus, tourism is related to the demand and supply of tourism. This demand and supply of tourism certainly have an impact on the creation of job opportunities and also economic growth. This is where the actors in the tourism economy, namely the government, the business world and educational institutions take a role and synergize to achieve the expected efficiency (Stabler, Papatheodorou, & Sinclair (2010).

Tourism products are not actually real products. They are a series of services that not only have economic aspects, but also social, psychological, and natural aspects. The services provided by various companies are related to become a tourism product. As an industry, a series of companies that are usually elements of the tourism industry are accommodation or hotel companies, tourist transportation, travel agencies, restaurant companies and entertainment companies (Spillane, 1987:88).

Basically there are three main groups of tourism industry, namely: first, *Tourist objects* or tourism objects located in tourist destination areas, which are the attraction for people to come to visit the area. Second, Facilities needed at the destination, such as hotel accommodation, bars and restaurants, *entertainment* and recreation. Third, Transportation connecting the countries of origin of tourists (*tourist generating countries*) with tourist destination areas (*tourist destination areas*) and transportation at the destination to tourist objects.

Considering that tourism industry products are services from several companies, whether the company is included in the main facilities, complementary facilities, or supporting facilities for tourism. Tourism facilities (*tourism superstructures*) are all forms of companies that can provide services to tourists, both directly and indirectly and their lives and livelihoods depend a lot on the arrival of tourists (Sihite, 2000).

According to Prajogo (in Spillane, 1987:87-88), there are several special characteristics of the tourism industry, namely:

- a. Tourism products have the characteristic that they cannot be moved. People cannot bring tourism products to customers, but customers themselves must come to visit, experience and come to enjoy the tourism product.
- b. In tourism production and consumption occur at the same time. Without customers who are using the services there will be no production.
- c. As a service, tourism has various forms. Therefore, in the field of tourism there is no objective measurement, as with other real products, for example, there is length, width, content, capacity and so on, such as in a car.
- d. Subscribers cannot taste the product beforehand, nor can they know or test the product beforehand. All they can see are brochures and pictures.

In terms of business, tourism products are businesses that contain high risks, while demand is very sensitive to changes in economic, political, public attitudes or tourist pleasures and so on. These companies can shake the foundations of tourism business investment because they can cause a rapid decline in business, while the nature of the product is relatively slow to adjust to market conditions.



Tourist Expenditure Concept

Talking about tourism means talking about people. People who are looking for pleasure outside their homes, and that pleasure is about spending on consumption, transportation, accommodation, souvenirs and other needs (Yoeti, 2008). In addition, *the General Guideline For Developing The Tourism Satellite Account* (WTO) states that there are two types of tourist expenditure, namely final consumption expenditure of tourists and social transfers of tourists. Final consumption expenditure of tourists can be in the form of consumption expenditure paid in cash and consumption in the form of goods. Meanwhile, social transfers of tourists can be in the form of *social security*, consultation fees, non-market tourism services. In general, tourist expenditure is mostly used for hotel accommodation and food and beverage needs, while the others vary greatly.

Economic Impact of Tourism

One of the targets to be achieved in national development is economic growth that can accelerate the increase in income and employment opportunities. This means that economic development is directed at utilizing natural resources and human resources as efficiently and effectively as possible so as to produce production that can improve the welfare of the community (World Travel & Tourism Council (WTTC, 2023), .

The development of a tourist destination is greatly influenced by the economic conditions of the area. With the advancement of the economy of the area and the development of various sectors in the surrounding area, the development of tourism facilities and infrastructure will also grow and can increase the comfort of tourists. Likewise, tourism can also lift other economic sectors to develop better. Tourism activities will create demand *for* goods and services which will then stimulate production growth.

Tourism Demand and Supply Model

Demand in the tourism industry refers to the number of tourists who are willing and able to purchase tourism products or services at various price levels and under certain conditions. The Factors Affecting Tourism Demand . According to Crouch (1995) , among others, first, Tourist income: The higher the income, the more likely a person is to travel. Second, Tourism prices (travel & accommodation costs): Increases in the price of airline tickets, hotels, and tour packages can reduce tourism demand. Third, Substitution prices: If other destinations offer similar experiences at lower prices, tourists will tend to move to those destinations. Fourth, Tourist trends and preferences: Changes in lifestyle, tourism promotions, and social media affect tourist interest. Fifth, Currency exchange rates: Tourists tend to choose destinations that are cheaper in their currency. Sixth, Political and security conditions: Safe and stable destinations tend to attract more tourists. Seventh, External factors (pandemic, natural disasters, climate change): The COVID-19 pandemic drastically reduced tourism demand in 2020.

To predict the impact of tourism, in economics, models are often used, including the Tourism Demand Econometric Model . Econometric models are often used to predict tourism demand using variables such as income, prices, and other external factors.

The basic models that are often used are: $Q_d = f(Y, P_t, P_s, E, T, S)$

Where:

Q_d = Tourism demand



Y = Tourist income

P_t = Price of travel (tickets, accommodation)

P_s = Substitution price (other destinations)

E = Currency exchange rate

T = Traveler trends and preferences

S = Social, security and external factors

This model was used by Lim (1997) to analyze tourism demand in various countries.

In addition to the demand model, there is also a Supply Model in the Tourism Industry. Supply in tourism refers to the number of tourism services and products available at a destination, such as the number of hotels, restaurants, tourist attractions, and transportation.

The Characteristics of Tourism Supply according to Cooper et al. (2008) are characterized by: first, Inelastic in the short term: The development of tourism infrastructure such as hotels and airports requires large investments and a long time. Second, Seasonality: Supply must be adjusted to demand fluctuations throughout the year. Third, Influenced by government policy: Regulations and tax incentives can affect the number of tourism service providers. Fourth, Intangibility and heterogeneity: Tourism products are difficult to standardize because each tourist's experience is different.

Tourist Perceptions and Tourism Service Providers

Tourist perception is a subjective assessment of tourists towards a destination or tourism service. Of course, this perception is influenced by expectations, experiences, and information received. This perception plays an important role in determining satisfaction, loyalty, and the decision to revisit a destination.

Chon (1990) said the same thing, that tourist perception is influenced by a combination of destination image brought before visiting and actual experience in the field. When actual perception exceeds expectations, high satisfaction will arise, and vice versa.

Meanwhile, Kotler, Bowen, and Makens (2016) explained that consumer tourist perceptions (in this case tourists) are formed from the marketing process, communication, services received, and social interactions during the trip. This perception is closely related to service quality, perceived value, and destination reputation.

In addition to Tourist Perception, in the world of tourism there is also the Perception of Tourism Service Providers. Tourism service providers (such as hotels, restaurants, travel agencies, tour guides) also have perceptions of tourists and the markets they serve. This perception includes how they understand customer needs, behaviors, and expectations, and determines how service strategies are formulated.

According to Lovelock and Wirtz (2011), service provider perceptions are shaped by direct customer interaction experiences, responses to complaints, and service evaluation results. Understanding tourist perceptions is key to developing marketing strategies and managing service quality.

2. RESEARCH METHOD

Data and Data Acquisition Techniques

Primary data is obtained through a survey by conducting direct interviews with respondents. Secondary data is data obtained from related agencies/institutions such as the



Tourism Office, Angkasa Pura, ASDP, Pelindo and tourism business actors (hotels and restaurants).

Number of Samples

Secondary data publication shows that foreign tourist visits (wisman) to NTT in 2013 reached 80,810 tourists or increased from 2012 by 47,000 tourists. While the number of domestic tourist visits in 2013 reached 800,000 tourists or increased sharply from 2012 by 349,000 tourists

(<http://travel.kompas.com/read/2014/05/15/2114511/Komodo.Dikenal.Dunia.Wisatawan.ke.NTT.Meningkat>)

Data from the NTT Provincial Tourism Office in 2014 showed that the number of tourists in five survey locations over the past five years was divided into 199,349 foreign tourists and 508,751 domestic tourists. While in 2012 the number of domestic tourists in the five districts/cities that were survey locations was 101,517 people and 22,221 foreign tourists.

Given the various limitations, the determination of respondents was done intentionally where for foreign tourists 70 people were taken spread across five survey locations; while for domestic tourists 30 people were taken spread across five survey locations. Respondents for foreign tourists were more intended to find out their perceptions of tourist destinations and the factors that influence them so that in the future the number can be further increased.

The five DTW locations in question are: Komodo Island National Park with a focus on data collection for respondents using Komodo Airport , 17 Island Marine Park in Riung with a focus on data collection for respondents using Soa Airport, Kelimutu Lake with a focus on data collection for respondents using Arubusman Airport , tourist areas on Sumba Island with a focus on data collection for respondents using Tambolaka Airport, and tourist areas on Timor Island and its surroundings with a focus on data collection for respondents using El Tari Kupang Airport. The distribution of the number of respondents at the data collection location points is as follows:

Table 1.
Number of Wisdom Respondents and Foreign Tourists in NTT at Five DTW Locations

NO	LOCATION	NUMBER OF RESPONDENTS		TOTAL
		WISDOM	FOREIGN TOURIST	
1	Kupang City	6	10	16
2	Labuan Bajo – West Manggarai	6	20	26
3	End	6	20	26
4	Bajawa – Ngada	6	10	16
5	Tambolaka – SBD	6	10	16
	TOTAL	30	70	100

Source: Reprocessing 2014.

In addition to tourists, other respondents' targets are tourism business actors consisting of hotel service providers, restaurants, travel agents and transportation companies. The



selection of respondents is based on the researcher's assessment to determine the readiness of DTW in receiving tourist visits. In addition, it is also to find out how much impact the Sail Komodo activity has on improving the tourism climate in NTT in general.

Table 2.

Details of the Number of Respondents of Tourism Business Actors in NTT at DTW.

NO	LOCATION	BUSINESSMEN				TOTAL
		Hotel	Restaurant	Trans Services	Travel Agent	
1	Kupang City	3	3	3	3	12
2	Labuan Bajo	4	4	4	4	16
3	End	4	4	4	4	16
4	Bajawa	2	2	2	2	8
5	Tambolaka	2	2	2	2	8
	TOTAL	15	15	15	15	60

Source: Reprocessing, 2014

Data Analysis Techniques

The secondary data needed in this study are data on the number of tourists over the last five years, namely 2009-2013, the amount of tourist expenditure over the last five years, the amount of GRDP in the PHR, agriculture and transportation sectors in the last five years. While primary data is obtained through direct interviews with respondents by referring to the prepared questionnaire. Survey question formulation includes factors that will be identified, namely: tourist perceptions about 1) tourist destinations; 2) ease of entry, 3) hospitality, 4) short-distance transportation, 5) long-distance transportation, 6) tourism promotion and 7) supporting infrastructure.

The data analysis techniques used are descriptive statistical analysis techniques and inferential statistical analysis techniques, which include:

- 1) To determine the effect of the number of tourist visits on economic growth in the HR sub-sector, panel data was used on 5 (five) DTWs in the last 4 (four) years. The analysis tool used is inferential statistical analysis using simple linear regression.
- 2) To find out the factors that influence tourist destinations, a static inferential analysis tool is used, namely multiple linear regression. The variables observed include tourist perceptions of tourist destinations, ease of entry, hospitality, short-distance transportation, long-distance transportation, tourism promotion and supporting infrastructure.
- 3) To find out the perception of business actors about the condition of business and tourist locations both before, during and after the Komodo sail, descriptive statistics are used using index numbers that are categorized on a low, medium and high scale or other categories that describe the condition of business and tourist locations.

To determine the level of respondents' perception of the variables studied, the index numbers are used according to the instructions of Ferdinand, A. (2011 p. 274). The index numbers in this survey consist of three groups, namely the index for the Foreign Tourist group, the Domestic Tourist group and the index for the Business Actors group.



In general, the formula for measuring the respondent perception index is the same, where the index calculation uses a score of 1-10 for each question for respondents, both foreign tourist respondents, domestic tourist respondents and tourism business respondents. The formula used is:

$$\text{Index Value} = ((\%F1 \times 1) + (\%F2 \times 2) + (\%F3 \times 3) + (\%F4 \times 4) + (\%F5 \times 5) + (\%F5 \times 5) + (\%F6 \times 6) + (\%F7 \times 7) + (\%F8 \times 8) + (\%F9 \times 9) + (\%F10 \times 10) / 10$$

Information :

F1 is the frequency of respondents who answered 1

F2 is the frequency of respondents who answered 2

And so on for F10 for respondents who answered 10 of the scores used in the questionnaire.

Therefore, the respondent's answer numbers do not start from zero (0) but start from 1 to 10, so the resulting index will start from ten (10) to 100 with a range of 90. By using the three-box criteria (Three-box Method), a range of 90 divided by 3 will produce a range of 30 which will be used as the basis for interpreting the index value, namely as follows:

10.00 – 40.00 : Low Category

40.01 – 70.00 : Medium Category

70.01 – 100.00 : High Category

The same formula is used for each respondent group

3. FINDINGS AND DISCUSSION

Analysis of Factors Underlying Foreign Tourist Choices in Determining Tourist Destinations in NTT

To obtain accurate information to answer the objectives of this study, a sample of 70 foreign tourist respondents was used, determined by *random sampling*. The results of the inferential statistical analysis show that the resulting model is as follows:

$$TW = 0.271 ENT + 0.216 TJJ + 0.068 TJD + 0.112 HOS + 0.248 P W + 0.087 I P$$

Of the six independent variables involved in this study, the entry variable consisting of easy and clear visa, immigration and customs processing and officers must be able to communicate well have a significant influence. This means that the entry variable with these indicators, if observed seriously, will have a significant or meaningful influence on the number of tourist visits. Furthermore, the variable that also has a significant influence is the long-distance transportation variable. This variable consists of : the availability of international flight routes and flights to tourist destinations, affordable prices or rates and the availability of comfortable modes of transportation. Therefore, the district/city/provincial government or the central government needs to continue to fight for direct flight routes to tourist destinations that will affect the number of tourist visits. Furthermore, the third variable that has a significant influence is the tourism promotion variable. This variable consists of the introduction of tourist destinations in the countries of origin of foreign tourists, the need for tourist information centers, the need for exhibitions introducing tourist destinations and more intensive information on tourist destinations via the internet. This means that if these



variables are managed and paid more serious attention to, their influence will be very significant on the number of foreign tourist visits.

Furthermore, three variables that have no significant influence on the number of tourist visits are short-distance transportation variables, which consist of: the availability of adequate public transportation facilities, safe travel to tourist destinations, affordable and certain prices or rates, and smooth traffic flow. Furthermore, the hospital variable consists of: adequate accommodation facilities, conducive accommodation environmental conditions, friendliness of local residents, cleanliness of accommodation and tourist destinations and safety in traveling, also have no significant influence., and the last variable that has no significant influence on tourist destinations is the supporting infrastructure variable, which consists of several indicators including: highway infrastructure, telephone and internet communication networks and sufficient electrical energy.

Although these three variables do not have a significant influence on tourist destinations, their influence is positive, meaning that if these variables are considered for improvement and enhancement, they will have an impact on tourist visits.

The respondent perception index regarding the observed variables is as follows:

a. Entry Variable

First, the respondent's perception index regarding the ease of visa processing

descriptive analysis of respondents' perceptions for the first indicator of the entry variable, namely *ease of visa processing*, were 53.01. Based on the calculation of the index above, the visa processing index was obtained with a moderate or important category. This means that foreign tourists agree with the statement that ease of visa processing is **important**.

Second, easy and clear immigration

Index for *easy and clear immigration indicators*, the analysis results show an index figure of 54.78 or is in the moderate category or *important category*. This means that tourists agree with the statement that *easy and clear immigration* is important.

Third, customs clearance is easy and clear

The index of *easy and clear customs administration* based on the calculation results obtained an index of 57.44 or is in the moderate or important category. This means that for tourists, easy and clear customs administration is important.

Fourth, officers are able to communicate well

The results of the analysis show that the index shows that *officers are able to communicate well*: they get a score of 55.02 or a moderate or important category.

From the four indicators of the Entry variable, the index for the entry variable is: $53.01 + 54.78 + 57.44 + 55.02 / 4 = 55.06$. Based on the calculation results above, it can be concluded that the index for the entry variable is 55.06 or a moderate or **important category**.

b. Long Distance Transportation Variables

First, the respondent perception index regarding the availability of international flight routes.

The analysis results show the index of international flight route availability with a score of 54.78 or a moderate or important category. This means that tourists say the availability of international flight routes is an important thing to prepare.

Second, the availability of flight routes to tourist destinations



The index of *the availability of flight routes to tourist destinations* based on the calculation results obtained an index of 62.31 or is in the moderate or important category. This means that for tourists, **it is important** to have direct flight routes to tourist destinations.

Third , affordable prices

The index of *affordable prices* based on the calculation results obtained an index of 71.99 or is in the high category. This means that tourists say the prices or costs set are still very high.

Fourth , the availability of comfortable modes of transportation:

The results of the analysis show the index of the availability of comfortable transportation modes with a score of 67.13 or a moderate category or comfortable transportation modes are quite available.

Of the four indicators of long-distance transportation variables, the index for the long-distance transportation variable is: $54.78 + 62.31 + 71.99 + 67.13 = 256.21 / 4 = 64.05$ or is in the moderate or **important category** .

c. Short Distance Transportation

The index regarding *affordable prices* based on the calculation results obtained an index of 71.99 or is in the high category. This means that tourists say the prices or fees set are still very high.

First , there are adequate public transportation facilities available.

Adequate public transportation is important in supporting the tourism sector . The results of the analysis show that the index for adequate transportation facilities is 62.39 or falls into the moderate or important category. This means that foreign tourists consider the availability of adequate public transportation to be important.

Second , a comfortable trip to the tourist destination

The index of comfortable travel to tourist destinations based on the calculation results obtained an index of 60.27 or is in the moderate or important category. This means that tourists expect comfortable travel to tourist destinations to be important.

Third , the price is affordable and certain

The index of affordable and certain prices based on the calculation results obtained an index of 67.93 or is in the moderate or important category. This means that tourists expect affordable and certain prices to be important.

Fourth , smooth traffic flow

The index of smooth traffic flow, based on the calculation results obtained an index of 61.01 or is in the moderate or important category. This means that tourists expect smooth traffic flow to tourist destinations is an important thing.

Of the four indicators of short-distance transportation variables, the index for the short-distance transportation variable is: $62.39 + 60.27 + 67.93 + 61.01 = 256.21 / 4 = 62.9$ or is in the moderate or **important category** . This means that respondents said that short-distance transportation is an important thing to pay attention to.

d. Hospitality

First , decent accommodation facilities,

The index of *decent accommodation facilities*, based on the calculation results obtained an index of 70.85 or is in the highest category or very important. This means that foreign tourists say *decent accommodation facilities* are a very important thing to pay attention to.



Second , the condition of the accommodation environment is conducive

Index of **conducive accommodation environment conditions** , based on the analysis results obtained an index of 68.28 or is in the moderate or important category. This means that foreign tourists say that **conducive accommodation environment conditions** are important to pay attention to.

Third , the friendliness of the local people

The index of local people's friendliness, based on the calculation results obtained an index of 75.23 or is in the high or very important category. This means that foreign tourists say that the friendliness of local people is a very important thing to pay attention to.

Fourth , cleanliness of accommodation

The index of cleanliness of accommodation, based on the calculation results obtained an index of 71.85 or is in the high or very important category. This means that tourists expect cleanliness of accommodation to be an important thing to continue to pay attention to.

Fifth , cleanliness of tourist destinations

index of **tourist destinations** , based on the calculation results, obtained an index of 74.28 or is in the very high or very important category . This means that foreign tourists say that the cleanliness of tourist destinations is a very important thing to pay attention to.

Sixth , safety when traveling

The index on, **safety in traveling** , based on the calculation results obtained an index of 74.87 or is in the very high or very important category . This means that foreign tourists say that safety in traveling is a very important thing to pay attention to.

Of the six indicators of the hospitaly variable, the average index for the hospitaly variable is: $70.85 + 68.28 + 75.23 + 71.85 + 74.28 + 74.87 / 6 = 256.21 / 6 = 72.56$ or is in **the very high or very important category** . This means that on average, foreign tourist respondents said that hospitaly is a very important thing to pay attention to.

e. Tourism Promotion

First , introduction to tourist destinations in the country of origin of the guest .

Index on, **introduction of tourist destinations in the country of origin of foreign tourists** , based on the calculation results obtained an index of 52.39 or is in the moderate category . This means that foreign tourists say that introduction of tourist destinations in the country of origin of foreign tourists is an important thing to do.

Second , the tourist information center

The index of **tourist information center** , based on the calculation results obtained an index of 54.92 or is in the moderate or important category. This means that foreign tourists say that the tourist information center is an important thing to pay attention to.

Third , an exhibition introducing tourist destinations

Index about, **tourist destination introduction exhibition** , based on the calculation results obtained an index of 47.00 or is in the moderate or important category. This means that foreign tourists say that the exhibition for introducing tourist destinations is an important thing to pay attention to.

Fourth , tourist destination information on the internet

Index about, **tourist destination information on the internet** , based on the calculation results obtained an index of 69.01 or is in the moderate or important category. This means that tourists Foreigners say that information about tourist destinations on the internet is an important thing to pay attention to.



Of the four indicators of tourism promotion variables, the average index for this variable is: $52.39 + 54.92 + 47 + 69.01 / 4 = 55.83$ or is in the moderate or **important category**. This means that on average, foreign tourist respondents said that the tourism promotion variable is an important thing to pay attention to.

f. Supporting Infrastructure

First , road infrastructure

The calculation result of the Index on **Supporting Infrastructure**, based on the calculation results obtained an index of 55.65 or is in the moderate or important category. This means that foreign tourists say that supporting tourism infrastructure is an important thing to pay attention to.

Second , telephone communication network

The index of *telephone communication network*, based on the calculation results obtained an index of 58.28 or is in the moderate or important category. This means that foreign tourists say that telephone communication network is an important thing to pay attention to.

Third , internet communication network

The index of *internet communication network*, based on the calculation results obtained an index of 62.45 or is in the moderate or important category. This means that foreign tourists say that the internet communication network is an important thing to pay attention to.

Fourth , sufficient electrical energy

The index of **sufficient electrical energy**, based on the calculation results obtained an index of 62.60 or is in the moderate or important category. This means that foreign tourists say **sufficient electrical energy** is an important thing to continue to pay attention to.

Of the four indicators of supporting infrastructure variables, the average index for this supporting infrastructure variable is: $55.65 + 58.28 + 47 + 62.45 + 62.60 / 4 = 59.75$ or is in the moderate or **important category**. This means that on average, foreign tourist respondents said that the supporting infrastructure variable is an important thing to pay attention to.

g. Tourist destination

First , an interesting tourist destination

The index of *attractive tourist destinations*, based on the calculation results, obtained an index of 69.05 or is in the moderate or important category. This means that foreign tourists say that attractive tourist destinations are the main goal.

Second , world-famous tourist destinations

The results of the calculation of the Index of **world-famous tourist destinations**, based on the calculation results obtained an index of 52.97 or is in the moderate or important category. This means that foreign tourists say that world-famous tourist destinations are important to visit.

From the two indicators of the tourist destination variable, the average index for this variable is: $69.05 + 52.92 + 52.97 / 4 = 61.01$ or is in the moderate or **important category**. This means that on average, foreign tourist respondents said that the tourism promotion variable is an important thing to pay attention to.



The results of partial hypothesis testing/t-test show that only three variables, namely the Entry variable (ENT), long-distance transportation (TJJ) and tourism promotion variables (PW) have a significant effect on the choice of foreign tourists to visit the Province of East Nusa Tenggara . The other three variables, namely short-distance transportation (TJD), hospitality (HOS) and supporting infrastructure (IP), have a positive but insignificant effect on the choice of foreign tourists to visit the Province of East Nusa Tenggara .

Simultaneously, the six independent variables contributed an influence of 60.30 % on the decision of foreign tourists to visit East Nusa Tenggara Province.

Comparative Analysis of Factors Underlying Foreign Tourist Choices in Determining Tourist Destinations in NTT

Factors Which underlying choice traveler overseas determine objective tourism in NTT is Entry factor, Transportation Distance Far, Transportation Distance Nearby, Hospitality, Promotion Tour And Infrastructure Supporters.

The results of primary data analysis show that Of the five factors studied, the factor Hospitality with score 72.56 percent enter in range 70-100 percent, with category very important. While factor Transportation Distance Far (64.05 percent), Transportation distance close (62.9 percent), Infrastructure Supporters (59.75 percent) and Promotion Tourism (55.83 percent) is included category important.

Based on results analysis this, then For interesting traveler overseas so need provision means decent accommodation like a hotel with various customized facilities with need traveler overseas, environment conducive accommodation, friendliness resident local, cleanliness place stay, cleanliness place objective tour And security in traveling. Beside That not losing important must be noticed entry factor, transportation distance far, transportation distance close, infrastructure Supporter And promotion tour.

Analysis of Factors Underlying Wisdom Choices in Determining Tourist Destinations in NTT

a. Perception of Wisdom

From the results of the analysis of the domestic tourist perception index for each variable studied, namely long-distance transportation (TJJ), short-distance transportation (TJD), hospitality (HPT), tourism promotion (PW), and supporting infrastructure (IP) are very important consideration factors for domestic tourists in choosing tourist destinations in East Nusa Tenggara Province.

The average perception index of domestic tourists for the long-distance transportation variable is 72.45% and is in the very high/very important category. The highest perception index occurs in the first statement item, namely the availability of flight routes to tourist destinations, with a perception index of 75.41%, followed by the third statement item, namely the availability of comfortable transportation with a perception index of 74.33%, and the second statement item, namely affordable prices with a perception index of 67.6%. The achievement of this perception index reflects that long-distance transportation is one of the basic considerations for domestic tourists in choosing tourist destinations in East Nusa Tenggara Province.



The average perception index achievement of short-distance transportation variables was 71.66% (very high/very important category). The highest perception index occurred in the second statement item (comfortable travel to tourist destinations), at 72.97%, followed by the third statement item (affordable and certain prices), with a perception index of 72.26 %, the fourth statement item (smooth traffic flow), with a perception index of 70.70%, and finally the first statement item (availability of adequate public transportation facilities) with a perception index of 70.69%. The achievement of the perception index shows that the short-distance transportation variable is one of the important considerations for domestic tourists in choosing tourist destinations in East Nusa Tenggara Province.

The average perception index of the hospitality variable is 75.03% (very high/very important category). The highest perception index occurs in the third statement item (local people's friendliness), at 78.69 %, followed by the second statement item (conducive accommodation conditions), with a perception index of 75.63%, the sixth statement item (safety in traveling), with a perception index of 75.52%, the fourth statement item (cleanliness of the place to stay), at 74.62%, the first statement item (decent accommodation facilities), at 73.61%, and the lowest is the fifth statement item (cleanliness of tourist destinations), at 72.08%. The achievement of this perception index shows that the comfort factor is the most important consideration for domestic tourists in choosing a tourist destination in East Nusa Tenggara Province.

The average perception index of the tourism promotion variable is 70.46 % (very high/very important category). The highest perception index is the fourth statement item (tourist destination information on the internet), at 71.30%, followed by the first statement item (introduction of tourist destinations in the city of origin of tourists), at 70.95%, the second statement index (tourist information center), at 70.66%, and the lowest is the third statement item (tourist destination introduction exhibition), at 68.94% with a high/important category. Although the third statement item is in the high/important category, overall domestic tourists make the tourism promotion variable an important factor in choosing a tourist destination in East Nusa Tenggara Province.

Furthermore, the average perception index of the supporting infrastructure variable is 75.05 (very high/very important category). The highest perception index is the third statement item (internet communication network), at 77.33%, followed by the fourth statement item (sufficient electrical energy), at 77.34%, the second statement item (telephone communication network), at 75.75%, and the lowest is the first statement item (highway infrastructure), at 69.30% with a high/important category. Although the highway infrastructure statement item is only in the high/important category, overall domestic tourists view supporting infrastructure as one of the main attractions for choosing a tourist destination in East Nusa Tenggara Province.

Of the six variables analyzed in this study, the average achievement of the tourist destination perception index was the highest, which was 78.34% (very high/very important category). The highest perception index was the first statement item (attractive tourist destination), at 80.61% and the lowest was the second statement item (world-famous tourist destination), at 76.07%.

Very high or very important consideration of tourists for the six variables in choosing a tourist destination in NTT, needs to be responded seriously by the government to ensure an increase in tourist visits in the future. Efforts to improve tourist locations, improve supporting infrastructure, provide comfortable transportation facilities and infrastructure, intensive and



effective tourism promotion need to be continuously carried out to increase tourist interest in visiting NTT.

b. Factors Underlying the Choice of Wisdom Visits

Based on the results of data analysis, which tests the influence between independent variables, namely long-distance transportation (TJJ), short-distance transportation (TJD), hospitality (HOS), tourism promotion (PW) and supporting infrastructure (IP) with the dependent variable of tourist destination (TW), the following regression equation can be formulated:

$$TW = 0.422 TJJ + 0.149 TJD + 0.035 HOS + 0.379 TW + 0.050 IP$$

The regression equation shows that the long-distance transportation variable (TJJ) has the strongest influence on domestic tourism destinations in East Nusa Tenggara Province, followed by the tourism promotion variable (PW). The independent variables that have very low influence on the dependent variable of tourism destinations are hospitality (HOS), supporting infrastructure (IP) and short-distance transportation (TJD) .

The results of partial hypothesis testing /t-test show that only two variables, namely long-distance transportation (TJJ) and tourism promotion variables (PW) are significant to the choice of domestic tourists to visit the Province of East Nusa Tenggara, with a significance value of 0.010 each. The other three variables, namely short-distance transportation (TJD), hospitality (HOS) and supporting infrastructure (IP), have no significant effect on the choice of domestic tourists to visit the Province of East Nusa Tenggara, with significance values of 0.051, 0.385 and 0.683 respectively.

Simultaneously, the five independent variables contributed 87.3% to the decision of domestic tourists to visit East Nusa Tenggara Province.

c. Underlying Factors Choice Where to Determine Objective Tourism in NTT

Factors Which underlying choice traveler domestic k determines objective tourism in NTT is factor Transportation Distance Far, Transportation Distance Near, Hospitality, Promotion Tourism And Infrastructure Supporters.

The results of primary data analysis show that Of the five factors studied, the Hospitality factor scored 75.03 percent, Infrastructure Supporters the score is 75.03 percent, Transportation Distance Far 72.45 percent, Transportation Distance Near 71.66 percent, and promotion Tour 70.46 percent of all enter in range 70-100 percent, category very important.

Based on results analysis this, then For interesting traveler domestic k need provision Hospitality, transportation distance far, transportation distance close, infrastructure Supporter And promotion tour .

Conditions of Tourism Business Actors

industry business before the preparation and implementation of Sail Komodo, shows that additional investment, additional workforce , tourist visits, additional length of stay and income/turnover of business actors are in the low category.

The business conditions of tourism business actors during the preparation, during and after the implementation of Sail Komodo showed a rapid increase. The three main variables



that experienced a rapid increase during the preparation, during the implementation and after the implementation of Sail Komodo were additional tourist visits , additional turnover/ income and additional time spent by tourists.

Before the implementation of the Komodo sail, the environmental security conditions at tourist locations in NTT were already in the moderate category , compared to other variables which were in the low category . The condition of the tourist locations during the preparation, during the implementation and after the implementation of the Komodo sail were in the moderate category except for the additional electricity supply which was in the low category.

4. CONCLUSION

Conclusion

Based on the survey results, the following conclusions were drawn.

1. The number of tourist visits to the Tourist Destination Area (DTW), during 2010-2013 tended to increase. The Tourist Destination Area (DTW) of West Manggarai Regency experienced a significant increase in the number of visits since Komodo was designated as the new seven wonders of the world (*The New7 Wonders of Nature*” by the *New7 Wonder Foundation* in 2012.
2. The number of tourist visits has a positive and significant influence on the economic growth of NTT. This is indicated by the number of tourist visits that have a positive and significant influence on the GRDP of the hotel sub-sector and also the restaurant sub-sector in five DTWs in NTT. The contribution of the number of tourist visits to the variation in the increase and decrease of the DPRB of the hotel sub- sector is 38%. While the contribution of the number of tourist visits to the variation in the increase and decrease of the GRDP of the restaurant sub- sector is 39.20%.
3. The variables that have a positive and significant effect on the destination of foreign tourists are entry variables , long-distance transportation and tourism promotion. Meanwhile, the variables that have a positive but insignificant effect are short-distance transportation, hospitality and supporting infrastructure. Meanwhile, the variables that have a significant effect on the destination of domestic tourists are long-distance transportation and tourism promotion. Meanwhile, the variables that have a positive but insignificant effect are short-distance transportation, hospitality and supporting infrastructure .
4. There are three variables that have a positive but insignificant effect on the destination of both foreign and domestic tourists , namely short-distance transportation , hospitality and supporting infrastructure. Thus, these three variables need to be handled seriously in the future so that tourists' expectations can be met.
5. industry business before the preparation and implementation of Sail Komodo, shows that both additional investment, tourist visits, additional length of stay and income/turnover of business actors are in the low category; while the condition of tourism business actors during the preparation, during and after the implementation of Sail Komodo shows an increase and is in the moderate category.

Recommendation

Based on the analysis results, several things can be recommended as follows :

1. The number of tourist visits has a positive and significant influence on economic growth, especially in the hotel sub- sector and the restaurant sub- sector . Therefore, it is



recommended that all related parties work together to increase the number of tourist visits, both foreign and domestic .

2. All tourism actors/stakeholders carry out tourism promotion in a scheduled and continuous manner, both through performance events and print and electronic/ *online media* internationally and domestically , because survey results show that tourists know more about NTT's tourism potential from stories from friends or family. at performance events and *online media* .
3. e l variables need special attention to be improved such as short-distance transportation, hospitality and supporting infrastructure; this is important considering that the three e l variables have a positive but not significant influence . With the increase in the capacity of the three e l variables, it is expected to provide a positive and significant influence.
4. Considering that during and after the Komodo sail there are additional tourist visits , additional turnover/ income of entrepreneurs and additional tourist stay time, it is recommended that entrepreneurs take advantage of the increase in the number of visits and additional stay time as a moment to increase income/turnover by preparing decent hotel facilities, restaurants with a good atmosphere and a variety of hygienic food and various supporting facilities according to tourist expectations so that they can become an attraction in the future.

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